

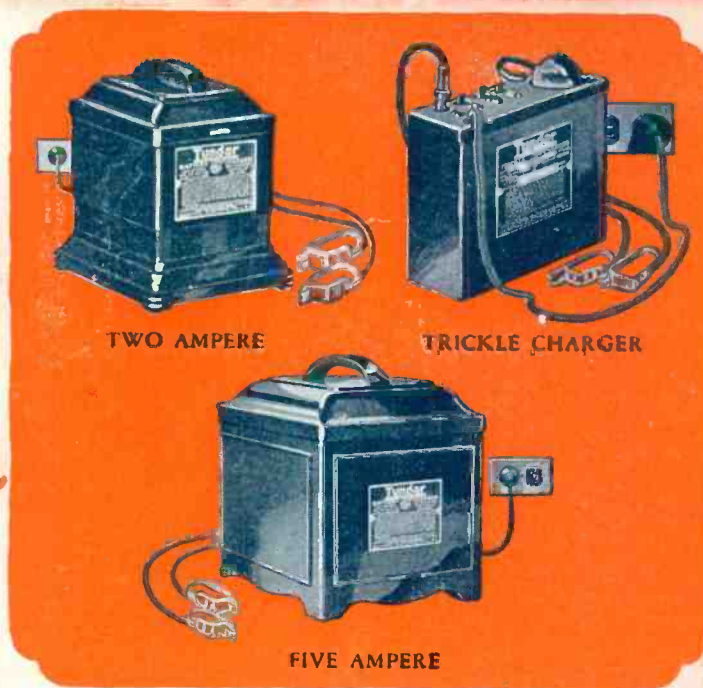
Gentlemen of the Radio Industry — WAKE UP! (See Page 54)

A McGraw-Hill
Publication

November
1926

Radio Retailing

The Business Magazine of the Radio Industry



popular

profitable

Two words explain why the best dealers stock G-E Tungar — the original bulb charger. And now the Tungar line is complete, including the 5 ampere and the 2 ampere sizes, and a new Tungar Trickle Charger.

The demand for battery chargers will be bigger than ever this year. For quick, profitable turnover, order from your Tungar distributor while the demand is greatest.

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

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

GENERAL ELECTRIC

PERMANENCE

The Wise Man Builds on Rock—

Build for Profit on a Kellogg Franchise

THE KELLOGG franchise gives you the right to sell a line of *unusually good* radio receivers this year—from which you will reap the profitable low-cost sales, in the seasons to come, that mean growth and profit.

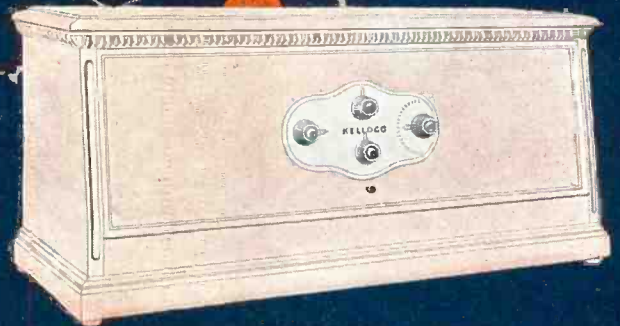
These sets, which are the result of 29 years engineering experience, include advances in design that are fully a year ahead, assure consumer satisfaction, and make "sold" prospects of all who hear them.

Kellogg is a strong, *permanent*, six million dollar institution, now making both telephones and radio receivers. It will keep *right on* supplying you with consistently good radio sets for this ever increasing circle of friends.

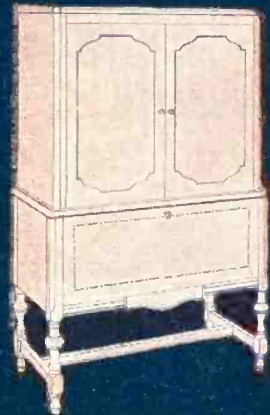
If you have not yet written in for full descriptive matter on Models 507 and 508, do so **NOW**, as in both reproduction and appearance, these receivers are *exceptionally* well suited to the 1926-1927 demand.

Kellogg Switchboard & Supply Co.
Dept. 12-K 1066 West Adams St., Chicago, Ill.

Kellogg receivers are licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R. F. L.)



Model 507, 6 tube receiver, Kellogg's development of the sensational new RFL circuit. The acme of Selectivity and Musical Reproduction.



Model 508, the 6 tube Kellogg RFL in a beautiful walnut console, equipped with the Kellogg new, long air column speaker.

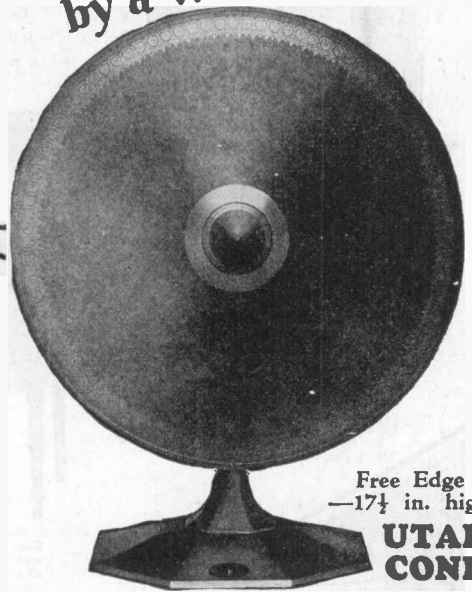
KELLOGG Radio

FLAWLESS REPRODUCTION

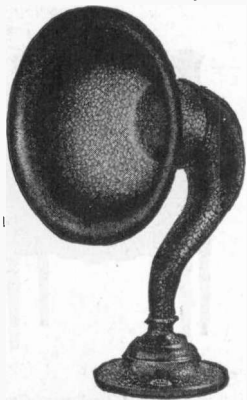


In a Cottage Small
by a Waterfall

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



Free Edge
—17½ in. high
**UTAH
CONE**
\$16.00



Utah Standard

14 in. bell

\$22.50

The Speaker with the
Golden Throat

Utah Junior

11 in. bell

\$12.50

Wherever there's a
RADIO—there's
ROOM for a



Trade Mark Registered

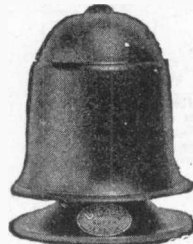


UTAH BOOK

Exceedingly decorative
Finest reproduction.
Size 17½ in. x 13½ in.

\$19.00

The only complete
line of
Speakers on the
market



Utah Superflex

\$10.00

Reg. U. S. Pat. Off.

UTAH RADIO PRODUCTS CO.

1421 S. Michigan Ave., CHICAGO

We are manufacturers, not assemblers

Sell Stromberg-Carlson Receivers

- Stromberg-Carlson Equipped

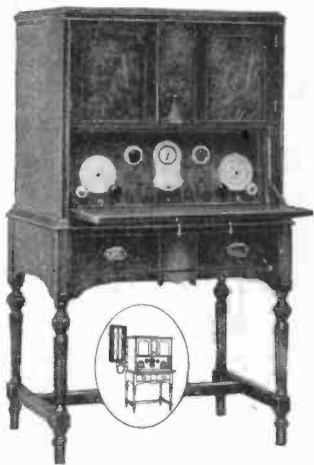
The same engineers who produced the famous 6-tube "totally-shielded" receivers; the "Universal" models and the 5-tube "coil-shielded" receivers now present an equally efficient line of essential accessories.

Spurred by the need of accessories which would obtain from Stromberg-Carlson's the splendid reception that they are capable of yielding, these engineers were forced to develop certain units specifically for Stromberg-Carlson Receivers and for these Receivers alone.

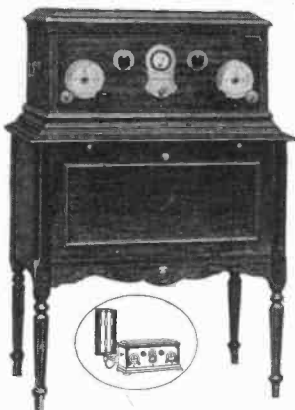
And because there was no necessity to compromise in the design of these accessories by building them to fit all kinds of sets, it was possible to give them full efficiency for Stromberg-Carlson Receivers.

STROMBERG-CARLSON
TELEPHONE MFG. CO.

ROCHESTER, N. Y.



No. 602 Universal Receiver, Art Console. 6-tube; totally shielded; dual control; equipped with voltmeter; space for all socket power units or batteries. American Walnut. Price, without accessories or Loop, but including external Cone Speaker. East of Rockies \$365; Rockies and West \$400; Canada \$475.
No. 101 Loop Outfit \$22.50; Rockies and West \$25.00; Canada \$31.50.



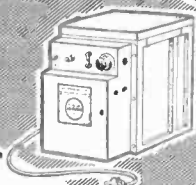
No. 601 Universal Receiver, Treasure Chest. 6-tube, totally shielded; equipped with voltmeter; solid Mahogany. Operates off either house current or batteries. Price, without accessories or Loop, East of Rockies \$225; Rockies and West \$240; Canada \$295.
No. 101 Loop Outfit \$22.50; Rockies and West \$25.00; Canada \$31.50.
No. 61 Radio Cabinet Table. For No. 601 Receiver. Price \$36.00; Rockies and West \$68.50; Canada \$48.50.



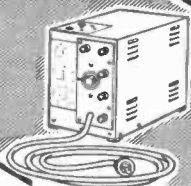
No. 501 Receiver, Art Console. 5-tube; coils shielded; equipped with voltmeter; operates off house current or batteries; space for socket power units or batteries; American Walnut. Price, less accessories but including external Cone Speaker, East of Rockies \$325; Rockies and West \$355; Canada \$380.



No. 501 Receiver, Treasure Chest. 5-tube; coils shielded; equipped with voltmeter; operates off either house current or batteries; solid Mahogany. Price, less accessories, East of Rockies \$180; Rockies and West \$192.50; Canada \$225.
No. 51 Radio Cabinet Table. For use with No. 501 Receiver. Mahogany finish. Price \$54.50; Rockies and West \$67; Canada \$43.50.



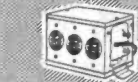
The "A" Socket-Power Unit (Gould Unipower, built to Stromberg-Carlson specifications). A reliable source of filament current, operating from house lighting mains. Price East of Rockies \$38; Rockies and West \$43; Canada \$51.



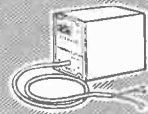
Stromberg-Carlson No. 401 "B" Socket-Power Unit. Eliminates "B" batteries by substituting silent power from house current. Designed to meet Underwriters' requirements. Requires one UX-213 rectron tube. Price East of Rockies \$58; Rockies and West \$64; Canada \$79.50.



No. 5-A Cone Speaker. Violin wood soundboard. Price East of Rockies \$35; Rockies and West \$40; Canada \$45. Licensed under Lektophone patents, 1271517 and 1271519. Others pending.



Stromberg-Carlson No. 301 Power Switching Relay. A bridging relay for giving single switch control when socket-power units or external super-power amplifier is used. Price \$11; Rockies and West \$12.75; Canada \$15.



Stromberg-Carlson No. 5 Audio Output Transformer. Improves reception and avoids possibility of damaging insulation of loud speaker when power tubes are used. Can be used with any cone speaker. Price East of Rockies \$6; Rockies and West \$6.55; Canada \$8.25.



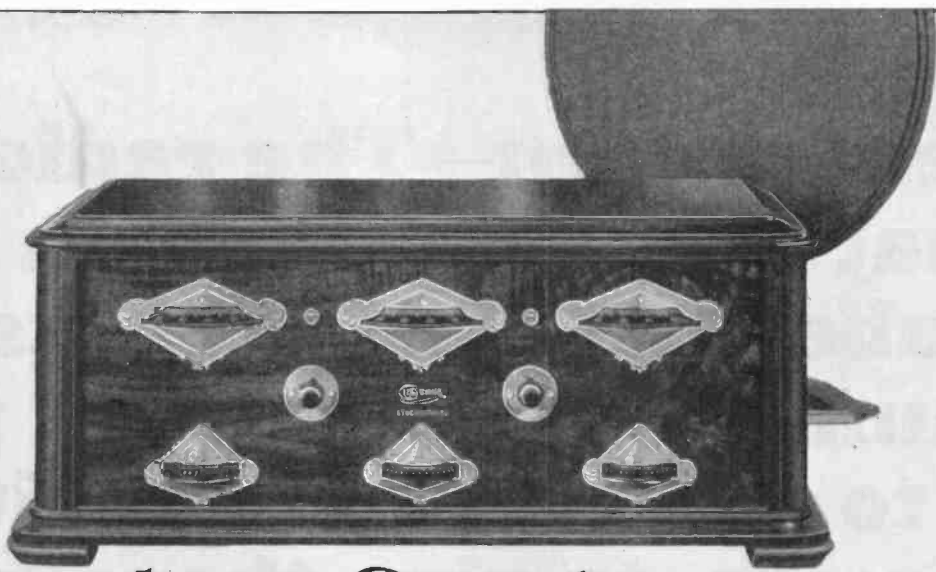
Stromberg-Carlson No. 10 Audio Filter. Eliminates transmitting of rattling noises from over-loaded tubes to cone speaker. Price East of Rockies \$5.50; Rockies and West \$3.65; Canada \$4.80.



Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than thirty years.

The Synchronphase is also supplied with battery base and in five beautiful console models.



Quality Goods

~ a guarantee of permanent profits

A PRIME factor in the success of your store is freedom from goods returned as unsatisfactory. The sum total of satisfied customers is the merchant's greatest asset. "Come-backs" eat up profits.

