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The Only International Trade Publication Circulating Among All Branches of the Radio Industry

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July, 1929

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FOREIGN \$3

THE TUBE LINE OF THE FUTURE

WITH the introduction of its New and Improved AC Tubes, Sonatron strengthens its position as the tube line offering most in profit and prestige. These better tubes have set a new standard in performance, in tone, and in long life—the results of advanced design and the highest standards in the industry.

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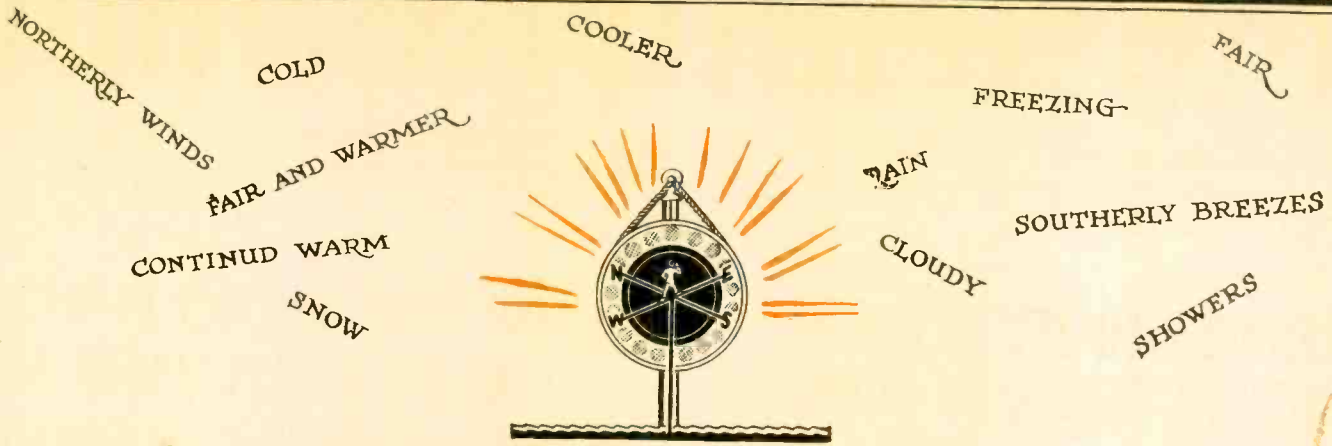


THE Sonatron Y224AC Screen-Grid tube is a sensational success. Its tone is flawless—it heats instantly—and tests show it to have a long, trouble-free life.

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Listen-in—8:30 to 9 P.M., E.S.
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THE NEW AND IMPROVED SONATRON RADIO TUBES



RAIN OR SHINE

Day in, and day out, like a prophet of old, the *Champion Weatherman* forecasts the trend of the elements.

Every day and night—the Champion weather reports are broadcast through Westinghouse Stations KDKA, KYW, WBZ, WBZA to millions of people.

No other form of publicity quite equals in effect this stream of timely messages—Direct to the ears of those who hear *with* radio tubes, *about* radio tubes—the inevitable customers *for* radio tubes.

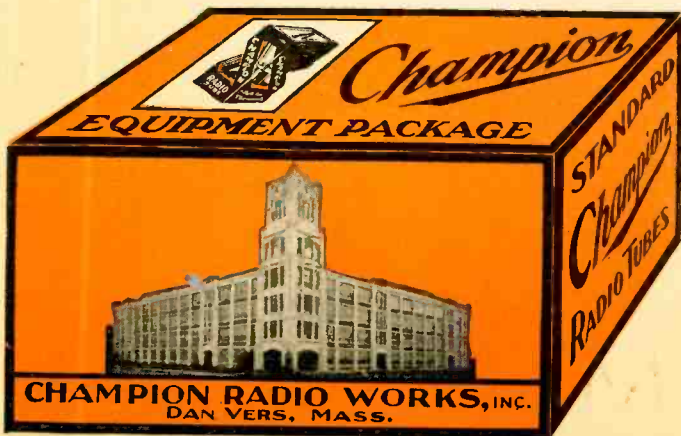
The name *Champion* registers in their memories so indelibly that the prehistoric malady, *sales resistance*, becomes a joke to the modern radio merchant.

Capitalize the weather—rain or shine—by selling CHAMPION.



Champion Radio Works, Inc.

Pine and Holton Streets
DANVERS
MASSACHUSETTS



Champion

Radio Tubes

Champion Tubes Are Licensed Under Patents Owned and/or Controlled by Radio Corporation of America, General Electric Company, and the Westinghouse Electric and Manufacturing Co.

Radio Retailer & Jobber

The Only International Trade Publication Circulating Among All Branches of the Radio Industry

VOL. VIII

No. 3

ALBANY, N. Y., AND NEW YORK, N. Y.

JULY, 1929

Subscription, \$2.00 a year

R. C. A. SURRENDERS TO SET LICENSEES WHO OBJECT TO PAYING ON FURNITURE

Only 15 Cents In Royalty to Be Paid On Cabinet and Packing Case Now—That Assessment Always Was Made On Latter—Saving of \$20,000,000 to Set-Buying-Public Seen—Licensed Set Manufacturers Should Save \$5,000,000 Or \$6,000,000, Because of New and Equitable Readjustment—Set Licensees Held a Meeting In Chicago Friday of Trade-Show-Week and Recited Their Grievances, In Re Inflated Royalties, to "R.C.A." Officials, With Triumphant Result Just Explained—RADIO RETAILER & JOBBER Has Always Agitated Against Royalty-Payments on Cabinets.

The Radio Corporation of America has modified its royalty-demands, as made to the thirty-and-more independent Radio-set-manufacturers, licensed under the circuit-patents, held in a pool for licensing purposes by that "R.C.A." as the official licensor thereunder, on behalf of itself and the seven other corporations making up the Radio Trust.

The Radio Corporation of America is going to apportion its royalty-rate against chassis, accessories, loud-speakers, turn-tables, etc., but not on the cabinet, as before. The licensed set manufacturers will no longer pay seven-and-one-half-per-cent. of their jobbing billings for furniture, but they will continue to pay the same ratio of royalty on the chassis and accessories as just itemized—seven-and-one-half-per-cent.

The independent set manufacturers will continue to pay fifteen cents on cabinets and packing cases—they always did pay 15 cents per packing case.

Minimum Royalty, \$100,000

The minimum-royalty-payment, per annum, remains at \$100,000, just as the seven-and-one-half-per-cent., as royalty ratio, remains as before.

On Friday during Trade Show week, from June 2nd to the 7th of that month, the licensed-set-manufacturers held a meeting, in Chicago, of course, and representatives of the Radio Corporation of America were also present. Concessions were asked for by the Radio receiver-producers, as licensed, and, to the extent recited herein, they were granted by "R.C.A." officials.

This concession amounts to considerable. It may slice the Radio set bills of the purchasing public \$20,000,000. The licensed set-makers see a saving at their end of from \$5,000,000 to

\$6,000,000 a year, but that multiplies, after prices are inflated, and as sets go through jobbers' and dealers' hands, to the ultimate buyer at retail.

Opposed the Cabinet Assessments

The RADIO RETAILER & JOBBER has agitated unceasingly against the injustice of forcing Radio-receiver-manufacturers, licensed by the "R.C.A." under the circuit-patents claimed by the Radio Trust, to pay a royalty-percentage on Radio cabinets, which certainly have nothing whatever to do with Radio-circuit-patents.

This publication has also protested against the minimum-royalty-payment of \$100,000 per annum—which nobody pays—because they don't pay it anyway and because the rule freezes out the smaller-set-manufacturer, who should have as much right to trim the Radio Trust on royalties as his larger and licensed competitors.

Is Sparton Besting R.C.A.?

The Sparks-Withington Company, the manufacturer of Sparton Radio receivers in Jackson, Michigan, which recently signed a royalty-paying license, under the alleged circuit patents held in a pool for licensing purposes by the Radio Corporation of America, as licensor—the Sparks-Withington Company, it develops, has sold some of its own circuit and other patents to that "R.C.A.", for a substantial consideration and the said Sparks-Withington Company may be making more money than it's losing, by doing business with and by accepting a license to manufacture Radio sets from and according to the alleged circuit patents of that "R.C.A."

Don't be a boob! Learn what's going on in the trade. There's but one way. Send \$2 right now for one full year's subscription to the fastest self-growing trade publication.

LICENSED TUBE MAKERS IN WRANGLE AS R.C.A. REPUDIATES AGREEMENTS

At Least That's Confidential Report From Reliable Source—"R.C.A." Seems to Be Angered At "Big Four" of the Licensees Under Tube Patents Who Are Also Licensed By General Electric Company, Under Its Patents for Lamp Manufacturing—Captain Darby's Group of Tube Manufacturers, If He Ever Merges Them, Are Promised Joint License Under Tube Patents At a Royalty-Rate of 6% of Their Jobbing Billings—Other Tube Makers Are Claimed By Some to Be Paying 10%—Is That the Cause of the Rumpus?—All Other Tube News Summarized Herein.

An ominous rumbling was in the air during the week ending Saturday, June 22nd, and insinuations were guardedly-made, in high and reliable financial and Radio trade circles, that the Radio Corporation of America had "kicked the kettle" over and had upset the staving of the licensing-agreements, under tube patents, which that "R.C.A." had negotiated of late.

The report had it that there had been a rupture of relations between the Radio Corporation of America, as licensor, on the one hand, and the four independent tube manufacturers, as licensees under such tube patents, who are also licensed under the lamp patents, held by the General Electric Company, which had, in past years licensed that "big four" for the manufacture of lamps.

The "Big 4" of the Licensees

The four in question are the Champion Radio Works, Inc., with both Radio tube and lamp-production-plants gigantic, located in Lynn, Massachusetts and in Danvers, that State; the Hilco Lamp Co., Inc., of Emporium, Pa. (the latter much better known, in the Radio trade, as the Sylvania Products Company, also of Emporium); the Tung-Sol Radio Tube Company, Inc., also known as the Tung-Sol Lamp Works, of Newark, New Jersey; and the Hygrade Lamp Company, of Salem, Massachusetts. (The Economic Lamp Works, of Salem, Mass., is also included.)

If there is a row on what is it all about? Have the lamp-licensees of the General Electric Company got better terms, than their competitors, as licensees under the tube patents, from the Radio Corporation of America, or are they all four kicking because they feel that the three other licensees, under the said tube patents, are getting

better terms and a lesser royalty-ratio than they are? Or do they object because the group of tube manufacturers, attempted to be merged by Sam Darby, Jr., have been offered a royalty-rate of but six per cent of jobbers' billings or gross receipts, while the said four are said to be paying ten per cent.?

The Mysterious Royalty-Rates

Some trade authorities still insist that every license to manufacture tubes, granted by the Radio Corporation of America to date, provides for a royalty-payment of ten per cent. on the jobbers' billings or gross receipts. All such license-agreements, entered into by the Radio Trust, and all negotiations concerning such, are always negotiated with the utmost secrecy—hence the uncertainty.

But Captain Sam Darby, Jr., the patent attorney of New York City, who is attempting to bloom out as a promoter and financier, in alliance with the Lehman Brothers, the investment bankers of New York City, has been trying to merge as many independent Radio tube manufacturers into one corporation as he can persuade to join, and the Captain has been assured that all such tube manufacturers, joining the combination, attempted to be brought together by Captain Darby, shall all receive from that "R.C.A." a blanket license, granted jointly to each, and with a royalty-rate of payment of but six per cent. of their jobbers' billings or gross receipts.

Has the belief, of some licensees under the tube patents, that some of them are paying ten and others six per cent. of their business volume as royalties—has that precipitated a scrap? Only time will tell. There

(Continued on page 8)

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GSY-227

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Invented by Gold Seal's own engineers; produced in Gold Seal's own factories; and positively guaranteed.

Full silent service for its entire life

It heats in 5 seconds—faster than any other tube—and it heats as quickly at the end of 1000 hours as when it was new.

A real sensation in radio

Gold Seal Tubes are now the equipment of leading receiving set manufacturers. They know.



Seal Leaders

GSX-245 Power Amplifier

A new loud speaker power amplifier tube which will give power outputs between that obtained from the X-171A and X-250. It has been designed primarily for operation in A. C. sets and for this service has incorporated a very sturdy and long life filament. In general appearance it is similar to the X-171A except that it has a larger bulb.

This tube has been designed to operate at plate voltages of 180 to 250 volts, maximum. The grid bias at 180 volts is 33 volts for direct current operation and 34.5 volts for A. C. operation. At 250 volts the grid bias values are 50 volts and 51.5 volts for D. C. and A. C. operation respectively.

In electrical characteristics it is similar

to the X-171A in that the amplification factor is 3.5, plate resistance is 1,900 ohms and mutual conductance is 1,850 at a plate voltage of 250 volts. Under these conditions the average plate current is 32 milliamperes. The X-245 is not interchangeable with X-171A however, because the filament voltage is 2.5 volts. When inserted in a socket designed for X-171A the tube will either burn out or will burn out the filament winding of the power transformer. The filament is of the rugged coated type requiring 2.5 volts and 1.5 amperes. This filament has been especially designed to withstand the normal line voltage fluctuations and will give satisfactory life when operated between 5 percent above the normal rating of 2.5 volts and 5 percent below the normal rating.

This is a new tube which does not replace any other tube in the Gold Seal line—GSX-245 is *not interchangeable* with any Gold Seal power amplifier.



GSY-224 Radio Frequency Amplifier

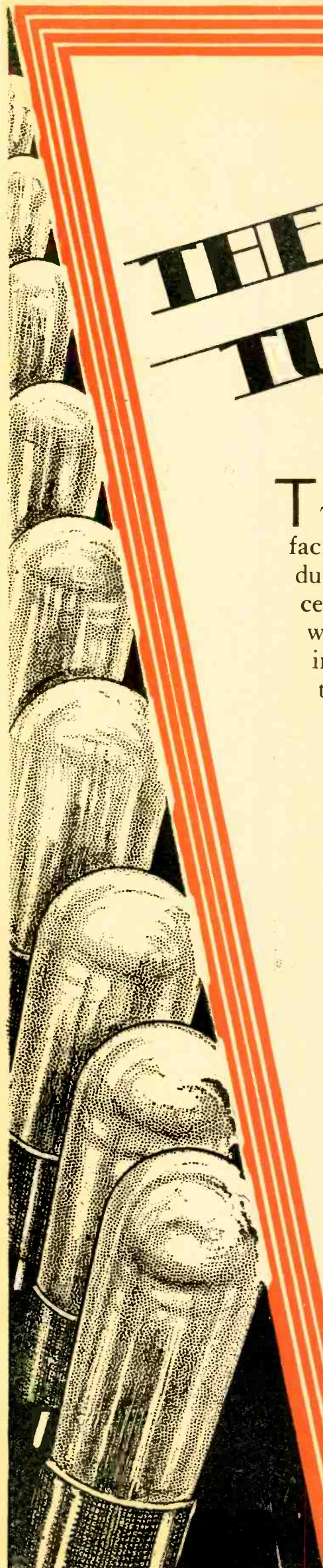
Circuit requirements, special shielding, base 5 prong standard; Height $5\frac{3}{8}$ " , Diameter— $1\frac{13}{16}$ " ; A Supply Trans, 2.5 Volts; Filament volts, 2.5; Filament current amperes, 1.7; Has amplifier B Battery Volts; Plate, 180; Screen Grid, 75; C Battery Volts, 1.5; Plate current, 4; A. C. plate Resistance in ohms, .004; Conductance in meg-ohms, .001; Voltage amplification factor, 420.

NOW IN PRODUCTION

Orders being accepted for immediate delivery

Telegraphic orders from accredited Gold Seal representatives will be shipped day order is received. Others in the trade write at once for full information about Gold Seal's complete sales proposition.

Gold Seal Electrical Co., Inc.
250 Park Ave., New York



THE 1929 TUBE SITUATION AND

THERE will be a lot of new tube NAMES in the field this year. There will be very few new makes of tubes. Some tube production facilities have been increased over last year. But they must face a reduction in output due to the increased time it takes in making certain new type tubes—as well as this strain of stocking dealers with duplicate tubes new in name only, creating duplication of inventory with manufacturers, jobbers and dealers. This duplication must be made up by the producers in some way or another. The new DUOVAC factory, directed by experienced tube engineers and executives, is a brand new source of tube production of a quality, which, if it is being equalled in any quarter, is not being surpassed.

A Factory Planned on Sales Schedules

The DUOVAC plant is not merely set up to make so many of this, that, or the other type of tube. It is planned to supply set manufacturers, jobbers, dealers and the consumer with a steady, dependable flow of dependable radio tubes in proportion to the contractual obligations of the DUOVAC Radio Tube Corporation. DUOVAC is selecting outlets as carefully as 1929 merchants and manufacturers, depending on tubes are selecting their sources of supply. The unit organization of the DUOVAC plant permits the duplication of production facilities for any type of tube to meet any increase in demand from any quarter.

Visit the DUOVAC Plant

There is a standing invitation to all tube buyers and users to visit the New DUOVAC Factory and see for

DUOVAC

DUOVACS

themselves the most modern methods, machinery and facilities for manufacturing and *shipping* a steady flow of uniform radio tubes of every desired type.

What DUOVAC is Telling the Public

DUOVAC consumer advertising in national media, newspapers and dealer's literature, will tell a story that is just as vital to tube users as it is to tube sellers. This story is that at last there is a tube line in which a well defined high standard of quality can be counted on; a line from which every purchaser may expect the same quality as every other purchaser no matter how great or how small his purchasing ability.

The Secret of DUOVAC Uniformity

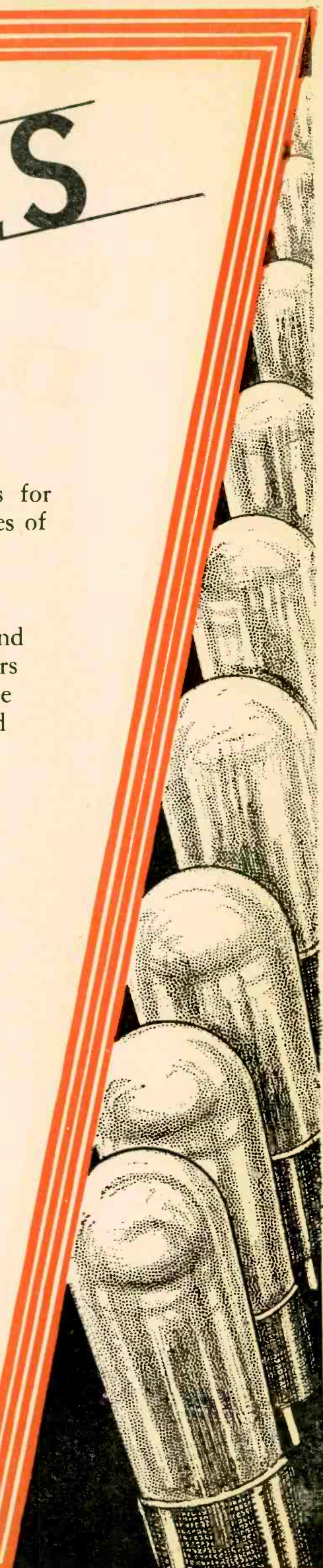
Special machinery of the newest design is of course a DUOVAC feature. There are only two automatic *nucrometer* filament cutters in the world today—DUOVAC owns one of them. DUOVAC machinery for creating maximum vacuum and for coiling and seasoning every tube is the last word in perfection—but DUOVAC'S purpose to see that the product of these up-to-date and accurate machines contain *no errors of human judgment* is a bigger thing to tube buyers than any piece of machinery ever can or ever will be.

Write for discount and other information. Some territory is still open, but it is going fast and will be closed up tight long before time for September selling.

DUOVAC RADIO TUBE CORPORATION
360 FURMAN STREET — BROOKLYN, N. Y.

The ^{*}Precision Radio Tube

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



Licensed Tube Makers In Wrangle As "R.C.A." Repudiates Agreements

(Continued from front news page 3)

cannot be so much smoke without some fire. There is wrangling among the independent-tube-manufacturers and the "R.C.A." clique of licensing executives are beginning to snarl around. What's it all about?

The Other 3 Licensees

Beside the four manufacturers who are now, or are supposed to be, combination lamp and tube licensees, as so constituted by both the General Electric Company and the Radio Corporation of America—beside those four, already named near the beginning of this summary, the following Radio tube manufacturers, exclusively, who have nothing to do with lamp manufacturing, have been licensed under the tube patents, held in a pool for licensing purposes, by the Radio Corporation of America, acting as official licensor on behalf of itself and the corporations making up the patent-holding branch of the Radio Trust: The CeCo Manufacturing Company, the manufacturer of the also-named CeCo Radio tubes, of Providence, Rhode Island; the Raytheon Manufacturing Company, with production plants in Cambridge and in Newton, Massachusetts, which produces tubes trade-marked Raytheon, and the LaSalle Radio Corporation, the manufacturer of the also-named La Salle Radio tubes, with production plant in Chicago, Illinois.

Has Darby Failed On Merger?

The proposed merger, as sponsored by Captain Darby, of four independent Radio tube manufacturers, was to be accomplished or abandoned on Thursday, June 13th, but, in the absence of definite announcement, it may be safely assumed that Captain Darby has not brought the attempted consolidation to a reality.

Everything is said to be subject to the final "O.K." of David Sarnoff, executive vice-president and general manager of the Radio Corporation of America, who has either arrived in New York from Paris or is en route. He did not return with Owen D. Young, the chairman of the executive boards of the Radio Corporation of America and the General Electric Company, who landed in New York City with Daniel S. Lamont and J. Pierpont Morgan, the latter two of the international banking house bearing the name of the latter—those three had returned from the successful reparations conferences, and David Sarnoff had set in at those conferences and had made some suggestions, but he seems to have wended his own solitary way homeward.

Lehman Brothers, the New York bankers, are still the financial sponsors of the "almost" tube merger. A Mr. Muldowny, of that financial house, is attending to all negotiating and promoting, incidental to the proposed combination of tube manufacturers, for the Brothers Lehman.

The Four Concerns In the Deal

The four independent Radio tube manufacturers, who are negotiating to consolidate, under the auspices of Captain Sam Darby and the Lehman Bros., are the Sonatron Tube Com-

pany, with tube-production-plants gigantic and in series at Newark, New Jersey, and with an auxiliary plant of great size recently opened at Chicago, Illinois; the Televocal Corporation, the veteran tube and lamp manufacturer, and the creator of the excellent and also-named Televocal tubes, with a production plant of impressive proportions in Union City, New Jersey; the Northern Manufacturing Company, the pioneer producer of Marathon Radio tubes, with factories of great producing-capacity in Newark, New Jersey, and the veteran Magnatron Radio Corporation, once the Connewey Laboratories, with factory and laboratory in Hoboken, New Jersey, and with a leading factory brand of audions trade-marked Magnatron.

Neonlite Corporation Withdrew

The Neonlite Corporation of America, another pioneer producer of Radio tubes and lamps, which operated until recently under another corporate name, was the fifth concern which once disclosed an inclination to be a party to this consolidation, but the Neonlite concern withdrew from the afternoon teas, or weekly meetings, held in Captain Darby's offices on Mondays, the days that that military and legal dignitary is "at home" to his friends the tube manufacturers.

The incentive for these flourishing Radio tube manufacturers to combine was the promise, made by the Radio Corporation of America, to license them all, under one all-embracing and blanket license and at a ratio of six per cent. of their jobbing billings, while it was pointed out, that other independent tube manufacturers, who signed up with that "R.C.A." as licensees, individually, were assessed ten per cent. or four per centum more on their jobbing prices. (This statement is vigorously disputed.—Editor, RADIO RETAILER & JOBBER.) Then there were juicy financial inducements, offered by the Lehman Brothers.

Did Lamp Licensees Get Lower Rate?

But it is the belief of trade wise-acs that all independent tube manufacturers, who have been licensed heretofore under the lamp patents, held for licensing purposes by the General Electric Company, one of the more formidable concerns making up the Radio Trust—that all such double licensees did get separate, independent and individual licenses, under the tube patents as granted to them by the Radio Corporation of America, at a ratio of but six per cent. of their jobbing prices or gross receipts (if they collect all of their bills, for they pay royalties on their billings and are assessed on uncollected accounts just the same—so blame it on the credit department if there's a "nicking"). So much secrecy enshrouds everything that all but the individual licensees, themselves, are still in the dark with respect to the rate of royalty that each or all of them pay. (But the licenses verbally granted to lamp makers are now repudiated anyway.)

Terms of Darby, Reichmann et al.

At the time the Radio Protective Association, the De Forest Radio Com-

pany and other allies chipped in and retained Ernest Reichmann and Samuel Darby, Junior, as attorneys, to proceed against the Radio Corporation of America, in the Federal District Court at Wilmington, Delaware, and to procure, if possible, a restraining-injunction against that "R.C.A." prohibiting it from enforcing the now-nullified, but-still-notorious, Tube Clause Nine—at that time Attorneys Darby and Reichmann had a basis of splitting fees and bounties, collectible by both from independent-tube-manufacturers, between them and certain of such independent-tube-manufacturers subscribed to an agreement among themselves, and with these two attorneys, just named, which provided that if any or all, of such independent manufacturers of Radio audions, did thereafter procure licenses, to manufacture Radio valves, under the alleged tube patents claimed by the Radio Trust, why then the said Messrs. Darby and Reichmann were to collect, as their fees for procuring such licenses for independent tube manufacturers, one third of the market value of each license so granted, by the "R.C.A.," though just how, and by what method, the valuation of such license could be arrived at was not explained or demonstrated by any of the parties concerned.

Capt. Darby Disregarded Reichmann

Thereafter Captain Darby, because of his enthusiasm over the prospect of promoting a merger of 19, or fewer, independent-Radio-tube-manufacturers, into one all-embracing concern, promptly forgot that his one-time legal associate, Mr. Reichmann, ever existed, either for the splitting of legal or promotion fees or for anything else.

But one day, of recent date, Attorney Reichmann very forcefully-reminded Counsellor Darby that the former, as per prior and preliminary agreement, was supposed to be counted in for a "divvy," when the legal, the promotional and the "bankers' discovery" fees were handed out, by the Lehman Brothers, the bankers of New York City, to the said Mr. Darby.

Darby Bows Acquiescence

Thereupon the said Samuel Darby, Junior, dismounted from his high pedestal, foreswore his intention to have the fees, in total, visited on himself, and did bow acquiescence, to the proposition that Mr. Reichmann get a split of the aforesaid fees and all is again harmony between these two distinguished legal gentlemen.

Minimum Royalty May Be Higher

Though the four independent tube manufacturers, who are considering the advisability of merging, under the financial sponsorship of Lehman Brothers, the New York bankers, will be licensed jointly at a royalty-ratio of six per cent., of their jobbers' billings or gross receipts, if they decide to combine their interests, at least according to the assurances of the Radio Corporation of America, as licensor under such alleged tube patents, as held in a pool for licensing purposes; still it is being noised about in Radio trade circles that the minimum-annual-royalty-payment, of \$50,000 a year, whether a licensee, under such tube

patents, sells a tube or not or makes a dollar or not—that the said annual and compulsory-royalty-payment for those four concerns will be increased over that sum of \$50,000, yearly, which other licensees under such patents, now pretended to be paying ten per cent. of their jobbers' billings, as rate of royalty, are required to pledge.

\$50,000 a Year Minimum Is High

But \$50,000 a year is a large sum, as minimum-annual-royalty, for tube manufacturers to pay. Will they refuse to pay it if ten per cent. of their jobbers' billings, or gross receipts, fall far below that sum, in a year of setbacks with mid-summer stagnancy? Will they just feed the Radio Corporation of America with promissory notes, as do the majority of the set manufacturers, now licensed under those alleged circuit patents, also held in a pool for licensing purposes by that Radio Corporation of America, as official licensor for the eight corporations making up the Radio Trust?

\$100,000 Minimum Not Paid

The licensed-independent-set-manufacturers, according to the terms of their licensing-agreements, bound themselves to pay an annual-minimum-royalty of \$100,000 a year, whether they sold a Radio set of their own manufacture or not and whether they made a dollar or not, but such licensed manufacturers of Radio receivers, under the alleged circuit-patents of the Radio Trust, never reached the stage of considering that compulsory-annual-royalty-payment of \$100,000, for the majority of the more-than-thirty of such independent set manufacturers, so licensed, are tendering promissory notes, to the Radio Corporation of America, not as pledges of payments of the \$100,000 annual-royalty-minimum, but merely as pledges of future settlements of the seven-and-one-half-per-cent. of their jobbers' billings, whether that ratio and total amounts to anything like \$100,000 a year or not.

Licensed Set Makers Duck Royalty

In other words, no independent set manufacturer, licensed under the circuit-patents of the Radio Corporation of America, has ever paid a minimum-royalty-payment of \$100,000 a year, nor has he even signed notes to do so, if seven-and-one-half-per-cent of his gross receipts, in any single year, has not totaled that figure.

Will Tube Men Duck Also?

Will the independent tube manufacturer, licensed under the tube patents, duck his supposedly-compulsory minimum-annual-royalty-payment of \$50,000 per annum, in the same nonchalant fashion as has the set manufacturer side-stepped his compulsory payment of \$100,000 per year, as pretended-minimum-royalty?

The 4 Lamp and Tube Licensees

The four licensees, under the lamp patents of the General Electric Company, who procured licenses May 10th, last, under the tube patents, held for licensing purposes by the Radio Corporation of America, as licensor, included the following nationally-known and substantially-capitalized concerns:

(Continued on page 10)

Latest Bulletin In Re Tube Licensing Negotiations

There are two groups of independent Radio-tube-manufacturers who are, or have been, negotiating, with the Radio Corporation of America, to procure licenses, either as individual corporations or as one group, under the tube patents held in a pool for licensing purposes by that Radio Corporation of America, as official licensor for all of the corporations making up the Radio Trust.

One group consists of the four tube manufacturers who have chosen, as their promoter and legal negotiator, Captain Sam Darby, Junior, the patent attorney of New York City, who is acting on behalf of them all and with a view to getting one joint or "blanket"-license, under such tube patents, to cover them all. The four concerns in question are the Sonatron Tube Company of Newark, New Jersey, and Chicago; the Televocal Corporation, of Union City, New Jersey; the Northern Manufacturing Company, maker of Marathon tubes, of Newark, New Jersey; and the Magnatron Corporation of Hoboken, New Jersey.

By acting co-operatively this group expected to pay six per cent of their jobbing prices as royalty.

Neonlite Corporation Withdrew

The Neonlite Corporation was the fifth concern, in this tie-up of Captain Darby's, but at the last moment it withdrew from the proposed merger.

The second group of independent Radio-tube-manufacturers, who are, or have been dickering for licenses to make tubes with the "R.C.A.," are those who already manufacture lamps, as licensees, for such lamp production, under the alleged patents of the General Electric Company, which licensed them. These lamp and tube manufacturers were evidently offered licenses at a royalty-rate of six per cent of jobbers' billings also, which may have offended others negotiating and thus caused the rupture.

The Champion Radio Works, Inc., operating plants gigantic in Lynn and in Danvers, both places in Massachusetts, is the leader and formidable factor among these lamp manufacturers who are negotiating for licenses under the tube patents held by the Radio Corporation of America; but this group are negotiating for individual licenses one to each concern, though they are acting jointly and are having occasional meetings in New York City to map out strategy and general plans of co-operative action. These lamp-licensees of the General Electric Company had been declared licensees under the tube patents, recently, but the "R.C.A." has reversed about and repudiated all negotiations and agreements.

Capt. Angus Attended Meeting

Captain H. W. Angus, the "counselor of public relations" of the Radio Corporation of America, who is "contact man" for that "R.C.A.," in all negotiations for licenses covering tube manufacture, as conducted between the "R.C.A." and the several tube and lamp manufacturers—Captain Angus did attend a meeting where the licensed lamp manufacturers were assembled in a New York hotel held the

last week in May and at the request of those lamp manufacturers, who demanded from the said Captain Angus, an explanation for his repudiation of the verbal license-agreements between them and the "R.C.A."

That meeting was held during the week before the Radio Trade and Style Show in Chicago, but nothing was accomplished and evasive tactics were the rule of procedure.

Ten Per Cent the Minimum—Angus CAPTAIN ANGUS DID ANNOUNCE AT THAT NEW YORK MEETING, HOWEVER, THAT THE MINIMUM-ROYALTY-RATIO THAT THE RADIO CORPORATION OF AMERICA WOULD ACCEPT, FROM INDEPENDENT RADIO-TUBE-MANUFACTURERS, WAS TEN PER CENT OF THE JOBBERS' BILLINGS OR GROSS RECEIPTS.

The four independent tube manufacturers, under the wing of Captain Sam Darby, Junior, held another meeting Wednesday, June 26th. Another get-together was held on the following day by several independent tube manufacturers.

The promotional efforts of Captain Sam Darby, Junior, appear to be bearing some fruit, but he has only four tube manufacturers under his wing, which have already been named in this announcement.

Important Truce Expected Daily

But an announcement, of great consequence and decisiveness, is expected any day now, at this writing. (Friday, June 28th); because something has happened to persuade the Radio Corporation of America to recede from its position, which involved the arbitrary demanding of ten per cent of jobbers' billings as the minimum-royalty-rate of payment (with a guaranteed-annual-minimum royalty of \$50,000, regardless of the volume of business done). It is understood that the "R.C.A." is surrendering or making further concessions to the group of tube manufacturers who are represented by Captain Darby, Junior, and that seems to be settling the proposition and clearing the air.

Independents Demand 3% Royalty

But several of the larger independent tube manufacturers allied with Captain Darby are expressing a determination of staying outside the ring, of licensees under patents, unless the royalty-rate is reduced all the way down to three per cent of jobbers' billings.

One of the largest independent producers of audions has announced that, even though his concern and others do sign these license-agreements with the "R.C.A.," for "sales effect" on jobber, dealer and public, that all such independent tube producers are going to proceed, nevertheless, with their complaints, as made to the Department of Justice and to the Congress at Washington, D. C., with a view of having such license-agreements declared illegal, not only because of the trade restraint and monopolizing-objective involved, but because the alleged tube patents of the "R.C.A.," and its affiliated group of Trust corporations, have never been adjudicated in favor of those Trust branches—but always against them, as proved

by court decrees—and that therefore such patents are not valid and are valueless.

The status of the CeCo Manufacturing Company, the creator of the also-named CeCo Radio tubes in Providence, Rhode Island, and the La Salle Radio Corporation, the maker of the also-named La Salle tubes in Chicago, with respect to their *status quo* in licensing, is more clearly set forth. There seems to be a probability that these two tube-production-factors will sign their licenses within a few days.

All Audion Makers Dickered

All independent tube manufacturers have been dickering with the "R.C.A." for these licenses under tube patents; some are still negotiating.

Darby Can't Handle Lamp Men

Captain Sam Darby, Junior, does not seem to be able to bring the group of tube manufacturers, who are already licensed lamp manufacturers, under the patents of the General Electric Company, into his fold, for joint tube-making-licenses, though he has tried repeatedly to do so.

When Captain Angus attended the meeting of the independent lamp and tube manufacturers at the New York hotel, where he insisted that the royalty-rate must be ten per cent of the jobbers' billings, he also announced that he hoped that the licenses would all be signed and the negotiating, now held so long in the air, settled the following week in Chicago, which was Radio Show Week.