How much do you lose on sets that do not stand up under reasonable service; that do not perform as expected; that need continued servicing to keep them sold?

Why not build on the proven performance and thorough construction of the Synchronphase? Why not eliminate "come-back" loss this year? Investigate—

Write for Booklet RR and prices

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

This Company owns and operates stations WAHG and WBOQ

The **GREBE**
 SYNCHROPHASE

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



All Grebe apparatus is covered by patents granted and pending.



"Good words gain you honor in the market place; but good deeds gain you friends among men".

It is performance that gains the Synchronphase praise and friendship from its owner.

Doctor H.A.

Leadership:—The radio store that sells Cunningham Radio Tubes is a leader in its community. Its dominant policy is to serve and protect its customers, to give them utmost value and the ultimate degree of radio satisfaction. In other words, this store conforms to an ideal—the ideal that customer-satisfaction and quality are its paramount interests. By conformity to this same ideal, Cunningham Radio Tubes won their position of leadership in 1915 and it is by rigid adherence to such a policy that they continue to hold their place in the radio field year after year.



Why \$9.50?

ONLY enormous production makes possible this quality radio cone speaker at such a low price. *Only* worldwide demand permits big scale manufacture. *Only* uniform quality and outstanding performance sustain and increase public demand.

Remember—75% of the population buy low priced Speakers. Tower has them—in 5 models, \$4.95 to \$15. Over 2,000,000 Tower Headsets and Speakers now in use. Order yours today.

*There's a Tower Distributor in Your Territory.
Write us for his name.*

TOWER MFG. CORP., BOSTON, MASS.

 **The Tower
cone**

BOSCH

Armored



THE CRUISER—5 TUBES—\$100



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

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

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

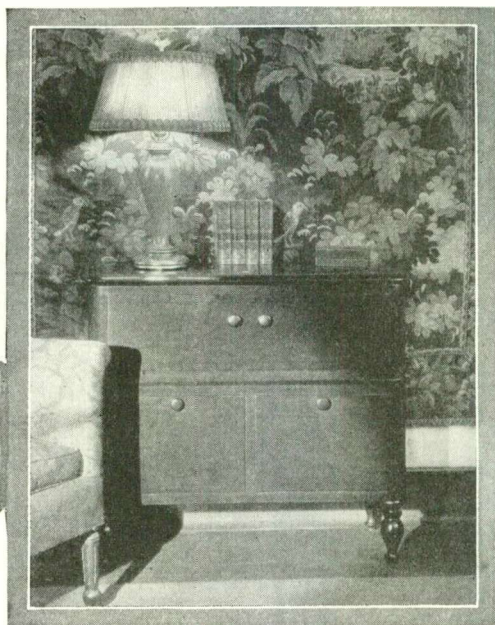


RADIO

The New Bosch Radio models squarely meet the popular demand for Receivers of Hair Line Selectivity, Clearer Reception, Tonal Purity, Simplified Tuning, as well as Quality Furniture.

The Amborada, 7-tube armored and shielded receiver is incased in a cabinet of early American period design—dignified, a welcome addition to the furnishings of any home. Its absence of complicated controls, its single station selector and illuminated dial interests customers, helps you sell. Electrically perfect and built on a steel chassis, the Amborada is Bosch precision built to satisfy your most exacting customers.

There is ample room in the cabinet for all batteries, charger and power units. The completely Armored and Shielded five tube Cruiser is a powerful, compact receiver of speedy selling possibilities. Its unified control provides a single station selector for most tuning and two dials for "Cruising the Air." The Cruiser is looked upon as the greatest value in radio of today.



ARE YOU THE MAN TO SELL BOSCH RADIO?—Tell us in confidence about yourself, your business, financial strength and experience. We will tell you the direct benefits of the new Bosch Radio Plan, for one dealer in a territory.

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

THE AMBORADA—
7 TUBES—\$310

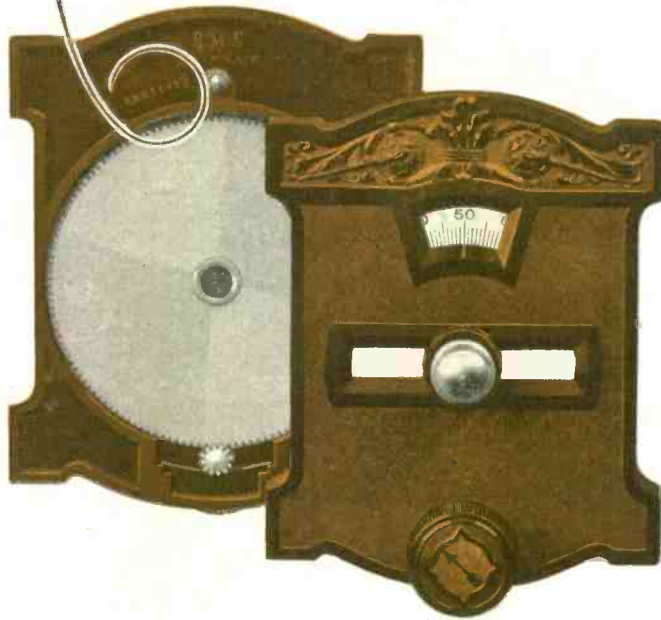
AMERICAN BOSCH MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

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

A mark that protects



REGD. U.S. PAT. OFF



you — and your customers

THE wisdom of protecting the trade and the consumer against competitive products made of inferior materials, has long been recognized by business men.

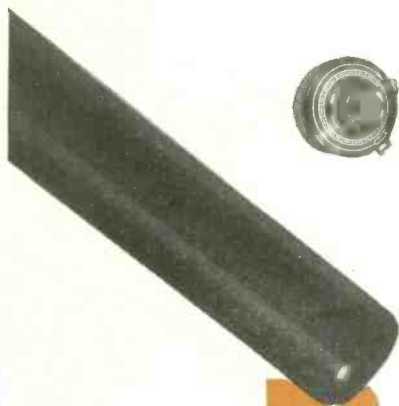
Since ancient times articles made of materials possessing intrinsic merit or value have been so marked by the manufacturer. To their individual brands silversmiths add "Sterling" and goldsmiths the symbols 14-K, or 18-K, and thereby protect the trade and the consumer.

In a like manner the manufacturers of radio parts and accessories have adopted the practice of marking their products, or the cartons containing them, with the trade-mark **BAKELITE**. This protects both you and your customers, for it is an assurance that the part is made of Bakelite, the material that won its way on merit and is used by over 95 per cent of radio set and parts manufacturers.

(Write for Booklet 39)

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y., Chicago: 626 West 22nd St.
BAKELITE CORPORATION of CANADA, Ltd., 163 Dufferin St., Toronto, Ont.



BAKELITE

REGISTERED

U. S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital 'B' is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

RADIO RETAILING, October, 1926

KEYSTONE LIGHTNING ARRESTERS
Re-stock for the coming months!

Gem Tubes \$1.00
BUILD GOOD WILL and PROFIT
Sell Gem—the Biggest Dollar's Worth in Radio
Gem Tubes need no introduction to the Radio trade or Fans. Gem is the only guaranteed quality tube worth \$2.00.

Approved by E-183
Retail (In Canada)
ELECTRIC
20 Church St.
New York, N. Y.

The Raytheon that offers the
MODE
Compa
For Sets up to six tubes
Tap—Two Variable V
The Modern Elect
Toledo

RADIO RETAILING, A McGraw-Hill Publication

The new Exide Radio Power Unit Model 2A for sets with new power tubes. Exide was the first to make a power unit with a separate switch for "A" and "B" circuits from its.

The Master Control Switch for use with new power tubes. Exide was the first to make a power unit with a separate switch for "A" and "B" circuits from its.

Now . . .
plenty of "A" power for even the largest radio sets
This power unit with a separate switch is specially designed to meet the demands for current

HERE is something that will interest your customers—battery power that will meet even the heaviest current demands.
Introducing a new type of the Exide Radio Power Unit, comprising an "A" battery and charger. It is connected at all times with the set as well as the radio.
Every of this new unit is a specially designed Exide with an extra large capacity, the largest and latest in radio sets. The charger is designed to take in current at a correspondingly high rate, so that the battery can be quickly recharged when the set is not in use.

The Master Control Switch
An outstanding feature of the new Exide Radio Power Unit is the Master Control Switch. This switch is in a separate case, and can be placed at any convenient location where—in cellar or closet—yet both

The new Exide Radio Power Unit comes in two sizes—one for sets with 6-volt tubes; the other for sets with 4-volt tubes. They retail for \$38 and \$28 respectively. The prices are slightly higher west of the Rockies.
The constantly increasing current demands of the new model radio sets are going to make this battery unit very popular. It will be widely advertised, and you should get in your order early so you can deliver promptly.
And be sure you haven't run short on the rest of the Exide line—the "A" and "B" batteries, and the smaller Radio Power Unit with the built-in switch.

Standard Exide Radio Power Unit Model 2A for sets with 6-volt tubes. Retail \$38.00. In one piece.

Exide Power Unit Model 2A with built-in control switch. Contains Exide "A" Battery and rechargeable charger. Operates immediately on line drop. Two sizes, 6-volt and 4-volt.

Exide "B" Battery in glass cells. 6000 millamp-hour capacity. Also in 48 and 36 cell sizes.

Exide
RADIO BATTERIES
THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia
Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto

EAGLE CHAR

that t
now
R" at t
the Ch
Battery
recha
cates
rid u
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List P
\$10

This Advertisement
Issue of
Time

R. C. McGraw-Hill Publication

For Detailed Buying Information see the McGraw-Hill Radio Trade Catalog

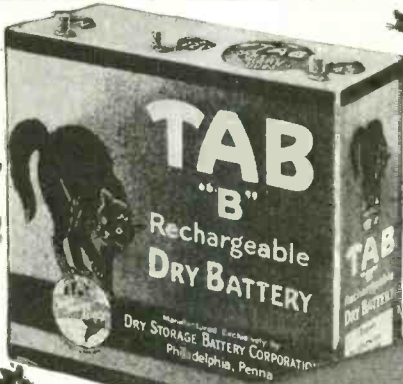
This tie-up gives you detailed buying

WHEN the manufacturer in his RADIO RETAILING advertisement refers you to the McGraw-Hill Radio Trade Catalog, he is making it easy for you to get detailed buying information on his products.

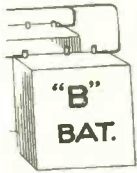
He saves you the bother, annoyance and delay of a lot of correspondence by putting at your elbow the essential data you need to place your order.

There is no Substitute for a Good "B" Battery in Radio

45 VOLTS
30 CELLS
\$4.50



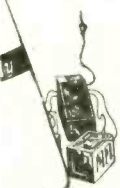
price
.00 (Complete)



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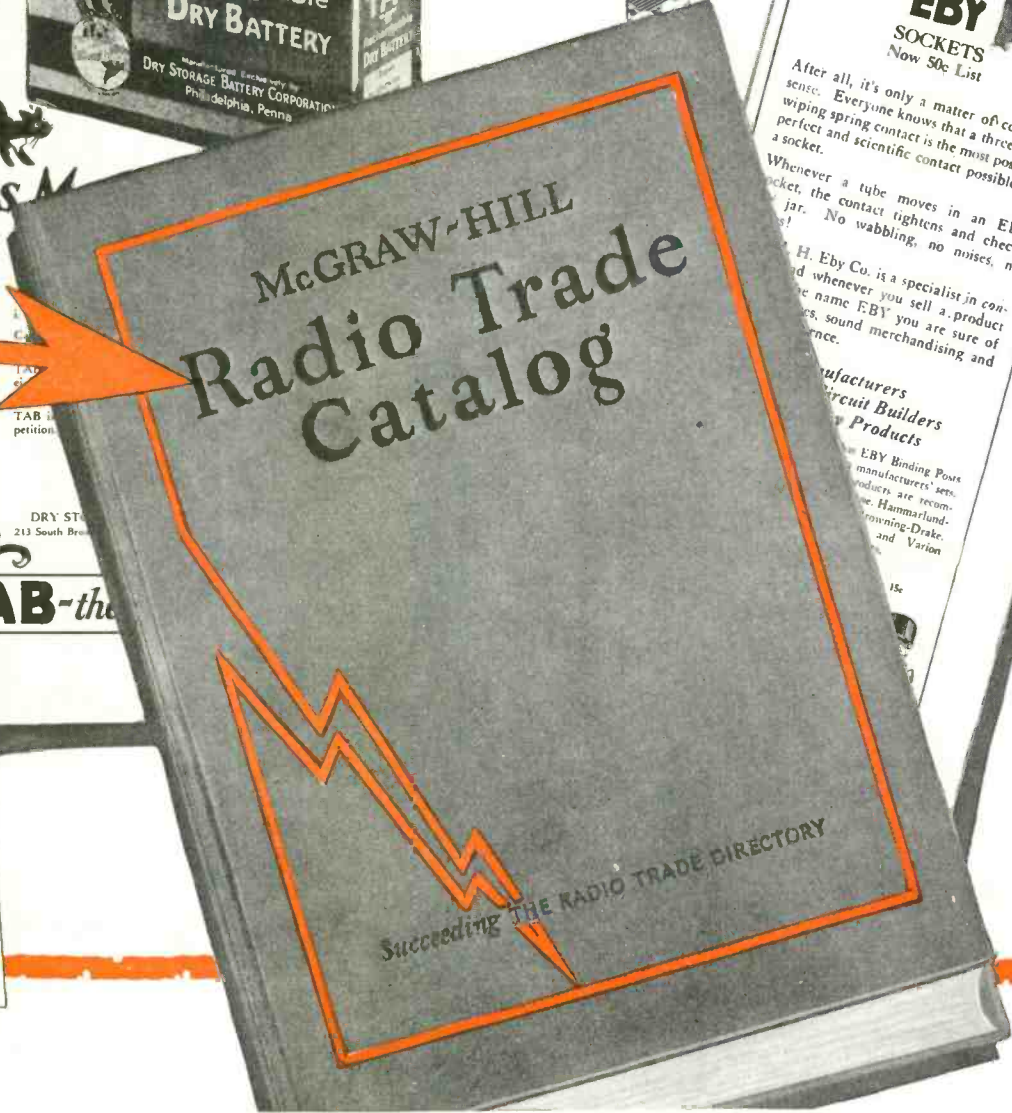
New York
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but also will
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Trade Catalog
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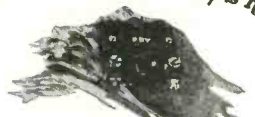
RGERS



a story for the
ufacturer who sees
mediate effici-
s set—

the business with the fly-
we don't want our con-
a kind of a set he builds.
eater who builds well.
tractive to offer. May
ers?