Trust In Conciliatory Mood

The trust group of corporations, and the executives thereof, are at present in a very conciliatory mood and are most anxious to license the several independent Radio tube manufacturers and for urgent reasons.

One reason is that a court decision is expected daily which will either sustain or nullify the Langmuir patent, pretended to cover the high or hard vacuum process, as claimed by the General Electric Company, as assignee-owner, but as cross-licensed among all of the corporations making up the Radio Trust. The Langmuir patent has been declared invalid by the United States District Court at

The "R.C.A." As a Lamp Lighter

Now the Radio Corporation of America owns five great Radio towers, as part of equipment for message-transmitting-stations in Brunswick, New Jersey, and all five such towers are located at one end of the Hadley Airport in the outlying district of Brunswick. That "R.C.A." has consistently refused to light the said towers in the past.

"We have procured a legal opinion, which clearly sets forth that we are not required to light those five towers," said Col. Manton Davis, a vice-president and the general counsel of the Radio Corporation of America, when interviewed concerning the attitude of his concern.

The "R.C.A." was entirely convinced that it not only owned the towers, and the earth in under them, for it emphatically asserted that it owned the air above such towers as well.

The Question of Liability

Others maintained that the Radio

Wilmington, Delaware, with Judge Hugh M. Morris handing down the decision.

Langmuir Patent Thought Invalid

That decree, adverse to the General Electric Company and cross-licensed co-plaintiffs, was appealed by those Trust Corporations to the Circuit Court of Appeals, sitting at Philadelphia, Pennsylvania. It is from that tribunal that the decree is soon expected. The attorneys and officials of the various corporations of the Radio Trust believe that they have not an even chance of sustaining the Langmuir patent, in view of the decree of the court below against it.

Tube-Clause-Nine a Factor

Again, a permanent injunction, nullifying that Tube-Clause-Nine, is anticipated shortly; at least a decision is due on that issue. If the Radio Corporation of America is enjoined in this litigation it may forfeit all of its short-wave-lengths for message-transmitting and other broadcasting privileges, as provided by Section 17 of the White Radio Law, which stipulates that all violators of the Sherman and Clayton Anti-Trust Acts declared guilty are to forfeit, in the discretion of the judge so to declare, all wave-lengths that have been granted to them by the Federal Radio Commission.

Remember Tube-Clause-Nine was only nullified by *temporary* injunction, through the various Federal courts. Now the same routine through all the same courts must be followed once more, in an effort to have a *permanent* injunction nullifying Tube-Clause-Nine. A temporary injunction is for immediate injunctive relief and does not necessarily enter into the merits or demerits of the case at bar itself.

The argument to have Tube-Clause-Nine nullified by permanent injunction, against the Radio Corporation of America, was made last Spring before Judge Hugh M. Morris, in the Federal District Court at Wilmington, Delaware. It is from that tribunal that decision is expected daily now, respecting the status of that notorious tube-clause.

Corporation of America could be held legally responsible, if aviators, in attempting to land at the Hadley Airport, were injured, by colliding with such darkened towers.

But Colonel Manton Davis has now turned lamp-lighter. The five towers of the "R. C. A.," in the past pillars of inky darkness and harbingers of danger and death, to the aviator traveling at night, are now beacons and guides ablaze with light. Such towers are no longer a hindrance or a handicap to aviation, but are positively a help to the air-journeymen through darkness.

Ditto; The American Telephone and Telegraph Company has voluntarily lighted all towers on its stations also, but it was the department of the Federal government, which has such matters in charge, that compulsorily required the Radio Corporation of America to light its five towers at Brunswick, New Jersey, which just adjoin the Hadley Airport in that vicinity.

The American Electro Metal Corporation

TAKES GREAT PLEASURE IN

ANNOUNCING

Their New Factory

at Lewiston, Maine,

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MOLYBDENUM PRODUCTS

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Engineer Rudolf Lowit, General Manager of Plant
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Mr. Walter H. Lohfeld, Formerly of J. L. Lohfeld & Co., Inc.,
General Sales Manager, at 65 Madison Avenue, New York City.



Licensed Tube Makers In Wrangle As "R.C.A." Repudiates Agreements

(Continued from page 8)

the Champion Radio Works, Inc., with a production plant gigantic at Lynn, Massachusetts, and another factory in Danvers, that State; the concern last named is rated at more than a million dollars; the Tung-Sol Radio Tube Co., Inc., a subsidiary of the Tung-Sol Lamp Works, of Newark, New Jersey; the Sylvania Products Company, the manufacturer of the Sylvania line of Radio tubes of Emporium, Pennsylvania; and the Hygrade Lamp Company of Salem, Massachusetts.

Other independent tube manufacturing companies, who have signed licenses, under the alleged tube patents held in a pool for licensing purposes, by the Radio Corporation of America, as licensor, are the Raytheon Manufacturing Company, with production plants in Cambridge, Mass., and in Newton that State; this concern last named was the first of all to sign; the CeCo Manufacturing Company, with production plants gigantic in Providence, Rhode Island, and the creator of the also-named and universally-excellent CeCo tubes; and the La Salle Radio Corporation, the manufacturer of the also-named La Salle tubes, of Chicago. That makes a total of seven licenses under the tube patents, but the status of four of them is doubtful.

What Will Marvin Concern Do?

Will the Marvin Radio Tube Corporation, that holding company for six independent radio tube manufacturers,

recently merged, procure a license to manufacture tubes from the Radio Corporation of America? If so will it be a blanket-license, covering all six concerns, jointly, and will the royalty-ratio be six per cent., of the jobbing billings, instead of ten per cent., because of such co-operative action by them all?

Of course, it is understood that if the proposed merger of tube manufacturers, now being promoted by Captain Sam Darby, Junior, and the banking Brothers Lehman, comes to a head that the four independent tube manufacturers involved therein will all be licensed by the "R.C.A."

The Lehman Brothers claim this proposed merger is absolutely under independent auspices and that the Radio Corporation of America had no hand in it and had nothing to do with it.

Was Marvin Corp. After Davis?

One of the recent consolidations of tube manufacturers seems to have been negotiating for the services, as president, or chairman of its board, of James J. Davis, the genial and ever-popular Secretary of Labor in the cabinet of President Herbert Hoover.

Was it the Marvin Radio Tube Corporation, which includes in its corporate structure about six hitherto individual Radio tube manufacturers, who have now all combined under that name, which was after the services of Secretary Davis; or was it the yet-

unnamed consolidation of four other tube manufacturers, which is being so laboriously hatched, in an incubator that serves also as the patent law offices of Captain Sam Darby, Jr., that fear is entertained that a still-birth will be the stark and staring result?

The Object of Hiring Davis

To reassure the investing public of the legitimacy of a corporation's intentions and thus to attract more stock-subscriptions from that public; and to have a friend at court, when abuses need rectifying, or when a favor is wanted at Washington, in the way of a sly crack at the Radio Trust—those are the reasons and the advantages of allying with some big Washington statesman or politician—but the combination of independent tube manufacturers did not land Secretary Davis, as one of their personnel; he denies that he's looking for another job; and president Hoover avers there is no occasion for Mr. Davis's doing so.

Meantime that consolidation in Darby's law office was going to be effected or abandoned on a certain Thursday afternoon in June—but we do not know at this writing what happened there. Will Captain Darby, the social "hostess" of the gatherings, and the giver of the Monday-afternoon-teas in his office, which a gradually lessening number of independent tube manufacturers have attended as invited guests—will Captain Darby inform us whether he has collected that "bankers' discovery" fee of one million

dollars from Lehman Brothers, the New York investment bankers, or not?

(Continued on page 12)

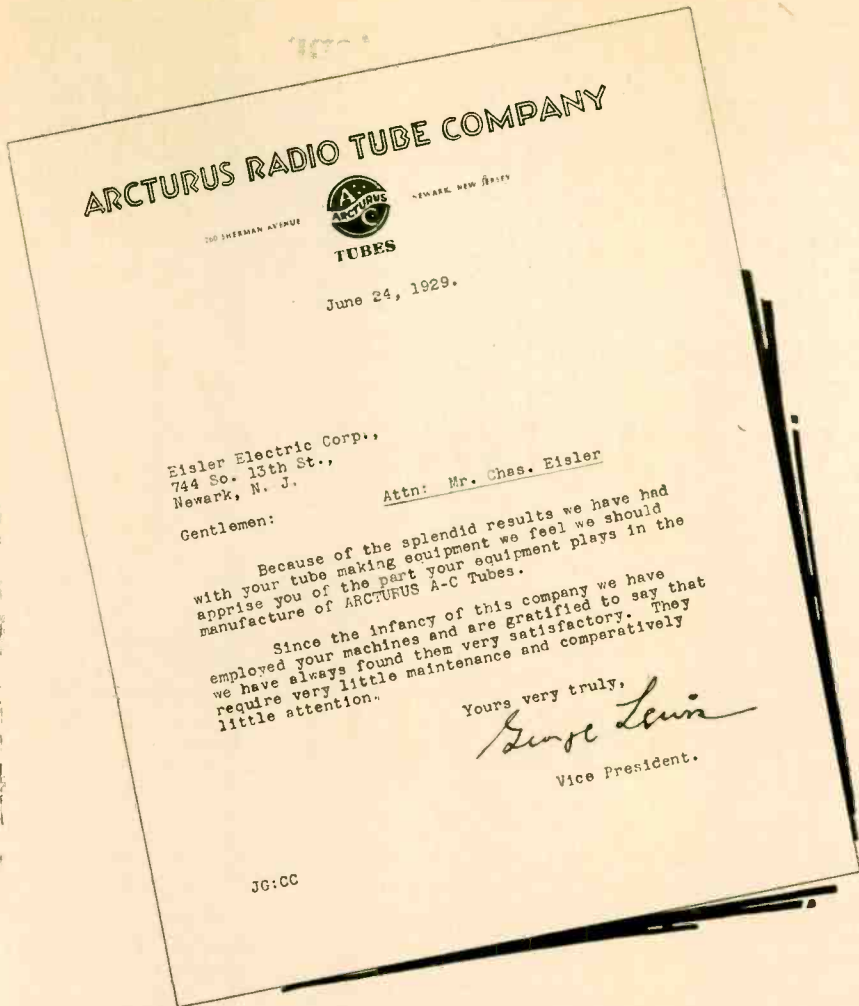
Spiegel Joins "Brookrad"

Walter Spiegel formerly of the Mercantile Radio Corporation, with offices and stockrooms at 135 Liberty Street, New York City, has withdrawn from that corporation, which will be dissolved, and has joined "Bennie" Ginsberg and his Brooklyn Radio Service of Brooklyn, New York, as special surplus merchandise buyer and re-seller.

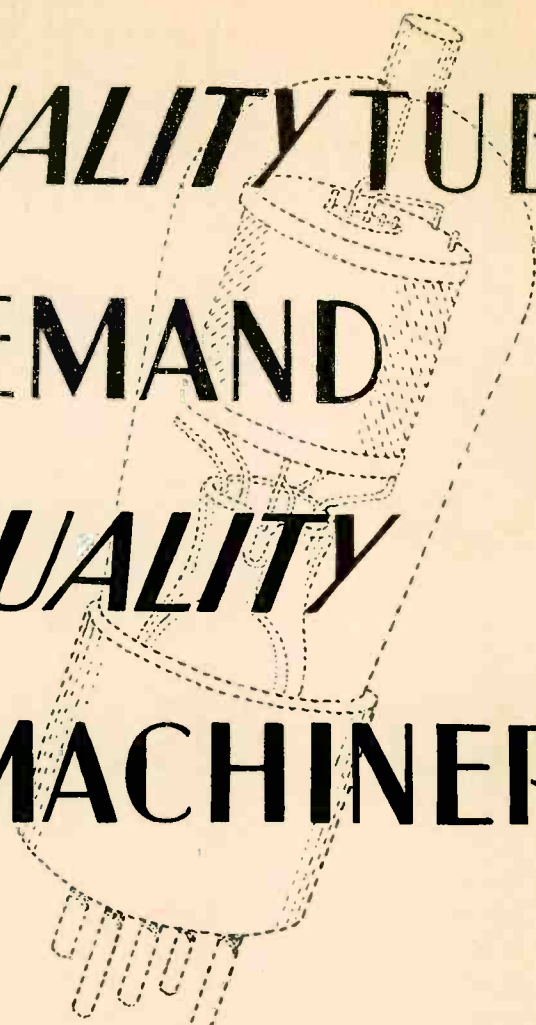
Mr. Spiegel succeeds the late Louis Rubenstein, as chief of the special buying department of that Brooklyn Radio Service. Mr. Rubenstein, who was notably successful as an operator in the buying and turning over of special deals, passed away last June, because of a cancer which afflicted both jaw and throat.

Mr. Ginsberg is said to be cleaning up all surplus Radio merchandise on hand at a loss and through emergency sales, so that the late Mr. Rubenstein's share of the proceeds may be turned over to the family of the deceased. The surgeons', nurses' and hospital bills, which the Rubenstein family are anxious to settle, are said to total \$12,000.

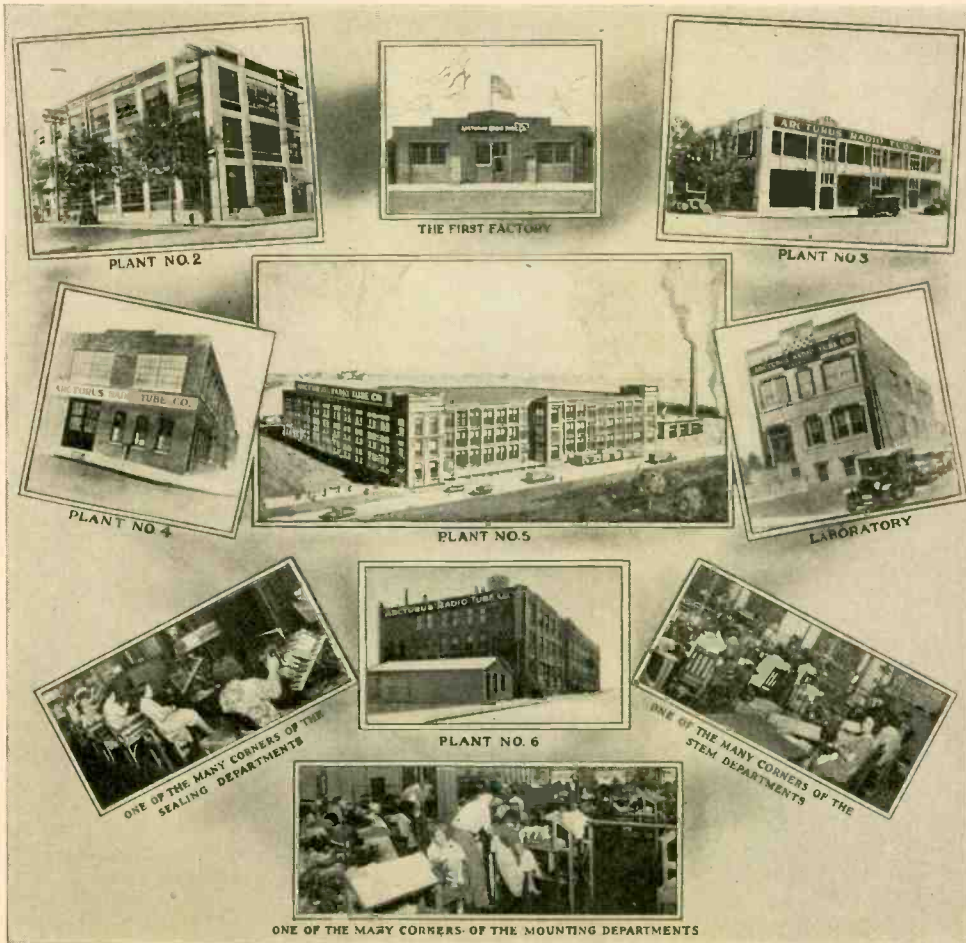
William G. Mallada was the president of the Mercantile Radio Corporation, and the only other executive or interested party in that concern, except Mr. Spiegel. Both part as friends and will go their separate trade ways.



QUALITY TUBES DEMAND QUALITY MACHINERY



Arcturus Plants Where Eislser Electric Tube Machinery is Employed



THE QUALITY MUST BE GOOD

Eislser Electric, the largest manufacturer specializing in Radio Tube Machinery, could not have won the confidence and good will of the Arcturus Radio Tube Engineers in any other way than by making machinery of true quality.

This is *merited* in the fact that every plant of the Arcturus Radio Tube Organization numbering six in all, are equipped with Eislser Electric Machinery.



Are you prepared
 to share the
 1929
 Increased Tube
 demand?

EISLER ELECTRIC

CORP.

SUCCESSOR TO EISLER ENGINEERING CO., INC.

Largest and Most Modern Plant Manufacturing Radio Tube Machinery

751 South Thirteenth Street

Newark, New Jersey

We thank
the trade for
correcting an
error...



Since this advertisement appeared, many dealers have told us that we omitted one of the most profitable features of Arcturus Tubes—the fact that they cut service calls more than 50%. So we are adding another Arcturus profit-point:

“Arcturus Quality Cuts Service Calls more than 50%”

and now
we challenge the
trade to match
ARCTURUS
15 ADDITIONAL
PROFIT POINTS

- 1 Acts in 7 seconds.
- 2 Immune to line surge.
- 3 Arcturus Quality cuts service calls more than 50%
- 4 Exclusive construction at every vital point.
- 5 Liberal replacement policy.
- 6 World's record for long life.
- 7 Endorsed by 29 set manufacturers.
- 8 Sold by reliable jobbers and dealers.
- 9 Superiority easily demonstrated.
- 10 Improvements protected by patents.
- 11 137 inspections keep quality high.
- 12 New features constantly pioneered.
- 13 Colored blue for positive identification.
- 14 Millions of Arcturus Tubes now in use, giving unusual service.
- 15 Name and trade mark well known to the radio trade and the radio public throughout the country.

Only Arcturus gives you all these Extra Features. Write us today for all the facts about these better tubes.

ARCTURUS RADIO TUBE CO.
Newark, N. J.

ARCTURUS
BLUE LONG-LIFE TUBES

Licensed Tube Makers In Wrangle As “R.C.A.” Repudiates

(Continued from page 10)

Will Darby Get a Million?

Oswald P. Schuette, executive director of the Radio Protective Association, that organization of trust-combating independent Radio set, tube, accessory and “parts” manufacturers, is positive that, if Captain Sam Darby successfully combines the four independent tube manufacturers, on whom he is exercising all of his powers of persuasion, that the said Captain Darby, a patent lawyer of outstanding ability, with offices at 220 Broadway, New York City, who has been identified as attorney in many litigations in the

Radio trade and out, will be presented with a bankers’ “discovery fee” of one million dollars, right from the over-filled coffers of those Brothers Lehman.

A “discovery fee” seems to be the payment for creating something that wasn’t there.

That Forthcoming Fortune of Darby

“If Captain Darby doesn’t get a fee of one million dollars, he will get one that runs well into six figures,” asserted Mr. Schuette, in the offices of the RADIO RETAILER & JOBBER, one day about the middle of June.

Now Captain Darby started out to combine 19 independent Radio tube manufacturers at the outset. But he succeeded, or only partly succeeded, in corralling four of them into camp, for that quadruplet of them shows no positive signs of “standing without hitching” at this writing.

Now if Captain Darby is to get one million dollars, for combining four tube-manufacturing-corporations, how much would he have got had he combined all nineteen of them?—so much that he would have had to give away libraries *a la* Andrew Carnegie?

Latest News Bulletin On Tube-License-Cancellations

The Radio Corporation of America has backed down and backed out of an oral agreement, entered into between itself, as licensor, under the tube patents held in a pool for licensing purposes, and the several independent tube manufacturers, who were prior licensees under lamp patents of the General Electric Company, and who thought they were granted such licenses to manufacture radio tubes, by the Radio Corporation of America, at a royalty-ratio of six per cent of their jobbers’ billings or gross receipts (if all are collected). (Some authorities deny that the ratio as stated—six per cent—is correct. They maintain that ten per cent was the rate agreed on).

On or about May 10th, last, Captain H. W. Angus, “counsellor of public relations” for the Radio Corporation of America, made a deal whereby the several licensee-lamp-manufacturers, under the patents of the General Electric Company, were given preference and precedence in the offering of patent-license-agreements, for the manufacture of radio tubes, by the Radio Corporation of America, and at a royalty ratio of six per cent of their jobbers’ billings,—instead of the ten per cent which all other negotiating licensees were asked to pay, except the tube manufacturers who were proposing to merge their interests under one corporate head through the promotional efforts of Captain Sam Darby, Jr., the patent attorney of New York and by means of the financial sponsorship, through stock-flotation, of the Lehman Bros., the investment bankers of New York City.

6% Royalty Rate Assured

According to the terms of the deal between Captain Angus and the licensed-lamp-manufacturers, the latter were verbally assured that they would get licenses, from the Radio Corporation of America, under the tube patents, at the six per cent ratio of jobbers’ billings, and the lamp manufacturers adjourned well satisfied with the results of their negotiations.

Several weeks prior to the Radio Trade Show, in Chicago, Captain Angus completely upset the calculations of the independent manufacturers of lamps and tubes by peremptorily sending them notices that they must one and all desist from advertising and announcing the fact that they were licensees of the Radio Corporation of

America under the tube patents, at a rate of six per cent royalty on jobbing prices; for those licensing arrangements were in tentative form only, announced the Captain.

Angus Challenged to Appear

After receiving this imperialistic edict, to cease and desist advertising themselves, as licensees under the tube patents of the Radio Corporation of America, the said lamp makers thought to be licensed, made a peremptory demand of their own that Captain Angus appear and confront them at their meeting, held in a New York City hotel. (That was about seven weeks ago and before the Trade Show in Chicago.)

The associated lamp manufacturers demanded that Captain Angus appear before them and take up the matter as to the whys and wherefores that concerned such a radical change of thought and action, either on his part or on the part of the Radio Corporation of America; a reversal so serious and a change of attitude so extreme that tube licensees of to-day are non-licensees of tomorrow.

When Captain Angus offered the lamp manufacturers tube-licenses under patents, and on a six-per-cent basis, they naturally thought they had such licenses stored away in their game-bags, but now they one and all are informed that it was but a “tentative” arrangement, subject to the change of thought and the reverse-about decision of the Radio Corporation of America.

Angus Is Reversed on High

It is clear that Captain Angus, as “Counsellor of Public Relations” for that Radio Corporation of America, and as a promotional factor in the licensing-negotiations between that “R.C.A.” and independent tube and set manufacturers—it is clear that Captain Angus, in his enthusiasm and generosity, makes certain promises and assurances, to various independent Radio manufacturers, in re licensing concessions; and that, after such promises are made, some one high in authority, and under the influence of the faction headed by Owen D. Young, steps in and reverses or repudiates the representations and promises of the said Captain Angus.

When Captain Angus sent his warning notice, to the lamp-licensees of the General Electric Company, who were proclaiming themselves as licensees

also under the tube patents held by the Radio Corporation of America—a notice which ordered them to desist advertising and announcing that they were “R.C.A.” licensees under such tube patents; then the independent lamp manufacturers, jointly, demanded that Captain Angus appear before them at their meeting in a hotel in New York City, and explain himself—that was the week before the Trade Show in Chicago, or the last week in the month of May last.

Insisted on 10% Royalty

Captain Angus appeared at the meeting, but he had very little to say of a definite nature, except that the royalty-rate for all independent-tube-manufacturers, as licensed, must be ten per cent of jobbing prices; then Captain Angus did agree to meet the said manufacturers at a special meeting in Chicago, during the Trade Show week held in that windy city, and said that it was most desirable that the licensing-agreements all be signed at that time.

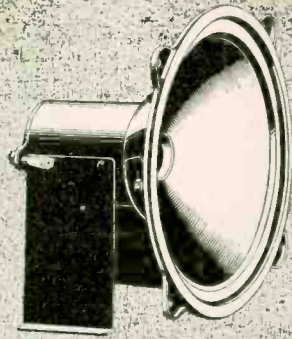
There was no meeting of tube manufacturers, held in Chicago, but much “whoopie” was quaffed, some entertainments were staged, and very little talk about proposed license-agreements, under the tube patents, was heard. Much of the entertaining was staged by Captain Angus and his assistant, a Mr. Anderson.

The several licensed independent lamp manufacturers, who were supposed also to be licensees under the tube patents, held by the “R.C.A.,” as licensor, and who considered themselves to be such licensees were: The Champion Radio Works, Inc., of Lynn and Danvers, Mass., operating production-plants gigantic in both places; the Nilco Lamp Company, better known in Radio circles under the name of its tube-producing subsidiary, the Sylvania Products Co., of Emporium, Pennsylvania; the Economic Lamp Works, of Malden, Massachusetts; the Hygrade Lamp Works, of Salem, Massachusetts; the Ken-Rad Radio Corporation, of Owensboro, Kentucky, and the Tung-Sol Radio Tube Co., Inc., organized recently as a subsidiary of the Tung-Sol Lamp Works, of Newark, New Jersey.

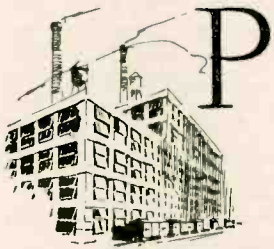
Raytheon, CeCo, La Salle, Favored

Said one authority, supposed to be on the inside of these “wheels within wheels,” around which the patent-licenses revolve, in an interview with

(Continued on page 14)



ANSWERING
*the demand of
 an Industry*



PROVED superior in the most critical scientific tests known to America's leading radio laboratories the New Jensen Concert Dynamic Speaker won their immediate endorsement. Sixteen manufacturers at the R. M. A. Show last month announced their new radio receivers equipped with Jensen Electro-dynamic Speakers.

Individually, they in co-operation with Peter L. Jensen have adapted this speaker to their own specific requirements. Collectively, they have established a new era of *better* reproduction and Jensen has answered the demand of an industry for finer tone quality and greater dependability.

Equally as complimentary are the manufacturers of phonographs, talking moving picture equipment and other sound reproducing apparatus who find their requirements answered with either the Jensen Standard, Concert or Auditorium Speaker.

Jobbers and dealers will find new impetus to the sale of dynamic speakers separately or in radio furniture. And, of course, radio receivers Jensen equipped will sell better.

An attractive schedule of net prices is available to all members of the trade on this most complete line of speakers offered with eight, ten and twelve inch cones. List prices range from \$25 to \$55 on DC models and from \$32.50 to \$70 on AC models. Cabinet models range in price from \$42.50 to \$100.

LICENSED UNDER LEKTOPHONE PATENTS

Jensen
ELECTRO-DYNAMIC SPEAKERS

WHY POLYMET-EQUIPPED RADIOS ARE WORTH MORE

The FILTER CONDENSER
... RESERVOIR
OF RADIO

The inside story of FADA

ZENITH RADIO
The Quality GOES IN before the name GOES ON

Here are some of the advertisements we have been running in the Saturday Evening Post—interesting, instructive messages, that acquaint the non-technical public with the functions of the condensers and resistances we manufacture, and, at the same time, awaken a nation-wide consumer acceptance of, and preference for, sets equipped with well-known Polymet Products. That's why these sets are worth more to radio manufacturer, jobber and dealer.




POLYMET PRODUCTS
POLYMET MANUFACTURING CORPORATION
835 East 134th St., New York City

Latest News Bulletin On Tube-License-Cancellations

(Continued from page 12)

a reporter for the RADIO RETAILER & JOBBER, Wednesday, June the 26th:

"The only license, under which to manufacture tubes, granted under alleged patents by the Radio Corporation of America—the only license that actually exists, without any strings tied to it, is held by the Raytheon Manufacturing Co., the Radio tube manufacturer with production plant in Cambridge, Massachusetts, and a larger and recently opened auxiliary factory in Newton, that State. The Raytheon Company is fully-licensed, and is completely-equipped, in every detail, to operate under the tube patents claimed by the Radio Trust.

"But there are two other independent Radio-tube-manufacturers who are practically-licensed, under such tube patents claimed by the Radio Trust, but their status at present is still rather tentative, though they may be deemed to be in valid positions to complete their licensing arrangements shortly.

"Those two concerns are the CeCo Manufacturing Company, of Providence, Rhode Island, and La Salle Radio Corporation, the creator of the also-named La Salle tubes, with production plant in Chicago.

Sliding Scale of Royalty Proposed

"Now," continued the informant of the RADIO RETAILER & JOBBER, "the Radio Corporation of America is trying to work with Captain Sam Darby,

with the objective of getting all of the independent-tube-manufacturers, who are real prospects for such tube-manufacturing-licenses, together—so that the licensing rates may be worked out on a 'sliding scale,' or according to volume of output, with producers of tubes in greater volume getting preferential rates or lower royalty ratios.—By such conditions all licenses under tube patents will be licensed separately"—(and the RADIO RETAILER & JOBBER dares say, secretly, as to conditions and terms).

Some Tube Men Hold Out for 3%

"It further develops," went on the informant, "that the largest and more representative Radio-tube-manufacturers have resolved not to pay more than three or four per cent of their jobbers' billings as a royalty-rate. Some are willing to pay a larger ratio of royalty than others, according to the volume of business transacted.

"Captain Angus claims that the license-agreements, under the alleged tube patents, had not been signed by any of the independent lamp manufacturers, and that, therefore, they had no right to announce publicly that they were legally-licensed under such tube patents by the Radio Corporation of America"—Conclusion of an eminent tube authority, in an interview with a reporter for the RADIO RETAILER & JOBBER.

Is Victoreen Products Co. To Be a "Super-Het." Licensee?

The last-minute report is that the Victoreen Products Company, of Cleveland, Ohio, the nationally-known manufacturer of kits of the super-heterodyne type, is signing a license with the Radio Corporation of America, as licensor, under those super-heterodyne patents, which are held in the first instance by the Westinghouse Electric and Manufacturing Company, as assignee from Edwin H. Armstrong, the alleged inventor thereof.

If this report, that the Radio Trust would "legitimatise" the Victoreen Products Company, as a producer of super-heterodyne kits (and now of super-heterodyne receivers, for how can they figure a royalty-rate on the kit?—perhaps the Trust can, for it is soon to begin to assess royalties on the chassis instead of on the cabinet too, as it has been doing in the past, in imposing royalty rates of seven-and-one-half-per-cent on all independent-set-manufacturers, licensed under circuit patents held in a pool for licensing purposes by the Radio Corporation of America, as licensor, on behalf of itself and the several corporations cross-licensed with it into the great Radio Trust) if this report is true it discloses an entirely new policy, for the Radio Corporation of America and associated corporations were to reserve for themselves entirely all rights under the super-heterodyne patents.

The Westinghouse Company, and allied Trust corporations, did sue the Victoreen Company for alleged infringement of those super-heterodyne patents about two years ago. The case was on the calendar for trial in the Federal Court of the Ohio District,

but the Trust kept postponing the case and still is.

Has timidity been the cause of this change-about? Does the Radio Trust want to get farther away from that exclusiveness, in sole production of sets of one patented type, (the super-heterodyne) to avoid further charges of monopoly at that particular angle?

Grebe Co. Sole Super-Het Licensee

When Alfred S. Grebe & Company, the independent Radio-set-manufacturers of Richmond Hill, Long Island, New York, and of New York City, negotiated for a license, under the circuit patents of tuned-Radio-frequency, held for licensing purposes by the Radio Corporation of America, a little more than two years ago, that Grebe Company was the only concern, among all the independent-set-manufacturers, which held a super-heterodyne license. For that reason, and because the "R.C.A." was so anxious, at that time, to be the only manufacturer of super-heterodyne receivers, it was regarded as a good "trading point" for the Grebe Company to hold out for the best possible terms for a set-making-license, under the circuit patents of tuned-radio-frequency, before it delivered over its license, under the super-heterodyne patents, as an off-set, to the "R.C.A."

It is believed that A. H. Grebe & Company made very satisfactory arrangements, as licensees under the circuit-patents of tuned-radio-frequency, as constituted by that "R.C.A.," after long negotiations, before that Grebe concern delivered over its license to the "R.C.A." under the

(Continued on page 46)

COATED and UNCOATED VACUUM TUBE FILAMENT

Other Parts
Employed in Manufacturing
Radio Tubes

Consulting
Engineering Service
FOR
Tube Manufacturers

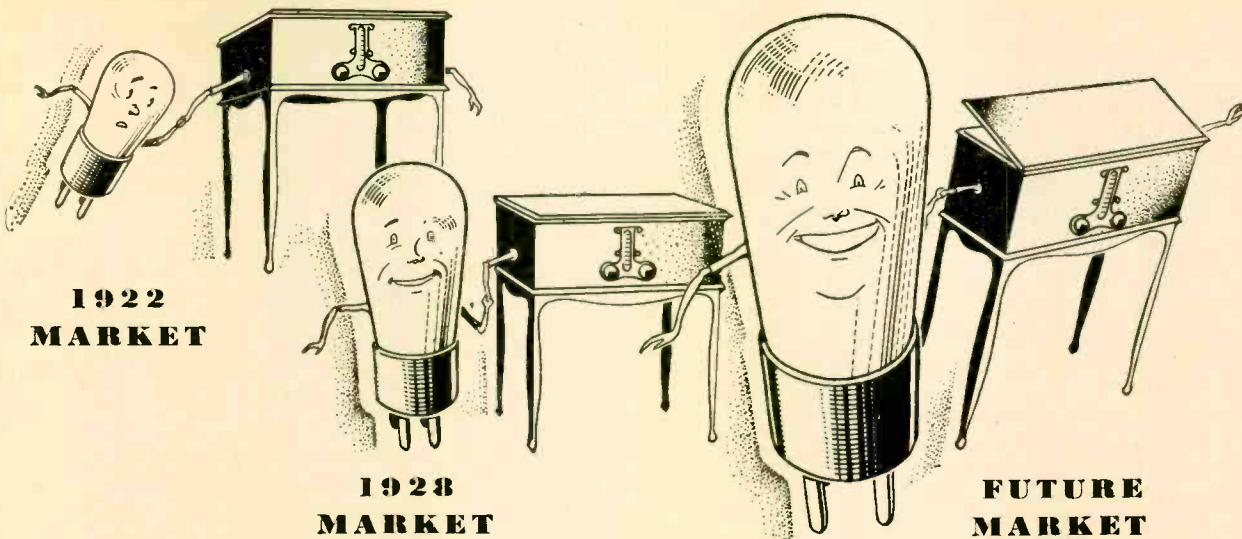
VACUUM TUBE PRODUCTS Co.

219 Bloomfield St.

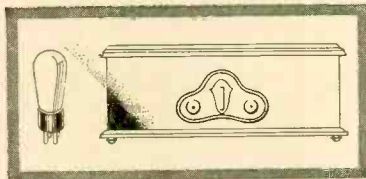
Hoboken, N. J.