The Tide of Popularity is Rising



EBY
SOCKETS
Now 50c List

After all, it's only a matter of common
sense. Everyone knows that a three point
wiping spring contact is the most positive,
perfect and scientific contact possible for
a socket.

Whenever a tube moves in an EBY
socket, the contact tightens and checks
jar. No wabbling, no noises, no

H. Eby Co. is a specialist in con-
and whenever you sell a product
the name EBY you are sure of
sales, sound merchandising and
reference.

Manufacturers
Circuit Builders
Products

EBY Binding Posts
manufacturers' sets.
products are recom-
me. Hammarlund-
Crowning-Drake
and Varion

information quickly—when you need it!

Nearly 200 manufacturers—many of them regular RADIO RETAILING advertisers—use the new *Radio Trade Catalog* to supplement their trade advertising with detailed buying information—such as sizes, weights, dimensions, prices, etc., and their nearest source of supply.

Surely, this is the kind of tie-up that is helpful to you!

McGraw-Hill Catalog and Directory Co., Inc., 475 Tenth Avenue, New York, N. Y.

Time—

The proof of the policy!

A SOUND business policy and a strict adherence thereto can cement two commercial organizations in a bond of mutual interest and understanding which can never be written into a document.

This truth is emphasized by the Federal policy, in force during the past year. This policy is a permanent institution. It has proved highly successful, ample evidence of its success being found in the constantly growing list of Federal Designated Retailers.

These six reasons for Federal's success are outstanding in the radio industry:

- 1 Financial solidity, organization stability, and years of consistently good business tactics to point to.
- 2 A product properly engineered, popularly priced, easy to merchandise, and permanently sold.
- 3 A carefully selected list of financially sound wholesalers, selected for their ability to give the maximum of service and attention to retailer requirements.
- 4 Federal Sales and Service (S&S) Plan, which gives the retailer a proper producing territory in which to work, and brings sales help to augment the efforts of the retailer.
- 5 The maintenance of a large organization of trained representatives in the field. This is evidence of Federal's willingness and ability to put forth its financial resources to help the retailer in his radio problems.



No Signed Contracts!

No "scrap of paper" is needed to strengthen the bonds between Federal and its trade

If you ask an old Federal customer why he doesn't insist on a signed contract he is likely to answer, "From Federal? Why, no one needs a contract from that house. Their word is the best guaranty I know of."

And that faith—built upon years and years of honorable business methods—is the most priceless asset this firm possesses.

A contract never kept a customer with you. A contract fulfilled under pressure never can be profitable. Therefore we do not have any Federal's word is Federal's bond. And Federal never forfeits its bond. That is why we are proud to have the implicit faith of the finest class of wholesalers and retailers in the radio industry.

The new, simplified Federal line is off to a glorious start. Ortho-sonic meets the growing demand of the public for lifelike tone production. Our powerful national advertising is putting the message over. Sales plans—sales helps—are at your command.

The Federal proposition gives you a nationally advertised line that is widely and favorably known—a name that will bring you prestige and profit—a discount proposition that allows you to make money—and an agreement based only upon mutual satisfaction.

If you haven't read the details of this unusual proposition, write us. We will promptly send you a copy.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

Federal

ortho-sonic

Radio

"Rivaled only by Reality"

This advertisement appeared in November, 1925

- 6 The employment of a large and capable research force to the end that Federal Retailers may always enjoy the benefits of the development of the art.

Write the nearest Federal Wholesaler! If you haven't his name, write us.

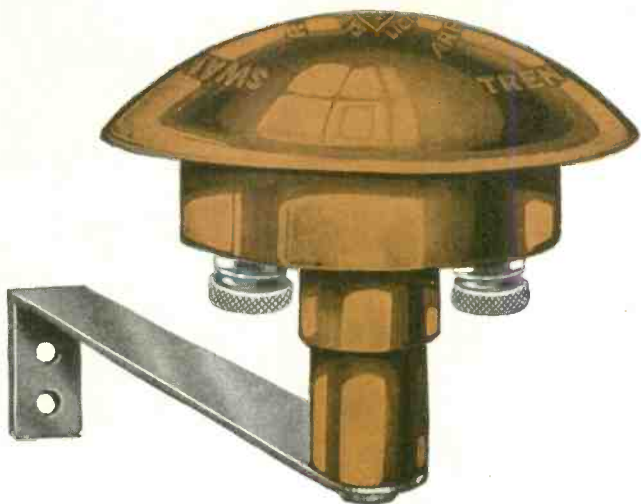
FEDERAL RADIO CORPORATION
Buffalo, N. Y., U. S. A.
(Division of Federal Telephone and Telegraph Co.)
Operating Broadcast Station WGR at Buffalo

ORTHO-SONIC*

*The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,582,470.

Federal Radio

Reg. U. S. Pat. Off.



S-H SAFE-GUARD Lightning Arrester

A lightning arrester of improved design, approved by the Underwriters' Laboratories for both indoor and outdoor use.

S-H is made of genuine Bakelite and brass parts with a Bakelite protective petticoat.

You can sell S-H Safe-Guard, the lightning arrester advertised in the Saturday Evening Post, profitably at the popular list price of \$.100.

Note the shielded Bakelite top and protective petticoat of the S-H. It is designed to give a lifetime of service.



AERO—The Complete Aerial Kit

Nationally advertised to every radio owner. List prices from \$2.50 to \$5.00, depending upon contents.



How Safe-Guard Is Packaged

This attractive color carton contains 12 S-H Safe-Guard Lightning Arresters. Put it on your counter or in your window, tie up with our national advertising and let it go to work for you.

If your jobber cannot supply you with S-H Products, write direct to us sending his name.

SWAN-HAVERSTICK, INC., TRENTON, NEW JERSEY

Nationally

S-H

Advertised

THE SATURDAY EVENING POST

ATWATER KENT RADIO

SO SIMPLE
you can tune it in the dark!

BY
A. Atwater Kent

EVER SINCE I first became interested in radio, this idea has been uppermost in my mind: Simplicity is what Radio needs. The first radio sets were cumbersome—big, ungainly contrivances, hard to fit into home surroundings—and extremely difficult to operate. We said to ourselves: If we could only make receiving sets so simple that you could tune them in the dark! And this has been our objective here in our Philadelphia laboratories.

It has taken us years to work out the right principle. It has taken months to perfect it. But now we have it—in Atwater Kent ONE Dial Control.

This ONE Dial control, with us, means just what it says. All the finding of stations is done with ONE Dial. There are no additional adjustments to make—no secondary knobs to turn before you actually and accurately bring in the station you are seeking.

Every station broadcasting within range is brought into your

home as you turn this ONE Dial. You can sample them all just as you scan the headlines of your newspaper—then select the program you like best and settle down to an evening of enjoyment.

To enjoy this ONE Dial control at a reasonable cost requires that sets be produced in large quantities.

Today we are making them by the hundreds of thousands in the largest radio factory in the world, backed by more than a quarter of a century of experience with scientific electrical instruments.

ONE Dial control is the goal of simplicity toward which we have been working since Radio began. It is today an accomplished fact.

EVERY SUNDAY EVENING.—The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

- | | |
|---------------------------------|------------------------|
| WEAF . . . New York | WGN . . . Chicago |
| WJAR . . . Providence | WFI . . . Philadelphia |
| WRC . . . Boston | WCAE . . . Pittsburgh |
| WRC . . . Washington | WOC . . . Buffalo |
| WTAG . . . Cincinnati | WSP . . . St. Louis |
| WEAR . . . Worcester | WJZ . . . Detroit |
| WCCO . . . Minneapolis-St. Paul | |

Prices slightly higher west of the Rockies and in Canada. Write for illustrated booklet of Atwater Kent Radio.

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
1703 WISSAHICKON AVENUE, PHILADELPHIA, PA.

Of course you'll want a speaker as good as your set. With an Atwater Kent Radio Speaker you are sure of natural tone and all the volume you wish. Model L shown at right; finished in dark brown crystalline. \$16.00.



A good set deserves a good speaker—that means nothing less than an Atwater Kent Radio Speaker. It is the standard of good tone reproduction everywhere. Model H shown at left; finished in dark brown crystalline. \$21.00. Model G, same design in amber buff and sage green \$23.00.



Model 29, seven-tube One Dial receiver, less tubes and batteries, but with battery cable attached, \$140.00.



Model 30, six-tube One Dial receiver, less tubes and batteries, but with battery cable attached, \$88.00.



Model 35, six-tube One Dial receiver, shielded cabinet, less tubes and batteries, but with battery cable attached, \$70.00.



Model 20 Compact, five-tube Three Dial receiver, less tubes and batteries, but with battery cable attached, \$40.00.

ATWATER KENT RADIO

To Atwater Kent Dealers

Read carefully the advertisement opposite.

It is Mr. Kent's personal message to the radio-buying public, reproduced from the Saturday Evening Post.

The public demanded simplicity. To meet this demand we have placed in your hands the Atwater Kent ONE Dial models—the simplest receiving sets ever built—so simple you can tune them in the dark!

To every Atwater Kent dealer this means SALES. For what the public wants is what you have to offer—Atwater Kent Radio, with ONE Dial.

ATWATER KENT MANUFACTURING COMPANY
4733 Wissahickon Avenue A. Atwater Kent, President Philadelphia, Pa.

HARTMAN RADIO

*Perfectly Syntonized**



The UPRIGHT
with built-in speaker, \$175
Other models, \$100 to \$180

Among the great horde of ordinary radio receivers . . . distinctive, as a gentleman in the midst of a mob . . . the Hartman Single-Six represents the outstanding radio achievement of the day . . . It is the only *perfectly syntonized** receiver made.

***SYNTONIZED**

means "perfectly in step in tone," or perfect unison of operation in the receiver, freedom from distortion and oscillation, pure tonal quality, maximum volume and distance, regardless of wave length, with the ideal degree of selectivity for all conditions

The HARTMAN ELECTRICAL MFG. Co.
Mansfield, Ohio.
Coshocton, O. Chatham, Ont.



Demonstration Policy Wins Public

PAGE
ONE

JUST as we came to you with our offer to let Kolster Radio and Brandes Speakers prove their supremacy, so now we go to the public and urge people everywhere to hear these instruments.

Instead of a maze of

PAGE
TWO

technical descriptions and pretty pictures, we urge people to let their ears be the deciding factor. We bank everything on a demonstration.

This appeal has met with instant approval. It is sensible and sound. It shows people we are selling them real enjoyment instead of claims.

It proves conclusively that we have such faith in our product that we are willing to let it sell itself.

Kolster-Brandes nation-

al advertising is all cou-
poned. We know its pulling
power. We know it is being
read by millions of people
throughout the United
States.

PAGE
THREE

If you have not yet
heard a Kolster Radio
and a Brandes Speaker,
ask your jobber for an op-
portunity. He will gladly
lend you these instruments
for a private demonstra-
tion in your own store or
home. These instruments
will sell themselves to you
as they will sell themselves
to your customers.

Send the coupon for the name of the nearest Kolster-Brandes distributor. We will notify him that you would like to hear a Kolster Radio and a Brandes Speaker. In the meantime we will send you a complete illustrated description of our line.

PAGE
FOUR

Kolster-Brandes

FEDERAL-BRANDES, INC.

Woolworth Building
NEW YORK, N. Y.

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

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

NAME.....

STREET.....

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

Insuring the stability and the constant improvement of Neutrodyne

What the Hazeltine Corporation is doing to protect your business and to maintain Neutrodyne's leadership in the field of radio receivers

THE Hazeltine Corporation is today one of the most active forces in radio. Instituted originally to take over the patents of Professor L. A. Hazeltine, it has become one of the strongest, most progressively constructive agencies in the entire radio industry.

Maintains an extensive engineering laboratory

The Hazeltine Corporation, in co-operation with its licensee, the Independent Radio Manufacturers, Incorporated, and the fourteen companies who alone are permitted to manufacture Neutrodyne apparatus, maintains an engineering laboratory for the sole purpose of improving the Neutrodyne receiver.

These co-operating engineers, designers and inventors have already accomplished some remarkable results.

For example, they developed the first shielded Neutrodyne receiver. For over a year and a half, they worked upon this feature, finally turning it over to the fourteen licensees to be applied to the manufacture of commercial Neutrodyne sets.