Telephones: Hoboken 3788-3789

A picture-book study of growing dollars in tube sales . . . for live dealers

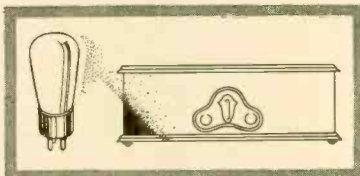


The child will soon be leading the parent



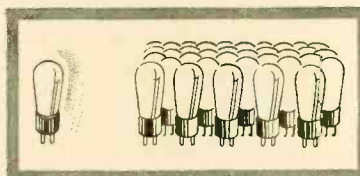
The replacement market eventually becomes the big market—look at razor blades and phonograph records. Radio Tube sales are becoming more and more important. For instance, here was the split up of the average radio dollar in 1922:

TUBES—10%	SETS AND PARTS—90%
\$6,000,000	\$54,000,000



Between 1922 and 1928 the tube market increased 18-fold—while the market for sets and parts increased only 10-fold—in dollars. Here is a picture of 1928:

TUBES—17%	SETS AND PARTS—83%
\$110,250,000	\$539,750,000

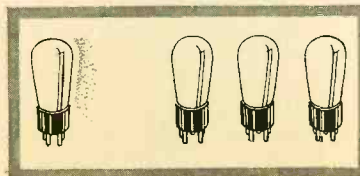


In the number of tubes sold the comparison is much greater:

1922	1928
* 1,000,000 tubes	50,000,000 tubes

At this rate, as the number of sets increases, the number of tubes for original equipment will increase in much greater proportion. And just like razor blades, the tube market will go on and on.

* Figures courtesy of "Radio Retailing."



Today the replacement market is three times the size of the market for original equipment. Your future prosperity depends to a great extent on how well you develop your tube market. Dealers who are making a definite drive for tube business are already reaping big rewards. One dealer in New York increased his tube business from 1,000 to 4,000 tubes per month.

Tune in on the Ce Co Couriers
every Monday night at 7:30 Eastern Standard Time

Ce Co Manufacturing Company, Inc.
PROVIDENCE, R. I.

The Ce Co Policy

As we announced at the Chicago radio show, the CeCo Manufacturing Company is embarking on a nation-wide advertising program to help the dealer widen his market for tubes.

The CeCo Couriers broadcast every Monday night at 7:30 Eastern Standard time over the Columbia System.

To make you doubly sure of satisfying your customers, we have proved the quality of CeCo Tubes by the most severe tests any radio tubes have ever had to stand. Our new factory, the largest and most modern in the industry, has every safeguard for insuring the uniform quality of each CeCo Tube as it comes to you.

Each tube is given 64 tests during the process of manufacture to insure uniformity in all its important characteristics. Tests made by independent laboratories have proved that CeCo Tubes have from 30% to 50% longer life than any other tubes tested. Also, that CeCo Tubes retain their characteristics at a high level throughout their life.

How to increase your tube sales

The facts presented here, and many more, are told in a book which we have prepared for aggressive radio dealers. This book points out the vast, untouched possibilities of the radio tube market.

Send for this book. It contains many helpful suggestions for building up tube sales and shows what progress other dealers are making along this line.

Licensed under patents and applications of the Radio Corporation of America, the General Electric Company, and the Westinghouse Electric and Manufacturing Company.



The AC 224 Screen Grid Tube was developed and perfected by CeCo over a year and a half ago.

CeCo Manufacturing Company, Inc., Dept. 307, 1200 Eddy Street, Providence, R. I.

Send me a copy of the dealer book on the radio tube market.

Name _____
Company _____
Address _____

Again....LYNCH

Scores!

Lynch produces a
NEW standardized
Quality resistance
unit, far superior to
previous types

LYNCH
METALLIZED
STANDOHM

The
"Self-Supporting"
Resistor



A general purpose unit
with eight outstanding features:

1. Metallized filament resistance element—universally accepted where the best is standard.
2. Molded end caps, insuring positive mechanical and electrical contact—tapered for insertion in standard cartridge type mounting where interchangeability is desired.
3. Insulated base designed to permit mounting on metal surfaces.
4. Tinned wire leads which can be directly soldered into circuit, becoming integral therewith and proof against noise caused by faulty connections.
5. Special ceramic casing of sturdy construction and maximum heat dissipation.
6. Compact assembly with resultant saving in space requirements.
7. Made in 1.0 Watt and 2.0 Watt types, individually tested and boxed.
8. Moderate in price and efficient in operation.

The STANDOHM is another milestone in meeting the exacting demands of set builders for simplicity and compactness in construction.

LYNCH
TUBADAPTA

for ALL SETS

The tone can be improved and the life of the expensive power tubes greatly prolonged, by the use in the last audio stage of a Lynch Tubadapta. Can be installed in ONE minute.

4 Models, to fit any set. List, \$2.50 each

Write for details

ARTHUR H. LYNCH, Inc.
1775 Broadway (at 57th St.), New York

Manufacturers of LYNCH RESISTORS,
EQUALIZERS, SUPPRESSORS, MOUNTINGS,
RESISTANCE-COUPLED KITS, ETC.

MERGER OF ATLAS & CITY RADIO STORES WITH DAVEGA, INC., NOW NEGOTIATED

But Nate Cohn, of Atlas Stores Corporation, the Chief Promoter of the Proposed Combination, Is Supposed to Have Acquired Control of Davega, Inc., Three Months Ago—Is the City Radio Stores, Inc., Holding Out for Better Terms?—Executives of All Three Corporations Involved Have No Comment to Make in Present Embryonic Stage—The Race Between Charlie Izenstark and Nate Cohn, to Be the Retail-Radio-Chain-Store-King, Is On—Cohn Made a Move to Acquire Federal Radio Corporation of Buffalo to Re-enforce His Position.

The rolling up into greater corporate units, of the already-formidable chains of retail Radio stores—in this era of merger and combination—is already the basis of action.

Shot through these pretentious plans of promotion is a friendly rivalry between two of the Radio trade's most conspicuous figures—Charles Izenstark, of New York and Chicago, and Nate Cohn, with habitat in that "windy city" last named also.

Both Would Ascend the Throne

That both of these genial men of mark are battling, in friendly fashion, for the crown of retail-Radio-king, is becoming patent to even the casual observer.

Now Nate Cohn is engineering his master-stroke. He would wield into one great retail Radio-store-chain, destined for ramifications nation-wide, the great Atlas Stores Corporation, of Chicago and other cities, of which he is already the guiding hand and chief executive, with Davega, Inc., and the City Radio Stores, Inc.; both of the latter concerns own and operate formidable chains of retail Radio, musical instrument, camera and sporting goods stores in and around New York City and in Newark, New Jersey.

Has Cohn Acquired Davega, Inc.?

As reported in a recent issue of the RADIO RETAILER & JOBBER, it is assumed, in New York City Radio circles, that Mr. Cohn has already acquired, or has an exercisable option over, Davega, Inc., which owns and operates, at the present time, fourteen retail Radio and musical instrument stores in the Metropolitan District of New York City and environs.

The stumbling block for Mr. Cohn seems to be, at this writing, the bringing of the City Radio Stores, Inc., into line for the grand merger with the Atlas and Davega stores. The City Radio Stores, Inc., has a chain of twelve retail Radio, musical instrument and camera stores, situated in New York City, in the suburbs thereof, or in closely-outlying districts.

Atlas Stores Number 35

The Atlas Stores Corporation operates 35 retail links in all—featuring Radio lines, musical instruments and sporting goods—the majority of them in Chicago, but this concern has offices and branches in the cities of Cincinnati, Cleveland, Detroit and Akron, because of recent expansions and acquisitions by consolidation.

Nate Cohn, a brilliant promoter, operator and far-sighted financier, once negotiated for the control of the Walthal Electric Company, Inc., one of the leading and largest chains of retail Radio stores, with links located here

and there in New York City, in Brooklyn, N. Y., Yonkers, N. Y., and in other outlying sections surrounding the Metropolis.

Offered \$300,000 for Walthal Co.

Mr. Cohn offered \$800,000, cash down, for the Walthal chain of stores, with various optional conditions relating to stock-allotments instead and in part.

But "Walt." Nussbaum, then chief executive of the Walthal chain of stores, and first in majority-control thereof, elected to cast the lot of himself and of his most valuable stores and realty properties with the Wextark Radio Corporation and the Wextark Radio Stores Corporation, two allied concerns with main headquarters in Chicago, Illinois, which, in addition to operating a prosperous chain of Radio and musical instrument stores in, and in the vicinity of that "windy city," conducts also a Radio mail-order-house of impressive size and substantial earning capacity, as well as a Radio-receiver-manufacturing plant to supply the Wextark stores, the mail-order-house allied with those links, and others—all such establishments, as just described, being located in that Radio center of the universe, Chicago, Illinois.

Wextark Has R.C.A. Patent License

The Columbia Radio Corporation is the name of the subsidiary, of the Wextark Corporation, which is engaged in the manufacture of Radio sets with production plant in Chicago. This Columbia concern, early this Spring, was granted a license under the Radio circuit-patents claimed by the Radio Trust and held in a pool for licensing purposes by the Radio Corporation of America, as licensor, under such circuit-patents, on behalf of itself and the other component corporations making up the Radio Trust.

Cohn Dickered for Federal Corp.

To possess himself of a set-manufacturing-branch also, to re-enforce and to act as a source of set supply for his 35 Atlas retail Radio stores, and for others that he may hereinafter acquire. Nate Cohn began, about three months ago, preliminary negotiations to acquire that veteran set-manufacturing-concern of Buffalo, New York, now known as the Federal Radio Corporation, but in the pioneer Radio years of the past bearing the name of the Federal Telephone and Telegraph Company.

The RADIO RETAILER & JOBBER is reliably informed, from high financial and Radio trade sources, that the said Federal Radio Corporation has put a price of \$600,000 on its extensive and well-equipped plant in Buffalo, New York; its patents, good will, Radio

parts and raw materials, finished sets, on hand, etc.

Federal Corp. Owes \$500,000

But the outstanding obligations of that Federal Radio Corporation are known to total the sum of \$500,000, in round numbers, and a buyer of such a going concern acquires also, whether he will or no, the liability to settle such outstanding debts—unless the parties-in-interest of the Federal concern expressly agree to appropriate the purchase price of \$600,000 paid to them—if they get it—to the settlement of such debts totaling \$500,000—thus leaving a cash reserve of \$100,000 as "velvet," with which to replenish their own bank accounts.

The Battle of the Retail Kings

It takes no effort of the imagination to ascertain that a friendly battle is on between Nate Cohn and Charlie Izenstark for the crown of retail Radio king and for the leadership of subsidiary combinations, or "little trusts," which will officiate in the future as satellites to the great octopus with which we are all so familiar.

Chicago Radio Chains Are Greatest

It is interesting to observe—though there does not seem, at first blush, to be any logical reason for it—that the great Atlas and Wextark chains of retail Radio stores, located in Chicago and other cities of the Middle West, are far greater money-makers, and more consistent profit-producers, than are similar chains of retailing links located in the northeast. One very good reason for that vast difference, in annual earnings, is that those store-chains in the Middle West have a greater number of retail links and are larger and more formidably-fixed in every way.

Of course the chain of retail Radio and musical instrument stores operated by Rudolph Wurlitzer, Inc., may be deemed to spread over such a wide area that such links cannot be said to be subject to any sectional classification.

(Continued on page 18)

RADIO TRADE IS DULL

Well, the Radio business is dull and stagnant. Who can force it back to life unless it be the Charles Freshman Co., Inc., the Freed-Eisemann Radio Corporation and "Philco"? (Philadelphia Storage Battery Company). When is the Philco company going to adopt a name more suitable to its changed business?

The Charles Freshman Co. was over-sold 70,000 Radio sets before the delegation of that concern took the Broadway Limited for Chicago, bound for that recent Trade Convention and Style Show in the "Windy City."

The Philco concern claims that it is splitting shipments, by sending to its jobbers only 25 per cent of the orders placed for Philco Radio receivers.

But most of us will wait till the seeming Radio corpse shakes out its sleepy locks and comes back to life with a roar, in the September to come. Then we'll all be working nights once again.

Turn right now to those classified trade lists of manufacturers, jobbers, dealers, exporters, importers; checked up daily for accuracy's sake—foreign lists also; six girls producing them—our busiest department. Turn right now to page 39 of this issue of the RADIO RETAILER & JOBBER.



"Mighty Monarch
of the Air"

NEW HEIGHTS

The finest radio receiver in the world cannot perform at its best unless it is equipped with the best tubes it is possible to manufacture. That, in a few words, is the story of why Grigsby-Grunow Company now announce Majestic radio tubes.

WHEN Wm. C. Grunow, genius of radio builders, decided to go into the tube business, it was his determination that nothing short of the finest radio tubes in the world could carry the tradename Majestic. After building a radio set universally acknowledged the leader of all radio sets in sales and satisfactory service, an entire year has passed before Grigsby-Grunow Company are ready to say that Majestic tubes have arrived and that they are *as good as Majestic radio sets*—the finest tribute that could possibly be paid to them.

Building the best radio tubes the world has yet seen was no easy undertaking. Grigsby-Grunow Company have unusual facilities, yes—tremendous financial stability, organization, plants, intricate machinery of the latest type—but *building better and finer tubes required more than that*. A search was made for brilliant minds whose undivided thoughts, whose sole concern might be concentrated upon the development of a tube so outstanding that the world would pause and say "Here is a good job well done—as

perfect as human hands and brains can make it." These great scientists, drawn from the finest laboratories in the world, laboring by day and by night—testing, measuring, experimenting, leaving nothing unturned of the secrets of scientific tube building, have at last produced in the Majestic radio tube a new contribution to finer radio reception.

Month after month, week after week, day after day, all night long for hundreds of nights Majestic tubes have burned at twice the load they would normally carry to prove that Majestic was not only a well built tube but a long life tube, fulfilling to the highest degree the purpose for which it was designed.


When you buy your Majestic tubes, when you put them into sets—when you marvel at their performance, their smoothness, their long life—remember that back of them is infinite patience, the finest brains, the finest machines, rigid testing of every step in production—but above all, the same indomitable will to do something better for the world which has made Majestic the greatest name in radio.

Majestic

—RADIO-TUBES—

GRIGSBY-GRUNOW COMPANY • CHICAGO

THE SWING IS HERE
it's
VAN HORNE
this season



PASS up the VAN HORNE Tube line this year and you're passing up the biggest tube profit maker radio dealers have ever had.

This year is a VAN HORNE year. With the new life behind this fifteen-year-old quality organization, the big job in advertising and dealer cooperation, the bigger profit proposition, VAN HORNE is going to sweep tube profits for its dealers and distributors to new records. By all means, before you consider your "set-up" complete, learn all that VAN HORNE offers you.

The 1 TIME TEST

Van Horne boasts the lowest replacement ratio in the business. Each tube is individually tested seven times under strict inspection. Unless a tube passes each of these rigid tests it cannot bear the name Van Horne.

Manufactured under exclusive Van Horne patents.

VAN HORNE TUBE CO.
 Franklin, Ohio
 "The Tube City"
 Quality for Fifteen Years

Merger of Atlas & City Radio Stores With Davega Now Negotiated

(Continued from page 16)

60 Stores Involved in Merger

If the merger of the three Radio-chain-store-concerns, now in negotiation, is brought to a successful issue, there will be sixty stores in all, welded into one chain—those of the Atlas Stores Corporation, of Davega, Inc., and of the City Radio Stores, Inc. These three concerns, in the aggregate, showed total sales of nearly \$15,000,000 in 1928, and all have shown consistent gains in volume and in profit-growth since that time.

Officials of both of the New York chains—Davega, Inc., and City Radio

Stores, Inc.—declined to comment on the reports of the proposed merger, which emanated from Chicago, in any way, when interviewed Wednesday, June the twelfth. The third chain involved is the Atlas Stores Corporation, with main offices in Chicago and establishments in Chicago, Cincinnati, Cleveland, Detroit and Akron.

Davega, Inc., operating fourteen retail sporting goods and Radio stores in the New York district, had gross sales of \$4,489,326 last year. City Radio Stores, with twelve retail establishments, in the same section, had net

sales of \$3,189,271, while the sales of the thirty-five Atlas stores, located in Chicago and other cities in the Middle West, amounted to \$7,191,971.

City Radio Stores' Monthly Report

Sales of the City Radio Stores, Inc., in May amounted to \$385,055, compared with \$233,330 in May, 1928, an increase of 65.03 per cent.

In the first five months of this year the total sales were \$1,745,618, against \$1,305,122 in that period last year, an increase of 33.75 per cent. Two additional stores were opened in April and May by the City Radio Stores, Inc.

Does General Motors Want the Grigsby-Grunow Company?

A report is current, at this writing, in Radio trade circles of New York City, that the General Motors Corporation is negotiating to absorb the Grigsby-Grunow Company, the manufacturers of those "Mighty Monarchs of the Air"—Majestic Receivers—with production plants gigantic and in series located in Chicago—once the factories of the Yellow Taxi-Cab Corporation.

There is not a peg on which to hang the plausibility of this report.

An official of General Motors—a vice-president of that great producer of automobiles of various types and differing names—is already a financial sponsor behind the scenes for the Day-Fan Manufacturing Company, the Radio-receiver-manufacturer of Dayton, Ohio, and that particular official of General Motors is known to be far from "tickled silly," about his experiences as an investor in Radio and because of the dividends that he has not corralled from his "flyer" in the hazardous and treacherous field of Radio set manufacturing—if one understands not the science.

Radio Not a Side Line

As the RADIO RETAILER & JOBBER has opined before, it will repeat again—that the production of Radio receivers is not a side-line, subjugatable to the also involved and difficult art and science of manufacturing motor cars in mass.

An automobile manufacturer cannot, so to speak, produce automobiles with his good right hand in season and out

of season knock out a few thousand Radio sets per day with his leisurely left hand, while he keeps his head turned toward and his attention focused on the designing and the assembling of the motor-cars-in-the-making for the season to come.

Radio set manufacturing is a most technical and scientific business by itself which must function on its own bottom, individually, and with initiative not restrained or crippled by the double duties of overseeing automobile production along with it.

Again the Grigsby-Grunow Company justifiably puts a huge valuation on its good will, trademark values, great production plants, modernized and costly equipment therein, stock on hand, new models of sets, boasting original and exclusive features and improvements, *et cetera*.

Would General Motors Pay the Price?

Would the General Motors Corporation part with \$50,000,000, \$75,000,000, or even \$100,000,000, to possess itself of the huge Radio manufacturing properties, the structure of distributors and the trademark values of the great and destined-to-be-greater Grigsby-Grunow Company?

All of us have our prices for our worldly possessions and for everything else, but our souls. Doubtless the hugely-successful owners, in majority control, of the Grigsby-Grunow Company, have their price also—which the General Motors Corporation could unquestionably meet, if it stretched a point and were so inclined.

Harold J. Wrape & Associates Buy Trav-Ler Corporation

St. Louis, Mo., July 1—Rumors of a change in the ownership and management of the Trav-Ler Manufacturing Corporation, the portable set makers of Chicago, Illinois, which have been circulated in radio trade circles, since early in the year, were definitely verified here, this past week, when it was revealed that Harold J. Wrape, and a number of his business associates, in the Benwood-Linze Company of St. Louis, had purchased outright the entire interests of the former stockholders of the Trav-Ler Manufacturing Corporation.

The new officers of the now-reorganized and entirely-absorbed Trav-Ler concern are Mr. Wrape, president; C. Hambuechen, vice-president, and C. R. Ogle, secretary and treasurer. W. A. Butler, formerly merchandise manager of the Benwood-Linze Company, has been appointed general sales man-

ager for the Trav-Ler Manufacturing Corporation.

Control Changed In December

Mr. Wrape, and his associates, purchased a controlling-interest in the Trav-Ler Company last December and since that time have carried out a program of reorganization and expansion of that company's manufacturing and sales facilities. At the same time, development and research work, on a new portable receiver-chassis, was started. According to Mr. Wrape, the new line of Trav-Ler portable receivers will be launched into production this month.

A shielded circuit has been perfected, which employs the new screened-grid-tube and also has a power tube in the audio amplifier.

Plant Moved to St. Louis

The manufacturing plant, of the

TUBE PRICES REDUCED

Another reduction in the prices of popular types of radio tubes was announced Wednesday, June the twelfth, by the Radio Corporation of America.

The 227 type of Radiotron is reduced to \$2.50; the 226 to \$1.75; the 222 from \$6.50 to \$4.50; the 280 rectifier tube to \$3; the 112A and 171A to \$2.25 and the 201A to \$1.25.

Larger economies in manufacturing processes, through increased production, is given as the reason for these reductions.

In the absence of a similar announcement, from E. T. Cunningham, Inc., at this writing, it may be taken as a foregone conclusion that precisely the same reductions, on the companion line of Cunningham Radio tubes, will be made as those already prevailing on the Radiotron types of valves.

Gold Seal Co. Elects Directors

David Graham, of the New York Trust Company, and James L. Ryan, vice-president of the Rudolph Wurlitzer Company, the Radio and musical instrument store operators, have been elected to the board of directors of the Gold Seal Electrical Company, Inc., according to an announcement made Monday, June 24th, by J. W. Duff, president of that concern.

Main Plant in Newark, N. J.

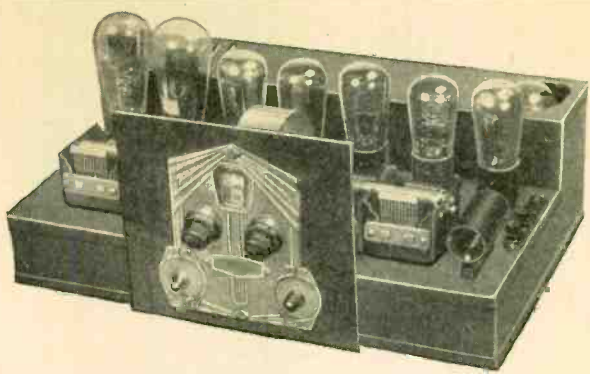
The main production plant of the Gold Seal Electrical Company is located in Newark, New Jersey, and there the great majority of Gold Seal tubes will be made from now on—in fact this concern has been operating a chain of tube factories in and around Newark, New Jersey.

The executive and sales offices of the Gold Seal Electrical Company are located at 250 Park Avenue, New York City. J. K. I. Cody is general sales manager of this concern and G. Dexter Sinspaugh advertising manager thereof.

Trav-Ler Corporation, which was formerly located at Chicago, has been moved to St. Louis and is located at 1818 to 1822 Washington Avenue, in that last-named city. The general sales offices, which were formerly contained with the factory, in Chicago, have also been located in St. Louis. District sales offices and warehouse stocks have been established in both Chicago and New York City.

The Price-Range Quoted

List prices of the new Trav-Ler portable receivers, will, according to Mr. Butler, range from \$57.50 to \$100.00.



CHASSIS MODEL A.C. 245

Two 245 tubes are used in push pull power amplifier circuit, two 227 tubes for the detector and first audio, and the usual 226 tubes in the radio frequency circuit. One 280 tube is used as a rectifier. The chassis houses the power supply, which is constructed to stand heavy overloads.

The Leader Still Leads!



The Pioneer Chassis Again Sets the Pace for 1930

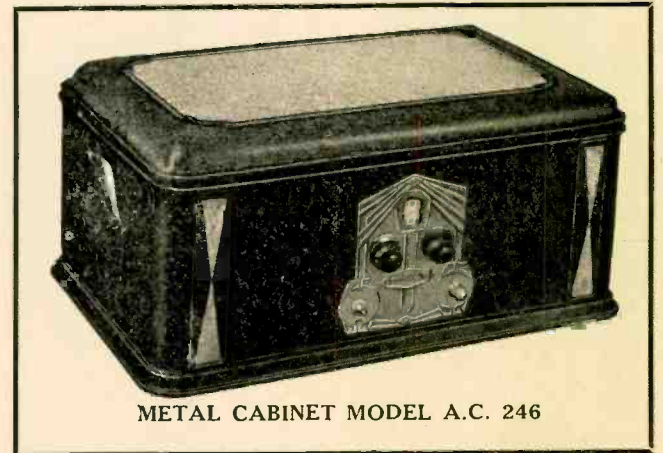
With its many new features, the 1930 Pierce-Airo is an all star receiver. It uses the new 245 tube — that means better tone with more volume. It can be used with either an A.C. or D.C. Dynamic Speaker. It has an automatic phonograph pick-up. It provides for the regulation of line voltages. The chassis fits any standard console. In fact the new Pierce-Airo is a revelation in design, construction, appearance and performance.

Set Your Own Price! Make Your Own Profit

Sell the new Pierce-Airo as a Chassis, Table Model or in a Console. You can meet all requirements. Set your own price. Make your own profit. Beat all competition. You can put it alongside any other receiver listing for twice your selling price of the Pierce-Airo, and it will outclass competitors for range, volume, selectivity, and tone realism. Pierce-Airo is a line you can concentrate on and make your leader to draw radio buyers to your store. Convince yourself. Order one and give it a test.

Write for sample, prices and full particulars.

PIERCE-AIRO, INC., 117 Fourth Ave., New York City



METAL CABINET MODEL A.C. 246

Bow to the Pentobe—the Latest Tube Extraordinary

The latest tube that hasn't come to market yet is the Pentobe. It is said to have been conceived and designed originally in Germany.

The Arcturus Radio Tube Company, that originator and path-finder to the art of evolving new and notably-improved Radio audions, already has its Pentobe tube designed, completed and produced, so far as tested samples are concerned, and everything is ready for mass production, except the types and kinds of Radio sets that must also be especially designed before such receivers can accept the Pentobe as partial tube installation.

It is predicted that nine or ten months will elapse before Radio set manufacturers will be gaited to flash receivers that will be designed for the installation of the Pentobe tube.

"R.C.A." Playing With Pentobe

The Radio Corporation of America, and allied laboratories, have also been experimenting with the Pentobe type of valve, it is now reliably reported.

Doubles Volume of "245"

The Pentobe is said to have the same characteristics as the 245 type of bulb, but it can muster alone the same amount of volume as two 245 tubes functioning in series.

Meantime, there is much speculation concerning the relative positions of the tubes and their sockets, when the great and more-powerful Pentobe tube is ready to take its position in the general installation and when the new sets, as hereinafter to be designed, are synchronized to perform in unison with this new tube giant

that is just getting ready to come over the hill of mass production.

A Specimen Diagram

One diagram, as proposed, provides for a 227 type of audion for the detector-socket and, for the radio-frequency-stages, the screen-grid-audion may function as a detector, though the 227 bulb is the common detector of today.

In the Radio-frequency-stages goes the screen-grid 224—perhaps three of them.

Now let's evolve, in our mind's eye, a little diagram of the tube lay-out in our Pentobe-equipped set of tomorrow (and add 270 more tomorrows, because it will probably be nine months or more before the "Pentobeola" set, or whatever it may be called, comes to market.)

Listing the Tubes in Series

Now we have one 227; two or three 224 types of tubes; a 280 audion in the rear to function as a rectifier, of course; and the detector is stationed right in the center.

Make the circle. There is the 227 and the 224s—two or three of them. Then place the screen-grid tubes in the Radio-frequency-stages, which gives them all positions ahead of the detector.

Then you have two 245s for the push-pull-amplification in the last stage—but the Pentobe is now designed to supplant the 245s—and to function alone in place of the two latter audions. The objective is volume as great or even greater but with fewer tubes installed.

Oil Decision a Precedent Citable Against Radio Trust

WASHINGTON, June 12.—The decision of the United States District Court at Chicago, handed down June 11th, and to the effect that the patent-license-agreements of fifty-two oil companies violate the anti-trust laws, establishes a precedent under which the Department of Justice should order an immediate prosecution of the so-called Radio Trust, according to Oswald F. Schuette, Executive Secretary of the Radio Protective Association. This is the organization of independent radio manufacturers, whose demands for governmental action resulted in the adoption by the Senate last month, of the Couzens' resolution to investigate the radio monopoly charges.

Radio Concerns Greater Offenders

"The alleged 'patent-license-agreements,' under which the Radio Corporation of America, the American Telephone and Telegraph Company, the General Electric Company, the Westinghouse Electric and Manufacturing Company, and the United Fruit Company, undertook to destroy competition in the radio industry," said Mr. Schuette, "are far more specific violations of the anti-monopoly laws than the agreements under which the Standard Oil Company of Indiana and fifty-one associated companies have been found guilty of using their patents to monopolize the oil-cracking industry.

"The oil agreements did not fix prices, restrain production, divide fields of operation, or control future

inventions. The radio-trust-agreements do all of those things—all in violation of the Sherman anti-trust law. But this \$5,000,000,000 radio combination has so far been able to obtain immunity from prosecution by the Department of Justice, under the pretense that the government is powerless against a patent monopoly.

Patent Monopolies Are Unlawful

"The decision at Chicago is of far-reaching importance. The United States District Court there said:

"These various agreements step outside the limits of lawful competition, which arose from the issuance of the patents. The patent monopoly itself is a property-right and agreements in respect thereto must be subject to the same anti-monopoly tests as any other property rights."

"That decision leaves no opening for further immunity. In the name of the independent radio industry we shall continue to demand the dissolution of these illegal agreements and prosecution of the companies which have used them to destroy their competitors."—Conclusion by Mr. Schuette.

(Editor's Inquiry: We note that all of the newspapers, as well as Mr. Schuette, refer to the tribunal as the United States District Court of Chicago. But three judges reviewed and passed on the case and usually it is the Circuit court, or tribunal higher than the District Court, that has three judges sitting. Wasn't it the Circuit court of Middle Western jurisdiction, which convenes in Chicago?)

CASES AGAINST PACENT COS., ET. AL, OVER THEATRE AMPLIFIERS, THROWN OUT

Federal Judges in New York City and Buffalo Both Decide That Western Electric Co. and Its Subsidiary, Electric Research Products Co., Have No Standing As Co-Plaintiffs With American Telephone and Telegraph Co., the Parent Co. of Both, Because Latter Has Not Licensed the Other Two Corporations Under Eight Patents Alleged to Be Infringed—The Telephone Co. Will Now License Its Two Auxiliary Corporations and Start Suing Pacent Companies and a Defending Theatre Owner in Buffalo All Over Again.

BUFFALO, June 15.—By an order filed here late Monday afternoon, June 10th, in the United States District Court, the suit of the Western Electric Company, the Electrical Research Products, Inc., and the American Telephone and Telegraph Company, jointly against Sol Wallerstein and the Broadway Theatre, both of Buffalo, for alleged patent infringement, through the use of a Pacent reproducer system in that play-house, was taken off the calendar and dismissed out of court without prejudice.

New York Decision Similar

This action followed closely upon the decision rendered, late Thursday afternoon, June 6th, in the United States District Court of the Southern District of New York, in New York City, when Judge William Bondy granted a motion on behalf of the defendants; the Pacent Reproducer Corporation and the Pacent Electric Company, both of New York City, to dismiss the bill of complaint, on the ground that the Western Electric Company and the Electrical Research Products, Inc., had no legal interest in the eight patents at issue and were not proper parties-plaintiff.

The suit, filed against the two Pacent companies, by the Western Electric Company, the Electrical Research Products, Inc., and the American Telephone and Telegraph Company, charged that the Pacent corporations infringed patents in the manufacture and distribution of talking picture equipment distributed, nationally, through representatives of those Pacent concerns, to theaters.—End of report by daily newspaper. (The names Pacent Electric Company and Pacent Radio Corporation are both applied to the original Pacent concern rather interchangeably.—Editor.)

One Pacent Co. Disclaims

The authorized spokesmen of the Pacent Electric Corporation, which has executive and sales offices, with production plant, at 91 Seventh Avenue, New York City, have emphatically denied, in recent issues of the RADIO RETAILER & JOBBER, that their particular concern, which is represented to have no connection whatever with the Pacent Reproducer Corporation, has participated in anyway in the production and sale of amplifying units or reproducing apparatus for equipment of theatres. Because of this fact the officials of the Pacent Electric Company assert that, when the case reaches the proper stage, for the procedure, their attorneys will ask, as a preliminary motion, the dismissal of the complaint entirely in so far as it relates to the Pacent Electric Corporation.—Editor.

Both Subsidiaries Licensed

Editor's Notes: Since the two decisions above referred to, both adverse to the American Telephone and Telegraph Company, the Western Electric Company and the Electrical Research Products Company, which is a subsidiary of that Western Electric Company—since then the American Telephone and Telegraph Company, the parent concern of them both, has followed out the rather perfunctory procedure of licensing that Western Electric Company and the Electrical Research Products Company, under the alleged patents, pretended to be basic, that are represented to cover amplifying units, or reproducing systems, now so generally employed in theatres, moving-picture-houses, dance-halls, general entertainments and in connection with public-address-systems, all utilized to reproduce in volume greater music and voice.

A "Misjoinder of Parties"

The above reports do not clearly set forth that the status of the American Telephone and Telegraph Company, as a single party-plaintiff in the actions, was not even attacked, and the cases had not developed to the stage where the Pacent Reproducer Corporation and the Pacent Electric Company had entered a general denial of all infringements of such reproducer or amplification patents, which it is the intention of both concerns eventually to do.

The American Telephone and Telegraph Company did not desire to proceed in the actions as a sole plaintiff. It preferred to wait until it had "qualified" its two subsidiaries—the Western Electric Company and the Electrical Research Products Company—by means of issuing licenses under such reproducer or amplification patents to both of those concerns; thus increasing its potential damage claims on the experimental, development, and sales ends.

Final Decree Prolonged

This temporary knock-out of both suits—one against a theatre and its owner in Buffalo, New York—a different Federal District than the Federal District of Southern New York—thereby disclosing an intent, if possible, to create legal precedents in two different jurisdictions of the United States Courts—and the second suit for alleged infringements against the two Pacent corporations, as brought in the Federal Court for this Southern District of New York—these nullifications, on preliminary motions to dismiss the actions, serve to postpone the eventual trials and final decrees by several months.

Martin W. Littleton, chief of general

counsel of both the Pacent Reproducer Corporation and of the Pacent Electric Company, did not even appear in the Federal District Courts, either in Buffalo or in New York City, to participate in the argument for dismissals of the actions. The well-known patent law firm of Kenyon and Kenyon, with offices in New York City, made the arguments for dismissal, on the ground that there was a "misjoinder of parties" in both suits, one at Buffalo, the other at New York. The said patent law firm of Kenyon and Kenyon has been retained, by both Pacent corporations, and by those concerns also to defend Sol Wallerstein and his Broadway Theatre in Buffalo, New York, to protect their interests only in so far as the patents at issue and the technique concerning them is concerned—while the general issues of the law involved will be dealt with on behalf of the Pacent corporations, and the Buffalo theatre owner, by Martin W. Littleton, as chief of trial counsel, who is presumed, by some wiseacres of the Radio trade, to have been retained for the defense by Warner Brothers, the "movie" and "talkie" picture producers and chain-theatre-magnets, who may be now the financial powers behind the Pacent Reproducer Corporation.

The Eight Patents in Suit

There are eight patents, pretended to cover amplified reproduction of music and voice in public auditoriums, which are alleged to be involved in these court actions for insinuated infringements.

The names of such patents, and the serial numbers thereof, are as follows:

Blattner, 1493595 and Blattner, 1483273; Mathes, 1426754; Lowenstein, 1231764; Heising (which is alleged to cover the mid-point connection or tap) 1432022; Arnold, 1448550; Arnold, 1504537; and Colpeitts, the push-pull patent, which is numbered 1128292.

For further particulars relating to this very first case, to test the validity of these eight patents, just turn to the issue of May, last, of the RADIO RETAILER & JOBBER, in which these cases were all described and analyzed in detail elaborate.

Said an authorized official of the Pacent Radio Corporation, in an interview with a reporter for the RADIO RETAILER & JOBBER, recently:

A Pacent Official's Version

"The Pacent Radio Corporation has no connection whatever with the Pacent Reproducer Corporation. The concern last named is not owned by the Pacent Radio Corporation. We, as officials of the concern last-named, have no stock interest and no investment in the Pacent Reproducer Corporation.