It is noteworthy that this "shielding" principle for the first time permits the efficient use of more than two stages of radio amplification, and also that only because of the peculiar design of the Neutrodyne receiver has anything like full efficiency been possible in a shielded receiver without sacrifice of stability.

Another example of the work of this laboratory is to be found in the development of the audio frequency amplifiers. Because of certain improvements, the reproduction of true and natural tone quality is now better than ever before. These improvements are of course for the exclusive use of the licensed Neutrodyne manufacturers.

World-wide patent protection

Not only have the Neutrodyne inventions been protected in all foreign countries, but through the close watch that is kept on foreign inventions, valuable rights have been secured from inventors abroad.

Hazeltine vision is world-wide, and today the Neutrodyne is an internationally famous receiver. Its manufacturers, distributors, dealers and users are fully protected in practically all countries.

The greatest benefits which result from these activities of the

Hazeltine Corporation are the ones enjoyed by the distributors and retailers of Neutrodyne apparatus.

Neutrodyne distributors and dealers benefit most

When they handle Neutrodyne receivers, they are first of all absolutely certain that they are selling radio apparatus that is protected by valid patents. They are also certain that along with Neutrodyne comes a real guarantee that the responsibility for the prosecution of litigation, if any, will be assumed, as to Neutrodyne receivers, by the Hazeltine Corporation and by the Independent Radio Manufacturers, Incorporated.

In addition they know that Neutrodyne receivers not only hold a position of leadership today in public esteem, but that they will continue to lead—they know that Neutrodyne will always be in advance of the best developments in radio.

Why such leadership and protection are assured

The continued activities of the Hazeltine Corporation in the fields of patent and engineering research are made absolutely certain through a financial arrangement by which the Hazeltine Corporation receives from the fourteen licensed Neutrodyne manufacturers a royalty of 5% of the manufacturer's net wholesale price. A certain definite proportion of this revenue will always be used for the protection of Neutrodyne interests and the improvement of Neutrodyne apparatus.

Play safe with Neutrodyne

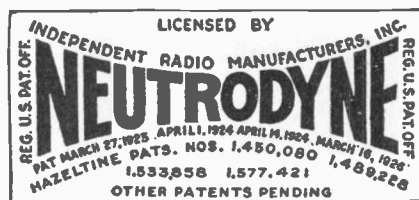
This 5% royalty is not a tax upon Neutrodyne receivers, but a form of insurance, with the distributors, dealers and users of Neutrodynes the chief beneficiaries. It comes direct from the licensed manufacturer, and not from the trade.

It is used to stabilize the Neutrodyne receiver as an article of merchandise in which any distributor can safely invest his money and his reputation.

And it is used to keep the Neutrodyne receiver among the leaders in this ever-improving industry.

Play safe with Neutrodyne. It is backed up, not by mere promises, not by uncertainty, but by bed-rock principles of honest dealing.

Look for this trade-mark



It is your protection against patent infringement liability

The following fourteen manufacturers are the only ones licensed to manufacture Neutrodyne receivers and the protective policies outlined above apply only to the Neutrodyne receivers made by them:

THE AMRAD CORPORATION
Medford Hillside, Mass.

F. A. D. ANDREA, Inc.
New York City

CARLOYD ELECTRIC & RADIO COMPANY
Newark, N. J.

EAGLE RADIO COMPANY
Newark, N. J.

FREED-EISEMANN RADIO CORPORATION
Brooklyn, N. Y.

GAROD CORPORATION
Belleville, N. J.

GILFILLAN RADIO CORPORATION
Los Angeles, Cal.

HOWARD RADIO COMPANY, Inc.
Chicago, Ill.

KING-HINNERS RADIO COMPANY, Inc.
Buffalo, N. Y.

WM. J. MURDOCK CO.
Chelsea, Mass.

STROMBERG-CARLSON TELEPHONE
MANUFACTURING COMPANY
Rochester, N. Y.

R. E. THOMPSON MANUFACTURING CO.
Jersey City, N. J.

WARE RADIO CORPORATION
New York City

THE WORK-RITE MANUFACTURING CO.
Cleveland, Ohio

HAZELTINE CORPORATION

(Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, INCORPORATED

(Exclusive licensee of Hazeltine Corporation)

 *The NEW Models of...*
GILFILLAN RADIO



The New GILFILLAN Model 20 Single Dial Control and Shielded Radio Stages

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY. Place orders through your jobber.

Send for beautifully illustrated circular, giving prices and full details, to our nearest office.

GILFILLAN BROS. INC.

25 Wilbur Avenue
Long Island City, N. Y.

1815 Venice Blvd., Los Angeles, Cal.

2525 West Penn Way
Kansas City, Mo.

Model 10. Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube. Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker. Operates with Battery eliminators, if desired.

Plenty of range and marvelous Tone with exceptional selectivity.

Model 20. In beautiful hand-carved medium size cabinet. Six-tube Neutrodyne including "power" tube. Single Vernier action control. Three Shielded Radio and two Audio stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators. Wonderful Tone, Range and Selectivity.

Model 25. Table cabinet with No. 20 set.

Model 30. Handsome mahogany console. Six-tube Neutrodyne with all units shielded in copper, including one "power" tube. Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators. Great range, with marvelous Tone and Selectivity — a superior set in every detail.

Model 40. Table cabinet with No. 30 set.

Out of a Clear Sky

TWO unusual letters have come to us that will interest every dealer in Radio! Entirely unsolicited, they speak far more eloquently about Fada Harmonated Reception than anything we can say. After all—no amount of self praise or vain-

glorious boasting on our part can mean so much as the sincere praise of those who have no "axe to grind." We thank the writers . . . publicly and individually . . . and reprint the letters herewith! Read them!



STATE OF NEW YORK
COUNTY OF BRONX
CITY OF NEW YORK

SS

This is to certify that I. H. Leadbetter, of #218 West 104th Street, New York City, during the international radio tests held in January of this year, was successful in having confirmed officially the hearing of eight (8) different stations for a total of fourteen (14) times.

I was awarded first prize in all America at the Radio Worlds Fair.

This reception was obtained on a stock Fada Neutrodyne Model and was the only stock manufactured model successful in winning any prize at the Radio Worlds Fair.

I was awarded second prize for all America by the Radio Digest.

First prize was on a set especially made and not a manufactured set.

The Fada Neutrodyne which I used was purchased from Lucrig Baumann Company, New York City.

Signed (Harry Leadbetter)

On this 6th day of October 1926 before me personally appeared - Harry Leadbetter - who being by me duly sworn, deposes and says that the above statement is true.

Signed (Geo. H. Tamlyn)
Notary Public Kings Co. #216
Certificates filed N. Y. Co. & Bronx Co. Commission expires March 26th, 1927.

THE KEENAN HOTEL SYSTEM
TOLEDO, OHIO

September 25, 1926.

Mr. F. A. D. Andrea,
1581 Jerome Ave.,
New York City.

Attention Mr. Louis J. Stutz

Gentlemen:

In behalf of the Keenan Hotel System and the many guests registered at our Waldorf Hotel in Toledo on Thursday evening, September 23rd, 1926, permit us to extend to you our thanks and appreciation for the wonderful reception tendered us by your Mr. Stutz in casting of the Championship bout between Jack Dempsey and Gene Tunney.

The demonstration on your Fada Eight Tube receiver and your new cone speaker was nothing short of being marvelous; every word broadcasted by both Graham McNamee and Major J. Andrew White was clearly understood, by fully two hundred guests in the Egyptian Room.

We have never heard a radio receiver reproduce the quality in tone as your Fada eight did on that occasion and we candidly believe that it is by far the best word in the radio art.

This is the first time we have had a successful radio demonstration, owing to the high powered wires of the Toledo Electric Company directly in rear of our hotel.

Again accept our sincere appreciation for the entertainment.

Yours very truly,
KEENAN HOTEL SYSTEM
HOTEL WALDORF
Signed (B. Keenan) Manager.

BK:m

THIS sworn statement came to us, unsolicited, from the prize-winner of the International Radio Tests. It is mighty convincing, isn't it—coming from an unbiased user?

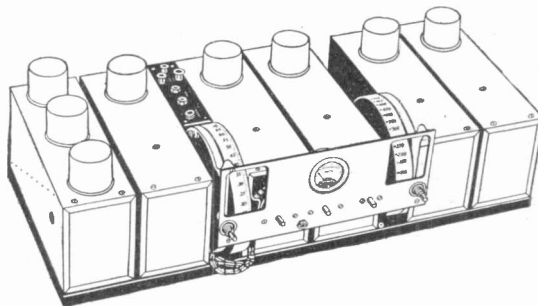
READ what this letter from the Keenan Hotel, Toledo, says about the tone and reception of the Fada Receiver and the new Cone Speaker. It proves more conclusively than anything we could say, the superiority of Fada.

Dealers who are anxious to capitalize on the public favor for FADA RADIO HARMONATED RECEPTION should write or wire at once. We will gladly give you the name of your nearest distributor. Application for the valuable Fada Franchise will have proper and prompt consideration.

F. A. D. ANDREA, INC.
1581 Jerome Avenue New York

Manufacturers of TUNED RADIO FREQUENCY Receivers using the highly efficient NEUTRODYNE principle

This is what we mean by shielding. View of Fada 8 chassis showing full shielding on tubes and coils and on audio stages.



Fada Neutrodyne Receivers—table and furniture models—5, 6 and 8 tubes—\$85 to \$400. Fada Cone Speaker—Table Type \$35. Pedestal Floor Type \$50.





The
EAGLE

All That is Best in Radio

The Christmas Demand
Is a **QUALITY** Demand



SHIELDED
BY ITS
REPUTATION
FOR
PERMANENCE

At Christmas, perhaps more than at any other season of the year, the public shows its preference for **QUALITY** in radio receivers. What better reason for dealers to prepare now for the Christmas demand with a complete line of Eagle Radio Receivers!

Eagle Radio Franchise is your surety of a profitable season. To be an Eagle Dealer is to enjoy the advantages of our liberal trade agreement. Write for information now.

**Model K2 Five Tube De Luxe
Neutrodyne Receiver**
(As Illustrated)

Cabinet finish: Adam Brown Mahogany. Genuine Duco Finish. Sloping Panel—Art Escutcheon. Battery Compartments. Width 15 1/2 inches; height 13 1/2 inches; length 37 1/2 inches. List Price \$185.

We recommend power tubes

Model K3, same as above. List Price \$175.

Model M, Five Tube Neutrodyne. List Price \$95.

Model K2 Receiver with Spinet Table. List Price \$220.

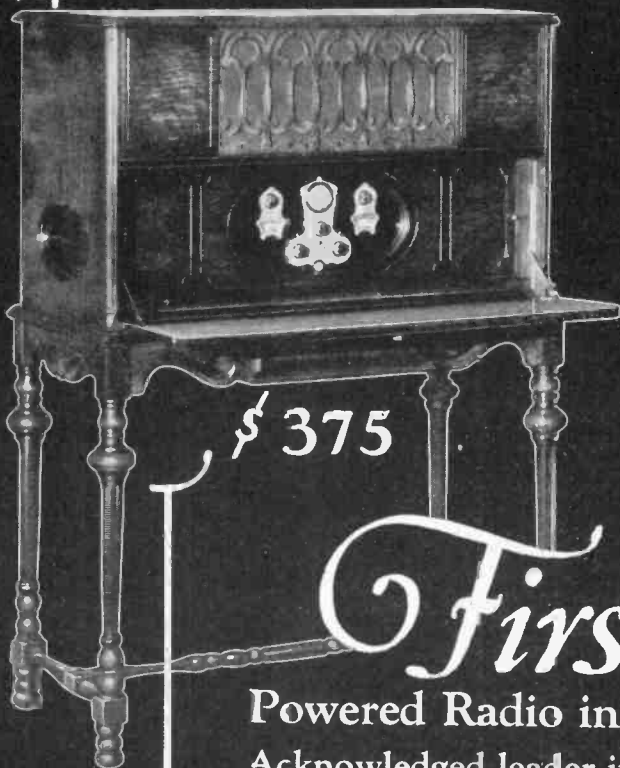
Model K3 Receiver with Console Cabinet. As Console Model. List Price \$250.



Eagle Radio Company
16 Boyden Place, Newark, N. J.




Just
Plug
in



\$ 375



First in the field of Electrically
Powered Radio in 1923.

Acknowledged leader in that field today. Without batteries, trickle chargers or attachments of any kind, "Just Plug In" and—well—demonstration makes the sale.

Order from your Distributor NOW

COLORADO

Rock Mountain Radio Corp,
Denver.

CONNECTICUT

Plymouth Elec. Co., 218 State Street,
New Haven.

ILLINOIS

Central States Gen. Elec. Co.,
3-6 S. Wells St., Chicago.

Motor Car Supply Co.,
1451 Michigan Ave., Chicago.

National E. & A. Supply Co.,
Peoria.

KENTUCKY

The Sareliffe Co., Louisville.

MARYLAND

Joel Gutman & Co.,
112 North Enoch St., Baltimore.

Eugene Rosenfeld Co., Baltimore

MASSACHUSETTS

M. Steinert & Sons, 35 Arch Street
Boston.

Hub Cycle & Auto Supply Co.,
1737 Portland St., Boston.

Lewis Elec. Co., Federal St., Boston.

MICHIGAN

Bush & Lane, Holland

NEBRASKA

Nebraska Auto Distrib., Omaha.

NEW JERSEY

North Ward Radio Co.,
367 Plane St., Newark.