"The stock of the Pacent Reproducer Corporation is owned by Louis Gerard Pacent, who is the president, the treasurer and the personnel entire of that concern. He happens to be an official also of the Pacent Radio Corporation, the stock of which is owned by a few people, all but one of whom have nothing whatever to do

(Continued on next page)

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is what your customers expect when purchasing new tubes—RAYO TUBES will give the highest satisfaction in this and every other respect and will be greatly appreciated by your trade.

RAYO TUBES give you a better profit, they are easily sold, are lower in price and are of unexcelled quality—Every buyer will mean a new customer for your store—Write now for prices and particulars—

A few territories still open for live distributors—Write for proposition—

Rayo Tube Co.
229 E. 14th St.,
New York, N. Y., U.S.A.

**Rayo
Radio Tubes**

Cases Against Pacent Cos., Over Amplifiers, Dismissed

(Continued from preceding page)

with the reproducer concern and who, of course, will bring out that fact in a preliminary motion to dismiss the bill of complaint, and the suit, in so far as it lies against the Pacent Radio Corporation itself.

"The Pacent Reproducer Corporation is in no sense a subsidiary of the Pacent Radio Corporation. We who have our investments in the latter are not going to be injured by the manufacturing activities of the former in any event.

Pacent Radio Corp. Makes Parts

"The Pacent Radio Corporation positively does not manufacture amplifiers. It does make Radio 'parts,' that are usable in such amplifiers and it manufactures transformers applicable to them, which it has a perfect legal right to do, but makes no application of such for amplifying purposes.

"The attorneys for the Pacent Reproducer Corporation and for the Pacent Radio Corporation—for they have been retained jointly by the concerns mentioned—are Martin W. Littleton, as chief of general counsel, and Kenyon and Kenyon, the patent lawyers, who will supervise the technical end of the defense.

"The law firm of record, bringing the action, on behalf of the American Telephone and Telegraph Company, and associated corporations, is Fish, Richardson and Neave, of New York City, specialists in patent litigations." Conclusion by an important official of the Pacent Radio Corporation.

It is now well established by Federal Court Practice that in patent cases the licensee under patents may join the licensor and owner of such patents as co-plaintiffs in action; but it has also been established, in those United States courts, that licensees under such patents cannot proceed as plaintiffs in action without the appearance also of the licensor in under or owner of such patents as a co-plaintiff.

The One Interesting Exception

The only exception, to the legal principle just set forth, was embodied in a series of cases involving patents having to do with Radio tubes. The Radio Corporation of America kept bringing suits for alleged infringements of the now-expired De Forest audion patents relating to both the detector and amplifier types of such tubes.

But that "R.C.A." was just as consistently thrown out of court, as plaintiff, on the ground that, as a mere cross-licensee under such patents, it could not sustain an action for alleged infringements of such valve patents without the actual owner of such De Forest audion patents joining it as a co-plaintiff—in these particular instances the American Telephone and Telegraph Company, which had theretofore purchased both the amplifier and detector tube patents from Doctor Lee De Forest, and the company bearing his name, for the sum of \$50,000.

Telephone Co. Balked at Orders

After such rebuffs, as a non-suited licensee and would-be-plaintiff, the Radio Corporation of America tried to persuade the American Telephone and Telegraph Company to join it as a co-plaintiff, in these various actions for alleged patent-infringements, brought against the smaller independent tube manufacturers by that Radio Corporation of America.

But that American Telephone and Telegraph Company refused to take orders, so peremptorily given to it by the "R. C. A.," and that octopus of telephony, theatre-amplification and Radio, refused to appear in court, as a co-plaintiff with the "R. C. A.," in such suits for alleged infringements against various and independent manufacturers of Radio tubes.

"R.C.A." Turned on Phone Co.

Because of such refusal of the American Telephone and Telegraph Company to join hands with the Radio Corporation of America in such actions, the "R. C. A." turned upon the former and named it as a defendant jointly with the independent tube manufacturers so sued.

In other words, the American Telephone and Telegraph Company was named as a co-defendant with independent tube manufacturers alleged to be infringing the De Forest tube patents, which the American Telephone and Telegraph Company actually owned itself, but was belittling just to "get square" with the "R.C.A." because of past grievances.

"R.C.A." Sustained on Appeal

Well, that absurd state of affairs continued for a while, and until the Radio Corporation of America appealed again to the Federal Circuit Court of Appeals of the Second Circuit sitting in New York City—and, on a new statement of facts, set forth, in its appeal, that it was untenable, as a legal principle, that a licensee under patent rights could not sustain suits for alleged infringements of such patents unless the licensor and the owner of such patents appeared in court as a co-plaintiff with such suing licensee under such patents; in these cases under review the Radio Corporation of America was the licensee and the American Telephone and Telegraph Company was the licensor and the actual owner of those patents granted to and owned originally by Doctor Lee De Forest, and covering both the detector and amplifier types of Radio tubes.

No Entente Cordiale Observed

The "R.C.A." set forth that the American Telephone and Telegraph Company was adopting dilatory and obstructive tactics to prevent the legitimate adjudication of those tube patents and that such methods were begotten of an unfriendly intent designed to frustrate and to embarrass the Radio Corporation of America.

Thereupon the Federal Circuit Court of Appeals of the Third or New York Circuit, sitting in New York City, with Presiding Justice

(Continued on page 28)

12 Reasons why you should handle Brunswick during 1929

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

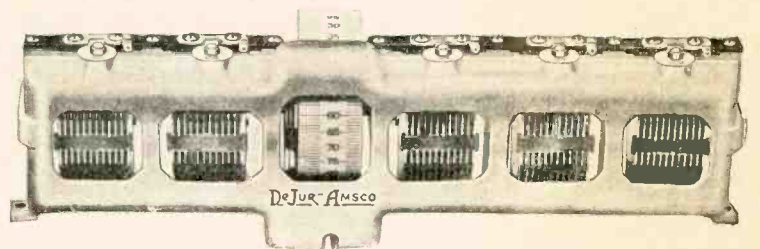
Brunswick

Radio—Panatope with Radio—Records

THE BRUNSWICK-BALKE-COLLENDER CO.
New York, Chicago, Toronto—Branches in All Principal Cities

DeJUR-AMSCO

Multiple Condensers with Dial Assembly



These DeJur-Amsco Multiple Condensers with dial assembly completely matched and balanced are great cost cutters and space savers. They cut your costs because they come to you completely assembled ready to incorporate in your receiver, thus saving time in construction. If you want to speed up your production and cut your costs, have your engineers try out this new DeJur-Amsco tuning assembly. Get the particulars on the DeJur-Amsco Shielded Condenser for Screen Grid Sets.

- 1 to 4 Gang Units With or Without Dial.
- 2 to 8 Gang Units With Dial.

Write for sample, prices and engineering data.
Let us quote on your specifications.

DeJUR-AMSCO CORP

CONDENSER HEADQUARTERS
BROOME & LAFAYETTE STS., NEW YORK

ACT QUICKLY—GOING



MODEL 6-H

LIST PRICE \$295

(Without Tubes)

Height, 53 1/8"; Width, 27";

Depth, 18 1/2"

FEATURES!

1. Beautiful highboy console of burled-walnut with maple over-lay.
2. Fine tone quality—famous Kolster K5 AC Dynamic Reproducer with built-in 210 power-amplifier and "B" supply included. (See opposite page.)
3. Kolster 6-tube T.R.F. Circuit.
4. Hairline-selectivity; a distance-getter.
5. Single-dial-control; simple to operate.

This radio equipment is KOLSTER-built, packed in the original KOLSTER cases and cartons, shipped direct to us from the KOLSTER factory.

Our ability to buy these world-famous KOLSTER RECEIVERS and REPRODUCERS for cash enables us to offer them at remarkably low prices—a fraction of their original cost. And we control the exclusive sale of this merchandise as we have bought the entire stock.

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 an "A" supply unit and a small 4 1/2-volt "C" battery. The built-in A.C. Electro-Dynamic 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.

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 hair-line-selectivity and a loose-coupled coil, in conjunction with the 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 over-lay. Full swinging doors, found only in the finest cabinets, add to its beauty.

The receiver uses 6 UX-201-A tubes and the Electro-Dynamic-Reproducer; 2 UX-281, 1 UX-210, and 1 UX-874 tubes.

NOW \$48.50

LOTS OF 5 OR MORE

\$44.50 ea.

Genuine FREED-EISEMANN 6-Tube Receiver



MODEL 130

Size 20" x 10" x 10"

LIST PRICE \$80.00

(FOR BATTERY OPERATION)

Completely Shielded
3 Stages of "R. F."
1 Detector
2 Audios (1 Power Tube)
Stippled Panel
Genuine Mahogany Cabinet

Attached Cable
Built of Finest Parts
Uses 5 UX-201A's
and 1 UX-171-A Tube
Wired for "C" Battery

An Excellent Summer Item for Your Customers Who Want An Inexpensive Set for Their Bungalow, Camp, Etc.—Also Can Be Used As a Portable Set.

Special \$9.50 ea.

Lots of 5 or More \$9.00 ea.

NOTE—All units offered in this advertisement are BRAND NEW, packed in original factory sealed carton and fully guaranteed.
TERMS:—20% cash with order, balance C.O.D. f.o.b., New York. (2% Discount for Full Remittance with order.)

AMERICAN SALES CO.

FAST—ORDER NOW

Every Set and every Electro-Dynamic Reproducer is BRAND NEW: each bears the KOLSTER guarantee-tag and original serial number.

Keep your business in full swing during the summer months by handling these genuine Kolster products. We are sure that you will re-order this merchandise, as hundreds of our dealers are now doing. The sooner you start the quicker real profits will come rolling into you.

K O L S T E R

ELECTRO-DYNAMIC REPRODUCER

Combined with 210 Power-Amplifier and "B" Supply Unit

THIS rugged, finely matched unit comprises a complete heavy-duty Electro-Dynamic Reproducer, including a 210 Power-Amplifier with "B" supply unit, all self-contained on a steel frame. It weighs 45 pounds without the cabinet. The cabinet itself is of pencil-striped-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 speaker 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 can be used with all tubes of 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, 1 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 volts A.C. current.



MODEL K-5

LIST PRICE \$175

(Without Tubes)

Height, 42"; Width, 25½";
Depth, 19"

FEATURES!

1. Electro-Dynamic Reproducer (10¼ in. dia.).
2. 210 Power Amplifier; fine in tone quality.
3. Supplies "B" voltage, if desired.
4. May be used with any electric or battery set.
5. Complete A.C. Electric operation.
6. Beautiful pencil-striped walnut cabinet.

NOW \$33.50

LOTS OF 5 OR MORE
\$29.50 ea.

The NEW GOULD
KATHANODE

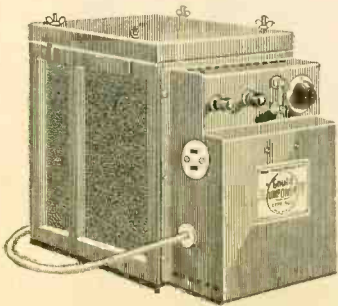
Unipower

A GOULD PRODUCT

With
Built-In
Relay

List Price \$39.50 Ea.

Automatic Radio "A" Power from Light Socket



Model AC-6K (6-volt) Kathanode Unipower is the highest quality "A" Power Unit built. Furnishes rich, smooth, unflinching "A" current, without any trace of hum, which is automatically replenished from the light socket. Installed in less than three minutes, makes any set as simple and convenient to operate as an expensive AC outfit at only a fraction of the cost. No rewiring necessary in your set.

Used with Kolster 6-H and 6-G Console Sets.

The Kathanode construction uses the glass mat retainer, which insures extra long life of the battery elements and

when sold it will require no servicing. It is very economical and will outlast several storage batteries. This exclusive patented feature (Kathanode) is used and approved by the United States Government for its submarine batteries, which are furnished by Gould.

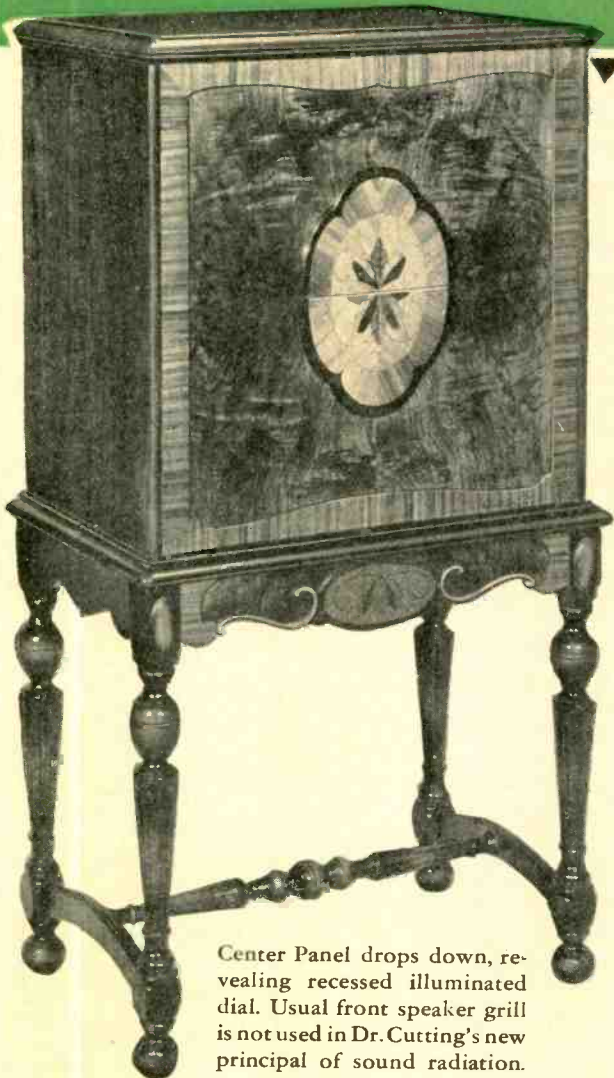
Equipped with a new noiseless Balkite Charging Unit, which has four graduated charging rates, and in addition one booster rate (1½ amperes) for an emergency charge, which enables it to properly take care of all sizes of sets and conditions of operation. Operates on 110-120 V., 50-60 cycle current. Complete with extra fuse.

SPECIAL \$9.75 ea. LOTS OF THREE \$8.50 ea. LOTS OF SIX \$7.50 ea.

19-21 Warren St., New York City

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 it insures a good value to our many established buyers. Send details of your offerings for quick action.

Decidedly



Center Panel drops down, revealing recessed illuminated dial. Usual front speaker grill is not used in Dr. Cutting's new principal of sound radiation.

first with 4 Screen Grid Tubes

first with the Improved Cutting Dynamic Speaker

first with Cutting Sound Radiation

first in Beauty of Cabinet Design

first in VALUE!

The Cavalier

Front of rich, dark brown burled walnut—an edging of cross-banded oriental walnut—legs, apron and other parts with high lighted walnut finish. The top half of the center cameo decoration opens to form the door. The same cameo motif appears on the apron. List

\$235



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. Center panel drops down, revealing recessed illuminated dial. Usual front speaker grill is not used in Dr. Cutting's new principle of sound radiation. \$270

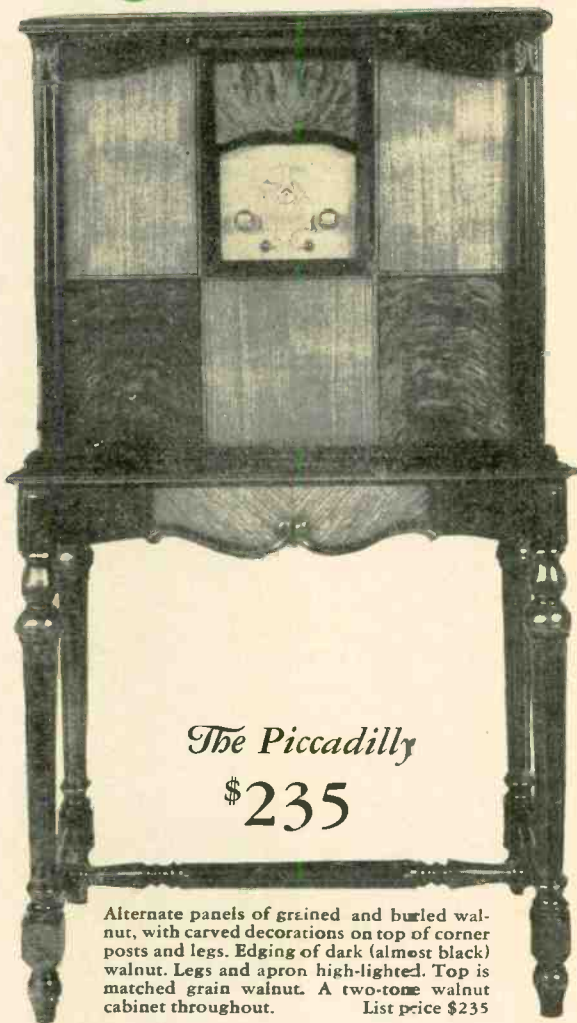
Jobbers... Dealers... Now is the Time to Establish Your Colonial Franchise

The new Colonial is now in production on a scientific volume basis. The point-of-sale cooperation is ready. The tremendous advertising campaign is about to be launched. Jobbers and dealers that qualify for Colonial franchises begin to share Colonial's prosperity immediately. Applications for jobber territory and dealer franchises are being considered in the order of their receipt. Complete details will be sent upon receipt of your letter, telephone call or telegram.

FIRST

... at the R.M.A. SHOW!

first ... because everything about it reflects QUALITY... engineering advancement... radio perfection. Colonial's fair, in-between price gives the purchaser a better buy, the jobber and dealer greater volume—with a worthwhile profit-per-sale. Its exquisite beauty of cabinet, its many exclusive features, its superiority from every standpoint of performance, its irresistible appeal to those who want the BEST at a reasonable price, all guarantee its sale everywhere.



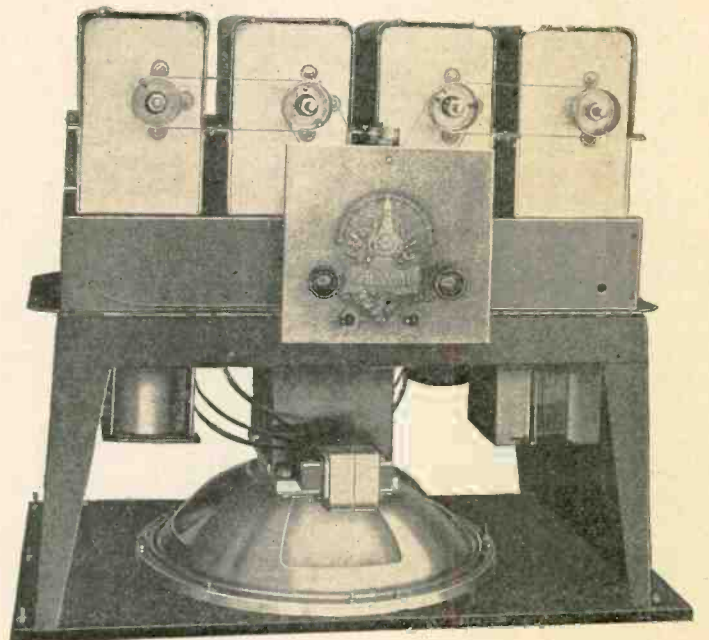
The Piccadilly
\$235

Alternate panels of grained and burled walnut, with carved decorations on top of corner posts and legs. Edging of dark (almost black) walnut. Legs and apron high-lighted. Top is matched grain walnut. A two-tone walnut cabinet throughout. List price \$235

Colonial was *Decidedly* FIRST at the R.M.A. Show because it was recognized as an OPPORTUNITY!

The Colonial Chassis

Both receiving and reproducing units of the New Colonial are combined on a common base of steel channels and Z-bars, the four radio frequency stages being mounted on the upper side and the power supply, audio amplifier and speaker suspended beneath. This novel arrangement of the exclusive Cutting Dynamic Power Speaker distributes the sound...radiates it to all parts of the room...adds the final touch in the quest for realism.



The NEW COLONIAL Radio



COLONIAL RADIO CORPORATION ~ LONG ISLAND CITY, N. Y.

American Molybdenum Factory Opens at Lewiston, Maine

An American Corporation with plant at Lewiston, Maine, has been established for the purpose of assuring the Radio Trade a steady and adequate supply of Molybdenum Products of the "Deutsche Gluehfaden Fabrik," Berlin, Germany. These products were heretofore marketed in the United States under the name of "D.G.F." or "Twin-Brand."

The American Corporation, namely American Electro Metal Corporation, now announces the completion of a new and large factory at Lewiston, Maine, for the exclusive manufacture of Molybdenum Products.

The plant at Lewiston will be managed and supervised by Engineer Rudolf Lowit who has been a close co-worker and collaborator for many years with Dr. ing. Paul Schwarzkopf. Dr. Schwarzkopf, together with Mr. "Jack" Strauss of New York, are the founders and organizers of the American Electro Metal Corporation, being president and vice-president respectively. Dr. Schwarzkopf is also head of the Deutsche Gluehfadenfabrik in Germany.

Same Quality Standard Assured

The vast experience of Mr. Lowit, and his special staff of technicians, being brought especially from abroad, will assure the Radio Trade of the

same standard of quality as heretofore maintained by "D.G.F." or Twin-Brand Molybdenum Products.

The complete sales organization of J. L. Lohfeld & Co., Inc., former American Agents for the "D.G.F. Products," has become associated with the new enterprise. It is announced with great satisfaction that Mr. Walter H. Lohfeld is General Sales Manager of the American Company, so that the services formerly rendered the trade will remain practically unchanged.

To prevent disruption of present deliveries, the American Electro Metal Corporation will import the finished "D.G.F.—(Twin-Brand) Products" until such time as the American Company is in a position to supply all their requirements from the Lewiston plant.

It is felt that from all angles this new enterprise should prove mutually satisfactory to all concerned.

Name: Associated Radio Buyers

Address: 2551 Renwick Street, Oakland, California.

References: Central National Bank, Oakland, California; Bradstreet's.

Report: "We are in the market for All Classes of Radio and Electrical Goods.

"We now handle All Classes of Radio and Electrical Merchandise."

With Hand of Friendship Extended, Trust Salutes Us!

The Radio Trust, excepting possibly the telephone branches thereof, seems to have initiated a new policy all along the line and in all departments. Frankly, it's a policy of reconciliation and of a diplomatic assimilation of all differences of yesterday; which prevailed between that Trust and independent Radio manufacturers. Now the *modus operandi* provides for the effacing and effervescing away of all bitterness and resentments of the colorful and crime-committing past.

Captain H. W. Angus is the new "counsellor of public relations" on the staff of the Radio Corporation of America. He is an appointee of Major General James G. Harbord, the president of the "R. C. A."

It is Captain Angus's mission in life to pat each independent tube and set manufacturer on the back—to address each and all of them as "Old Man," "Old Top," "Old Kid," or any one of the other of those ingratiating prefixes, calculated to pave the way toward that idealistic status of brotherly love to which all rabbis, priests and ministers have been striving to escort the commercially-hardened and somewhat unscrupulous of us for, lo, these many years.

Angus and Schuette Embrace

Captain Angus pats Oswald F. Schuette on the back and pledges a friendship borne of love and admiration; and we behold not a dagger gleaming from under the coat-tail of the said Captain.

Captain Angus gets right up in meeting before a Congressional Committee, at Washington, D. C., and reels off the following entirely unexpected sentiment: "If there is any man I take off my hat to, it is Oswald P. Schuette." But the said Mr. Schuette is the executive secretary, or,

we prefer the title, executive director of the Radio Protective Association, with main headquarters in Chicago, but now with a branch office, recently opened, in Washington, D. C.

The said Mr. Schuette, a veteran newspaper man, correspondent and magazine writer, has caused more and longer-continued troubles for the Radio Trust, and a greater variety of such said troubles, than any or all other anti-Radio trust agitators put together, whether they be in Washington, D. C., or on the outside of our grand and becoming-more-gorgeous capital city—more gorgeous because of the plans of rebuilding and architectural beautifying, now a set programme and now in the infantile stages of structural accomplishment.

Why This Lovefest Unexpected?

Why this mutual admiration society? Why this embracing in public; this burying of the hatchet; this consignment to oblivion of the Czar-like intimidations, the arrogant dominations, the monopolistic "freeze-outs," of yesterday?—while William D. Mitchell, the new and recently-appointed Attorney General of the United States, looks on the lovefest with lifted eye-brows.

The Defiance of "Bill" Sparks

"I'll sign the license under your circuit patents, but I'm still with Schuette and his Radio Protective Association, heart and soul. I will continue to help finance that Anti-Trust and Anti-Monopoly organization"—Thus proclaimed Captain William Sparks of the Sparks-Withington Company as he signed the circuit license for that company, right in the sanctum-sanctorum of the Radio Corporation of America, still in the

Woolworth Building, at 233 Broadway, New York City, but soon to be transported with the idols, sacred images and plaster cast reproductions of commercialized saints, to an entire floor up on the more regal and therefore more fitting thoroughfare known as Fifth Avenue farther uptown in that great Metropolis.

And Captain Sparks shouted his defiance in a manner loud and lusty, so that the crowned heads and "R. C. A." princes of the blood royal, as well as all their cringing underlings, could hear his defiance and his declaration of independence.

Manton Davis Turns Lamp-Lighter

Now Mr. Schuette made Manton Davis light the station-towers at the Hadley, N. J., flying field, after that last-named and recently-promoted vice-president and general counsel of the Radio Corporation of America had offered to "bet you as good a suit of clothes as you ever wore," that the "R. C. A." will not light their lights at their message-transmitting stations for the guidance at night of aviators in the air.

While Col. Manton Davis was fighting to keep the lights out, and endangering the lives of air pilots, the American Telephone and Telegraph Company turned right around and agreed to light the towers of its stations and entirely at its own expense.

The "R. C. A." is lighting its towers too—at its own expense and Oswald P. Schuette and the Radio Protective Association were instrumental in making it do so.

The Radio Protective Association is an organization of independent and Trust-Combating Radio set, tube and "parts" manufacturers, who are located in various cities throughout the north-east and Middle West. This organization has accomplished much anti-trust-wise in Congress and in the various executive departments of the Federal government. It expects to accomplish much more.

Are Infringement Suits to Cease?

But the all-important question is: Will the Radio Corporation of America cease to bring further infringement suits against independent set and tube manufacturers, because of the sharp eye of the Department of Jus-

tice at Washington, D. C., now being focused on that "R.C.A."?

The Radio Corporation of America, and allied corporations in the Radio Trust, sued, some months ago, that Advance Electric Company of which Mr. Falck is the executive head and which operates a Radio set production plant in Los Angeles, California.

The Advance Company was sued for the alleged infringement of the Alexander circuit patent and others.

Federal Government May Be Party

Now the United States government, through its department of justice, is threatening to take a hand in this infringement suit against the Advance Company, partly on the ground that the Schloemilch and Von Bronk patents of tuned-Radio-frequency, as acquired by the United States government from Germany just before the armistice, anticipate or have precedence over that Alexander patent, which is represented to cover and to control cascaded-tuning, in Radio sets of the tuned-Radio-frequency types. (If the government takes a hand in this litigation it will support the little Advance Company and strive to knock out the claims of the Radio Trust.)

Hoover Policies Are Different

Calvin Coolidge, the preceding president of the United States, to Herbert Hoover—we so present the former, for you may have forgotten him already—and Calvin Coolidge's attorney general, John Garabaldi Sargent, who so greatly belies his middle name, both firmly resolved that the United States government should not protect or enforce its own Radio patent rights, for any such governmental presumption and procedure might interfere with the aims and manifest objects of the Radio Trust, which were at that time to appropriate all the air, the wave-lengths functioning through it, the Radio set, parts and Radio tube business; all of the export business in Radio; all of the amplifier business for theatre, dance-hall, or auditorium-reproduction, including public-address-systems; all Radio transmission and specially designed apparatus therefor for communication from airplanes to the ground, and everything else.

(Continued on page 41)

Warning to Independent Radio Tube Manufacturers

Makers of Radio tubes, not intending to seek or to secure licenses, on a royalty-assessment-basis, under the alleged tube patents, held in a pool for licensing purposes by the Radio Corporation of America, as licensor, on behalf of itself and the other cross-licensed corporations making up the Radio Trust—Independent tube manufacturers, deciding to operate without such a license, under alleged tube patents, grantable to them by that "R. C. A.," should give careful consideration to the advisability of vacating any sales offices or stock-rooms, which they may now occupy, in the cities of New York or Brooklyn—provided the production plants of such independent tube manufacturers are located elsewhere than in the Southern Federal District of New York or in the Eastern Federal District of Brooklyn, New

York. If their plants are located therein they can't help themselves anyway.

Any Sales Agent May Be Sued

The fact is if an independent tube manufacturer has a sales agent, who occupies a single desk, as a cotenant in any office, located in those two Federal districts mentioned, or even if such a sales agent of tubes has only one peg on which to hang his hat, which is located in New York City or Brooklyn, N. Y.—that is sufficient for the service of papers by the Radio Trust, in an alleged infringement suit under pretended tube patents—and under such circumstances the suit for alleged infringement must be tried in the Federal Court which has jurisdiction where the sales agent hangs his hat.

(Continued on page 29)

PITKOW AND HIS STANDARD RADIO CORP. OUT OF AMERICAN RADIO & TELEVISION

Promoters of Last-Named Concern Allege That Standard Corporation Owes \$150,000, Which Debts They Will Have to Assume, If They Absorb That Concern—Stock of American Radio and Television Corporation Dropped 25 Points On Chicago Curb Market In One Day Last Month and Other Radio Stocks Sagged Noticeably In Sympathy—How Did Pitkow and His Corporation Join Combination Without Disclosing the Extent of the Debts of That Concern?

Harry Pitkow, and his Standard Radio Corporation, both of Philadelphia, seem no longer to be identified with that recently-formed and financed American Radio and Television Corporation, the stock of which is listed on the Chicago Curb Market; said stock taking a precipitate drop of 25 points in one day, last month, because of seasonal and other causes, and other Radio stocks, listed on that same curb market of Chicago, also "kerfopped" downward, in entire and perfect sympathy with the descending issue of the American Radio and Television Corporation.

Other parties in interest, involved in the stock-fotation of the corporation just named, allege that the Standard Radio Corporation and Harry Pitkow, of Philadelphia, owe the sum of \$150,000—and that if such stock promoters, of the American Radio and

Television Corporation, absorb the said Standard concern, they will, perforce, have to absorb its said debts.

The Perfection Radio Stores, of New York City, and surrounding sections, as headed by Joseph Frank; Samson's Radio Stores of Milwaukee, Wisconsin, and several other Radio retailing and jobbing concerns, make up the corporate structure of the American Radio and Television Corporation.

The Standard Radio Corporation, of Philadelphia, besides operating several retail Radio stores, in that Quaker City, conducts a Radio jobbing house specializing in surplus-Radio-merchandise also.

How were the debts of Harry Pitkow and his Standard Radio Corporation concealed, at the time of the organization of the American Radio and Television Corporation?

Judgments and Bankruptcies

Award for Plaza Music Co.

The Plaza Music Company, the phonograph and phonograph-record distributor of New York City, which has abandoned the jobbing of Radio receivers, since it discontinued the Splitdorf line of sets in January, 1928, was awarded a judgment of \$435.09 against William A. R. Hawley, in a New York County Court, Monday, June the 17th.

Verdict for Bosch Corp.

The American Bosch Magneto Corporation, the manufacturer of Bosch Radio receivers, procured a judgment of \$452.70 against Samuel Hoefler, in a New York County Court, Monday, June the 17th.

For Manhattan Electrical Supply Co.

The Manhattan Electrical Supply Company, the Radio and electrical distributing house with main headquarters in New York City, had judgment entered against Joseph and Agatina Morella, for \$304.89, in a court of Bronx County, New York, Monday, June the 17th. (This seems to be a duplicated judgment; for one of the same amount, and with the same parties involved, was granted in a New York County Court a few days preceding the granting of this judgment, as noted elsewhere in this issue of the RADIO RETAILER & JOBBER.)

P. A. Anderson Petitions

A voluntary petition in bankruptcy was filed by Pierson A. Anderson, a Radio engineer of 155 East Twenty-second Street, Brooklyn, New York, in the Federal District Court of that Eastern District of Brooklyn, Tuesday, June the 11th.

The liabilities of Mr. Anderson were scheduled to total \$2,646, with no assets to counter-balance the same.

Verdict Against Argus Corp.

A judgment against the Argus Radio Corporation, the Radio-receiver manufacturing concern of New York City, for the sum of \$336.60, was obtained by the Crowe Name-Plate and Manufacturing Company, in a court of New York County, New York, Tuesday, June 25th.

Award for Westinghouse Co.

The Westinghouse Lamp Company was awarded a judgment of \$1624.16 against Morris Gest, the theatrical producer and son-in-law of David Belasco, in a court of New York County, Tuesday, June 25th.

Award for Blackman Co.

The Blackman Distributing Co., Inc., the Radio jobbing house of New York City, secured a judgment of \$886.52 against George Weiland, in a New York County Court, Tuesday, June the 18th.

For Rockford Furniture Co.

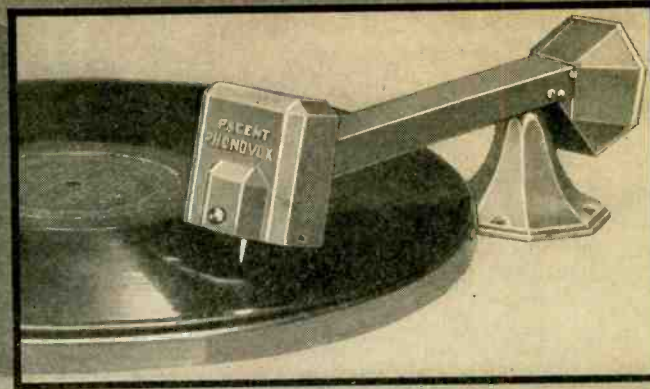
A judgment of \$256.35, for costs, was obtained by the Rockford National Furniture Company against the Abrams-Ginsberg Company, in a court of New York County, Wednesday, June the 12th.

Verdict Against Autophone Corp.

The E. W. Bliss Building, Inc., was awarded a judgment of \$4,808.32 against the Autophone Manufacturing Corporation, in a court of New York County, Wednesday, June 12th.

Rappaport Discharged As Bankrupt

Morris Rappaport, doing business as the M. Rappaport Music and Radio Shop, at 880 Westchester Avenue, the Bronx, New York City, was discharged from bankruptcy, in the Federal Court for the Southern District of New York, Wednesday, June the 19th.



Super Phonovox

QUALITY!

Compare the Super Phonovox
with any pick-up regardless of price

THE NEW PACENT SUPER PHONOVOX is already by far the largest selling pick-up on the market.