NEW YORK

North American Radio Co.,
1845 Broadway, New York.

OHIO

C. & D. Auto Supply Co.,
907-11 Main St., Cincinnati.

Lake States Gen. Elec. Co.,
Chester & 18th St., Cleveland.

PENNSYLVANIA

Anchor Lite Appliance Co.,
417 Wood St., Pittsburgh.

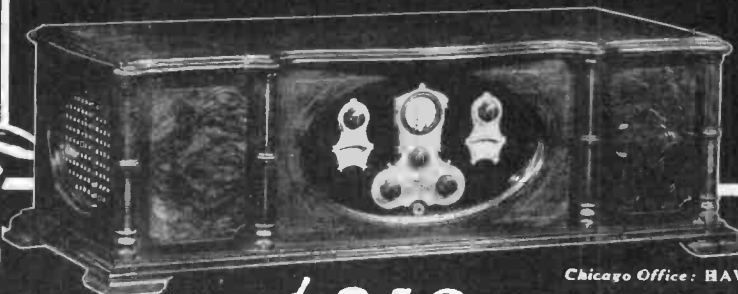
Dyke Motor Supply Co.,
800 Webster Ave., Pittsburgh.

E. R. Keane & Co.,
Philadelphia.

ARGUS RADIO CORP.
257 WEST 17th STREET., N. Y. C.


Just
Plug
in

ARGUS
23 U.S.
PATENTS
GRANTED



\$ 250

Chicago Office: HAWTHORNE & STEMM, 28 East Jackson Boulevard

Pittsburgh Office:
W. A. BITTNER
422 First Ave.

St. Louis Office:
N. DAVID THOMPSON
308 Central National Bank Bldg.

Baltimore Office:
HERMAN A. SMITH, Greenspring Ave. & South Road
Mount Washington

FACTS

you should know about

"B" BATTERIES

IN THE production of Heavy-Duty 45-volt "B" batteries Eveready has established a new standard of "B" battery life and economy.

Eveready Heavy-Duty 45-volt "B" Batteries will outlast any Light-Duty 45-volt "B" two to one, regardless of the number and kind of tubes used! Moreover—though lasting twice as long, they cost only one-third more!

To cap the climax of "B" battery economy, Eveready, in the production of Eveready Layerbilt No. 486, has perfected a Heavy-Duty "B" battery of unequalled endurance and dependability—positively the most "B" battery in service and satisfaction that its price can buy.

You can make no mistake in flatly recommending Eveready Heavy-Duty "B" Batteries, and especially Layerbilt No. 486, to *all* radio owners using normal voltages (45 to 135 volts).

You will be selling the utmost in "B" power dependability—the lowest "B" power first cost—the greatest "B" power operating economy—D. C. (direct current) in its purest form, which insures pure tone quality.

Eveready national advertising is acquainting the radio public with these facts. Identify yourself with this "B" battery economy educational campaign and build up for yourself priceless good-will and a reputation for giving your customers the most value for their money.

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

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

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

EVEREADY

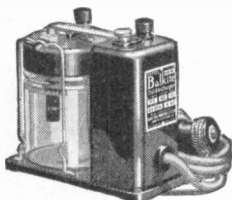
Radio Batteries

-they sell faster



The New Balkite Charger

MODEL J. Has a low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 amperes. Special model for 25-40 cycles. Price \$19.50. West of Rockies \$20. (In Canada \$27.50.)



Balkite Trickle Charger

MODEL K. With 6-volt "A" batteries can be left on continuous or trickle charge thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. With 4-volt batteries can be used as an intermittent charger. Or as a trickle charger if a resistance is added. Charging rate about .5 ampere. Over 200,000 in use. Price \$10. West of Rockies \$10.50. (In Canada \$15.)



A New Balkite "B" at \$27.50

Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. The new popular priced Balkite "B"-W at \$27.50 for sets of 5 tubes or less requiring 67 to 90 volts. Balkite "B"-X, for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts—\$42. Balkite "B"-Y, for any radio set; capacity 40 milliamperes at 150 volts—\$69. (In Canada "B"-W \$39; "B"-X \$59.50; "B"-Y \$96.)



Balkite Combination

Supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on the set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price \$59.50. (In Canada \$83.)

All Balkite Radio Power Units operate from 110-120 volts AC current with models for both 60 and 50 cycles. The new Balkite Charger is also made in a special model for 25-40 cycles.

No Balkite product has ever failed to be a best seller

The public is through with experiments, even in radio. It is turning as never before to standard nationally advertised lines which have proved themselves.

In the radio power field the standard line is Balkite. For no Balkite product has ever been offered to the public which has not been an outstanding success. No Balkite product has ever been put on the market which has not resulted in enormous volume and steady profit for both the radio dealer and jobber. The faith of the public in Balkite reliability and the Balkite trade mark is one of the finest tributes ever paid a manufacturer.

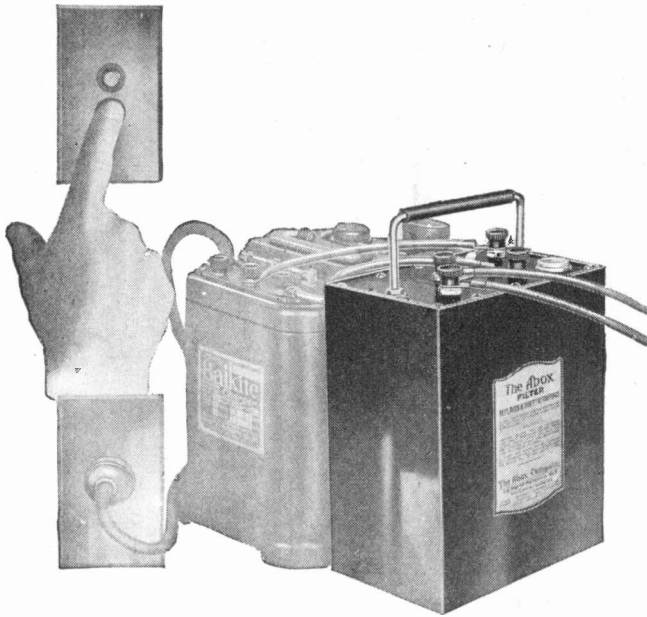
Balkite dominates the radio power field as never before. The Balkite Trickle Charger is easily the most popular charger on the market. Balkite "B" stands alone in a field only too crowded with experiments, as the "B" that has stood the test of time. The new Balkite Charger with both trickle and high charging rates, and the new Balkite Combination supplying all radio power automatically from the light socket, are selling faster than any new items ever introduced by Balkite. Balkite is backed by Balkite broadcasting and by one of the most powerful advertising campaigns in radio. These factors make Balkite one of the three or four best selling lines in radio today.

This is the greatest of all seasons for radio power devices. Make sure you get the maximum profit out of it by selling a line you know will stay sold, on which you know your profit will be clean. Turn it into the maximum profit by pushing Balkite.

FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL
Balkite
Radio Power Units

Announcing The ABOX Filter



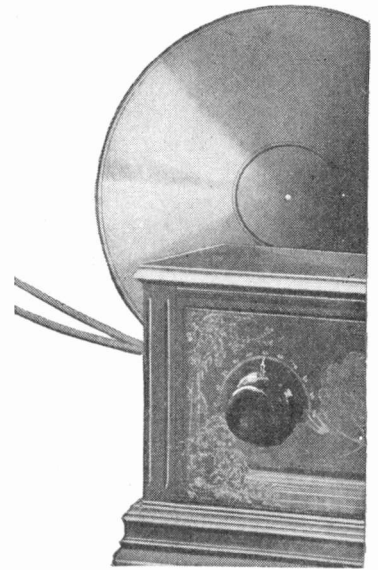
Real "A" elimination at last—filters current direct from charger to set giving "A" current from the light socket. A great forward step in Radio.

Replaces "A" Storage Battery. Shipped dry in paper carton. User adds distilled water to operate.

Does not deteriorate either in use or disuse. No shelf-life problem.

\$19⁵⁰

East of Rockies



Amazing Development—Contains No Batteries

The First Device of its Kind Ever Offered to the Public

THE ABOX FILTER is in no sense a Battery. It is a filter circuit consisting of a choke coil and two of the new Andrews electrolytic condensers which operate on a new principle and permit enormous capacity with small space, cost and weight.

The Abox Filter handles as much as five amperes and renders the current absolutely smooth and suitable for proper operation of the tubes.

It is only half the size and less than half the weight of a storage battery. Used with a suitable charger the

Abox Filter provides a complete "A" eliminator drawing power from the light socket. Can be installed by anyone in a few moments.

It is never charged or discharged and supplies no power of its own. It is always ready for immediate use, even after long periods of idleness. There is nothing to wear out. It does not deteriorate either in use or lying idle, and will last for many years.

For an explanation of this remarkable development write for folder, describing in detail its construction and use.

THE ABOX COMPANY • 215 North Michigan Avenue • CHICAGO

look Ahead

...then get behind Bosworth

The New Retail Buying Makes Radio Prove Itself

It is doubtful if we have seen the last of the outlaw sets that last year threatened to demoralize the industry. It is likely, though, that that sort of goods will meet with less favor hereafter. For the disappointments met with last year have made the public wary. So, for a while anyway, the public is going to buy on performance, rather than price or varnish.

Bosworth Radio stresses performance—unfailing performance—a performance ability that makes it win in any competitive demonstration. The wealth of reserve power that is built into Bosworth Radio secures good volume on weak or distant stations. Selectivity is there too, in a degree that eliminates local interference without being too sharp for easy tuning.

And yet, the Bosworth is not a stunt machine;

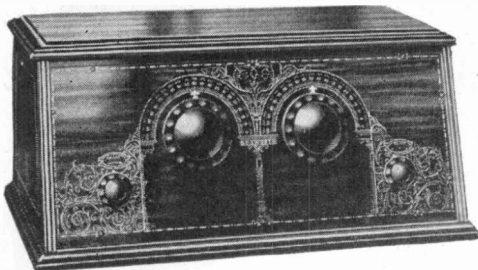
there is no sacrifice of tone quality and slight chance of your being out-demonstrated on that score, either. The General Radio Type 285 Transformers in the audio amplifier, and the full utilization of side frequencies develop a tone that is delightfully natural.

Along with performance must come dependability and so, in the Bosworth factory, extraordinary measures are taken to insure freedom from need of servicing. Shipping methods safeguard against derangement of the set in transit. The dealer spends no money on this merchandise. The write-up is net profit as far as service goes. The Bosworth guarantee is an explicit promise of that—to the trade as well as to the buying public.

This is a line you can build business with. It makes good without your having to give it a thought and every set sold will send you good prospective customers. Make Bosworth the line you are really interested in!

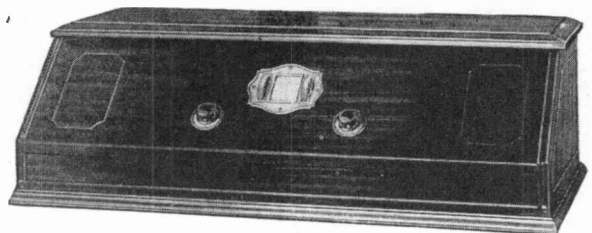
THE BOSWORTH ELECTRIC MANUFACTURING COMPANY
3754 Montgomery Avenue CINCINNATI, OHIO

Type B-2, a 5 tube set.
Price \$115, east of Rockies



*A few jobber locations
are still available.
Write for Booklet —
"Product and Policy."*

Type B-3, a 6 tube set.
Price \$155, east of Rockies



BOSWORTH RADIO

Millions of Dollars in UN

Get your share



Radio Master
of
One of the
BAY CITY,

TOUCHED Radio Business

with Radio Master Cabinets ~

Every small set owner a prospect

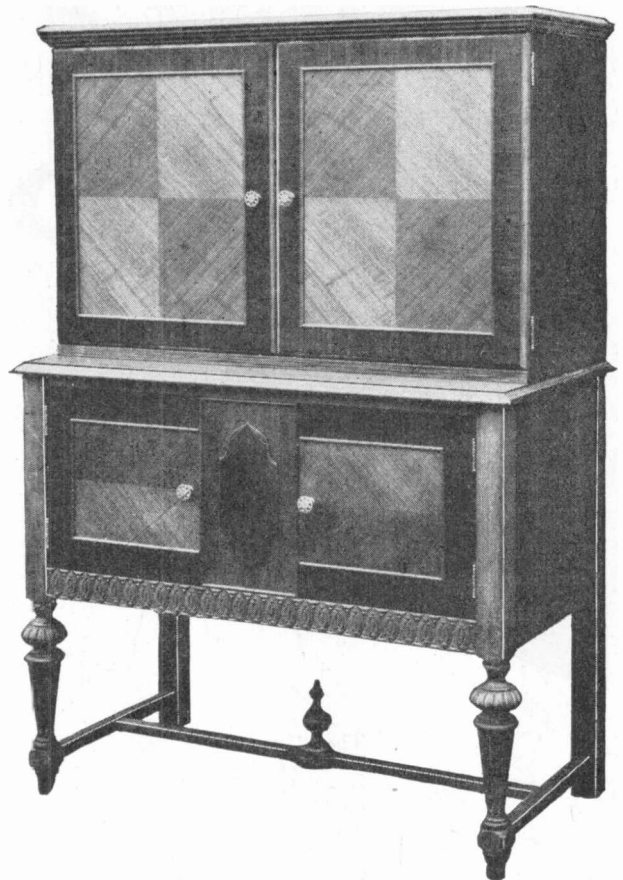
Millions of table radios are in use, and every owner is a prospect for a cabinet—a cabinet which will combine the several units into one beautiful, convenient piece of furniture. In Radio Master Cabinets you can offer beauty, convenience, and structural sturdiness beyond compare. The table set fits right into it—installation is a matter of a few minutes, and batteries, wiring, etc., are entirely concealed.