But don't be influenced by this majority judgment of experts and laymen. Make your own comparisons on the points that influence pick-up sales:

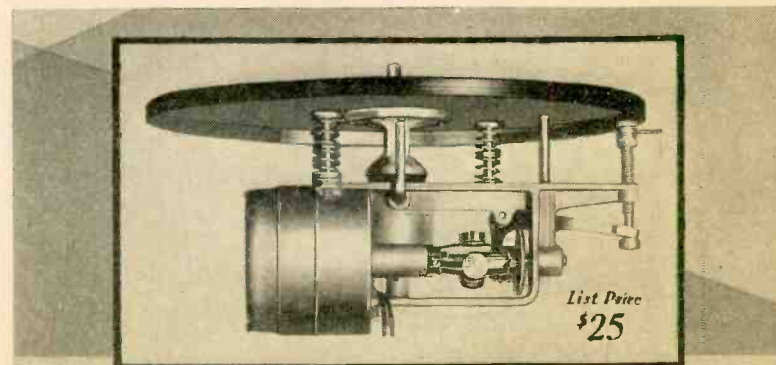
- ... on appearance, which sells the customer through appeal to the eye;
- ... on tone quality, which sells the customer through appeal to the ear;
- ... on trouble free, long lasting durability, which sells the customer through appeal to his sense of economy.

Write for complete information (with prices) on the three fast-selling models of Super Phonovox. Then see it, examine it, and above all HEAR it. And compare it with any other.

PACENT ELECTRIC CO., Inc., 91 7th Ave., N. Y.

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.

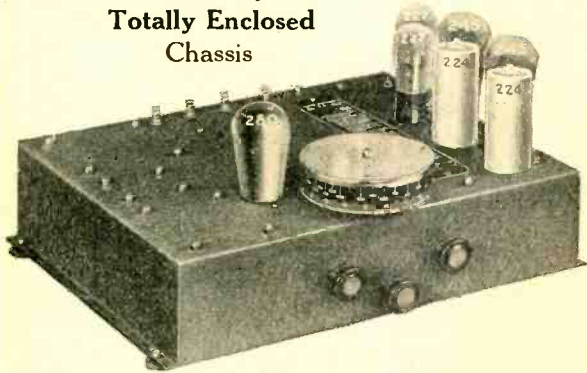
In the field of electro-motive engineering Pacent is also far ahead of its nearest competitor with the Pacent SILENT INDUCTION PHONOGRAPH MOTOR. Complete information or demonstration on request.



INDUCTION TYPE
Phonograph Motor

A MESSAGE TO PRIVATE BRAND SET BUYERS

The Only
Totally Enclosed
Chassis



Model 7330
Seven tubes, three-tuned circuit, two 224, two 227, two 245 and one 280 tube.

FOR 8 YEARS

Audiola has been building better and better radios. In the crystal days of '21 Audiola made a quality product that was universally recognized as such. The sets illustrated represent our greatest achievement to date.

SHIELD GRID

224 A. C. tubes; 245 power audio tubes in push-pull; antenna trimmer, an unusually high degree of selectivity and sensitivity and truly faithful tone reproduction. Each set operates a D. C. dynamic speaker direct without the need of incorporating transformers, rectifiers, or other elements in the speaker.

Audiola receivers can be sold with the carefree assurance that they are quality merchandise, free from grief and sure to produce repeat business.

Please write us.

AUDIOLA

RADIO CO.

430 SO. GREEN ST., CHICAGO

The Only
Totally Enclosed
Chassis



Model 8430-27
Eight tubes, four-tuned circuit, five 227, two 245 and one 280 tube.

Cases Against Patent Cos., Over Amplifiers, Dismissed

(Continued from page 21)

Martin T. Manton writing the decision, handed down a decree somewhat modifying legal precedents of the past.

Where Malice Is, That's Different

The legal principle was sustained, in the decree, that no mere licensee under a patent or patents could sustain a suit for alleged patent infringement against a defendant unless the licensor under such patent or patents and the actual owner thereof actually participated in such actions as a party-plaintiff. But the said Circuit Court of Appeals quite as importantly held that if the owner of and the licensor under such patent or patents (in these instances the American Telephone and Telegraph Co.) was viciously, maliciously, or with object illegitimate and unfriendly, trying to "squeeze" or embarrass its own licensee under the tube patents (the Radio Corporation of America) by refusing to join with the "R.C.A." as its patent licensee, in attempting to enjoin and restrain various independent Radio tube manufacturers from infringing those tube patents, why then, decreed the high Federal Court, the Radio Corporation of America, because of such malice shown against it by the American Telephone and Telegraph Company, would be permitted to proceed in patent cases, against independent tube manufacturers, for the alleged infringement of those tube patents, singly and alone, as the sole and recognized plaintiff in such actions, even though the American Telephone and Telegraph Company, the owner and licensor under such patents, declined to join it as a co-plaintiff in such actions at law.

It was after the handing down of the decree last described that the American Telephone and Telegraph Company capitulated and agreed thereafter to join with the "R.C.A." as a co-plaintiff in the pressing of such patent infringement suits against independent tube manufacturers.

De Forest Co. Then Joined

Because of the force of the same decision, the De Forest Radio Company also agreed to join with the "R.C.A." and the American Telephone and Telegraph Company in the prosecuting of such infringement suits against independent Radio tube manufacturers. Prior to that momentous legal decision just described the De Forest Radio Company had taken the same non-combatative position, as did the American Telephone and Telegraph Company, for both of the concerns just named refused to join the "R.C.A." as co-plaintiffs in such suits for the alleged infringements of those original De Forest patents, covering the detector and amplifier types of tubes, which had been sold by Doctor Lee De Forest and his De Forest Radio Company to the American Telephone and Telegraph Company for what afterward appeared to be the absurdly-small sum of \$50,000, for both of those basic and tremendously-valuable patents which expired in the years of 1924 and 1925 respectively.

De Forest Co. Retained a License

(The De Forest Co. retained for itself "a personal, non-transferable license" in such tube patents.—Editor.)

After the high Federal Court had decreed that the American Telephone and Telegraph Company could block the Radio Corporation of America no longer from bringing suits for the alleged infringements of the former's own patents, against independent tube manufacturers—after that the following concerns all appeared as co-plaintiffs on the captions of the legal papers in all suits brought against independent tube manufacturers, for the alleged infringements of those now-expired De Forest tube patents: the American Telephone and Telegraph Company, the Radio Corporation of America, the General Electric Company, the Westinghouse Electric and Manufacturing Company and the De Forest Radio Company.

That "Misjoinder of Parties" Issue

The RADIO RETAILER & JOBBER entered so exhaustively into the analysis of the new legal principle involving the "misjoinder of parties" question, in the last or June issue of that publication, that it is only appropriate to point out briefly that "misjoinder of parties-plaintiff" is a recent phase which is a development of the new methods of practice recently adopted by the Federal Courts in patent cases.

The Sparks-Withington Company, the manufacturer of Sparton radio receivers of Jackson, Michigan, on behalf of its New York City distributor, the Lehr Auto Supply Company, was the first concern in the Radio industry to interpose the "misjoinder of parties" issue as a defense to a suit for patent infringement.

The Radio Corporation of America, the General Electric Company, the Westinghouse Electric and Manufacturing Company, and the American Telephone and Telegraph Company, jointly as co-plaintiffs, had sued that Lehr Auto Supply Co., as a distributor of Sparton Radio receivers, in the Federal Court for the Southern District of New York, and on the ground that the Sparton sets infringed the Alexanderson circuit patent and several others.

The Sparks-Withington Company retained the patent law firm of Gifford and Skull, of New York City, to defend its own and its jobber's interests in this suit for alleged infringement.

Decried the Licensee's Status

Gifford and Skull joined the issue on the "misjoinder of parties" plea, claiming that only the actual owner of each patent involved in suit and alleged to be infringed should be permitted to proceed as a plaintiff in action concerning one patent at a time and that other corporate plaintiffs of the Radio trust group who were mere cross-licensees under such patents should be required to withdraw as co-plaintiffs.

On appeal to the Circuit Court of Appeals, of the second New York Cir-

(Continued on next page.)

Cases Against Pacent Cos., Over Amplifiers, Dismissed

(Continued from preceding page)

cuit, the point advanced by Messrs. Gifford and Skull, on behalf of the Sparks-Withington Company, and its Sparton set jobber in New York City, was held—the “misjoinder of parties” plea was held to be without merit and the four Radio trust corporations, as already named herein, were permitted to proceed as co-plaintiffs in the action.

But this particular suit will never be threshed out to a final decision, because the Sparks-Withington Company has already signed a license for set manufacturing under the 142-and-more circuit patents, held in a pool now for licensing purposes, once held with the objective of monopolizing the industry, by the Radio Corporation of America, as official patent licensor on behalf of itself and the seven other corporations which go into the making of the Radio Trust.

Newark Manufacturer Also Sued

The same four corporations of the Radio Trust which sued the Lehr Auto Supply Company, also sued, shortly thereafter, a small independent Radio set manufacturer of Newark, New Jersey. Gifford and Skull were retained as attorneys for the de-

fending set maker in this instance also. The Sparks-Withington Company, though not an interested party, contributed to the defense of the struggling little manufacturer of Radio receivers of Newark, New Jersey.

Gifford and Skull interposed the same plea of “misjoinder of parties” in this suit, also, demanding that only the actual owner of each of the several patents involved be permitted to proceed as a plaintiff—and that all corporations which were merely cross-licensees under such patents be required to withdraw as co-plaintiffs.

The Federal judiciary of the New Jersey District rejected the plea of “misjoinder of parties” also and the four Radio Trust corporations were permitted to associate as co-plaintiffs in the action. The little set maker of Newark was enjoined in the Federal District Court of New Jersey, but filed a bond to indemnify the Radio Trust Corporations against loss, if he loses eventually, appealed his case to the Federal Circuit Court of appeals of the Third Circuit in Philadelphia, and continued his set manufacturing. No decree has been handed down by that higher court.

Warning to Independent Radio Tube Manufacturers

(Continued from page 26)

Independent tube manufacturers, who have their production plants in Federal Districts other than those of the Southern District of New York or the Eastern District of Brooklyn, N. Y., are deemed to be in a far better position to defend such suits, for alleged infringements of tube patents, in other than those districts named, especially if such tube-producers defend their cases in the districts where their factories are located, so that their local Federal judge, who is almost always a resident of the Federal district in which he presides over the court, may have an eye to the furtherance or the protection of an important “home industry.”

Radio Trust Not Militant Now

Because of various anti-trust developments at Washington, D. C., because the Radio Trust is in an uncertain and hazardous position right now, it is presumed that that octopus will not get very rambunctious at present, nor prove its recklessness by bringing patent-infringement-suits against independent-Radio-manufacturers.

CeCo & Eisler Cos. Won Always

But the Eisler Engineering Company, the inventor, designer and manufacturer of automatic-tube-making machinery, in Newark, New Jersey, can best the General Electric Company, in infringement suits involving tube machinery, almost without an adverse decision, so long as such cases are tried before the Federal District Court sitting in Newark, New Jersey—which is the city in which all of the Eisler production plants are located—while the CeCo Manufacturing Co., the creator of the also-named CeCo Radio tubes, with production-plants-gigantic in Providence, Rhode Island, has knocked out the General Electric Company and the Westinghouse Electric

and Manufacturing Company, so consistently and so often, in the Federal District Court having sessions in that city of Providence, Rhode Island—that the CeCo Company may be said to have never drawn the “blank” of defeat, in such litigations brought by the two said branches of the Radio Trust, against the CeCo Company, for the alleged infringements of tube patents, pretended to be owned by the former. (But now the “hatchet is buried,” and the CeCo Manufacturing Co. has signed an agreement and has become a royalty-paying licensee under all the tube patents claimed by the Radio Trust.)

In New York Districts Another Story

But the melancholy tale, as it concerns decrees handed down on behalf of the Radio Trust, or its component corporations, in the Federal courts for the Southern District of New York, and against independent tube and lamp manufacturers—that is another story and a most depressing one.

But, remember, the Radio Trust has not sustained its claims to a single tube patent in any court anywhere yet—if we except the sustaining, by the lower or Federal District Court, in Wilmington, Delaware, of the patent providing for the use of potassium in exhausting for the tube vacuum—a process which no independent tube manufacturer uses and never will—but look at the smashing defeats in series the Radio Trust has suffered, in attempting to adjudicate and to have sustained its several alleged tube patents!

RADIALL CO. SIGNS LEASE

The Radiall Company, which now announces itself as a manufacturer of Radio tubes, has leased the seventh floor of the building at 561-563 Broadway, New York City.

TRIAD

INSURED

RADIO TUBES

-matched by cases

*Same type -
with same
characteristics
-in same cases!*

Every Triad Case Contains Matched Tubes!

Another exclusive TRIAD feature — tubes *matched by cases!* All TRIAD Tubes of the *same type*, with the *same characteristics* — are packed in cartons of 50 each. Think what *that* means! No hunting around to match tubes. No bothersome testing — or placing them specially in your shelves. Merely reach in—take any TRIAD Tube, or a complete set from the carton and *know* that their characteristics match — *absolutely.*

TRIAD can do that—because the complete materials for the tube (except glass and base) are all manufactured in the TRIAD factory under the supervision of world famous engineers.

TRIAD Tubes offer you more in quality, in sales and in profits than you've ever enjoyed before. And remember—the TRIAD insurance certificate protects your profits. Tie in with TRIAD.

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



Call your
Jobber or
write us
for complete
TRIAD
dealer
information.

Tune in on the
“Triadors” —
every Friday
evening 8 to
8:30 Eastern
Daylight Time
—on WJZ and
Associated
Stations.

Thank You!

Because of the Overwhelming Response to Our Announcement in the JUNE ISSUE of the RADIO RETAILER & JOBBER Which Described the Much-Discussed Method of Rejuvenating DEFECTIVE RADIO TUBES Now Known as the HARDRAY PROCESS, We Have Been Unable to Handle All Inquiries and Orders Promptly—We, Therefore, Ask the Kind Indulgence of Our New and Formidable List of Patrons for a Short While—

Please Address All Consignments of Radio Tubes for RECTIFICATION, and All Communications Concerning the Same, to Our New Address, As Announced Below—

HARDRAY, INC.,

307 Fifth Avenue, New York, N. Y., U. S. A.

CARTERET TO CONTINUE

Walter H. Goldstein, one of the executives of the Carteret Radio Laboratories, the Radio Receiver and specialty Radio apparatus producers, of 254 West 18th Street, New York City, phoned to the general offices of the RADIO RETAILER & JOBBER Saturday, June 15th, and requested that this publication acquaint the Radio trade in general with the fact that the Carteret Radio Laboratories are not to discontinue manufacturing operations, but are to resume on a more extended scale of production than ever, especially when the Radio season gets off to a good start in the early Fall to come.

Said Mr. Goldstein, to a reporter for the RADIO RETAILER & JOBBER, over the telephone, on the day and date already stated:

Hotel Lincoln Now Equipped

"The Carteret Radio Laboratories have already equipped the Hotel Lincoln, that new and large hostelry in New York City, with its 'D. C.' long-wave rebroadcasting apparatus, and our Carteret concern has other and similar contracts, the provisions of which it is now busily engaged in fulfilling.

"We specialize in a new 'A. C.' set with exclusive features and improvements and we also go strong on the special-contract-apparatus for the reception of Radio. A new 'D. C.' line-current-receiver is a leader of Carteret's also. We call it just that, to differentiate it from the battery models of sets which some manufacturers of them persist in calling 'D. C.' receivers.

"The plans of the Carteret Radio Laboratories for the future provide for continued and extended production on the 'D.C.' line, featuring of the new 'A.C.' receivers and the continuance of the manufacturing of contract apparatus for the reception or re-broadcasting of Radio for factors in the trade and out of it—all according to their own most exacting specifications.

Status of Wiz Co. Explained

"Now, with respect to the Wiz Manufacturing Company (the producer of Knight Electric Radio receivers, with a factory at the southwest corner of 15th Street and Sixth Avenue, New York City) I am now serving that concern in an advisory capacity only—with respect to the procurement of raw and manufacturing materials, etc.

"I did assume the general management of the Wiz Company for about a week—that was about two months ago. But I changed my mind at the expiration of one week and resigned the general management of that concern. During that week I was managing both the Wiz Company and the Carteret Laboratories. I had no intention of suspending the operations of the latter. I had an idea I could swing the both of them.

Reorganization of Wiz Co. Arduous
"The attempted reorganization of the Wiz Company proved too arduous an undertaking for me and I withdrew to concentrate my entire effort and attention on the engineering and production departments of the Carteret Radio Laboratories.

"The Wiz Company has no connection with the Royal Knight trademark, as applied to sets. That name Royal Knight belongs to Larry Samuels, formerly an executive of the Gotham Wireless, Inc., a one-time Radio receiver distributor of New York City. The Wiz Company made sets trademarked 'Knight Electric Receivers'—a different name.

"There has been no set production under the trade-mark Royal Knight for more than three years. It is all of four years since the Gotham Wireless, Inc., used that name as applied

or stenciled on a Radio receiver. The predecessor to the Wiz company did make sets stamped with the trademark Royal Knight at one time.

Isenberg Selling Cabinets

"David Isenberg, formerly chief executive and general manager of the Wiz Manufacturing Company, who has entirely withdrawn therefrom, is now selling a line of cabinets, I am informed."—Conclusion of a detailed explanation by Walter H. Goldstein, over the telephone to a reporter for the RADIO RETAILER & JOBBER, Saturday, June the 15th, last.

Modell Buys 750 Radiola 18s and Splits With "Oscar's"

George Modell, executive head of Modell's Radio Stores, Inc., with main Radio retailing establishment at 71 Cortland Street, New York City, announced to the RADIO RETAILER & JOBBER, Monday, June 10th, that his concern had purchased 750 "Model 18" Radiola receivers, as distributed by the Radio Corporation of America, and that "Oscar's" Radio Shop, another retail radio establishment, at 176 Greenwich Street, in the same metropolis, had acquired about one half of those

750 Radiolas from Mr. Modell shortly after the latter bought them from a Buffalo jobbing house, which Mr. Modell further explained, is liquidating, and the latter, or this job-lot-buyer, further asserted that he acquired these Radiola "eighteens" at about \$15 apiece.

The Radiola "Model 18" is a product of last year and any price-slashing of it will not seriously upset the price-market, on the present Radiola line, because of that reason.

**repeat
repeat
repeat
repeat
SALES**

THAT'S what spells radio profits these days—repeat sales—not once, but twice, three times, four times and so on!

And the CLAROSTAT is just that kind of merchandise—it insures having your customers come back over and over again for more, because the CLAROSTAT products are radio parts, accessories and replacements, all in one—radio aids for the owner of the new or old set, the factory-built, custom-built or home-made set, and the broadcast receiver in the living room or the experimental breadboard layout in the attic or basement.

Extensive advertising and intensive instructional publicity keep the CLAROSTAT line constantly before the radio public. All you need do is to stock and feature this line, and you will share in the profits we are creating for you.

WRITE

for information on the complete line of CLAROSTAT products and how you can make nice profits during the summer months when sets and larger accessories may be a bit slow. Don't overlook those CLAROSTAT pot-boilers!

CLAROSTAT MFG. CO., Inc.
Specialists in Radio Aids
280 NORTH SIXTH STREET BROOKLYN, N. Y.



Remember—there's a **CLAROSTAT** for every purpose

NEW YORK RADIO TRADE SHOW PLANNED BY RADIO RETAILERS' ASSOCIATION NOW

Same Organization Would Sponsor Public or Fan Show Also, in January, Claiming That Season Ceases Its Activities Then and Show Would Stimulate More Sales Than in September, the Month of Radio World's Fair—"R.M.A." Refuses to Endorse Exhibiting Plans of Radio Retailers—Options are Pretended to be Held by Retailers' Association, for Madison Square Garden, Grand Central Palace and 71st Regiment Armory for Trade Show Proposed to be Held in One of Those Auditoriums From August 1st to the 15th, Next.

A movement to hold a radio trade show in New York City, prior to the Radio World's Fair, to be held in Madison Square Garden, that city, next September, has been started by the Radio Retailers' Association, which has headquarters at 215 East 149th Street, the Bronx, a northern section of New York City.

The same group may also sponsor a public or "fan" radio show in January, it is announced.

Irving E. Cohen, secretary of that association of radio retailers, announced, last month, that the trade show will be held between August 1st and 15th, at either Madison Square Garden, the Grand Central Palace or the 71st Regiment Armory. He declared that options had been secured on all three of those places and that several railroads, terminating in New York, will arrange special trains to convey out-of-town guests to the trade show.

Seeks R. M. A. Support

Mr. Cohen asserted that he will seek the backing of the Radio Manufacturers' Association for the August trade show. He pointed out that many New York retailers could not attend the Chicago trade show, early last month, and that it was the duty of the manufacturers to exhibit their new lines to metropolitan dealers prior to the holding of the Radio World's Fair, in Madison Square Garden next September.

The Radio Retailers' Association, according to Mr. Cohen, has a roster of 162 members and 650 associate members, in Manhattan, the Bronx and Westchester Counties, all in Greater New York. He explained that its membership will soon expand to other zones in the metropolitan area and that a sister organization, known as the Radio Retailers' Association, of Pennsylvania, was about to be launched in Philadelphia.

Is January Month for Fan Show?

Claiming that, inasmuch as September was the height of the radio sales season, and that therefore a "fan" or public Radio exposition was superfluous then, Secretary Cohen asserted that it would be of more value to the trade to hold a public Radio show in January, when slumps in retail sales usually occur, than in the fall.

"The retail radio market in New York is certainly great enough to warrant a trade show for dealers and their sales and service staffs," Mr. Cohen said. "There is no reason why manufacturers should refuse to back us in the project, inasmuch as it is they who will greatly benefit.

"Under present conditions the dealer must devote an entire day or evening to attend an advance showing of the line of a single manufacturer. Having all of the displays under a single roof would most certainly help the trade."—Conclusion by Mr. Cohen.

New York and Chicago Show Plans

Plans are well under way for the Radio World's Fair, at Madison Square Garden, New York City, and for the Chicago Radio Show, to be held in the Coliseum of the "windy city." These expositions will be open to the public and will afford fans the opportunity of viewing the new offerings in a single auditorium. On the basis of last year's shows, exposition officials believe more than 550,000 persons will attend both.

All exposition space at the Garden and in the Chicago Coliseum is reported taken by radio set and accessory manufacturers for the public shows. The New York show will be held September 23rd to 28th, and the Chicago show from October 21st to 27th.

R. M. A. Will Not Indorse Show

CAMBRIDGE, Mass., June 22.—When queried regarding the stand of the Radio Manufacturers' Association, concerning the proposed August trade show of the Radio Retailers' Association, in New York City, H. B. Richmond, president of the R. M. A., said that his body would not indorse it.

"The Radio Manufacturers' Association does not indorse any shows except the New York and Chicago public shows and its own trade show," he said. "No action would be taken for or against a New York trade show," he concluded. (The R.M.A.'s trade show is the Chicago affair.)

(The Radio Manufacturers' Association gets a slice of the profits, from the several Radio shows that it sponsors and President Richmond's attitude, in withholding endorsements of other Radio expositions, is, therefore, natural and, of course, legitimate.—Editor, RADIO RETAILER & JOBBER.)

This Publication Suggested It

The RADIO RETAILER & JOBBER has had so much to say, about the necessity for a real Radio Trade Style Show, in New York City, that such agitation seems to have borne fruit.

Without analyzing the attendance of the last Radio Trade Show, in Chicago, early last June, but after a diagnosis of facts and figures of the Trade Show in that "windy city" the year preceding, the RADIO RETAILER & JOBBER is in a position to say that 82 per cent. of the visitors to that Chicago

(Continued on next page)

another milestone in radio reproduction....

Farrand INDUCTOR Dynamic



For Your 1929 PERRYMAN Profits



Ten years of research before a single tube was put on the commercial market—four years of successful manufacture and selling the Perryman tube with its exclusive Patented Bridge and Tension-spring: This is the past. Now the new Perryman factory, equipped with the most modern machines, research laboratories, backed by engineering and merchandising skill: This is the Perryman picture of today.

The future holds untold opportunities for every jobber and dealer in the Perryman merchandising organization.

With nation-wide newspaper advertising, magazine advertising, new window displays, new counter displays, booklets, leaflets—every modern means for greater profits—Perryman dedicates its new factory, its entire resources and facilities to make 1929 the most profitable year ever for Perryman jobbers and dealers.

PERRYMAN ELECTRIC CO., INC.
4901 HUDSON BOULEVARD NORTH BERGEN, N. J.

New York Radio Trade Show Planned by Radio Dealers

(Continued from preceding page.)

Radio Trade Show of last year—all members of the Radio trade—hailed from Illinois and from the four states that surround it or that are immediately adjacent to it.

Results Ditto This Year

What was exactly true of that Chicago Radio Trade Show of 1928 was substantially true of the similar exposition this year, in that same "hub" city of the Middle West.

Now every Radio manufacturer, large or small, will admit that those Chicago Radio Trade Shows are huge successes. They are more productive of orders and potential orders than all of the fan or public shows put together.

Again, at a Radio exposition for the public the booth demonstrator is working on a patron—if he gets a chance to demonstrate at all, because of the huge crowd of "dead-heads" and hangers on around each booth—on a patron who is a possible purchaser of one Radio receiver, one set of Radio tubes, one of this accessory, one of that, etc.

But at a trade show the booth attendant is demonstrating before a jobber who may sign up for a season's quota-delivery of 30,000 sets, a hundred thousand tubes, or so, and all other accessories in like proportion and all at one crack.

The Trade Show Is the Answer

Verily, the trade show's the thing—and New York City should have one—as the RADIO RETAILER & JOBBER has asserted time and again, as it announced in the last two issues of that publication in emphatic fashion, and, as Irving Cohen, secretary of the Radio Retailers' Association, is a close and careful reader of the RADIO RETAILER & JOBBER, doubtless he observed the agitation, on behalf of a Radio Trade Show in New York City, by this publication, and from it, it is only reasonable to assume, he got the idea of staging such a trade ensemble.

Judgments, Bankruptcies, Receiverships, Collected Judgments, Etc.

For Manhattan Electrical Supply Co.
The Manhattan Electrical Supply Co., Inc., was granted a judgment for \$304.89, against Joseph Morelli and Agatina Morelli, in a court of New York County, Tuesday, June 11th.

Wurlitzer Co. Gets Verdict

The Rudolph Wurlitzer Company, the operator of a chain of Radio and musical instrument stores, in New York and other cities, was awarded a judgment of \$110.05 against A. Veesev, in a New York County Court, Tuesday, June 11th.

For Wholesale Radio Equipment Co.
The Wholesale Radio Equipment Company, the Radio distributing house with headquarters at 902 Broadway, New York City, procured a judgment of \$805.05 against the Schwartz Electric Company, Inc., in a court of Suffolk County, New York, Tuesday, June 11th.

For Brunswick-Balke-Collender Co.
The Brunswick-Balke-Collender Company, of New York, secured a judgment of \$279.11 against George H. Nagengast, in a court of New York County, Tuesday, June 18th.

Verdict Against Jesse Froehlich

L. A. Russo obtained a judgment of \$2,060 against Jesse Froehlich, presumably the president of the Times Square Auto Supply Company, a Radio distributing house also, in a New York County Court, Tuesday, June the 18th.

Davega's Judgment Satisfied

The judgment, for \$247.32, obtained by Davega, Inc., against Herbert B. Riesdorph, July 19th, 1927, in a court of Westchester County, New York, was entered as "satisfied," or settled, in the same court Saturday, June the 15th last.

Davega, Inc., is an operator of a chain of Radio and musical instrument stores, located in various cities and places in the Metropolitan District of New York.

Award for Sturges Corporation

The Sturges Multiple Battery Corporation, the manufacturer of Radio batteries in Long Island City, New York, obtained a judgment of \$711.63 against Van Angus, in a court of Queens County, New York, Saturday, June the 15th.

Meyer Reingold Bankrupt

A voluntary petition in bankruptcy was filed by Meyer Reingold, the dealer

in Radio sets at 514 Sutter Avenue, Brooklyn, New York, Thursday, June the 6th. The liabilities were scheduled at \$4,119 and the assets at \$1,060.

Verdict Against Simpsons

The Ideal Service Co., Inc., was awarded a judgment of \$544.74, against Wesley B. and Jennie C. Simpson, in a court of Nassau County, New York, Thursday, June the 6th.

Award for Bangert Co.

The Bangert Electric Co., Inc., was awarded a judgment of \$730.60 against Joseph L. Blatz and the Joseph L. Blatz Electric Shop, Inc., in a court of Nassau County, New York, Tuesday, June the eleventh.

Gilbert Brown Bankrupt

A voluntary petition in bankruptcy was filed Friday, June 21st, by Gilbert Brown, a Radio engineer with two addresses—at Hollywood, California, and at 4705 Packard Street, Woodside, Long Island, New York. The liabilities were scheduled at \$1,150 with no assets.

Another for Multiple Corp.

The Sturges Multiple Battery Corporation also obtained a judgment, of \$711.63, against Herbert W. Quaille and the Quaille Auto Gear & Parts Company, in a court of Queens County, New York, Saturday, June the 15th.

Jacob M. Winer Bankrupt

An involuntary petition in bankruptcy was filed against Jacob M. Winer, doing business as the Winco Radio and Music Shops, at 1806 University Avenue, New York City, in the Federal Court for the Southern District of New York, Friday, June 14th. The petitioning creditors, with the amount of the claim of each following the name, were as follows: Musical Products Distributing Company, Inc., the jobber of Radio and musical instruments of New York City, \$630; Blackman Distributing Company, Inc., now the exclusive jobber in New York City for the Edison line of Radio receivers, \$484; and the Triangle Radio Supply Co., Inc., the New York City distributor for Fada Radio sets, \$267.

The total liabilities were not set forth in the petition. The assets were asserted to be valued at \$4,000.

For Wholesale Radio Equipment Co.

The Wholesale Radio Equipment Company, the Radio jobbing house of New York City, obtained a judgment

of \$717.94 against Donald C. Cheatham, in a Court of Kings County (Brooklyn), New York, Friday, June the 21st.

Verdict for R. H. McMann, Inc.

R. H. McMann, Inc., the Radio jobbing house of New York City, was awarded a judgment of \$177.69 against Sidney Kisby, in a court of Westchester County, New York, Friday, June 21st.

Award for Royal Eastern Co.

The Royal Eastern Electric Supply Co., the jobber of Radio and electrical products in New York City, was awarded a judgment of \$456.36 against Charles Goldstein, Julius Hossfeldt, and the Westchester Radio Laboratory, in a court of Westchester County, New York, Friday, June the 21st.

Vs. International Broadcasting Corp.

A judgment for \$1,226.55, against the International Broadcasting Corporation, Harry Goldman and Lewis Landes, was obtained, in a court of New York County, New York, Saturday, June the 22nd, by the Ford Dealers' Loan and Investment Corporation.

For Hunt's Music House

Hunt's Leading Music House, Inc., obtained a judgment of \$63.10 against Anna Fict. Colvin, in a court of Westchester County, New York, Monday, June the 24th.

PIERCE-AIRO'S PRESTIGE

Probably no Radio receiver manufacturer, in the Metropolitan District of New York City, gave a better account of itself last season than Pierce-Airo, Inc., which has production plant and laboratories at 113-119 Fourth Avenue, New York City.

Stop and think awhile. Name one set manufacturer in New York City, in Newark, or on Long Island, New York, who did better than Pierce-Airo, Inc., last season—size and all other things considered.

MERGER OF RADIO STORES

The H. M. S. Radio Corporation, Manhattan, New York City, merged Friday, July 5th, with the Cortlandt City Radio Store, City Radio Stores, Corp.; City Radio Co., Fordham City Radio Store, Lexington City Radio Store, Jamaica City Radio Store and Flatbush City Radio Corporation; all in New York City or on Long Island, N. Y.



Cunningham
RADIO TUBES

—accepted as
the universal
standard and
sold by reliable
dealers every-
where for the
past 14 years.

E. T. Cunningham, Inc.

New York Chicago San Francisco
Dallas Atlanta

INSULATION MATERIALS

Bakelite &
"Textolite Laminated"

Sheets, Rods
and Tubes

Punching—Drilling
Stamping—Engraving
To Your Specifications

Write for Our Catalogue

**GENERAL
FABRICATING CO.**

Formerly
Cortlandt Panel Engraving Co.,

165 Greenwich St.,
New York, N. Y., U. S. A.

Telephone: Cortlandt, 1352

Experienced Tube Salesman

New York City Territory; Six Years with Well-Known Tube Company; Know the Trade; Cover Manhattan, Bronx, Harlem, Westchester; Want Real Opportunity; Write Me—M. S., Box 66, c/o RADIO RETAILER & JOBBER.

TRADE WISEACRES BUY HAZELTINE STOCK AND WHISPER IT'S GOING TO SKYROCKET

Speak of a Forthcoming Decision About to Be Handed Down That's Already "In the Bag"—Well, Atwater Kent Company Appealed From Injunction-Decree, Procured Against It By Hazeltine Corporation, and Switched Production to Screen-Grid-Tube-Equipped Receivers to Evade Infringing Those Neutrodyne Patents—F. A. D. Andrea, Inc., Seems to Be Preparing to Duck Royalty-Payments to Hazeltine Corporation By Same Procedure.

ANOTHER STOCK TIP

Sh-sh-sh—here's a tip—buy the stock of the Hazeltine Corporation double quick—other wise ones are doing it. There's a decision coming down. Pennie, Davis, Marvin and Edmonds are supposed to know all about it, before it happens, or that firm of attorneys, which not only acts as counsel for that Hazeltine Corporation, but which owns most of it, is supposed to be in a position to discount entirely the perhaps-forthcoming-decision and its effect.

The "tip," as incorporated in the above-first-paragraph, was whispered in the ear of the RADIO RETAILER & JOBBER, by one entirely in the know, Thursday afternoon, June 13th; "and I've already bought my block of Hazeltine stock and am 'sitting pretty,' for it's a sure-fire-rise," further whispered our informant, right into the "listener" of the RADIO RETAILER & JOBBER.

Why the Stock Tip?

If Hazeltine stock is going to "balloon" and "skyrocket," because of a decree soon to be handed down by a high Federal court, the RADIO RETAILER & JOBBER can think of no other reason, for the anticipated ascension of quotations, except an anticipated decree of injunction, against that Atwater Kent Company, restraining it from the further manufacture of Radio sets declared, judicially, to be in infringement of those Hazeltine patents.

Atwater Kent Co. Not Defendant

To be strictly accurate, which the RADIO RETAILER & JOBBER always aims to be, it should be explained that the Atwater Kent Company was not sued directly by the Hazeltine Corporation, which pounced on a jobber, of the Atwater Kent Company, located in New York City, instead. If memory serves, it was E. B. Latham & Co.—that Radio jobbing house was sued by the Hazeltine Corporation, anyway, but perhaps E. J. Edmond & Company, of New York City, or Wildermuth of Brooklyn, N. Y., was sued for the alleged infringement of those neutrodyne patents of the Hazeltine Corporation, because of the distributing of Atwater Kent sets.

Atwater Kent Co. Becomes a Party

At any rate, when any one of the jobbers of the Atwater Kent Company is sued, because he or it distributes Atwater Kent radio receivers, the maker of those sets steps right in, finances the suit and usually petitions the judge for it to be declared a co-party-defendant in the action, which it may be assumed, with sufficient assurance, was the procedure in this case, for alleged patent infringement, brought by the Hazeltine Corporation

against one or the other of the Atwater Kent jobbers in Greater New York.

Andrea Turns to Screen-Grid

As predicted, for several months past, by the RADIO RETAILER & JOBBER, F. A. D. Andrea, Inc., the manufacturer of Fada Radio receivers, with production plant in Long Island City, New York, has turned to the production of the type of Radio sets, with circuit, which provides for the installation of screen-grid-tubes.

It is suspected that the Andrea Corporation desires to evade paying royalties, under the neutrodyne circuit patents, to the Hazeltine Corporation, and that it calculates its screen-grid hook-up will get around the said neutrodyne-circuit without facing infringement suit for alleged encroaching thereon.

But does the Andrea Corporation advertise its new line of screen-grid-tube-equipped-sets as being of the neutrodyne type? We will have to read those Fada advs. over again to find the answer, to that question, which might disclose whether or not the Andrea Corporation intends to pay royalties in the future to the Hazeltine Corporation, as per the license-agreement it has had in the past, which covered those neutrodyne patents.

Andrea In Row With Hazeltine

F. A. D. Andrea, Inc., has been at loggerheads with another licensing-branch of that same Hazeltine Corporation, namely, the Lektophone Corporation, which pretends to hold the patents alleged to cover loud-speakers of the "controlled-edged" cone-types.

In fact the Andrea Corporation recently defended a suit, for alleged infringement of those "controlled-edged" speaker patents, which wound up in a sensational scandal, and with perjury charges, as well as consequent indictment, confronting one of the witnesses. For further details concerning this unsavory suit just turn to page 15 of your June issue of the RADIO RETAILER & JOBBER.

Same Patent Law Firm Rules Both

Exception might be taken, in some quarters, to the rather strong sentence, in the paragraph before the last, to the effect that the Hazeltine Corporation and the Lektophone Corporation are of the same flesh and blood—but Pennie, Davis, Marvin and Edmonds, the eminent firm of patent attorneys, with offices at 165 Broadway, New York City, are the main factors behind both of those corporations named, if not the controlling-majority-stockholders of each, and of the La Tour Corporation also, which licenses Radio set manufacturers under the patents of Professor Marius La Tour, of Paris, France.

Two All-Important Questions

But the question is—will F. A. D. Andrea continue to pay royalties to the Hazeltine Corporation? Another question even more important is—Will the Atwater Kent Manufacturing Company, of Ardmore, out-of-Philadelphia, Pa., soon begin to pay royalties to that Hazeltine Corporation, or has that Atwater Kent Company also ducked such royalty-paying liability, à la the Andrea Corporation, by switching to the production of sets equipped with screen-grid-tubes?

It will be recalled that the Hazeltine Corporation sued the Atwater Kent Company, last year, for the alleged infringements of those neutrodyne patents claimed by the former.

The Hazeltine Corporation was granted an injunction against the Atwater Kent Company and the latter was enjoined from manufacturing receivers of the types it was making last season.

Atwater Kent Co. Appealed

But the Atwater Kent Company appealed to the Federal Circuit Court of Appeals, for this second New York Circuit, and filed a heavy bond to indemnify the Hazeltine Corporation against further losses, from encroachment on its patent rights, because of the resumption of the manufacture and sale, by the Atwater Kent Company, of its sets, if the Hazeltine Company, finally wins the suit—and there the matter rests, except there are ominous whisperings in the air, and in Radio-trade-circles, that a decision is about to be rendered, by a high Federal Court, that will send the stock of the Hazeltine Corporation "sky high." Some of the supposedly-wise ones have bought their Hazeltine stock already.

Other Set Companies May Be Sued

If the Hazeltine Corporation defeats the Atwater Kent Company, in the higher Federal courts, it can sue and perhaps enjoin every Radio-set-manufacturer not licensed under its patents. Again the Hazeltine Corporation, by such a victory against the Atwater Kent Company, might be able to hold intact all of its present royalty-paying-license-set-manufacturers, some of whom are evincing an inclination to break away from the Hazeltine apron-strings, via the screen-grid-route.

Decision Is Announced

The decision of the Federal Court in Brooklyn, upholding the Hazeltine Corporation patents for eliminating undesirable generative effects in radio, was affirmed Monday, July 1st, by the Circuit of Appeals by a vote of 2 to 1. The corporation sued E. A. Wildermuth. An accounting and a permanent injunction were asked for.

The issues involved produced all available data relating to the Atwater-Kent models from which "squealing and whistling" were eliminated by apparatus said to infringe upon the neutralizing circuits patented by the plaintiff. Judges Martin T. Manton and Harrie B. Chase concurred in affirming the decision, while Judge Learned Hand dissented. It was said that an appeal would be taken to the United States Supreme Court.



The outstanding Screen Grid Tube

This remarkable screen grid tube, De Forest Audion 424, developed by De Forest Engineers incorporates many details of construction which are of great importance when selling screen grid sets.

Mica spacers, top and bottom, in addition to serving as insulators automatically regulate the positions of the elements and prevent service trouble.

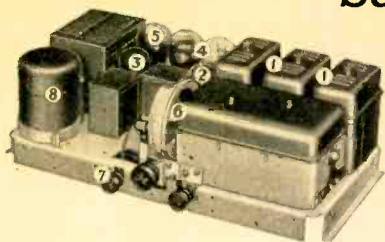
A vacuum one-fifteenth that of other tubes of similar character, adds many hours of life. A new development of cathode insulator reduces hum, crackle and buzz to one thirtieth that of similar type tubes.

Every progressive dealer interested in sales owes it to himself to make a direct comparison between Audion 424 and the screen grid tubes he is planning to handle. We welcome such a test.

DE FOREST RADIO COMPANY
JERSEY CITY, N. J.



**Screen Grid
plus**



*The
sensational new*

Crosley Unitrad
the hit of the Chicago Show

RADIO engineers have pronounced it the finest radio receiving unit ever produced—bar none.

It utilizes:

- (1) THREE 224 Screen Grid RF tubes, each with its coil completely housed in a double compartment shield with removable lid.
- (2) One 227 heater-type power detector tube.
- (3) One 227 heater-type first audio tube, resistance coupled.
- (4) Two 245 push-pull audio frequency power output tubes.
- (5) One 280 rectifier tube.

- (6) A completely shielded gang condenser having an illuminated DRUM dial with cable drive.
- (7) A triple carbon type volume control regulating simultaneously the screen grid voltage, control grid voltage, and antenna pick-up.
- (8) Mershon condenser.

Never before have dealers received a new line of radio with such enthusiasm! The new Crosley was the outstanding hit of the Chicago Radio Show.

THE CROSLY RADIO CORP.
Powel Crosley, Jr., President
Cincinnati, Ohio The Home of WLW

You're there with a

CROSLY

TODD

FOR

TRANSFORMERS

for

RADIO — INDUSTRIAL — MOVIE-TONE — EXPERIMENTAL — POWER AMPLIFIERS

**One or thousands with Speed and Accuracy
PRICES a REVELATION**

Sample Transformers to Special Specifications Are Turned Out In a Matter of Hours By Us

Phone, Wire, Write or Call—Or If Near We Will

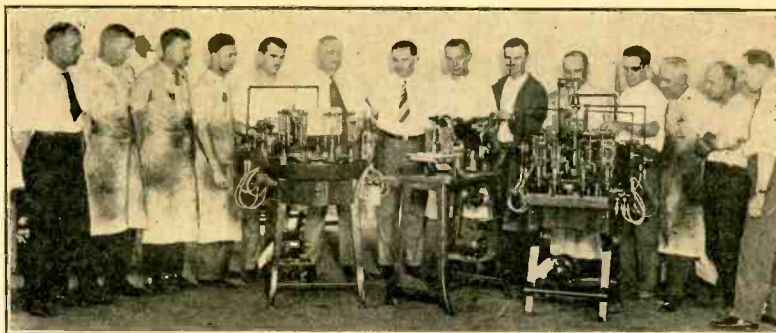
THE TODD ELECTRIC CO., Inc.

Pioneers In Radio Parts Production

164 Washington Street, New York, N. Y., U. S. A.

Telephone: Barclay, 3567

EXECUTIVES OF EISLER COMBINE 155 YEARS EXPERIENCE



CONCENTRATED ON DESIGNING OF TUBE & LAMP MACHINERY

Pictured above is the engineering staff of the Eisler Engineering Corporation of Newark, New Jersey—all in consultation on problems involving the designing and construction of automatic machinery for the specialized and speedy construction of both lamps and Radio tubes.

These authorities at their specialties represent an aggregate of 155 years in the art and science of originating and inventing rapid-producing tube and lamp machinery that will function with great efficiency and that will inculcate methods of production as simple as possible, consistent with the difficult, sometimes intricate, and always delicate processes of such manufacture.

The group is headed by Charles Eisler, himself, the founder and builder of the great machinery-designing and manufacturing corporation which bears his name and which operates remarkably-equipped production plants, all in series, and located at 751 South Thirteenth Street, in that city of industries diversified, Newark, New Jersey.

Group As Pictured Described

In association with Charles Eisler, as above photographed, are his engineers, superintendents, foremen and draftsmen. These consultants and department heads direct the operations of the Eisler Corporation, which involve the employment of 500 skilled mechanics, designers and builders of advanced tube and lamp-manufacturing machinery and equipment. (Mr. Eisler is sixth from the left.)

We have ceased to marvel at the triumphs of engineering in this Radio age. The commanding position that Radio has attained to-day, as one of the six great industries of the world, has been aided more substantially than is realized by advanced and improved tube-making-machinery of the automatic and ultra precision types—only through such media have Radio tubes of the better quality been made possible, and the Eisler Engineering Corporation has been the preceptor and the creator of such epoch-making machinery and devices.

"They Also Serve" Unseen

It is a difficult matter for the layman, and also for the commercial member of the Radio industry, who is not initiated into the intricacies of technical-tube-design and manufacture, to appreciate what a deep debt of gratitude is due those who conceive, design and create the machinery which makes the perfect production of tubes en masse possible, and which enables us all to purchase so cheaply the

audions which assure the enjoyment of perfect reception of Radio programs, even from distant points.

Truly, when we speak of the triumphs of engineering, we imply a dovetailing therewith of the triumphs of civilization. The Eisler Electric Corporation, with Charles Eisler at its helm, has, by its integrity of purpose, capacity of judgment, creative instinct, and other successful engineering qualifications, been instrumental, in a large measure, in promoting the growth and welfare of the Radio industry.

Legal Conquests of the Past

The legal and technical fraternities have turned, from time to time, to focus their attention on the success of the Eisler Electric Corporation in defending patent suits, in which the General Electric Company has been the monopoly-seeking plaintiff, proceeding always on the framed-up and proven-baseless allegations of patent infringements.

The favorable decisions, on behalf of Charles Eisler and the corporation bearing his name, resulting from these suits, have emancipated tube and lamp makers from the yoke that would have restrained them from successfully carrying on their business ventures, in which millions of dollars are invested. Charles Eisler and his company are to be considered great benefactors to the Tube Industry—because they have "carried on" and waged the legal battles that have opened up the avenues of tube and lamp distribution "all for one and one for all."

The organization of Eisler is composed of men who constantly are on the alert to improve the quality and design of tube and lamp-making machinery. It is to such men as Charles Eisler and his associates that civilization is indebted for such great progress in their life-work and in the highly-specialized branches, to which they have concentrated their entire careers. We congratulate them and wish them continued success.

110 Australians subscribe to the RADIO RETAILER & JOBBER—Do you? \$2.00 a year.

We Are in the Market Now

for

ODD LOTS

of Bakelite & Hard Rubber

We Are Responsible Parties at the Head of a Nationally-Known Corporation and We Will Pay Cash—Submit Details as to PRICE, QUANTITY and CONDITION to BOX AAA, C/O RADIO RETAILER & JOBBER, 1465 Broadway, New York City.

The Earl Publicity Man and the Freed Advertising Man



Koehler (Left) Public Relations Counsellor (Press Agent)
Stern (Right) Advertising Manager for Freed Receivers

"Joe" Koehler is always on the job, with his nose to the proverbial grindstone, according to the captions of his own manuscripts, which start off by announcing "Koehler on the desk," and are broadcast so numerous and in such variety the country 'round—all on behalf of Earl and Freed Radio receivers, the former manufactured by the Charles Freshman Co., Inc., and the last-named line of sets by the Freed-Eisemann Radio Corporation. Both concerns have executive and sales offices in the Chanin Building, 42nd Street, New York City, and both have a production-plant-gigantic in Clifton, New Jersey.

P. V. D. Stern, as above pictured, with a Curtiss Flying Service Plane as a background, was once before advertising manager for the Freed-Eisemann Corporation, when it ascended the heights and assumed the leadership in the neutrodyne-set-manufacturing field.

Thereafter Mr. Stern joined the Kolster Radio Corporation, the still-operating Radio set manufacturer, of Newark, New Jersey, which he also served in the capacity of advertising manager.

The Publicity Stunts of Koehler

Joseph M. Koehler, who directs the publicity activities of the Freed-Eisemann Radio Corporation and the C. A. Earl Division of the Chas. Freshman Co., Inc., comes back to the radio field after having spent several years "publicizing" the advancement of beauty-culture, the theatre and "The League for Fostering Genius."

He may be remembered as the im-

presario of the Balkite Hour, which introduced Walter Damrosch to the Radio fans, and for his work in handling the Radio Industry banquets and the Radio Rodeo, as co-promoter with L. A. (Larry) Nixon, with whom he was associated for several years.

Among the theatrical attractions, the publicity for which Mr. Koehler handled, were "Aloma of the South Seas," "The Youngest" and Carl Reed's productions at the Greenwich Village Theatre in New York City.

More Press Agenting of Yesterday

He brought to public notice Lady Winifred Sackville Stoner's "Anti-Mother Goose Campaign," "The International Beauty Culture Conference" and obtained many other propagandizing achievements, which brought fame to their sponsors.

While Mr. Koehler has been associated with the Freshman and Freed companies he has publicized Radio's "Law Appreciation Committee," headed by C. A. Earl; Joseph D. R. Freed's appeal to the Pulitzer Committee for a Pulitzer Prize for Radio Achievement; the national "Sound-Eye Test" and many other innovations.

Under Mr. Koehler's direction the Freshman and Freed-Eisemann companies are publishing weekly a 'pictorial news' and syndicating several features for the radio pages of the newspapers.

Turn right now to those classified trade lists of manufacturers, jobbers, dealers, exporters, importers; checked up daily for accuracy's sake—foreign lists also; six girls producing them—our busiest department. Turn right now to page 39 of this issue of the RADIO RETAILER & JOBBER. (Page—Omitted—write us.)

Why They
Sell Better!



VELVET-LIKE tone;
greater sensitivity;
longer life. Nationally
advertised. Made in all
standard types, A. C. and
D. C.

Write for full description
and prices.

TELEVOCAL CORPORATION
Televocal Building

Dept. H-13, 588-12th Street
West New York, N. J.

Televocal
Quality Tubes

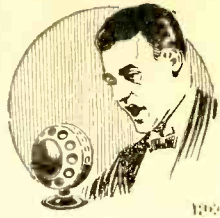
**THE GREATEST
ADVANCEMENT
IN RADIO VALUE IN
RADIO HISTORY . . .**

THE **15TH**
ANNIVERSARY

ZENITH
RADIO

Zenith Radio Corp., 3620 Iron St., Chicago, Ill.

EL-MENCO RESISTORS



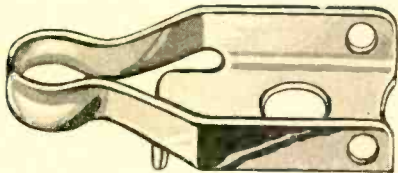
Grid-Leaks and Condensers

Broadcasting a Service to Set Manufacturers.
A 48 Hour Service From Receipt of Your
Specifications and Samples—Submitted to You.

ELECTRO MOTIVE ENGINEERING CORP.
127-133 W. 17th St. New York City

Dependable Tube-Contacts

EASILY
MOUNTED



WISE
GRIP

(Style "G")

Tube Contacts for Radio Receivers —
Durability and Strength Unquestioned
They Are Neat and Compact. Holes Are On Each Side of Contact
for Soldering Wires. Contacts Used On Four and Five-Prong Tubes —
Write for Quotations —

AMERICAN RADIO HARDWARE CO.

137 Grand St., New York City, U. S. A.

Get Our List of Latest Radio Buys --

Send for Our Bargain Bulletin

RADIO CIRCULAR CO.

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cured; satisfaction guar-
anteed; call or write if
you have an invention.

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TELEPHONE: LONGacre 3088

SET MAKERS IN ARREARS

Several nationally-known Radio-set-manufacturers seem to be getting more and more into the throes of promissory-note-signing, instead of debt-paying. A lot of such I. O. U.'s are in circulation. Several Radio "parts" manufacturers are stuck by these set-making concerns, good and plenty. It behooves the former to pay more attention to credit-rating, to watch their steps and to cease being so eager to do business with everybody, regardless of the collecting-chances.

MAGNAVOX CO.'S REPORT

Net profit of the Magnavox Company, the dynamic-speaker manufacturers, of Oakland, California, for the quarter ended March 31, 1929, was \$71,273, after taxes and charges; comparing with \$20,482 in the first quarter of 1928. Current assets, on March 31, were \$1,263,056, including \$726,014 cash; and current liabilities were \$81,625.

We present—



Edward D. Levy

Edward D. Levy, whose militant and order-getting expression is above portrayed, and who is a sales promoter of Radio tubes, par excellence, as proven by accomplishments in the past, was recently appointed District Sales Manager, in the Metropolitan District of New York City, for that now fully-organized and already-functioning Triad Manufacturing Company, Inc., which has already launched into the bulk production of Triad Radio tubes, in its new and gigantic production plant, occupying an entire block, at Blackstone, Middle and Fountain Streets, Pawtucket, Rhode Island.

The offices, in New York City, of the Triad Manufacturing Company, over which Mr. Levy will be the presiding executive, are now tenanted by him and a formidable crew of six Triad sales-promoters are already covering the Greater New York territory, which includes also Northern New Jersey, under the personal supervision of Ed. Levy. Those new branch offices of the Triad Company are located at 34 West 33rd Street, New York City.

Ed. Levy's Plan of Campaign

Announced Mr. Levy, to the RADIO RETAILER & JOBBER, June 16th:

"Our Greater New York sales crew, numbering seven, including myself, will not only preserve persistent and real servicing contacts with the jobbers of Triad tubes, in the Metropolitan District of New York, for we one and all will co-ordinate with such jobbers by performing missionary work on behalf of the tubes of Triad with retailers located in that most-thickly-populated of all sections.

"I wish to thank the Radio trade fraternity, generally, for the support and consideration rendered to me in the past, and I hope to shake hands all around among them soon, while I unfold to them what is, in my judgment, the outstanding tube proposition for 1929-30—on the score of quality unsurpassed if even approached and because of the extensive and nationwide campaign of advertising, broadcasting, dealer-helps, promotional-propaganda, etc., that the Triad Manufacturing Company is all set to wage."

—Conclusion by Mr. Levy.

Is "R.C.A." After Dubilier?

Does the Radio Corporation of America want the "good-will," great production plant, and everything else that goes with the Dubilier Condenser Corporation, as a going concern?

The stock of that Dubilier concern began to mount upward noticeably about the middle of June and it was whispered that the "R. C. A." was getting ready to negotiate once again for that Dubilier concern, for it had already dickered in the recent past without definite result.

The "R. C. A." offered a certain price for the Dubilier Corporation, which was refused by the banking house of Harriman, the controlling factor in the Dubilier concern.

Harriman Accepted Too Late

Then business depressed and the Harriman company agreed to accept the first offer made by the "R. C. A.," but by that time the latter had sliced its offer downward and the Harriman bankers would not accept the terms of the second proffer.

Meantime, the Dubilier Corporation has been gradually bettering its status in the trade, by the installation of new machinery, which has effected substantial economies in the bulk-production of fixed condensers, and other Radio specialties, which the Dubilier organization produces in a gigantic factory located far up in the Bronx, New York City.

THE CRIPPLES AMONG US

One of the largest and most successful Radio-speaker-manufacturers, which recently absorbed a nationally-known set-manufacturing-plant in the Middle West, seems to be facing a terrific inventory, as a hold-over of last season. The status of this particular concern is far less healthful than heretofore. The same may be said of five other nationally-known Radio set manufacturers, who will have to sell or re-finance shortly, if they are out to forestall a forthcoming visit of the sheriff.

SCREEN-GRID-TUBES SCARCE

The Radio jobbing trade, in New York City, was complaining, June 10th, about a noticeable scarcity of "R. C. A." Radiotron and Cunningham screen-grid-tubes. It's the "A. C." type of such audions that seem to have fallen down, in the production race with the sustained demand—that's the "24" type of audion.

STEELMAN, INC., TO MOVE

Steelman, Inc., the Radio distributing house of New York City, which features the Fada line of Radio receivers, has leased the space on both the fourth and fifth floors of the building at 235 Fourth Ave., New York City, evidently with a view to shifting its headquarters farther uptown.

Marvin Corp. Books Big Orders

P. D. Jackson, chairman of the board of the Marvin Radio Tube Corporation, reported Wednesday that orders for approximately 1,500,000 Marvin Radio tubes were booked, for delivery during the coming season, at the Chicago Radio Trade Show, which ended Friday, June the 7th.

Turn right now to those classified trade lists of manufacturers, jobbers, dealers, exporters, importers; checked up daily for accuracy's sake—foreign lists also; six girls producing them—our busiest department. Turn right now to page 39 of this issue of the RADIO RETAILER & JOBBER.

Williams Summarizes Products, Plans and Sales Policies



Fred D. Williams

Fred D. Williams, one of the Radio industry's veteran merchandisers, whose connections in the past included that with the Grigsby-Grunow Company, the manufacturer of the Majestic Radio receivers in Chicago—though Mr. Williams was with that concern when it made battery eliminators only—and after that was vice-president of the Dubilier Condenser Corporation, the manufacturer of fixed Radio condensers and other Radio specialties, with a production plant gigantic, located in the Bronx, a northern section of New York City—Fred D. Williams now has still another and even a more impressive and high-sounding title, for he is Manager of the Radio Tube Division of the National Carbon Company.

Mr. Williams has his executive and sales headquarters in the general offices of the National Carbon Company, at 15 East 42nd Street, New York City, and to that extent only is associated with the other executive personnel of that producer of Eveready products, for there is no working connection between the Tube Division of that concern and the battery and set manufacturing sections thereof.

Williams Heads Tube Section

Mr. Williams becomes first in command of the Tube Division of the National Carbon Company, because a working-agreement has been entered into by and between the company last-named, and the Raytheon Manufacturing Company, the latter the creator, originator and manufacturer of the also named Raytheon tubes, with production plants in Cambridge and Newton, Massachusetts, the latter establishment of very impressive size and having been acquired only about three months ago.

Said Mr. Williams, in an interview with a reporter of the RADIO RETAILER & JOBBER, early in June: Our two Raytheon plants are modernly equipped with the best automatic types of tube-making-machinery that the market affords. Everything in the Raytheon Division is wholly in keeping with the high quality standards, so consistently maintained in the past, by the National Carbon Company itself.

"On the Raytheon staff are the best laboratory engineers known to the industry and that staff of such special-

ists in tube-designing and manufacture is large.

Raytheon Co. Well Financed

"The Raytheon Company is exceptionally well financed and it has the facilities for even more augmented outputs later on; so it can stand the stress of 'speeded-up' demands. The Raytheon Company is being operated as an individual unit. It has no connection, at the manufacturing end, with other production-departments of the National Carbon Company. But the Eveready concern is in the tube business to stay, as it continues its manufacturing operations in the production of Eveready Layer-built batteries and Eveready Radio receivers.

"Cross-Anchored" Feature Described

"I see a large and a constantly-expanding business, and a great future, for the Raytheon Manufacturing Company. The Raytheon line of tubes is distinctively individual. It is actually different, from any other type of tube now on the market today, in construction. Raytheon tubes are 'cross-anchored,' both at the top and at the bottom, with a four-pillared construction, which so synchronizes the elements and renders them so secure that such tubes can be thrown clear across a room without injury to them. This four-pillared-construction is especially desirable as equipment on the 224 type of screen-grid-audions.

"The Raytheon Company now manufactures a full line of Radio tubes, and still specializes in the production of the gas-filled bulbs as well. All of the exclusive improvements, now applicable only to Raytheon tubes, are strictly protected by patents or applications therefor.

"We have perfected really up-to-date selling and merchandising plans, which will make for the cleanest kind of a turn-over and in our scheme of distribution both jobbers and dealers will be factors."—Conclusion by Fred Williams, chief of the Tube Division of the National Carbon Company.

Eveready Would Unseat "R.C.A."

It is rumored that the National Carbon Company, through its tube division, and re-enforced by the factories of the Raytheon Company, aspires in time to be a greater tube-distributing-factor than is the Radio Corporation of America at the present. The Raytheon Company is said to be in extensive production already on screen-grid-tubes.

SAFTLER LANDS BIG ORDER

Perry Saftler of that newly-formed firm of manufacturers' sales agents, known as the Madsen and Saftler Company, with headquarters at 136 Liberty Street, New York City, has landed a large order for chassis from the Royal Eastern Electric Supply Co., the Radio jobbing house of New York City.

The chassis is known as the Audiola. It is made by the Audiola Radio Company, of which M. Frankel is the chief executive, and which has a production plant at 430 South Green Street, Chicago, Illinois.

112 Radio tradesmen in far-away Australia subscribe to the RADIO RETAILER & JOBBER.

WHY THE DROP ON TUBES?

Is the Radio Corporation of America going to license various independent tube manufacturers, on a substantial royalty-paying-basis, under its alleged tube patents, only to slash the tube prices downward and to leave such independent bulb producers in positions far from enviable?

The Congressional Communications Committee did hear in an open session, last month, that "tube prices are outrageously high." Did the Radio Trust get scared and slash tube prices to pacify Congress?

Early in the month of June the "R. C. A." announced the price-drop on Radiotron Radio tubes, which are now quoted, per type, as follows: 112 and 171-A, \$2.25 each; 201-A, \$1.25; 222, \$4.50; 226, \$1.75; 227, \$2.50; and the 280 type at \$3.00.

The usual "bull-con" about greater economies, due to more massive production, accompanies the announcement of the price-slits.

Is "R.C.A." Following Raytheon?

The "R. C. A." is said now to be following the lead of the Raytheon Manufacturing Company, in scheduling its discounts, only recently adopted, which provide for 40 and 20 per cent. to the jobber and 40 per cent. to the dealer.

The Potential Tube Market

One-fifth of last year's \$850,500,000 expenditure, by the consuming public, on radio was spent for tubes.

During 1928, 50,200,000 tubes were sold.

During 1929, according to Ernest Kauer, president of the CeCo Manufacturing Company, conservative estimates indicate an increase of 50 per cent, making the potential tube market for this year 75,000,000 tubes—retail-priced at \$175,000,000.

It is estimated that for every tube sold, as an initial equipment in new sets, there is an actual demand for three tubes for replacement-purposes during the same year. In 1928, 14,050,000 tubes were sold as initial equipment—and 37,050,000 for replacements.

Tube Replacements Ever Greater

With an increasing number of sets coming into the field each year, the replacement of tubes grows greater and greater. This year about 45,000,000 tubes will be sold for replacement purposes, it is estimated.

Ernest Kauer is the chief executive of the corporation which produces CeCo tubes, in production plants gigantic and most scientifically-equipped—all located in Providence, Rhode Island. CeCo tubes are distributed and sold in every state in the Union and have enjoyed such nationwide consumption for several years. The CeCo Manufacturing Company is one of the pioneer and pre-eminent concerns of its kind in the Radio industry.

Judgment for Emerson Corp.

The Emerson Phonograph and Radio Corporation, the Radio manufacturers and distributors of New York City, were awarded a judgment of \$204.33 against Edward Lansbury, in a court of Westchester County, New York, Monday, June the 24th.

The
**NATION'S
LEADERS**



**NORTH WARD
RADIO CO., Inc.**
367 Plane St., Newark, N. J.

**CORWICO
VULCAN
LIGHTNING ARRESTER**



The Corwico Vulcan Lightning Arrester's protection against lightning damage to radios is guaranteed by a \$100 insurance policy enclosed in each box. The Vulcan Arrester also dissipates accumulated static charges.

CORWICO ANTENNA KIT



At this time of the year every radio aerial should be overhauled. Sell this idea to your customers and you can easily sell them a complete Corwico Antenna Kit No. 4, in which is included a Corwico Vulcan Lightning Arrester.

Write for samples of these two new items and complete dealer proposition.

CORNISH WIRE COMPANY
30 Church Street, New York City

**MAKERS OF
CORWICO BRAIDITE HOOK UP WIRE**

**We Present —
Herman Klepper**



**And His Brother
Samuel Klepper**



We Present—Arthur Trostler



THE QUIET AND STEADY RISE OF THE AMERICAN SALES CO.

Unostentatiously, and without a blare of trumpets, the American Sales Company has quietly and consistently forged to the fore, as a concern that specializes in surplus-Radio-merchandise of the better grades and greater quantities.

With spacious and departmentized quarters at 19 and 21 Warren Street, New York City, and with warehouses especially-leased and held in reserve in that neighborhood, the American Sales Company is well equipped to turn over the gigantic quantities of Radio merchandise which it disposes of through its almost-confidential sources of absorption, among the larger Radio jobbers, department stores and general mercantile houses throughout the United States and other countries.

Everything Bought for Cash

With bank "reserves" extra substantial, with credits extended to an almost unlimited amount, because of such reserves, and with a reputation for paying cash down that has never known deviation, the American Radio Sales Company has grown to occupy an enviable position in the Radio and transmitting trades, for it was in the latter specialty, that of transmission and apparatus therefor, that the American Sales Company first ventured into the Radio arena, 'way back in 1919—so this concern may qualify as one of the real pioneers.

Klepper Bros. the Creators

The Klepper Brothers, Herman and Samuel, are the architects who have

reared the American Sales Company to its present proportions. Visualizing the commercial possibilities of "wireless"—the wonder of the age, and possessing little capital and plenty of ambition, they forged ahead and soon had a flourishing wholesale business in Radio transmitting apparatus. A venture that is founded on knowledge and faith, and guided by a spirit of determination and fair play, invariably prospers, and this was the case with the American Sales Co.

Government Stocks at the Start

Starting with surplus government radio equipment, it went in for standard receiving apparatus and soon became one of the outstanding operators in the East. Today it is one of the largest Radio mail order houses in the country, enjoying an enviable financial position (see ratings in Dun's and Bradstreet's).

Some of the firms from whom the American Sales Company has made large purchases of surplus Radio manufactures in the past are: Radio Corporation of America, Magnavox Radio Corporation, Victor Talking Machine Company, General Electric Co., Westinghouse Electric & Mfg. Co., Dubilier Condenser Corporation, etc.; but the crowning achievement was the deal recently consummated with the Kolster Radio Corporation. This was one of the largest surplus-merchandise-purchases in the history of the radio business and involved an inventory of \$3,000,000.

ZETKA LABORATORIES, NOW NAMED RADIO UTILITIES CORP.

The RADIO RETAILER & JOBBER received an announcement-card, June 7th, reading as follows:

This is to advise you that Zetka Laboratories, Inc., has changed its name to Radio Utilities Corporation.

There are no other changes in our organization, which remains the same in every respect. All business done will hereafter be under the new corporation title, as above, (signed) Zetka Laboratories, Inc.

Excerpts follow from a letter mailed with the card:

"Coincident with the change in name, the Radio Utilities Corporation announces a change in policy. The concern is discontinuing the production of the "ordinary" types of radio tubes and is concentrating its entire efforts

on the production of power and rectifier tubes, all built up to a standard of excellence.

Now Making 280, 281, 210 & 250

The following types of tubes so far have been perfected and are ready for public distribution: The 280 and 281 rectifiers and the 210 and 250 amplifiers.

The Radio Utilities Corporation is expecting to produce the 224 and the 245 types of audions very shortly. However, until these have been perfected, so that we are satisfied that, on a production-basis, they will measure up to the high standards we have set for all of our products, we are "making haste slowly."

Very truly yours,
RADIO UTILITIES CORP.,

Henry T. Lees, Vice-President.

Wextark Executives Inspect Walthal Company's Methods

This is Arthur Trostler. He travels by air-plane to save time and sells Brunswick-Balke-Collender sets in large quantities, to save the buyer money and time, by eliminating extra shipments.

Arthur Trostler used to be sales manager for the Freed-Eisemann

Radio Corporation, then of Brooklyn, N. Y. But the Brunswick-Balke-Collender Company showed Arthur such a contract that he signed it quick. In five years he can retire; but he won't. His headquarters are now in Chicago.

Wextark Executives Inspect Walthal Company's Methods

Morris J. Izenstark, "Pinkie" Izenstark, and Armin Swartz, all executives of the Wextark Radio Stores, Inc., that formidable chain of retail Radio stores, with main headquarters in Chicago, but with branches and retail links in other cities of the Middle West, all arrived in New York City, about the middle of June, with pretentious plans of promotion in mind—the details of which will be published in the RADIO RETAILER & JOBBER at the proper time.

One of the first missions, of these "three musketeers" of Wextark, was to complete an exhaustive survey of the business systems and merchandising methods now functioning in those Walthal stores of New York City, Newark, Brooklyn, Yonkers and other cities, for that Walthal chain of Radio stores is now a part of the great corporate and chain-store-structure of Wextark.

Walthal Methods and Systems O.K.'d

The Messrs. Izenstark and Mr. Swartz all averred, in an interview with a reporter for the RADIO RETAILER & JOBBER, Tuesday, June 18th, that the merchandising methods, prevailing in the Walthal stores, were surprisingly-efficient and that the Wextark branches, in and around Chicago, could profit much by emulating some of the systems proven to be so successful by the management of the Walthal

Electric Co., Inc., which has "Walt" Nussbaum as first-in-command and as chief executive.

Incidental to the tour of the retail Radio stores, jobbing headquarters and warehouses of the Walthal Company, the Izenstark Brothers and Mr. Swartz sampled all of the scenic railroads, "shoot the chutes" and other mysteries of New York's greatest shore resort, Coney Island.

The three Wextark overseers renewed many old acquaintances while in New York town. They made their headquarters in the executive offices and laboratories of the Baird Television Corporation, in the Paramount Building, Times Square, New York City, of which Charles Izenstark, brother of Morris and "Pinkie," is the main American factor. Yes, Charlie was also with the other members of the Izenstark family, but he's so modest that we have to leave him in the background.

H. L. Dalis Moves and Expands

H. L. Dalis, that fast-growing Radio jobber of New York City, has moved to new headquarters, much enlarged, at 243 Canal Street, in that same metropolis and now Mr. Dalis has a stockroom of real size, into which he loaded 25,000 Gold Seal tubes, as one order, last month.

Mr. Dalis is developing Gold Seal audions as his real leader.

Why Raytheon Co. Became a Licensee Under Tube Patents

Why did the Raytheon Manufacturing Company, the Radio-tube-manufacturer with production plants in Cambridge, Massachusetts, and in Newton, that State, sign so readily and so smoothly that license-agreement for tube manufacture, with the Radio Corporation of America acting as licensor thereunder, for itself and for the allied corporations making up the Radio Trust?

Answer: The Raytheon Manufacturing Company has become a manufacturing "division" of the National Carbon Company, the producer of Eveready batteries, radio receivers of the same name, etc. The American Eveready Company and its subsidiary, the National Lamp Company, has always manufactured and sold in the past Miniature Mazda Lamps, and the American Eveready Company, through its subsidiary as named, was one of the biggest manufacturers of such Miniature Mazda Lamps, if the General Electric Company and the Westinghouse Electric and Manufacturing Company, the largest producers thereof, are excluded for a moment from the reckoning.