Pull out radio frame makes tubes easily accessible—disappearing arm rest—built in wood horn above is arranged to receive your favorite speaker unit.

Eight splendid designs in walnut and mahogany. Some have striped walnut or burl overlays.

Permanent and increasing business is assured by the wide market, liberal discounts and settled dealer and jobber policy.

Prices—low enough to make selling easy. Send the coupon today, it will bring full information on a wonderful proposition.



Clipping this coupon is like cutting bond coupons—it puts profit in your pocket.

Corporation
America
Ward Industries
MICHIGAN

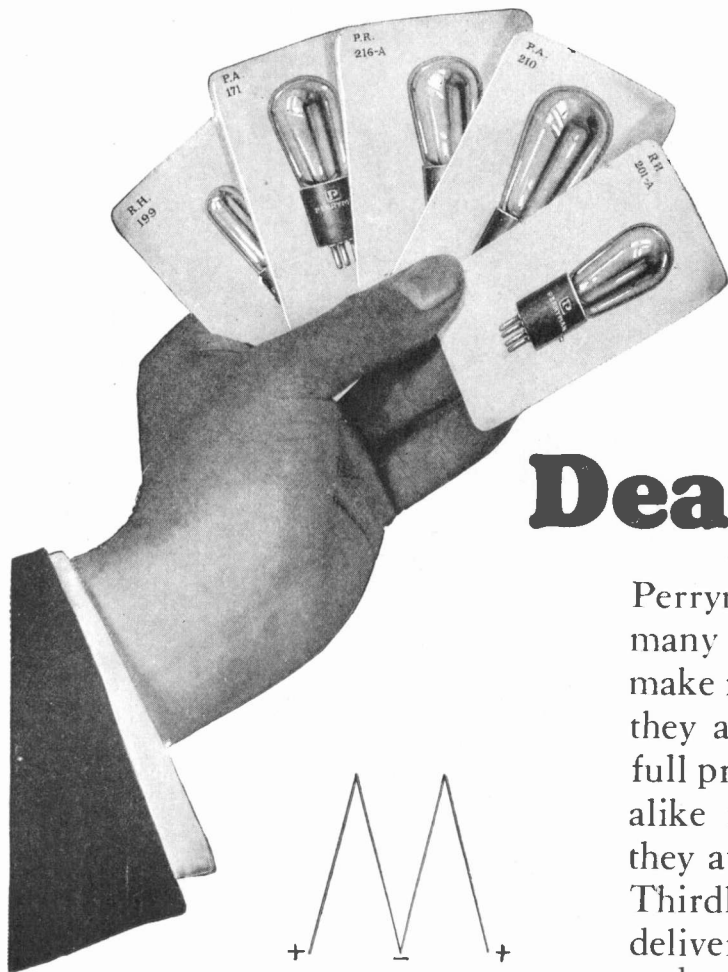
Radio Master Corporation, Bay City, Mich.
 Send full information on Radio Master Cabinets.

Name

Address

PERRYMAN RADIO TUBES

"Distance without Distortion"



Dealers' Choice!

Perryman Radio Tubes are the choice of many progressive dealers because they make more money on them. First of all they are standard in price and carry a full profit. Secondly; they are so exactly alike in operating characteristics that they automatically match up in any set. Thirdly; they are so well made that they deliver extra hours under hard service and customers repeat their purchases.

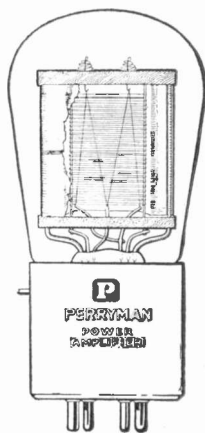
The radio business has been cluttered up with service costs which stole profits from dealers' tills. Perryman tubes are service proof. They go out over the counter into the tube sockets and stay there.

Deal yourself a winning hand with a stock of Perryman tubes.

Perryman Distributors are equipped and ready to supply you with tubes, advertising literature and helpful cooperation.

The filaments of Perryman Radio Tubes with the patented Perryman bridge are doubled to form a letter M. This twin construction not only exposes a greater area of filament surface, but it doubles the area of electron emission and increases the capacity of the tube. The real result is a tube that does its appointed work more easily, giving greater volume without distortion. Its longer life is a distinct economy.

The clear glass demonstrating tube shows the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Ordinary jars or jolts do not affect Perryman Tubes.

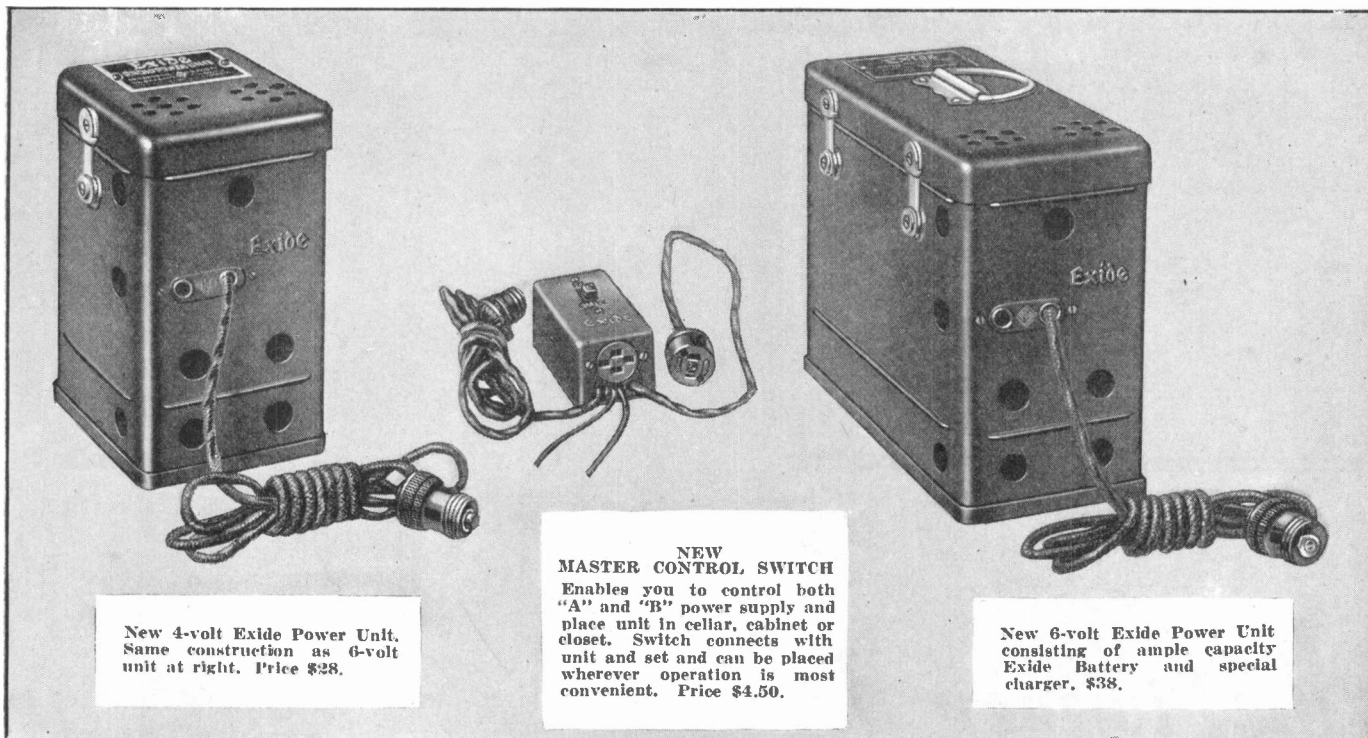


Patented June 22, 1926

PERRYMAN ELECTRIC CO., INC.

LABORATORIES AND PLANT
NORTH BERGEN, N. J.

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



New 4-volt Exide Power Unit. Same construction as 6-volt unit at right. Price \$28.

NEW MASTER CONTROL SWITCH
Enables you to control both "A" and "B" power supply and place unit in cellar, cabinet or closet. Switch connects with unit and set and can be placed wherever operation is most convenient. Price \$4.50.

New 6-volt Exide Power Unit consisting of ample capacity Exide Battery and special charger. \$38.

This NEW unit . . . meets every demand for "A" power

YOUR customers have no reason to be short on "A" power—no matter how large their sets may be. They can now have an "A" battery that is always charged and ready to meet any demand for power, and that has the additional convenience of a separate switch.

This reliable source of "A" power is the new Exide Radio Power Unit equipped with the Master Control Switch.

The Power Unit consists of two parts: (1) a special Exide "A" battery, with an ample capacity to supply the newest and largest type of radio sets; and (2) a charger for recharging the battery from the house current when the set is not in use. The charger is designed to take in current at an unusually high rate, so that the battery will always

It easily supplies even the largest sets with all the current they need

be charged and ready for service.

The Unit is assembled in a handsome mahogany metal case. It is designed to be kept connected at all times with the house lighting circuit as well as the radio set.

The convenient Master Control Switch

FOR use with the new Exide Radio Power Unit is the separate Master Control Switch. This can be placed right on the radio set, thus keeping complete control of both "A" and "B" circuits right at hand. It enables you to place the Power Unit anywhere.

The Master Control Switch is simple to operate. To use the set, push the switch lever in the direction marked "Set"; to charge the battery, push the lever to "Charge," and the power you have used is replaced from the house current.

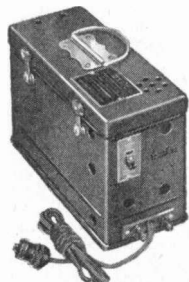
There are two sizes of the new Exide Radio Power Unit—for sets with 6-volt and 4-volt tubes. The retail price for these is \$38 and \$28

respectively, with slightly higher prices west of the Rockies. Master Control Switch \$4.50 extra.

If you have not sent in your order for the new Exide Radio Power Units, it is advisable that you do so at once. They are being advertised extensively in national magazines. They will undoubtedly be much in demand, especially among those of your customers who own the new and powerful types of radio sets.

Before you mail your order, check up on the rest of your Exide line. Be sure that you have a sufficient stock of Exide "A" and "B" Batteries and of the smaller capacity Radio Power Unit with the built-in switch in 6 and 4 volt models. Prices, \$36 and \$27.

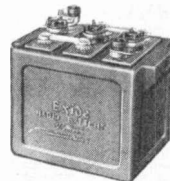
THE ELECTRIC STORAGE BATTERY CO.
PHILADELPHIA
Exide Batteries of Canada, Limited,
153 Dufferin St., Toronto
Pacific Coast prices slightly higher.



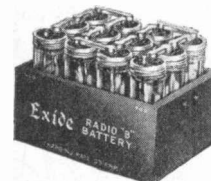
Exide Power Unit with built-in control switch. Contains Exide "A" Battery and special charger.



Operates from light socket or base plug. Two sizes, 6-volt at \$36; 4-volt at \$27.



6-VOLT "A" BATTERY Standard Exide Radio "A" Battery for 6-volt tubes. Rugged. Compact. Price \$12.30 up.



24-VOLT "B" BATTERY in glass cells. 6,000 milliamperes hour capacity. Also in 48-volt size. Prices, \$9.75 and \$17.10.

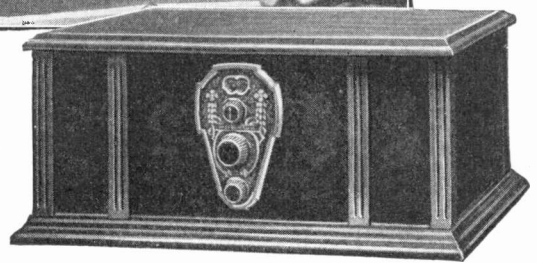
Exide RADIO POWER UNITS

Geneva—
\$185 List



*The Pioneer
 is reaping
 his reward!*

Winona—
\$80 List



NOT long ago we wrote here of the pioneer and the reward that is his by right of his pioneership. We spoke of Mohawk One Dial Radio as a pioneer on the threshold of its reward. For years we trod alone a path which now is thronged—we strove to perfect One Dial Radio, and now, with that accomplished, we are beginning to garner the profits that are the just due of costly experimentation to establish Mohawk One Dial Radio as first and finest and the best value in the growing One Dial field. The fight has been ours—you have but to write us for our dealer proposition to share the fruits of victory!

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

SENECA—Mohawk one-dial, six-tube shielded radio set in walnut drawer. List price . **\$57⁵⁰**

CHEROKEE—Shielded. Rich walnut hand rubbed piano finish. Full piano-hinged. 10³/₄ ins. high, 13¹/₄ ins. deep, 15¹/₂ ins. long. List price **\$65**

WINONA—Shielded. Rich walnut. 24 ins. long. List price **\$80**

CHIPPEWA—Shielded. Rich walnut, two-toned. Built-in loud speaker. List price . **\$110**

PONTIAC—Shielded. Burl walnut, drop front. Built-in loud speaker. 46 ins. high. List price **\$140**

GENEVA (In large illustration)—Shielded. Front full burl walnut, inlaid. Loud speaker built into dome, 44 ins. high. List price **\$185**

POCAHONTAS—Shielded. Burl walnut inlaid. Built-in loud speaker with 5-foot horn. 45¹/₂ inches high. List price . **\$300**

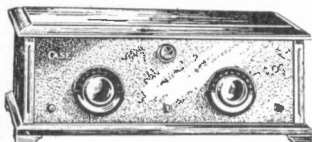
Prices west of the Rockies slightly higher.
 Canadian prices 40% higher.

Mohawk One **Dial**

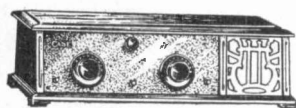
Mohawk Corporation
 of Illinois
 Established 1920
 Independently
 Organized in 1924

Radio

This Line
Leads to
Greater
PROFITS



MODEL 60A
6 Tubes, 2 Controls only \$75.00
3/4-in. Solid Mahogany Cabinet
WITHOUT ACCESSORIES



No. 60B, \$100



No. 60C, \$125



No. 60D, \$170



8,100,000 Families are Listening in on "Case" Advertising

THE MAGAZINES shown above carry the story of CASE performance, quality and low price to millions of families—many of them in your community. The CASE merchandising plan for dealer and jobber offers a complete and profitable tie-up to this large advertising campaign that will help you get more business from your territory.

CASE Radio Sets offer the three combined factors that assure the most profitable franchise for the dealer:

- (1) Six-tube sets of unusual performance ability.
- (2) Attractive low prices—liberal dealer profits.
- (3) National advertising and dealer helps.

*An Established National Institution with
Over 500 Jobbers*

Thousands of CASE Sets are in satisfactory use throughout the country. Users tell of unusual performance records. CASE Sets have a five-year record to their credit and are manufactured by a well-established, well-financed organization that has shown a steady growth each year.

CASE

RADIO PRODUCTS

Indiana Mfg. & Electric Co.
Marion, Indiana

Send complete information in regard to CASE Radio Receiving Sets.

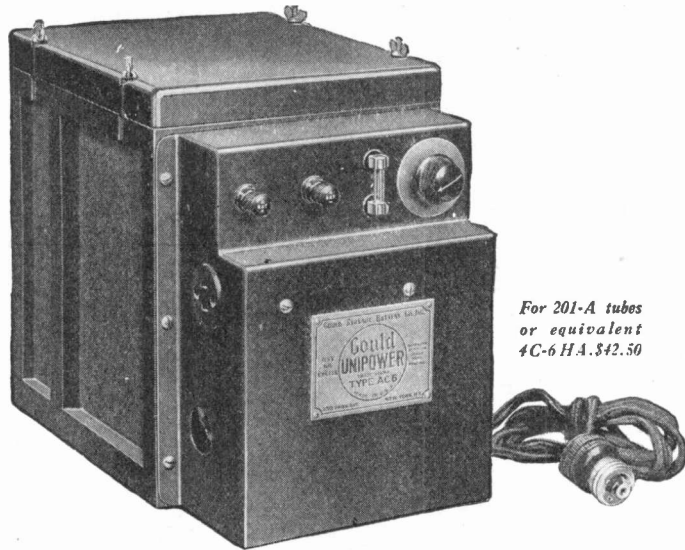
Name

Address

.....

.....

*This Will be
a Radio Christmas
Use this Coupon
Now!*



For 201-A tubes
or equivalent
4C-6 H.A. \$42.50

Unipower sales have already passed last year's grand total —and the big winter months are still to be heard from

LAST year dealers found they could sell a lot of Unipowers. And once sold they stayed sold. There were no complaints—no service calls to eat up the profits. With dealers actively pushing it Unipower's sales were greater than ever before.

Now—this year—with the busy season hardly started, more Unipowers have been sold than were sold *all last year!* And the biggest radio months—November, December, January—are still to be heard from!

What a sales story you can tell now about Unipower! Last year's models are giving unflinching service everywhere. Refinements this year have made these same models more fool-proof than ever.

In addition, a new type of Unipower is now available that has already received the highest praise of radio engineers and manufacturers. Unipower again is making radio history—the new 6-volt model is far ahead of any other radio "A" power unit yet devised. *It is absolutely automatic in operation.*

A miniature power plant

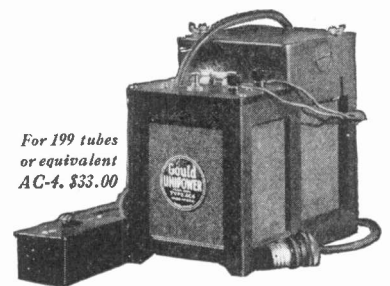
Unipower is a miniature power plant, carefully designed to furnish radio "A" power from the light socket. It is not a battery eliminator. Incorporated in Unipower is the trickle charge principle, which changes electric light current into satisfactory radio power. Unipower, however, also contains the extra, rapid charge rate absolutely necessary to keep the set at full power always even under unusual conditions caused by overwork or neglect.

Experts designed Unipower—time and performance have proven it totally fool-proof. There are no parts that need adjustment or that will wear out or need replacement during the normal life of the product. It is so constructed that it *cannot fail.*

Take advantage of the big Unipower months just beginning. Write now for the complete story of automatic "A" power that cannot fail. The Gould Storage Battery Company, Inc., 250 Park Ave., N. Y.

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in this new 6-volt Unipower designed to furnish unflinching "A" power to any 201-A tube set. Four trickle rates, operated by a simple dial, enable the user of heavily-worked multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in "B" power supply or set wiring.



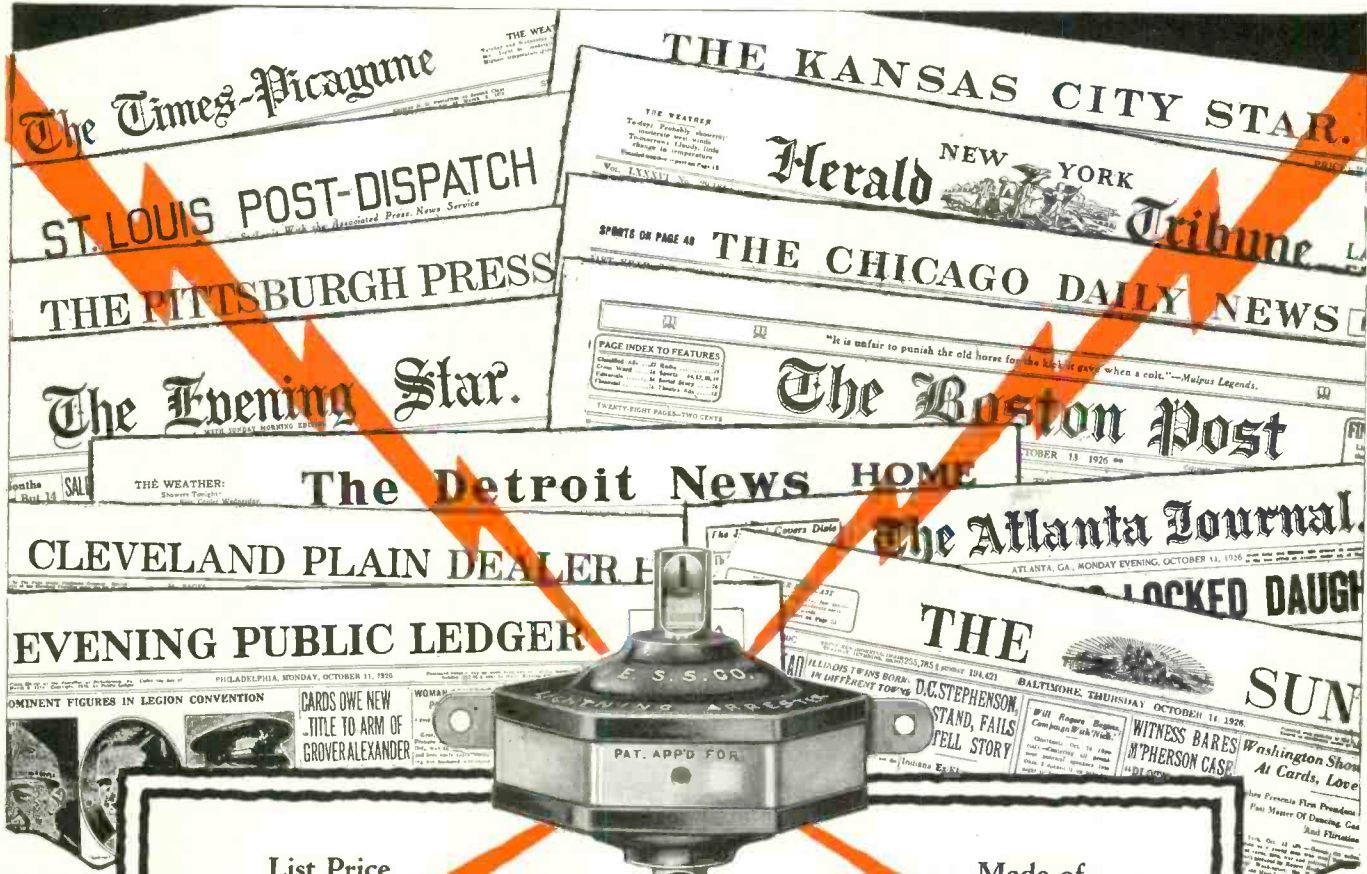
For 199 tubes
or equivalent
AC-4. \$33.00

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle—special models, 25-50 cycle, at slightly higher prices. Patents pending on all models.

Unipower

A GOULD PRODUCT

RADIO "A" POWER THAT CANNOT FAIL



List Price
\$1.50

Made of
Bakelite and Brass Parts

KEYSTONE ARRESTERS Also Lead in Advertising

The world's largest maker of radio and industrial lightning arresters, announces a nation-wide campaign of newspaper advertising. The purpose of this program is to convince your customers that protection against the dangers of lightning is necessary and that KEYSTONE is the one best arrester to do the job.

Check over your stock immediately and if you are low make a note to order KEYSTONE Lightning Arresters and be prepared to take advantage of the sales opportunities this advertising will create.



Also approved by the National Board of Fire Underwriters

ELECTRIC SERVICE SUPPLIES CO.

PHILADELPHIA
17th and Cambria Sts.

NEW YORK
50 Church St.

CHICAGO
Illinois Merchants Bank Bldg.

PITTSBURGH
Bessemer Bldg.

BOSTON
88 Broad St.

SCRANTON
316 N. Washington Ave.

DETROIT
General Motors Bldg.

Lyman Tube & Supply Co., Ltd., Montreal, Toronto, Vancouver.

KEYSTONE LIGHTNING ARRESTERS

THE sole mate of a good receiver
 Farrand Speaker
 Junior Model, \$12.50—Junior, \$18.50

Other cones may look like a Farrand—but there the resemblance ends
 Farrand Speaker
 Junior Model, \$12.50—Junior, \$18.50

REPUTED outstanding Reproducers
 Farrand speakers will tell you so. They're so complete in—and pure in—tone that you'll tell 'em so! At good radio shops.
 Junior Model, \$12.50—Junior, \$18.50

"THE EAR SAYS BUY!"
 —the four most telling words about radio's foremost speaker!
 Farrand Speaker
 Junior Model, \$12.50—Junior, \$18.50

PUT the decision up to your ears and you'll put other speakers out of your mind!
 Farrand Speaker
 Junior Model, \$12.50—Junior, \$18.50

Listen to the fan who owns one. Listen at the store that sells them!
 Farrand Speaker
 Junior Model, \$12.50—Junior, \$18.50

The Eye may deceive, but the Ear NEVER! Farrand

These ads—
 addressed
 to over
 nine
 million
 readers—
 are sending
 Farrand
 buyers to
 stores
 everywhere.
 A
 demonstration
 does the rest!

Dealers Attention!

IF you haven't, as yet, stocked Farrand Speakers, get in touch with your distributor **AT ONCE**. Now's the time to cash in on radio's greatest selling speaker. **Order TODAY!**

Farrand Mfg. Co., Inc.
 Thompson Avenue at Court Street
 LONG ISLAND CITY, N. Y.

Farrand Speaker
 Junior Model, \$12.50

More than half a million listeners are daily acclaiming the matchless quality of the Farrand Speaker—signifying a public preference that is spreading country-wide. When you buy a Farrand you are getting the cone speaker of time-tested, proven performance. Features by better radio dealers everywhere.
 NORTH AMERICAN RADIO CORP.

Every phase of musical expression captured with mirror-like fidelity—setting a standard of tone reproduction by which all other speakers are judged
 Farrand Speaker
 Junior Model, \$12.50—Junior, \$18.50

YOUR sense of hearing will urge you to choose—on its outstanding performance. Your common sense will tell you to buy a Farrand—on its past performance. Over half a million enthusiastic listeners are now claiming the matchless quality of the Farrand Speaker first cone speaker two years ago, the first cone speaker.
 Farrand Speaker

Seven years to perfect—two years on the market—half a million listeners today
 Farrand Speaker
 Junior Model, \$12.50—Junior, \$18.50

There is a best in radio speakers—at tested to, not by the voice of self-praise, but by the verdict of listening ears
 Farrand Speaker

NEW!
 Have you seen and heard the NEW **Stratos** model of the Farrand Speaker, with its exquisite walnut-dominant wood cone and new driving unit? Radio's greatest reproducer still further improved! **NOW—at your dealer's!**
 Farrand Speaker

They're now FARRAND Speakers
 Farrand Speaker

SEVEN years to perfect, two years on the market, a half million enthusiastic listeners today! When you buy a Farrand you get cone speaker of time-tested, proven performance. Junior Model, \$12.50, Junior, \$18.50

Farrand Speaker
 Farrand Speaker



This Scientific Report Puts Tubes Where They Belong

A lot of tubes have been sailing under false colors. As a radio dealer, you know that.