To Preserve Entente Cordiale

Because of this community-of-interest, it naturally would prove embarrassing for the National Carbon Company to venture into Radio-tube-manufacture, even indirectly, without first procuring a license under the tube patents of its old friends, the General Electric Company, the West-

inghouse Company and their licensing-corporation-under-patents, the "R.C.A." It is a fact that the General Electric Company and the Westinghouse Company never went after the Miniature Mazda Lamp business of the American Eveready Company and its subsidiary the National Lamp Works, who made such lamps in conjunction with the Edison Mazda Company.

Because of this friendly little community-of-interest, the General Electric Company and the Westinghouse Company always refrained from attempting to try to steal any of the miniature lamp business held by the American Eveready Company and its subsidiary the National Lamp Works.

Because of the *entente cordiale*, the National Carbon Company, which is part and parcel of the American Eveready Company, just could not venture into Radio-tube-manufacture without getting a license under the tube patents from its good friends the General Electric Company and the Westinghouse Company, a license which it procured with little or no difficulty, compared with the bickering that seems almost ceaseless, and now going on, with other independent Radio tube manufacturers on one side, and the Radio Corporation of America, as official licensor for all corporations making up the Radio Trust, on the other—said bickering having to do with the rate of royalty which such independent Radio-tube-manufacturers will or will not pay—at this writing "won't pay."

**New Screen Grid Tube
A. C. 224**



**Quick-Heating
Perfectly
Insulated**

also

The New Output
TUBE A. C. 245

**MAGNATRON
RADIO TUBES**

**The Magnatron Corporation
Hoboken New Jersey**

CIRCULATION FACTS

Within three weeks after the enlarged May issue of the RADIO RETAILER & JOBBER, was released in the mails—10,450 copies strong—one week before the June issue of this publication reached its readers, the RADIO RETAILER & JOBBER received nearly 700 fully-paid subscriptions, all within a period of 20 days, and with the trade in its most stagnant and inactive state and without counting or including in anyway the high-pressure subscription-soliciting on behalf of the RADIO RETAILER & JOBBER of four men and one woman, who held forth for their subscription-garnering in all three of those great Chicago hotels during the staging therein of that great and recent Radio Trade Convention and Style Show in the "windy city."

The tabulated lists of subscriptions, corralled at that Trade Show, have not been received at this writing, from the agents of this publication who had charge of the work at Chicago.

Proofs and figures will be furnished to all the skeptical that this publication received 700 fully paid subscriptions in 20 days, on application to the business offices of this periodical, at 1465 Broadway, corner of 42nd Street, New York City.

Award for Kenwood Radio Co.

The Kenwood Radio Company, Inc., the radio retailing concern of New York City, was awarded a verdict of \$157.14 against Richard Schissel, in a court of New York County, Wednesday, May 29th.

Radio Retailer & Jobber

SUBWAY CENTRAL BUILDING
1465 BROADWAY
NEW YORK, N. Y.

Requests information for its records as to whether you are a

- Manufacturer_____
- Distributor_____
- Jobber_____
- Mfrs.' Agent_____
- Retailer_____
- Importer_____
- Exporter_____

and asks that you please list below products which you handle and any you wish to buy

WE HANDLE—	IN MARKET FOR—

NAME _____
 STREET _____
 CITY _____
 STATE _____

New Majestic Jobbing Headquarters Opened In New York

The Majestic Distributors, Inc., the new Radio jobbing house, which is to be a distributing subsidiary of the Grigsby-Grunow Company, the manufacturer of the Majestic line of Radio receivers in Chicago, has leased space extensive in the General Motors Building, at the north-west corner of Broadway and 57th Street, New York City, which will be the jobbing headquarters of the Grigsby-Grunow Company for the following out of its new policy, to sell to the dealer direct, but in New York City only.

Now that the Grigsby-Grunow Company has decided to do its own distributing of Majestic sets, of its own manufacture, henceforth, it behooves its two former jobbers to cast about for the representation of other Radio set lines of corresponding or approaching sales-power and pre-eminence.

Those two jobbing houses, wedded exclusively heretofore to the Majestic line, are the K. W. Radio Company, with executive and sales offices, together with stockrooms and warehouse extensive, at 350 Hudson Street and the Sterling Radio and Electric Company, Inc., with offices and stockrooms at 27 Warren Street—both street addresses in New York City.

Patterson Behind Sterling Co.

Irving Sarnoff, brother of David Sarnoff, the latter the executive vice-president and general manager of the Radio Corporation of America—Irving Sarnoff is the active and overseeing-executive of the Sterling Radio and Electric Company, Inc., though Mr. Patterson, of Stanley and Patterson, Inc., the Radio and Electrical jobbing house at the northeast corner of Spring and Varick Streets, New York City—Mr. Patterson is the actual financial sponsor and the guiding hand behind that Sterling Company.

The K. W. Radio Company is also a jobbing house with two and only two factors in ownership. Gus Kraus and Leonard Welling are the two interested parties in that corporation, each being equal, or 50-50 holders, of the stock thereof—at least that was true up to a recent re-incorporation for a stock increase of that K. W. Company.

Other Jobbers Seek Set Lines

But other Radio jobbers, of New York City, now see the all-compelling need of distributing a line of worthwhile, nationally-known and extensively-advertised Radio receivers, even though they have not touched sets in the past and have feared the consequences of doing so.

Such jobbers are conferring now and then with the editor and publisher of the RADIO RETAILER & JOBBER, as they cast about for the best available receiver to job.

One of the first questions they ask is: How much money will it take to launch a real Radio set line into distribution in the right way, and how much will we have to have as cash deposits, in bank, for a nationally-distributing set manufacturer to recognize us as desirable jobbers?

\$35,000 to \$40,000 the Figure

The one answer to the compound question above is that it is hard to get away with a real set-jobbing-venture today, unless at least \$35,000 or \$40,000 is placed where it can be

grabbed to tide things over and to carry outstanding-accounts of Radio dealers, to pay rent, bookkeeper, stenographer, a shipping clerk, or later, two of them, etc.

New York jobbers look with especial favor on the Majestic—now not procurable in New York City—the Earl, the Crosley, the Steinite, the Colonial, the Zenith, the Pierce-Airo, and the Philco—the latter line of receivers won unstinted praise from shrewd and keen-judging New York jobbers, who visited that recent "R. M. A." Convention and Trade Show, held in Chicago, June 2nd to the 7th last.

Loeb Holds Majestic in Brooklyn

It should not be forgotten that Julien Loeb, and his Specialty Service Company, still hold the Majestic set jobbership for the city of Brooklyn, New York; and that the North Ward Radio Corporation of Newark, N. J., holds the Majestic fort in and around that city; while Frank Pitt holds forth as the Majestic jobber in the City of Boston as of yore—and then the Roycroft Radio Distributors in Minneapolis, Minnesota, also preserve their Majestic jobbing status, in and around that city mentioned.

As a matter of fact, there are no sweeping changes in the jobbing structure and various organizations devoted to the distribution of Majestic receivers, the country through, except in New York City, where the Grigsby-Grunow Company, the creators of those Majestic receivers, has decided to do their own job of distribution right to the dealer direct.

Jobbing Arrangements Made

Now practically all of the leaders in the Radio-set-manufacturing field have selected their jobbers for the season to come, in the Metropolitan District of New York, anyway—at least they thought they had—but those who have but one jobber, for the combined territories of Brooklyn and New York City, might be persuaded, if the rush to come proves that one jobbing house cannot handle the situation in both of those two great cities at once—then such great set manufacturers might be importuned to add another real live jobber or two.

The Crosley Radio Corporation has one all-exclusive jobber covering both New York and Brooklyn—the Twentieth Century Radio Corporation, with headquarters at 102 Flatbush Avenue, in the city last named.

Philco Has Two Jobbers

The "Philco" concern (still known in corporate name as the Philadelphia Storage Battery Company; nomenclature, by the way, that is misnamed and should soon be subject to change) the Philco corporation has two jobbers in New York City, including D. W. May, Inc., which also distributes that same set in and around Newark, New Jersey, and the Universal Radio Corporation.

The Steinite line of receivers, which are now coming to market in sufficient volume to estop the wailing, gnashing of teeth and wringing of hands of its various distributors, has two jobbing houses in New York City—the Monarch Radio Company, 12 Warren Street, and the Auto Hardware and

"Ed." Weiss of Michigan Ave., "Chi.," Knows His Radio

Few advertising men can boast of an experience, in the merchandising of Radio, so long, varied and diversified, as can Edward H. Weiss, first in command of that advertising agency which bears his name, the Edward H. Weiss Company, with main headquarters at 307 North Michigan Avenue, Chicago.

When radio was young, "Ed." Weiss was among its most energetic sponsors, the while producing compelling advertising copy for the Atlas Radio Stores of Chicago, now a nation-wide chain. Not long after that, he was appointed advertising account-executive for the Sonatron Tube Company, and two years ago recorded another achievement in securing the account of the Steinite Radio Company, the manufacturers of the also-named and nationally-selling Steinite sets.

A Specialist in All Departments

Thus, it may be seen that Mr. Weiss's activities encompass the whole field of radio. He is familiar with the retailers' "angle" through his connection with the Atlas Stores; by servicing the distributing subsidiaries of those Atlas Stores, the Triangle Electric Company and the Paramount Electrical Supply Company, he is close to the jobbers' problems; and, with Sonatron and Steinite under his wing, Mr. Weiss has made a thorough acquaintance with the manufacturing divisions of the tube and set markets.

From Acorns to Oaks

In the case of each of his radio accounts, it has been Mr. Weiss's privilege to assist in their develop-

ment, from comparatively minor organizations, to a point where they hold dominating positions in their respective fields.

A constant flow of bright, sparkling, resultful ideas, built on the solid foundation of radio knowledge, has come from Mr. Weiss's offices.

Mr. Weiss's touch may be observed in every department of the advertising and merchandising activities of his clients; in the case of Sonatron and Steinite, his work includes newspaper advertising, trade journal advertising, *Saturday Evening Post* advertising, broadcasting, counter and window displays, and direct-mail campaigns of a most striking nature.

Weiss Organization Formidable

A complete organization of contact-men, copywriters, artists, and incidental paraphernalia, aid Mr. Weiss in his work. About 25 people are employed in the offices of the Edward H. Weiss Company, which occupies quite a sizable space in that Bell Building of Chicago.

Mr. Weiss is extremely active on behalf of his radio accounts. He is a familiar figure on trains leading to Sonatron's tube plants in Newark, New Jersey, and to Steinite's factories in Atchison, Kansas, and Fort Wayne, Indiana.

The future of radio is brighter than it ever was, according to Mr. Weiss, and he is throwing himself, with real enthusiasm, into the task of keeping his radio accounts in the spotlight of success.

K. W. Radio Co. May Distribute Colonial and Peerless

Well, which line of Radio sets is the K. W. Radio Co., Inc., going to distribute, during the season that will swing into action next September, so far as the retail-set-buyer or consumer is concerned—and it is becoming more and more patent that the American-Radio-buying-public is not going to have its regular Radio season jumped ahead to February or March, from that of September, despite the initiative and enterprise revealed in the herculean efforts of nationally-selling Radio-receiver-manufacturers to put the market under greater sales-pressure, though their jobbers and dealers, in an attempt to force the absorption of a maximum-daily-production of sets, regardless of whether the retail-set-shopper evinces a sufficient appetite to absorb such a volume of set output, in Spring or early Summer, or not.

Latest Announcement

The K. W. Radio Co., Inc., the Radio jobbing house of New York City, with large offices and stock-rooms at 350

Hudson Street, in that Metropolis, is negotiating to distribute the Colonial line of Radio receivers, as manufactured by the Colonial Radio Corporation, of Long Island City, N. Y., for the season of 1930-31—and that K. W. Company has spent about \$20,000, on more elaborate furniture and other interior decorations, for its gigantic jobbing headquarters, at the address mentioned, in order to be appropriately "dolled up" when the de luxe line of Colonial receivers superb are ushered in its doors.

K. W. Co. Turns to Peerless

Meantime, as the K. W. Company cannot land the Colonial line for the season to come, because of prior selling-arrangements with dealers, direct, as conceded by the Colonial Corporation, the executives of that K. W. Company are casting about for a "fill-in" line to carry them through the 1929-1930 Radio season and they have about determined to distribute the Peerless receivers and speakers, manufactured by the United Reproducers' Corporation, of Rochester, New York, Chicago, Ill., and now of Ann Arbor, Michigan, where the United Reproducers' Corporation recently acquired that Arbor-phone production-plant, once held as a factory-unit by the Acoustic Products Company, the Sonora Company, and other concerns engaged in that general tie-up of Radio corporations for stock-flotation purposes.

Turn right now to those classified trade lists of manufacturers, jobbers, dealers, exporters, importers; checked up daily for accuracy's sake—foreign lists also; our busiest department. Turn right now to page 39 of this issue of the RADIO RETAILER & JOBBER. (Page omitted—write us.)

Equipment Company, of 245 West 55th Street—both addresses in New York City—then in Newark, New Jersey, the Apollo Radio Company, owned and supervised in person by Dave Slobodien and Fred Goldberg, is represented to have oversold its quota of Steinite sets in and around Newark, where the headquarters of that jobbing house of Apollo are located, at 229 Halsey Street, and throughout the eastern section of that State of New Jersey, which is the territory of that Apollo Company.

Wolfe Radio Co. Opens In Brooklyn and Moves In New York

Ben Wolfe, of the Wolfe Radio Company, that pioneer Radio jobbing house, with main headquarters and stock-rooms now at 26 Warren Street, New York City, announces that his concern is soon to expand in a very impressive fashion and that it is now all set to do a real distributing job on that new Temple line of receivers, as manufactured so extensively in Chicago by the Temple Radio Corporation.

Ben, and his brothers six or seven, are all "het" up with enthusiasm over the prospects for sales supremacy of the Temple line. "Big Ben" claims that the Temple Radio Corporation doubled the size of its Chicago production plant in June. Originally that Temple factory boasted dimensions of 190,000 square feet, but now another unit of just that amount of square footage has been added. Six hundred Temple sets a day are being made at this writing. (June 10) according to Ben and he says by July 1st (which has arrived and past) that a capacity of 1,000 Temple sets per diem will be (or now is) possible.

Wolfe Co. Exclusive "R.C.A." Jobber

The Wolfe Radio Company has added another feather to its already multi-feathered cap, by procuring the appointment, as exclusive jobber, of the Radiotron tubes, as distributed by the Radio Corporation of America, in lower New York City, or from Chambers Street south, thus including the great Cortlandt Street section of New York's greater Radio retaildom.

Said "Big Ben" further in the interview: "We now have, in our own territory, more than five hundred Radio retailers, of the first and well-rated class, who are franchised by us to sell the Temple line of receivers—that is in Greater New York City, including Brooklyn and Long Island, New York;

and our staff now includes 15 salesmen, representing the Wolfe Radio Company in that territory.

"The Temple Radio Corporation now has 1437 employes at work in Chicago. An additional plant, encompassing 190,000 square feet, which is the size of the original new plant, has been added. The Temple Corporation is making 600 sets a day right now; by July 1st they will be making 1,000 Temple receivers per day.

A Wolfe Branch in Brooklyn

"We are now opening a large branch, of the Wolfe Company, in Brooklyn, to attend to deliveries in that city and on Long Island. Now dealers, located in those sections, and even in the outlying districts thereof, can receive deliveries of Temple sets at one hour's notice.

"We will also announce the opening of our new show-rooms in Varick Street, New York City, on or about July 1st. We haven't signed the lease as yet and I don't want to be too definite until we do."—Conclusion by "Big Ben" Wolfe, the old "vet" of the trade.

Will Kavish Sell Bremer-Tully?

Well, Sam Kavish, of the Radio Jobbers, Inc., seems about decided to get behind the Bremer-Tully line of receivers, for distribution in the New York territory. Sam has handled no Radio set heretofore. His extensive and expansive offices and stock-rooms are located at 140 Liberty Street, New York City.

Will K. W. Co. Tie to Colonial?

Rumor has it that the K. W. Radio Company, Inc., which has ceased to be a Majestic distributor in the Greater New York territory, may embrace the Colonial line of receivers, for distribution therein, but that is by no means decided at this writing.

With Hand of Friendship Extended, Trust Salutes Us

(Continued from page 26)

A New National Policy

But, Attorney General Mitchell is devising an entirely different policy not so healthful for the Radio Trust—and little Radio set manufacturers, unlicensed under the circuit patents of the Radio Trust, who have been shaking in their shoes as they awaited the service of papers in infringement suits against them—such small set manufacturers had best forget their fears for the present and step right out in the lime-light, via advertising and incidental publicity, for the inside "dope" is that the Radio Trust contemplates no more patent infringement suits at present against independent and unlicensed Radio set and tube manufacturers—but the Amer-

ican Telephone and Telegraph Co., and its two subsidiaries, still undaunted, will doubtless continue to bring suits against manufacturers of amplifiers, when such devices are sold for installation in theatres, dance halls or other public auditoriums, where admissions are charged for such stepped-up-volume in transmission.

But the milk of human kindness is oozing out of every pore of the personnel of the Radio Corporation of America, down in the Woolworth Building, New York City, but how long will that milk so ooze and is it watered and thus calculated to be harmful to both women and children?

Gold Seal Co. Buys Rosasto Co.

The Gold Seal Electrical Company, Inc., the manufacturer of the also-named Gold Seal Radio tubes, has announced, through its president, J. W. Duff, the purchase of the factory of the Rosasto Manufacturing Company, the Radio-tube-producing-concern of Brooklyn, New York, the plant of which, on July 1, was operating at full capacity, thus assuring an output of from 8,000 to 10,000 tubes daily.

Federal Co., Buffalo, Fails

BUFFALO, July 3.—Receivers were named for the Federal Telephone Manufacturing Company of Buffalo today, on the application of the Acme Apparatus Corporation of Cambridge, Mass., one of the creditors.

Samuel B. Botsford, general manager of the Buffalo Chamber of Commerce, and Lester E. Noble, president of the Federal Company, were appointed.

The Acme Corporation, in bringing the action on behalf of other creditors, stated that the Federal Company is a going concern with assets in excess of its liabilities.

It is believed that the receivership is preliminary to refinancing and reorganization, which would include the Federal Telephone Company, the Federal Radio Corporation, distributor of the company's products, and several other unnamed companies in a \$1,000,000 merger.

Verdict Against Wm. H. Priess

A judgment against William H. Priess, for \$1,906.99, was awarded to M. H. Brown, in a New York County Court, Thursday, June the 20th.

Mr. Priess is that former engineer and inventor of the De Forest Radio Company, of Jersey City, N. J., who withdrew from that concern, several years ago, to venture into Radio-set-manufacturing on an extensive scale, and with results far from propitious—so far as financial profits, or the lack of them, were concerned.

The RADIO RETAILER & JOBBER receives inquiries on occasion as to the whereabouts of William H. Priess. Answer: He still holds forth at 693 Broadway, New York City, and the concern, with which he is identified, is still known as the William H. Priess Radio Corporation.

Turn right now to those classified trade lists of manufacturers, jobbers, dealers, exporters, importers; checked up daily for accuracy's sake—foreign lists also; six girls producing them—our busiest department. Turn right now to page 39 of this issue of the RADIO RETAILER & JOBBER

Schuette Tells How R.C.A. Ducked Forfeiture-Penalty

Our readers will recall that a request was made by the RADIO RETAILER & JOBBER, in the last issue of that publication, of Oswald P. Schuette, the Executive Director of the Radio Protective Association, that organization of trust-combatting independent Radio manufacturers, with main executive headquarters in Chicago, but now with a branch office, recently opened, in Washington, D. C.

The following summary explains the situation and the request of Mr. Schuette is repeated at the end of it:

A Possible Penalty Dodged

The "R.C.A." did "put one over" on the Federal Radio Corporation, according to Mr. Schuette, when it persuaded the Federal Radio Commission to permit the transfer of the short-wave-lengths and broadcasting concessions from that "R.C.A." to its entirely-owned-subsiary, "R.C.A." Communications, Inc.; for in so doing the "R.C.A." ducked a liability and an impending penalty, just what it was we do not now recall, and the Federal Radio Commissioners, as well as attaches of the Department of Justice, are said to be strutting around Washington grinding their teeth with chagrin, because the "R.C.A." has "put over a slick one on them"; and they aver that if they had seen the trick, embeded in the transfer of the short-message-transmitting wave-lengths, the stations, transmission devices and broadcasting concessions, from the Radio Corporation of America to its totally-owned subsidiary, "R.C.A." Communications, Inc., that those Federal Radio Commissioners and attaches of that Department of Justice would never have permitted the transfer.

Will you write to the RADIO RETAILER & JOBBER, Mr. Schuette, and enlighten its slow-to-comprehend editor with respect to this point?

Schuette's Reply by Request

Mr. Schuette answered this inquiry, in the New York offices of the RADIO RETAILER & JOBBER, last month, in the following fashion:

"Section 13 or 15 of the White Radio

law, as enacted by Congress in 1927, extends the force and effect of that statute so that it dove-tails into both the Sherman and Clayton anti-trust laws, to cover the Radio situation. One or the other of these sections provides that, in addition to the penalties imposed by the presiding judge, on a finding of guilty, that the said judge can add an additional penalty in the form of a revocation of licenses or wave-length concessions, thereby ruling the broadcaster declared guilty entirely off of the air. (The crucial situation arises because of the danger of the Radio Corporation of America's being enjoined permanently, as it has already been enjoined temporarily, from enforcing Tube-Clause-Nine.—Editor.)

"R.C.A." Slipped Out From Under

Now the Radio Corporation of America has gotten out from under that penalty of forfeiture, just described, by transferring its wave-lengths to its recently-created subsidiary, R.C.A. Communications, Inc. The latter concern will not run afoul of the judge, but will hold title and ownership in the wave-lengths. The Radio Corporation of America will be the arraigned victim, if there is one, but it will have no wave-lengths of which it can be deprived.

Tube-Clause-Nine Suit Off

"I think that the suit against the Radio Corporation of America, involving Tube-Clause-Nine, is going to be dismissed by voluntary action, if the merger of independent tube manufacturers, which Captain Sam Darby is trying to promote, becomes an accomplished fact."—Conclusion by Mr. Schuette.

(Editor's note: One of the four independent tube manufacturers, in the proposed consolidation, being promoted by Captain Darby, Jr., offered the tube plant of his corporation for sale during the week opening Monday, June 17th; and the Darby merger was to be a fact or called off on the preceding Thursday. Judging from this development the proposed merger did not materialize into a reality.)

New Gibraltar Sales Agent

The Sherman Sales Co., of 11 Park Place, New York City, has been appointed exclusive factory sales representative of the Gibraltar Radio Supply Co., the manufacturers of the full line of A.C. and D.C. Gibraltar Radio Tubes.

The Gibraltar Radio Supply Company has sales and executive offices at No. 5 Union Square, New York City.

Leads of Active Buyers—Read, Write and Sell Them Now

Name: West Coast Specialty Co.
Address: 383 Oak Street, Portland, Oregon.

Classification: Radio Manufacturers' Agents.

Report: "In Market for Radio Sets, (Chassis), as Manufacturers' Agents. "We handle Radio Cabinets and Radio Sets."

Name: Braiteman-Fedder Co.
Address: 414 East Pratt Street, Baltimore, Maryland.

Classification: Manufacturer of Mel-oart Tubes; Distributor and Jobber of General Radio Merchandise.

Report: "In Market for Radio Sets, Speakers, Cabinets, Accessories and Surplus Merchandise.

"We handle Radio Sets, Loud-Speakers, Radio Tubes, Cabinets, and Accessories."

Name: B. Green
Address: General Delivery, Muskegon, Michigan.

Classification: Radio Retailer.

Report: (As filled out on classification blank of RADIO RETAILER & JOBBER, furnished by that publication) "Am just opening a new Radio Store; interested in all new lines of Radio Sets, Tubes, etc.; any descriptive literature sent would be appreciated.

"Would like appointment, as Exclusive Jobber, for my section, on a good line of Radio Tubes."

Name: Ayron Radio Stores, Inc.
Address: 4003 West Madison Street, Chicago, Illinois.

Classification: "Radio Retailer."

Report: "In market for anything and everything in Radio.

"We now handle Majestic, Bosch, Atwater Kent, Zenith and Graybar Radio Receivers, as well as Miscellaneous Lines of Golf and Music."

Name: Kip Lenzi & Co.
Address: Symons Building, 723 West Providence Avenue, Spokane, Washington.

Classification: "Radio Manufacturers' Agent."

Report: "We are in the market for Radio, Automotive and Electrical Merchandise and such we are handling at the present time."

Name: Cresradio Store
Address: 166-32 Jamaica Avenue, Jamaica, Long Island, N. Y.

Classification: Radio Retailer, with Radio factory and laboratory adjoining, all under the supervision of "Sterns," the fat "feller" with a contagious smile, who is a real Radio engineer, and who specializes in the production of Crescent Lazite and Wire-Wound Resistors, as well as in the scientific repairing of Majestic Eliminators, Power-packs, Amplifiers and in the installation or repairing of various Theatrical Equipments, or Public-Address-Systems, etc.

Mr. Sterns phoned in all of the above facts to the RADIO RETAILER & JOBBER, Saturday morning, June 22nd.

Don't be a boob! Learn what's going on in the trade. There's but one way. Send \$2 right now for one full year's subscription to the fastest self-growing trade publication in circulation, of any kind, in any line, of the world.

Name: L. G. Flentje
Address: 922 Clara Avenue, Shel-bogyan, Wisconsin.

Classification: Operator of a Radio Engineering Laboratory; (from letter-head) Manufacturer and Distributor of Inductive-Interference-Filters; Radio Survey, Transmission, Industrial, Distribution and Power-Plant.

Report: Contained in letter dated June 14th, last, and reproduced as follows:

RADIO RETAILER & JOBBER,
1465 Broadway,
New York, N. Y.

Gentlemen:—
We are in the market for Metal Containers for Radio-Interference-Filters. We would appreciate having you put us in contact with any manufacturers of such receptables whom you may know of.

Thanking you in advance for this information, we remain,

Very truly yours,

L. G. FLENTJE,

Radio Engineering Laboratory,

President.

Name: C. Myers
Address: Box 62, Merchants' Station, St. Louis, Missouri.

Classification: Not stated.
Report: Following letter includes its own report and requirements:

St. Louis, Mo.,
June 10, 1929.

RADIO RETAILER & JOBBER,
1465 Broadway,
New York, N. Y.

Gentlemen:—
Can you inform me, in the enclosed stamped, return-envelope, who are the manufacturers of *Portable "A.C."* sets, that were exhibited at the Chicago Trade Show, or of other manufacturers of the same?

Thanking you, I am,
Yours very truly,

C. MYERS.

Answer: Trav-Ler Manufacturing Company, of St. Louis, Missouri, and Chicago; Portable Division of the Shortwave and Television Laboratory, Inc., 104 Brookline Avenue, Boston, Mass.; and, to complete the group of Portable set producers, The Ben Simpson Distributing Co., 16-22 Hudson Street, New York City.

Our correspondent will find, elsewhere in this publication, some pointed remarks about Portable Sets and why they are not in general demand.—
Editor, RADIO RETAILER & JOBBER.

Name: Frank Radio Co.
Address: 715 South Main Street, Los Angeles, California.

Classification: Radio Retailer.

Report: "In market for Radio Tubes of All Kinds; Also Radio Speakers, Crystal Sets, Ear Phones, Short-Wave-Sets and Short-Wave-Adapters, both 'A.C.' and 'D.C.'"

"We now handle All Makes of Cheap Electric Sets."

Turn right now to those classified trade lists of manufacturers, jobbers, dealers, exporters, importers; checked up daily for accuracy's sake—foreign lists also; six girls producing them—our busiest department. Turn right now to page 39 of this issue of the RADIO RETAILER & JOBBER. (Page omitted—write us.)

Name: Central States Sales Co.
Address: 31 West Weber Road, Columbus, Ohio.

Classification: Radio Manufacturers' Sales Agent.

Report: "We are in the market for Cabinets, Speakers and Chassis. We now handle Armor Radio Tubes, and cover Ohio, Southern Michigan, Western Pennsylvania and New York. We have also resident-agents in Detroit, Toledo, Cleveland, Buffalo, Pittsburgh, Akron, Columbus, Cincinnati and Louisville."

Name: Alexander's, Inc.
Address: 1109 Third Avenue, at 65th Street, New York City; telephone, Rhinelander 5600.

Classification: Radio Distributor.
Report: "We are in the market for an advertised Radio Set.

"We now handle Day-Fan and Sham-rock Radio Receivers, Bay View Furniture, Jewel Electrical Instruments, Temple Speakers, Philco Eliminators, Findlay Cabinets and Consoles, Arc-turus Tubes and Burgess Batteries."

Name: Buckingham Sales Co.
Address: 120 High Street, Boston, Massachusetts.

Classification: Manufacturers' Sales Agents.

Report: From special announcement, sent to the RADIO RETAILER & JOBBER under date of May 2nd, last, but squeezed out of the news columns of this publication until now, we quote, as follows:

"We are Manufacturers' Agents for Radio and Electric lines and are always willing to listen to a proposition from a good, live Radio manufacturer to represent him here in New England, on a strictly commission basis.

"Yours very truly,
"BUCKINGHAM SALES COMPANY,
"(Signed) P. H. MacNeill."

Name: The Radio Shop.
Address: West Forest Street, Brigham City, Utah. (Recently removed to that address.)

Classification: Radio Distributor and Radio Retailer.

Report: "In market for Radio Parts, Radio 'Grounds': Compact, Low-Priced, Efficient Antennae, Phonograph 'Pick-ups,' Portable Radios, Short-Wave Kits and Sets, Service Data and Other Radio Items.

"We now handle Brunswick Radio Receivers, Phonograph Records, Cunningham and 'R.C.A.' (Radiotron) Tubes, Apex and Powell Radio Sets, Battery-Operated-Receivers, "Trade-in" Sets, Q. R. S. Portable Phonographs, etc.

"We were formerly known as the firm of Page and Faulkner, and at our former address were styled as the Brigham Music Co."

Award for Emerson Radio Corp.
The Emerson Radio and Phonograph Corporation, the Radio distributing house of New York City, obtained a judgment of \$204.23 against Edward Landsburg, in a court of New York County, N. Y., Thursday, June the 20th.

Name: Davega Brothers
Address: Executive offices, 114 East 23rd Street, New York City, with stores in that Metropolis and elsewhere.

Classification: Operators of a formidable chain of retail Radio stores; likewise a Radio jobbing house, which occasionally participates in the turnover of quality Radio job-lots regardless of size.

Report: (Over the telephone to the RADIO RETAILER & JOBBER) "We want to get the name of an independent tube manufacturer who specializes in the production of tubes for amplifying and entertainment purposes in theatres. Which particular tube manufacturer do you recommend to cater to such requirements?"

Answer: The Sonatron Tube Company, with production plants in Newark, N. J., and now, after a recent opening, in Chicago, Illinois, makes a specialty of furnishing amplifying tubes to theatres, for public-address-systems, for dance-halls, etc. (Other independent tube manufacturers, including the Cable Radio Tube Corporation, of Brooklyn, New York, produce the 250 type of audion for entertainment purposes.)

Sonatron Signed Contract Gigantic
In fact, at the time of the Radio Show in Chicago, last year, the Sonatron Company signed one of its greatest contracts for the supplying of amplifying tubes for theatrical reproduction with a great chain of theatres and moving-picture houses which has headquarters in Philadelphia.

According to specimen, or preliminary, copies of the tube-license-agreements under patent, as now being signed by some independent tube manufacturers, with the Radio Corporation of America as licensor, it is specified that such tube making signatories, to such royalty-paying-contracts, shall not participate in the business of furnishing special amplifying tubes for theatres, moving picture houses, public-dance-halls, or public-address-systems.

Whether the tube manufacturers who have signed such licenses have succeeded in having eradicated that phrase or clause, which prohibits them from catering to the entertainment business, is not generally known, for such licensees, under alleged tube patents, as licensed by the Radio Corporation of America, are not bellowing in clarion tones from the house-tops about the specific provisions of their license-agreements as signed by them and by the corporations making up the Radio Trust, with the Radio Corporation of America acting as official licensor for them all.

EISLER'S MAY REPORT
The Eisler Electric Corporation reported, June 9th, a net profit for May of \$123,640, after all charges, compared with \$109,870 in April.
Business in June has been at the highest rate in the company's history, it was announced.

The Engineer's Viewpoint on New Models

By Dr. Fulton Cutting, President, Colonial Radio Corp.

The engineer's attitude in building a new model of Radio receiver involves a dual consideration.

First, he must seek to be true to himself and to his industry. He can be only by endeavoring to bring his product to the highest point of development, in accordance with the newer principles, discovered through constant research and experiment.

The second consideration is equally important, and must of necessity follow the full attainment of the first. Only after the new principle of the product is fully perfected, does the engineer begin to think of it in terms of a commercial commodity. It is then that his work takes the form of refining the new product to be commercially-acceptable.

Advancement or Doom and Failure

It would be a comparatively simple matter if all the engineer had to do was to go to his dealer-organization and inquire what was wanted. In such a case he would be advised to follow a model which such retailer had found to be successful in their sales. This, while it sounds reasonably-logical on the face, would be disastrous in the long run. It would bring the industry to a standstill, in that the engineer's point of view would be focussed on the past instead of on the future.

When the magnetic-speaker was perfected people were highly satisfied, dealers' sales continued to increase,

and there was no particular demand for something better—since "something better" was a very difficult thing to conceive.

If the engineer stopped there and continued serving the dealer and consumer with what they were already entirely satisfied, the progress of the radio industry would have come to a close.

The Vogue of the Dynamic

The engineer, however, has his face turned to the future—Along came the Dynamic Speaker! Over-night the public, the dealer, the entire industry turned to it with enthusiastic acclaim, hailing it as the final step in the natural reproduction of the human voice and of all musical instruments.

Again the consumer is satisfied with his radio, and the dealer with his sales. Following this clue the engineer would be led to believe that his work is over.

But the engineer goes on! Even now more than ever is his face turned to the future, and what appears difficult to conceive, at this moment, may tomorrow prove to be another startling realization to the dealer and consumer. The engineer can never let well enough alone. He must go on and on—forever finding means to bend nature's laws towards greater service to humanity.

In each step of his accomplishments he merely stops for a moment—long enough to refine his progress into a commercially-acceptable form.

How I Would Select Sets to Sell, If I Were a Dealer

By Joseph Gerl, General Sales Manager, Colonial Radio Corp.

Every year the Radio dealer faces the same problem—What Radio receivers shall I carry for the coming season?—How shall I select sets that will bring customer-satisfaction, and to me profit and prestige? These are questions upon which the very existence of the retailer depends.

From my experience, over a long period of years, and from contact with radio-dealers from coast to coast, whose problems I have been called upon to work out very often, I have noticed that there are three dominating, fundamental factors to consider in deciding what lines of Radio receivers to carry, namely:

1. The product, itself;
2. The financial status of the manufacturer;
3. The merchandising vision of the management.

A Good Product Most Important

I have put the factors involved in the order of their true importance. A good product is by far the most important element, because it can always be sold by the dealer, regardless of the standing of the manufacturer, or of the wisdom of the management.