And it's been easy, too, because radio tubes have been such a blind article. Tube manufacturers made claims—and what could you say?

But now at last tubes have been put just where they belong—not with personal opinions, not with manufacturers' claims, but with the scientific report of a laboratory test made in one of the leading electrical laboratories of the country. This test was made with a number of the best-known tubes on the market.

Naturally, this laboratory is not interested in the manufacture or sale of any tube. It seeks nothing but scientific truth.

At last you can know the truth about radio tubes

You will find things in this report that will amaze you—you will probably have to change your mind about certain tubes.

One gratifying thing about this test was that URECOS came *first*. That's why so many radio dealers are now equipping all sets with URECOS—they want to be sure of satisfactory reception for the new customer.

As a radio dealer you cannot afford not to know everything about radio tubes that this report con-

tains. We'll be glad to send you an exact copy of the report on request.

And if you are interested, we'll tell you at the same time all about some most unusual helps given by the makers of URECOS to promote the resale of URECO tubes in the dealer's store.

*Fill out and
mail the
coupon
below
TODAY*

United Radio & Electric Corp.,
Newark, N. J.

Gentlemen:

I am interested in the comparative test given the best-known radio tubes in a leading electrical laboratory recently. Please, without obligation on my part, send me an exact copy of the report made by the laboratory on this test.

Name

Address

City State

UNITED RADIO & ELECTRIC CORP.
418-420 Central Avenue
Newark, N. J.

The Consolidated Line Sells Fast and Stays Sold!

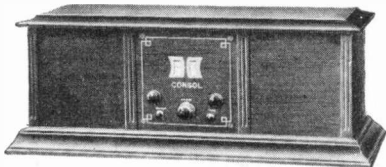
The Consolidated Line will make your holiday radio sales greater than ever and cut out servicing. Here is quality and many exclusive radio features. Priced to sell quickly and once sold they stay sold.

The Consolidated Line includes The Consol \$95 set and units to supply dependable uniform "A" and "B" power for that set or any other set.

Consolidated products are built of best quality materials by skilled workmen.

Made to withstand the careless, inexperienced handling of the average owner.

When you stock the good Consolidated Automobile Battery, the Consolidated Line at once becomes an all-year-round strong profit line.

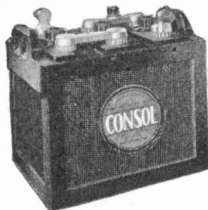


Consol 7-Tube Radio—Retail Price \$95—Contains many new and exclusive features. Tone control. Three stages of radio frequency. Double rectification. Two detector tubes. Shielded transformers and condensers. Panel light over dials. Beautifully designed and finished.



Consol "A" Power Unit retails for \$40. Single, compact unit—from trickle to two ampere change. High capacity battery with standard size plates. Trouble proof.

Consol Radio "A" Storage Batteries hold supersupply of strong, even "A" power. Same quality as good Consolidated Automobile Batteries. Last longer, because of pure materials in unstinted quantity.



Write or telegraph now for complete information about the Consolidated Line. Address Dept. R, Philadelphia.



Retail Price
\$30⁰⁰



Consolidated "B" Eliminator Sells Itself Because You Can Demonstrate It In Your Own Store

If you tell a radio owner he can forever save the expense of costly "B" batteries you arouse his interest.

your customer on hearing as well as on sight. No matter what your store current or your customer's

If you prove to him he can not only save money but also improve reception, you make a sale.

Convincing demonstration is the outstanding reason for the phenomenal success of the Consolidated "B" Eliminator. You can sell

home current, Consolidated "B" will operate any set, anywhere, on any current (D.C. as well as A.C.—110 to 115 volts) at any cycle—universally usable without change.

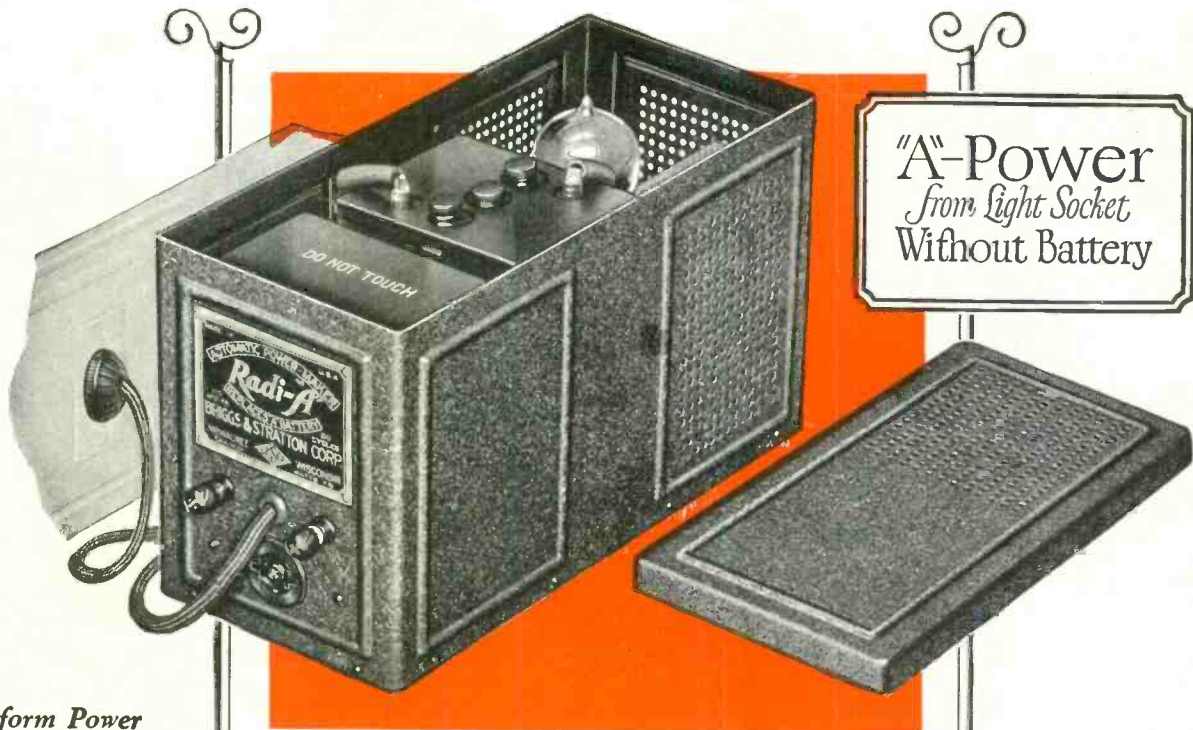
Cuts your stock in half because you need carry only one model of "B" Eliminator.

Only CONSOLIDATED Contains All These Twelve Big Retail Selling Points:

1. Universal in application; usable on AC and DC, any cycle, without change.
2. Power for any standard set—even the new power tubes; 110 to 115 volts.
3. Retail price—only \$30.
4. No AC hum; no noise.
5. No costly bulbs to break.
6. Maintains permanent even tone and resonance.
7. Low in use; keep.
8. An adornment to any set or to the furniture of any room.
9. Standard guarantee.
10. Small in size.
11. Fewer parts; trouble proof.
12. Stops "B" battery cost; pays for itself.

Consol

CONSOLIDATED BATTERY COMPANY, INC.
NEW YORK PHILADELPHIA BUFFALO



Uniform Power
— No Hum —
No Distortion

...

Maximum
Reception
Always!



A New Source of Profit!

NOW, instead of selling the radio-set purchaser an "A" battery and charger, you can sell him a Radi-"A" to take the place of both. And the sale will not only net you a larger profit but will also make a better satisfied customer.

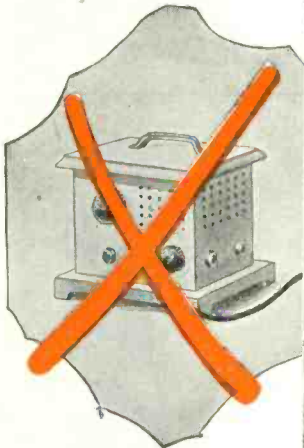
Radi-"A" actually improves radio reception — maintains set at peak efficiency *always!* Because it does this, and because it eliminates the "A" battery nuisance [a common prejudice against radio] *it helps you sell more radio sets* — to people who otherwise wouldn't buy.

And there's a tremendous market in the "A" battery replacement field. Worn-out or rundown "A" batteries offer Radi-"A" sales opportunities. Every present owner of a radio set is a prospect!

Radi-"A" is a complete light-socket power unit that operates without a battery. It converts 110 volt, 50 or 60 cycle alternating current into a uniform, constant, 6-volt direct current of from 2 to 2-3/10 amperes, capable of handling radio sets up to and including 8 tubes. *Operates without hum or distortion!* It has no delicate or complicated parts — nothing to adjust or get out of order. Radio set switch automatically controls both Radi-"A" and the "B" Eliminator [if a "B" Eliminator is used], which is operated directly through Radi-"A".

Write for full details and name of nearest distributors.

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.

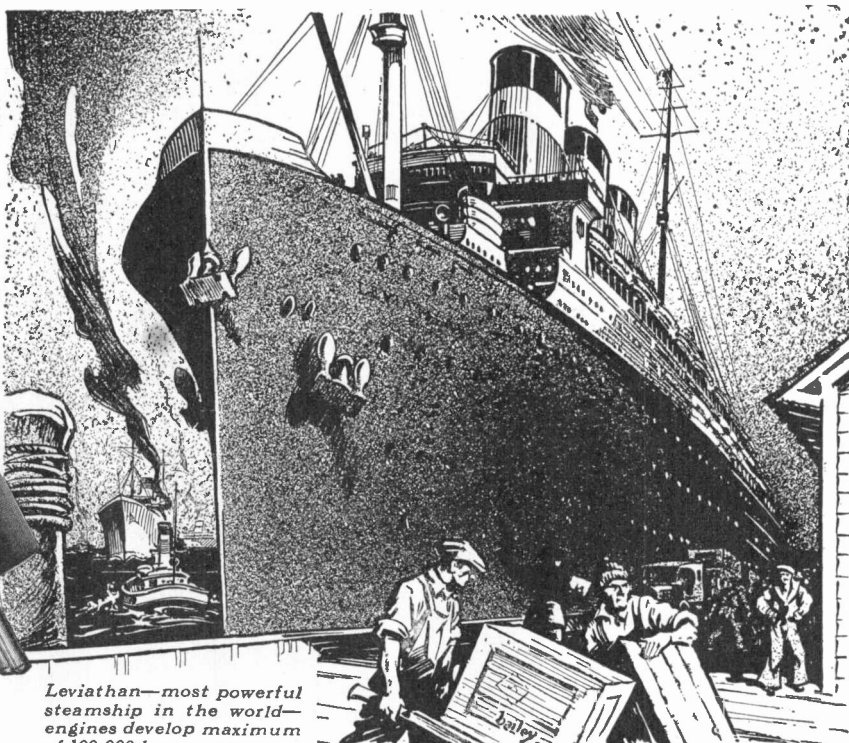


Radi-"A"

REPLACES "A" BATTERY



The New Super-Sensitive DETECTOR
 Type GX-200A for distant reception and weak signals—equally remarkable results on local stations—not critical in adjustment.
 Price \$5.00



Leviathan—most powerful steamship in the world—engines develop maximum of 100,000 horsepower.

Your Customers Want More Power

Gold Seal Power Tubes Meet This Ever Increasing Demand

EVERYBODY is asking for power tubes. All the new sets are wired for this equipment. Power tubes can be used in the older sets with an adapter. Cash in on this growing demand right now. GOLD SEAL power tubes are made in all the popular types, including GSX-210, and 216-B, the most powerful type sold commercially.

And like all GOLD SEAL tubes, they are made right, sold right and guaranteed right. They will increase your sales, your trade and your profits. Insist on genuine GOLD SEAL Radio Tubes—Standard for all sets.

If not obtainable from your jobber, write us for particulars of our attractive dealer proposition

Gold Seal Radio Tubes

Jobbers! Some desirable territories still open. Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO., INC., 250 PARK AVE., NEW YORK



Type GSX-171
 High power tubes for use in last stage of audio amplification give increased volume.
 Price \$6.00
 Look for the red box



Type GSX-216B
 For use in battery eliminators to rectify alternating current—advantageous in supplying the higher current required by power tube equipped sets.
 List Price \$7.50



Type GSX-112
 High power tubes for use in last stage of audio amplification give increased volume.
 Price \$6.50
 Look for the red box



Types GSX-201A
 The popular general purpose type, for amplifier or detector. Long life and high efficiency.
 Price \$2.00
 Look for the blue box



Type GSX-Hy-Mu
 For use only in the popular resistance coupled amplification, highly efficient in this system.
 Price, \$4.00

ALL STANDARD TYPES

"They perform
like sets costing three times the price—"

wrote one of the largest radio dealers in the country

FREED- EISEMANN RADIO

ONE of the merchandising features most welcomed by dealers is that the customer prefers a *complete Freed-Eisemann installation*. The Freed-Eisemann A-B-C power units and the Freed-Eisemann speaker have been an instantaneous success.

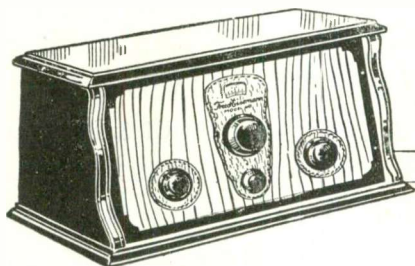
No wonder! Our engineers worked on these accessories two years