A good product, moreover, will always attract plenty of capital, and plenty of capital can always hire good management. Take away the product, however, and, no matter how strong the company is, failure is certain.

In judging the product itself, the dealer should consider the actual performance, the engineers who were responsible for its goodness, and the ability of the company to produce this product at the right price.

Good Product is 60 Per Cent

I would, therefore, state that a good product should be considered 60 per cent of the battle, and the retailer, in analyzing his new lines, should con-

sider the product before he does anything else.

Financial problems are not so important with a good product, in the long run; but, for the immediate purposes, it is important, from the dealer's point of view, that the manufacturer, who has the good product, be strong enough to carry through his production and marketing programs for the current season.

The financial strength of the company should always be checked, not through the media of rumors or snap-judgment, or by questioning salesmen, but rather through reliable commercial agencies, who know the strength of all manufacturers and who have full information.

Financial Rating, 25 Per Cent

It is my belief that the financial strength, of the company, should be given 25 per cent consideration, in choosing the sets to carry for the season.

Last, but not least, the retailer should consider the wisdom and progressiveness of the management, as well as the sales policies of the company. This, the dealer can easily verify, either through the reputation of the men in charge of activities of the company, or by checking upon their immediate policies.

The primary object of the dealer is to be successful in business—in other words, to make a profit on his investment.

Obviously, a good product and a strong manufacturer, without the proper merchandising plans, cannot completely-satisfy the dealer. The merchandising policy of the manufacturer should take into consideration every detail of the dealer's sales and service problems. Only then can the complete trio of factors total success, at a ratio of 100 per cent.

BEHOLD THAT COLONIAL "D. C." JOB, IF YOU'RE AFTER ONE

Seldom do we hear such encomiums of praise as now and on every hand, in compliment of that new "D. C." job of the Colonial Radio Corporation, the long-established set-manufacturing-concern with production plant in Long Island City, New York, which is headed, as executive-in-chief, by Doctor Fulton Cutting, and, as general manager-over-all, by Fred Carson.

Not that the "A. C." lines of Colonial suffer any by comparison with their companion "D. C." receiver. But we have heard that Colonial deluxe "D. C." perform in the store of the Electric Service Engineering Corporation, at 105 West 47th Street, New York City. That's a "D. C." neighborhood and if there is a more difficult spot in Greater New York, for Radio reception, we haven't found it yet and we have branch offices of the RADIO RETAILER & JOBBER at the very next door and just over the wall from that store of the Electric Service Engineering Corporation.

Believe us, the reproduction of that Colonial "D. C." job, in that 47th Street store, surpassed in excellence and in marked degree four other and greater-advertised receivers in a competitive test.

Of course, the big broadcaster atop Loew's theatre is just around the corner, in Broadway, and it blows against our extra long Golden-Lentz panel in the 47th Street offices of this publication like a blizzard at its height on a mid-winter's night.

Those Fords and Rolls-Royces

Well, some of us make the Fords

and the nickel cigars but Messrs. Fulton Cutting and Carson seem to have a production slant akin to Rolls Royces and Corona Coronas—but the price-range on the Colonial line need cause no one's pocket-book to shrink up with fright.

For sheer elegance in cabinetry, for exquisite and precise design of set, circuit and parts, for positive operation and economic appropriation of space, for improved installation and perfect synchronization of the new and notably-improved Fulton Cutting dynamic-speaker—the sole and exclusive conception and creation of Doctor Fulton Cutting, himself—for all of these cardinal virtues and many more, which we have not the room to list herein, we commend the elegant, the gorgeous but not gaudy and the highly-efficient and superbly-fashioned line of Colonial receivers—if you but see them you'll be sold on them, because of their exquisite beauty—every touch of color and blend thereof attaining to the acme of good taste and artistic restraint.

The RADIO RETAILER & JOBBER's staff hears frequently, in its rambles about New York City and New Jersey, some very extravagantly-worded endorsements of that Colonial "D.C." set, from competing manufacturers who also specialize in the production of "D.C." jobs, themselves. Several of them—two of them heads of larger set-making concerns of the country, have whispered, right in the "listener" of the RADIO RETAILER & JOBBER, that the Colonial "D.C." set is the best

ROSEN vs. IZENSTARK

Gossip has it that, at the Radio Convention and Trade Show, in Chicago, early in June, Raymond Rosen, of Raymond Rosen & Company, the Radio distributors of Philadelphia, was broadcasting, most recklessly and with much *sang froid*, his reputation and skill as a golfer, without a rival in the Radio trade.

Report has it further that Charlie Izenstark, chairman of the board of the Wextark Radio Stores, Inc., chief on the American continent of the Baird Television Corporation, and one of the Radio industry's most conspicuous turn-over specialists in the realm of surplus Radio merchandise—that Charlie Izenstark modestly accepted the rather arrogant and condescending challenges of the said Raymond Rosen, to take to the "greens" and play golf as an inevitable "runner-up" to Raymond the unbeatable.

Raymond Rosen Chagrined

Eighteen holes were played by the Radio traders, in a special match and before a large "gallery." Those de-

creation of its kind now on the market. How we are all beginning to like and understand each other!

siring to know the final score can write, phone or wire, "collect," to Raymond Rosen, at Philadelphia, and find out. It is further rumored that the said Rosen was so chagrined that he did not even return to the club house, and that golf is a subject taboo with him now.

A TELEVISION INQUIRY

Word has been cabled from London, to New York, that a report is in circulation, on the other side, to the effect that the Federal Radio Commission of the United States, at Washington, has granted three short wave-lengths to the Columbia Broadcasting Company of Newark, New Jersey and New York City, for the broadcasting by television from New York to London, Berlin and Paris. Our London brethren communicated with the RADIO RETAILER & JOBBER to verify this report.

Answer: The Federal Radio Commission has made definite announcements of its allotments of late—including 15 short wave-lengths to the Radio Corporation of America, and, as that Commission has not mentioned anything about trans-Atlantic television-concessions, it is a foregone conclusion that such were not granted.

A Trade Survey Among the Manufacturers

The Set Offerings, Plans and Personnel of Audiola Co.

The Audiola Radio Company, with production plant at 430 South Green Street, Chicago, have been quality set builders since they first ventured in 1921. In those early days the Audiola organization built a crystal set, which was universally recognized as a thorough quality product. Each year they have built equally-high-grade Radio sets and they offer in their present models their supreme achievements to date.

The Audiola Company know Radio sets thoroughly, not only because of their long experience in the mass production of receivers, but because, at different times, they have built most of the various and important parts and elements that go into the making of radio receivers; such as variable condensers, "R. F." transformers, sockets, drives and numerous mechanical details.

In fact, the thorough mechanical construction has always been an outstanding feature of exact Audiola set building.

At present the Audiola Company manufacture a very high percentage of Radio set parts, for installation in their own receivers, and they have their own tool and die, plating and spraying departments, etc., for such synchronized production.

The Special Parts Selections

Those Radio parts that they do not manufacture, for installation in the Audiola sets, are of recognized quality, and include such as bear the names of Thordarson, Potter, Frost, Carter, Eby, Kurz-Kasch, Micamold, etc. For example, the Audiola Company have been using Thordarson transformers continually since 1923.

The personnel of the Audiola Radio Company includes Mortimer Frankel, the president of it, who founded that concern. Mr. Frankel entered radio

through the electrical-measuring-field, and was associated with the Roller-Smith Company, the electrical instrument builders, for more than twenty years. He is a member of the I. R. E., A. I. E. E., and S. A. E.

F. J. Marco, B.S., E.E., the chief engineer of the Audiola Company, who is a recognized radio authority, has been designing Audiola sets for the past several years and was responsible for the Bremer-Tulley Counter-phase, a famous set in its day. He has made a thorough study of "A. C." shield-grid-tube application, as exemplified in the present Audiola models.

Others of the Personnel

E. J. Glennon, superintendent of production plant and mechanical engineer, has been associated with the Audiola Company since its second year of existence. He was formerly assistant superintendent of plant for the Jefferson Electric Manufacturing Company, and enjoys a thorough knowledge of the mechanical construction of radio receivers.

H. E. Anderson is secretary of the Audiola Company and has served in that capacity since the inception of the Audiola concern in 1921. He now takes charge of all purchasing activities.

The Audiola Radio Company has now reached that stage in its business career where it has "arrived" and its future looks very brilliant indeed.

Madsen & Saftler Sales Agents

John S. Madsen and Percy Saftler, of the Madsen & Saftler Company, with headquarters at 136 Liberty Street, New York City, are the manufacturers' sales representatives in that metropolitan district of New York City for the Audiola Company—and in such new connection those two sales accelerators have already begun to make good, as well they should.

New Jensen Speaker Plant, Doubling Capacity, Nearly Done

CHICAGO, Ill., July 1st.—Work on the new unit for the Jensen Radio Manufacturing Co.'s plant, for which ground was broken the middle of last June, is progressing at a rapid rate, and, according to Peter L. Jensen, president of the company which bears his name, installation of machinery and equipment will start during the present week.

This new unit doubles the manufacturing capacity of the Chicago plant of the company. The first unit, into which the company moved, this spring, was considered, by Jensen officials, to be of sufficient size to provide ample manufacturing-space for the 1929 and 1930 season. But the introduction of a new Jensen-Concert-Dynamic resulted in a volume of business being placed with the company which made it imperative immediately to expand the manufacturing capacity.

16 Set Makers Sign With Jensen

According to Thomas A. White, general sales manager of the Jensen Company, contracts have been signed with sixteen of the leading radio-set-manu-

facturers to supply them with their electro-dynamic speaker requirements for the coming season. Among these are numbered several of the largest set producers in the country. The company, according to Mr. White, is also obtaining a large volume of business from the automatic phonograph manufacturers and builders of apparatus for talking-movie pictures.

Practically all departments in the Jensen plant are operating on a twenty-four-hour basis, to cope with shipping schedules called for on manufacturers' contracts and to keep pace with orders being received from the distributing trade.

New Branch In Yorktown

Mr. White also announced today the opening of a new office in New York City to serve the metropolitan area. This office is located at 126 Liberty Street, right in the heart of the retail Radio section, in the downtown sector of that metropolis, and is in charge of James A. ("Sunny Jim") Kennedy, eastern sales manager. The telephone number there is Hitchcock 1392.

Go to Todd for Transformers, Housing-Cans, Covers, Etc.

Right in the heart of lower New York City, at 164 Washington Street, The Todd Electric Co., Inc., has its new home. For years, the company, formerly the fountain-headquarters of the famous "TODD 'B' STORAGE BATTERY," has built up an ever-growing business in the manufacture of power-transformers, for radio and industrial purposes—now it occupies a plant of impressive proportions and boasting a modern equipment, for its specialized production, second to none. The factory-equipment has been steadily added to, as increased demand forced such further provision, until it now comprises a formidable array of automatic-winding-machines, assembly-departments and testing-laboratories, so organized that anything in transformers, whether for radio, industrial or experimental uses, either one or a thousand, can be produced with the utmost rapidity and efficiency.

Specific Contracts a Specialty

Sample transformers, to special specifications, are turned out in a matter of hours; so that the manufacturer, who is working on new equipment for radio powerization, electric signs, the voice-synchronized-movies, etc., to whom time is of utmost importance, is especially benefited.

Special designs of laminations and assembling processes have been developed in the Todd Laboratories. That results in remarkable savings of time and consequent cost-reductions.

The Cycle Invariable

An almost-invariable cycle, in any and every transaction, has been the experience and routine of the Todd Electric Co., Inc. There is the usual initial inquiry, which may or may not include special specifications.

This is followed by an order for a sample; then a trial-order, for the small quantity, and finally the production order.

That has governed the layout of the plant. Inquiries are promptly and efficiently handled by the Engineering Department. Sample orders are routed on Special Universal Machines, so that a great number of different

CABLE CORP.'S CLEAN-UP

Unfilled orders, amounting to more than \$2,000,000, are on the books of the Cable Radio Tube Corporation, President J. J. Steinharter announced on Saturday, June 15th.

Within a week its daily production of 8,000 tubes was increased to 10,000, and by Sept. 1st, the Cable Corporation's plant in Brooklyn will be turning out 25,000 tubes a day, Mr. Steinharter further averred.

The production plant of the Cable Radio Tube Corporation, which is of impressive size, and most modernly-equipped, is located at 84-90 North Ninth Street, in that greater city of Brooklyn, New York, which is now much larger, in area and in population, than New York City itself.

types of transformers or choke-coils can be handled simultaneously.

Next the Small Trial Order

The small trial-order is routed through a special department, equipped with a great variety of winding-forms, so that there is no delay.

Finally, the production-order, which is prepared in anticipation, after the trial-order, thus eliminating delay usually due to correspondence, is put through the main winding-department.

That complete cycle of operations has been so consistently the case that everything is systematized and costs are reduced to the point that eliminates competition.

Every item manufactured by The Todd Electric Co., Inc., is guaranteed to be as represented.

The factory includes a department for the manufacture and finish of special housing-cans and covers; so that any requirements, in the production of those lines, may be met.

4 SWYRES RUN 4 STORES

There are four Brothers Swyre in Brooklyn, New York; they own and operate four retail Radio stores—one to a brother; so they have the solitary pair of broadcasting Smith Brothers, of cough drop fame, backed out of the picture. The brothers four are Christian-named Leo, Arthur, Willie and Thomas.

Each of the Brothers Swyre manages one store. Leo is major domo in the store of Swyre Brothers at 1533 Flatbush Avenue; Arthur is first in command at 4803 Fifth Avenue; Willie holds forth as chief executive of that Radio retailing link at 5611 Fifth Avenue, and Thomas does the overseer trick in the fourth and, according to this listing, the last of the retail Radio stores of Swyre Brothers.

The Brothers Swyre feature Majestic, Radiola and Atwater Kent receivers, but rumor has it that before this glossary of appreciation reaches the reader, via cold type, that the Brothers Four will be booming and boosting sales on the Earl receivers, which were 70,000 oversold before the Chicago Trade Show opened its doors on June second.

Tung-Sol Increases Stock

The Tung-Sol Lamp Works, Inc., the lamp and now also the Radio tube manufacturer, through a subsidiary known as The Tungsol Radio Tube Company, Inc., with production plants for both concerns located in Newark, New Jersey—the Tung-Sol Lamp Works, Inc., increased its capital stock from 300,000 to 370,000 shares, at no par value, through the office of the Secretary of State at Dover, Delaware, Saturday, June the 15th.

Big Verdict Against Grimes Co.

A judgment against the Grimes Radio Engineering Co., Inc., for \$4,830.22, was obtained by the Lind Radio Manufacturing Corporation, in a court of New York County, N. Y., Wednesday, June 19th.

A Trade Survey Among the Manufacturers

Colonial Expands Production Schedule to Cope With Demand

The delegation, representing the Colonial Radio Corporation, returned, early in June, from the R.M.A. Convention and Style Show in Chicago to their Long Island City factory; there to formulate plans for a production-schedule of Colonial Radio receivers, far greater than they had anticipated would be necessary theretofore. Fred. G. Carson, vice-president and general manager of the Colonial Corporation, who attended the Chicago Trade Show with Dr. Fulton Cutting, president of that concern; both accompanied by Joseph Gerl, general sales manager, as well as by representatives of the sales, engineering and manufacturing departments.—Fred. G. Carson reports that the recently-augmented facilities at the Colonial plant are now in full operation and that the manufacturing program will be sweepingly-expanded, to take care of the unparalleled demands.

Practically every person interested in the sale of sets made it a point to view the new Colonial Radio receivers, at the R.M.A. Show in Chicago. The line consists of three distinctive consoles in each of which the Colonial Chassis, as standardized, is installed. The fact that here indeed was something new in radio—a really different receiver—constituted the major topic of conversations, both private and public, at the Chicago show.

Far From the Beaten Path

The new Colonial line represents quite a departure from the conventional type and design of receivers, and its features—coupled with the fact that the trade always is interested in the latest word from the laboratories of Dr. Fulton Cutting, the Colonial Corporation's president—attracted an exceptional attendance at the Colonial

exhibit, and many new dealers were franchised.

Several characteristics of the new Colonial set assortment are worthy of particular mention. Four screen-grid-tubes are employed; the chassis is a single unit, combining both receiving and reproducing apparatus; and the Cutting-Dynamic-Speaker is mounted in such a way as to permit radiation of the sound. This results in additional realism of reception and also gives opportunity for exceptionally-attractive console-designs, since no speaker-grille is required in the front of the cabinet.

Unique Prestige Rapidly Won

The Colonial line promises to hold a unique position in the field of radio. Within a comparatively short time it has acquired a place among the leaders of the industry, and now enjoys a coast-to-coast reputation. Jobbers and dealers are attracted by its merit, its profit possibilities and by the policies of cooperation, selling-helps, advertising and distribution, adhered to so consistently by the Colonial concern. Immediate public approval has followed the introduction of all previous Colonial models, and, when this particularly-interesting line is generally introduced, the result promises to be little short of sensational.

Following the Chicago show, dealers' demonstrations, of Colonial set operation, were held in Philadelphia, Pittsburgh, Cleveland, Detroit, Boston, and other distributing centers. A pre-convention showing in New York brought unusual endorsements by the trade and new outlets were arranged for, bringing the total of Colonial dealers in the New York metropolitan area to well over 600.

BIRD A CHAMPION JOBBER

The A. O. Bird Company, of Jamaica, Long Island, New York, has been appointed distributor for the Champion line of de luxe and strong-selling Radio tubes, in its section of Long Island, by the veteran creator of those audions, the Champion Radio Works, Inc., with a production plant gigantic in Lynn, Massachusetts, and with an auxiliary factory in Danvers, that state.

C. A. Rice is the general sales manager of the Champion tube line. In the past he served the De Forest Radio Company, of Jersey City, New Jersey, in the same capacity.

Marsh Brothers at Helm

The Marsh Brothers, both veteran lamp-manufacturing-licensees, under the patents of the General Electric Company, and now licensed to manufacture tubes under the patents, held in a pool for licensing purposes, by the Radio Corporation of America—the Brothers Marsh are the two executive heads and principal owners of the Champion Radio Works, Inc., a concern enjoying a rating of more than a million dollars.

TRUST OWNS 3,358 PATENTS

The RADIO RETAILER & JOBBER is asked frequently how many Radio patents the Radio Trust owns, or pretends to own anyway. Answer: The Radio Trust claims and holds 3,358 Radio patents to date, as granted to it by the United States Patent Office, though not all of them are considered to be vital issues, even by the Trust itself.

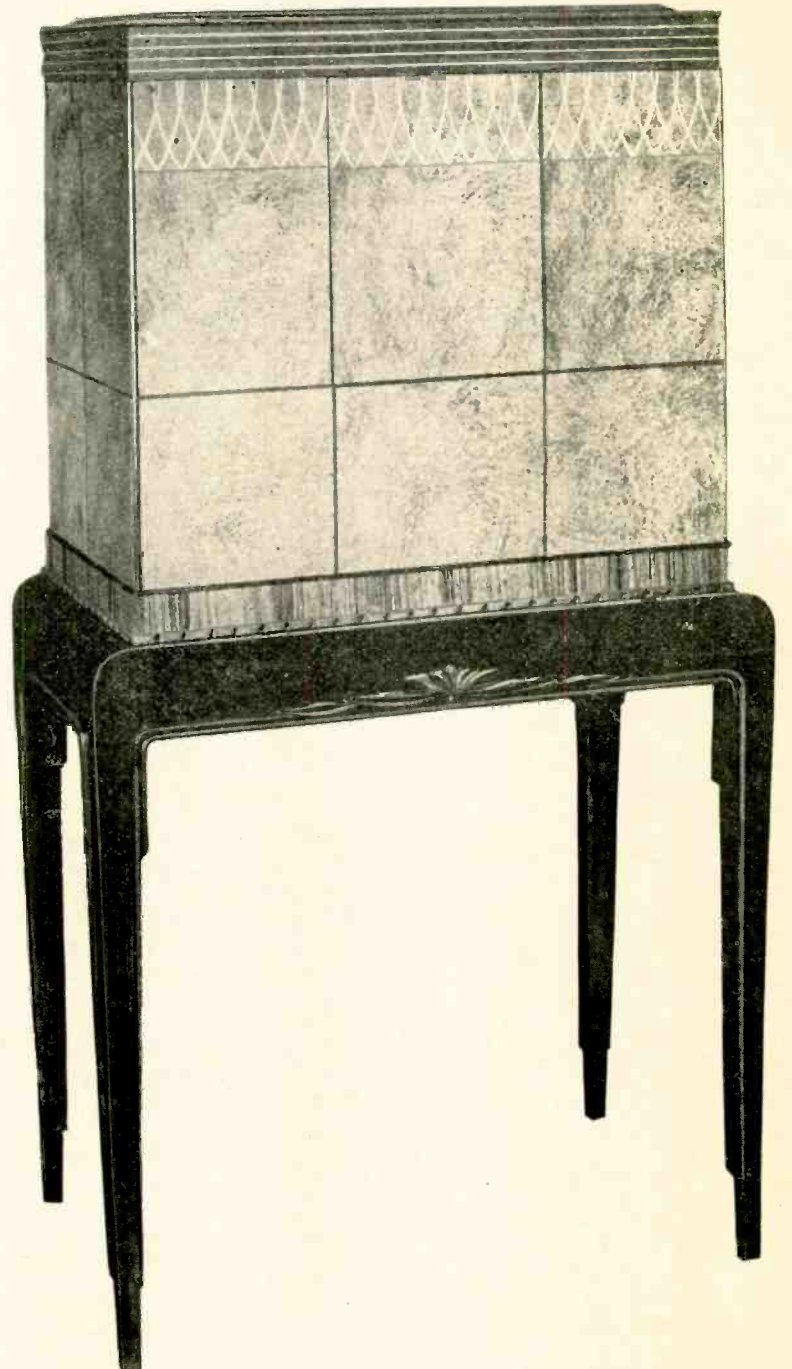
The 3,358 Radio patents are held in the aggregate by all of the eight corporations making up the Radio Trust, and all such patents, whether owned by one or another of those eight concerns, are cross-licensed among them all.

Another Tube Maker Ventures

A Mr. Wemyss, heretofore a manufacturer of furniture in Evansville, Indiana, is scrapping his furniture factory and transforming the same into a production plant for the manufacture of Radio tubes.

Evansville is not far from Owensboro, Kentucky, about 65 miles, where Mr. Wemyss has seen the Ken-rad Tube Corporation make tubes; and it looks so simple to Mr. Wemyss that he has resolved to go and do likewise.

The Moderne—The Last Word In Elegance and Efficiency



A Creation Elaborate of the Colonial Radio Corporation

Above is reproduced the Moderne, the Colonial Receiver identified as Model 32. In this radio set four-screen-grid tubes are installed and every tone is regulated, refined and rendered more faithful, realistic and lifelike by Cutting Sound Radiation.

Announcing Also—the Picadilly

A companion model to the Moderne is the Picadilly, the Colonial Model 32 "A. C." Receiver. Radiation of sound in this type is regulated through the back and bottom of the cabinet. No speaker-grill is necessary, because of the new process of radiation and other improvements involved. (This is the Colonial "A. C." set that is causing such widespread and enthusiastic discussion.)

A central sliding-panel opens to reveal dial and controls. Four screen-grid tubes are utilized in the Picadilly, as in the above-illustrated Moderne model.

The third and completing type of receiver of the Colonial line is the Cavalier.

All of these magnificent creations, in scientific radio construction and exquisite craftsmanship in fine woods, are produced by the Colonial Radio Corporation of Long Island City, New York, of which Doctor Fulton Cutting is executive head and sole proprietor.

Latest Methods in Eliminating Variation in Radio Tubes

Most Scientific Machinery Employed in New Duovac Production

The variation in Radio tubes, wherein one audion will last for months and the other for days, and wherein one will stand full-plate-voltage, while another of the same make and type becomes "ionized" at equal voltage, should be eliminated by the methods of construction and the mechanical contrivances used in the new factory which the Duovac Radio Tube Corporation has established at 360 Furman Street in Brooklyn, N. Y.

Practically all of the tube production in this factory is done by automatic machinery, thus eliminating the inaccuracies that necessarily crop up when hand-labor is employed. When a man buys a custom-built motor car, he does so to get "individuality." "Individuality" is a curse in a tube. Absolute uniformity is essential, and it takes Duovac machinery to get it.

First the Filament Analysis

Starting in the "heart" of the tube and working outward, let us first consider the filament. In the 245 type of tube, and in many other kinds, an oxide-coated-filament is used. As the filament-wire comes off the spool, it will be found to be coated with a thin, powdery, layer of metallic "dust". In most factories, the wire is pulled off the spool—by hand; measured—by hand; cut—by hand; and the ends scraped to afford good contact—also by hand.

Such is not the case at the Duovac factory. There, all the aforementioned operations are performed at once, by a single machine. This ingenious piece of apparatus is known as a nucrometer, and there is only one other like it in the world.

The fact that it operates more rapidly than hand-work, is unimportant.

Mr. Nate Goldman, president of the Duovac Radio Tube Corporation, did not give his first thought to speed in production, when he installed this device. But the nucrometer is more accurate; it cuts every filament exactly like the last; unwinding the filament ribbon from the reel; measuring it and scraping the ends at the same time. This avoids handling, which removes a large portion of the filament coating; that is the order of business in other factories where this extreme care is not taken.

How the Grids Are Welded

The same idea holds true throughout the other steps of Duovac tube manufacture. The grids are welded while on the winding machine, thus avoiding the chance of the space between turns shifting or the turns themselves loosening, were they taken off to be welded, as is done in certain other plants.

Special attachments have been installed on the machine which make

the glass-supports for the tops of the elements, thus ensuring positive alignment of the supporting wires. Assembling of the elements is mechanically-accurate, and automatic timing is employed on the machine which evacuates and flashes the tubes. It is interesting to note that temperatures as high as 400 degrees above zero, and as low as 140 degrees below zero, centigrade, are employed in this process.

As an added refinement, Duovac tubes are mechanically-cemented into the bases. Again, this device, which accomplishes this departure, is practically the only machine of its kind in existence. It is a little known fact that the cement used in tube-bases, while an insulator at low voltage, allows some leakage at the comparatively high voltages used on present-day power-tubes. The use of this mechanical-cementing machine prevents the cement from coming into contact with the wires, leading from the prongs to the elements, and avoids the danger of the tube loosening in the base, as well.

The Rigid Inspection of Parts

All parts not actually made in the Duovac plant, such as glass and tube-bases, are subject to rigid inspection. A queer phenomenon was noticed in one batch of tube-bases that afforded a minute leakage. This leakage was so small that it would not have affected the operation of the tubes, and was noticeable only on the most sensitive galvanometers, but, needless to say, the bases were rejected by the Duovac staff.

It is this adherence to standards of mechanical exactitude and the careful inspection given the tube parts, prior to assembling and to the finished product, that makes the Duovac the precision radio tube. In fact every Duovac tube that leaves the factory must pass the most stringent test ever conceived by tube makers and engineers.

That noted radio authority, Dr. Alexander Senauke, has been retained as consulting engineer for the Duovac Radio Tube Corporation. Dr. Senauke occupies the Chair of Radio Communication and is Professor of Electrical Engineering at New York University. He is also Technical Advisor in charge of the "Popular Science Monthly Institute."

The new production plant gigantic, and so modernly-equipped, of the Duovac Radio Tube Corporation, is located at 360 Furman Street, Brooklyn, New York.

Robert Robins, who bears a striking resemblance to the late William Jennings Bryan, when the latter was "Bob's" age, is the general sales manager of the Duovac Radio Tube Corporation.

EISLER ISSUES "CATALOG P," ILLUSTRATING VACUUM-PUMPS

"Catalog P," of "Eisler High-Vacuum Pumps," listing, illustrating and pricing "vacuum-pumps of merit," speaks most eloquently for itself, on its very first appearance.

"Catalog P" is not only a brochure elaborate, for it is a comprehensive text-book and market-gauge on and of vacuum-pumps of merit, which points out where to buy them, and what such "high-vacuum" pumps cost.

Superfluous to say that "Catalog P" is the creation, and bears the impress, of the Eisler Engineering Company, Inc., the consulting and manufacturing engineers and the creators, inventors, and designers of special machinery for the manufacture of Neon Tubes, Radio Tubes, Incandescent Lamps, Oil-Burners and High Vacuum Pumps—all produced in laboratories and production-plants-gigantic and in series, at 740-772 South Thirteenth Street, near Avon Avenue, Newark, New Jersey.

Eisler First in the Field

Charles Eisler, first in his highly-specialized field, and the leader of it, is the president of the Eisler Engineering Company, Inc. His clientele spans over the seven-seas and consultations abroad and in person are a part of his yearly routine.

The Eisler Engineering Company, Inc., is the creator and the manufac-

turer of the largest variety of light vacuum pumps, compared with all such other producers in the United States.

Eisler Oil-Sealed High-Vacuum Pumps, of single stage and compound two-stage types, are used for the manufacture of Radio Tubes, Television Tubes, Power Tubes, X-Ray Tubes, Spectrum Tubes, Neon Tubes; for Installation in Technical Laboratories; for Physical Research. Vacuum Distillation, Vacuum Impregnation, Vacuum Ovens, Vacuum Flasks; for Ampules, for Hospitals; for the making of Incandescent Lamps; for the analytical Distillation of Petroleum Shales; and for many other high-vacuum purposes.

Ask for Catalog P

But apply for "Catalog P" at Eisler headquarters. You'll get a handsome booklet, with a cover of very light green, relieved by letters and border-work of red. The volume is just shot through with numerous illustrations which do illustrate. Intricate engineering problems are handled in simplified English, so that the uninitiated may follow and understand. A pump for every purpose, described in a manner so that its operations can be clearly understood—that's what is set forth in "Catalog P," of the Eisler Engineering Co., Inc., at the address already stated.

An Ingenious Advertising Stunt to Boost Earl Set Sales

A novel advertising scheme, sprung by the Earl Set-Manufacturing-Division, of the Charles Freshman Company, Inc., consists in going to a prominent Radio dealer, in any worth-while section, and to arrange with him, and with a prominent theatre in his neighborhood, to sponsor the giving away of an Earl Radio set from the stage of the theatre, on a night to be announced. Of course, the lucky number is drawn from the hat, or from some other receptacle, by the lucky patron in the theatre, who must be sitting in the audience at the time of presentation. The Earl set is presented to the dealer and to the theatre, but the presentation is always made through the "courtesy and generosity" of the dealer. The dealer does pay for the "trailer" or played-up notice of the contest, on the "special-announcement-film."

Slip-Signing Process Explained

Each patron entering the theatre, where the Earl set is to be donated, is requested to sign a slip and the one with a lucky number, when the announcement is made, ten days later, is presented with the Earl set. A large sign is posted in the lobby of the theatre alongside the Earl set, as displayed. The sign sets forth the conditions of the contest.

The lucky drawer has to be present in person on presentation night. That's where the theatre wins out, in increased admissions, that night, for the patrons who sign their slips, during the week or so preceding the presentation, usually show up the night the set is to be given away, so that they will have their chance to possess it.

Presenting the Latest Song "Hit"

Then 2500 copies of that catchy song, "The Smile You Miss," are passed out

gratis by the Charles Freshman Company, Inc., in the theatres where such copies are desired.

"The Smile You Miss" was composed, especially for the Earl Orchestrians, by Raymond Hubbel, the creator of the music in that augmented and brilliantly-executed stage success, "Three Cheers." When that song was first printed, and played over the air, it made a "hit" so pronounced that several Radio dealers called up and acquainted the Freshman Company with the fact that they would like to have copies of "The Smile You Miss."

Hazeltine Bests Atwater Kent

The decision of the Federal Court in Brooklyn, N. Y., upholding the Hazeltine Corporation's patents for eliminating certain generative effects in radio reception, was affirmed Monday, July 1st, by the Circuit Court of Appeals by a vote of 2 to 1. The Hazeltine organization sued E. A. Wildermuth, Kent wholesaler, alleging that A-K sets infringed on the corporation's patents, applied for in 1920, and issued a year later. An accounting and a permanent injunction were asked for.

Wildermuth was named defendant only as a matter of legal convenience, the issues involved relating to all Kent models said to use apparatus, which, it is claimed, infringes upon neutralizing circuits patented by Hazeltine. It was stated that an appeal would be taken to the United States Supreme Court.

The new Kent screen-grid set is not involved or affected in this suit, a Hazeltine representative said Tuesday. It is stated that no system of neutralization is required when a screen-grid tube is employed.

Is Victoreen Products Co. To Be a "Super-Het." Licensee?

(Continued from page 14)

super-heterodyne patents, which it procured years ago from Edward H. Armstrong, the alleged inventor thereof, and before the latter sold such patents to the Westinghouse Electric and Manufacturing Company, which in turn seems to have turned them over to the Radio Corporation

of America for at least a limited-licensing-campaign, with a few chosen licensees such as the Victoreen Products Company of Cleveland, Ohio, scheduled to be admitted to the arena of super-heterodyne-set-manufacturing, as competitors of the Radio Corporation of America.

SPEED



1929's OUTSTANDING RADIO TUBE

SPEED with the SPEED Tube Line. It's right—right in quality, right in price. Each sale induces repeat business. ☪ SPEED Tubes incorporate new developments—

months ahead of competition. The fastest operating 227 A.C. detector. Newest developments in 224 A. C. shielded grid tube.



A Smashing advertising campaign of full pages in Saturday Evening Post, leading magazines and newspapers throughout the country will Speed SPEED sales. ☪ Get all details at once. It's a great proposition and now's the time for the ringside seats!

CABLE RADIO TUBE CORP.
84-90 NORTH 9th STREET :: :: BROOKLYN, N. Y.

ANNOUNCING RCA SCREEN-GRID RADIOLAS

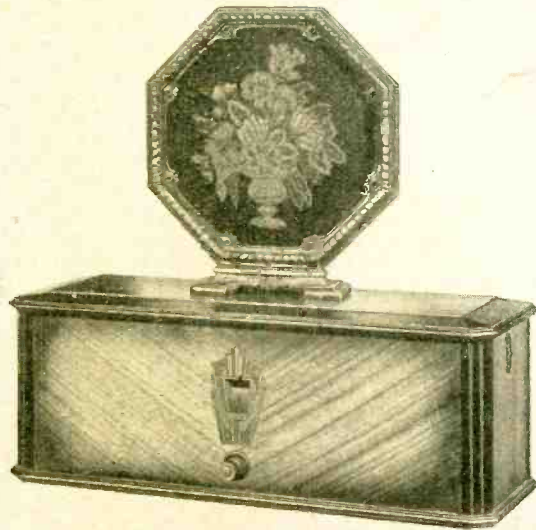
*designed by the RCA engineers
who developed for the industry*

RCA

SCREEN-GRID RADIOTRONS

RCA

SCREEN-GRID CIRCUIT



RCA RADIOLA 44—
Radio receiver utilizing
"Screen-Grid" Radio-
trons—high amplification
and great selectivity. Al-
ternating current opera-
tion from house circuit.
Table cabinet of walnut
vener.
\$110. (less Radiotrons)
RCA
LOUDSPEAKER 103
\$30



RCA RADIOLA 46—
Console cabinet model of
Radiola 44, with RCA
Electro-Dynamic Speaker.
\$179. (less Radiotrons)



*This sign marks the leading dealer in every
community.*

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

ANOTHER ACHIEVEMENT OF THE RCA RESEARCH LABORATORIES

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON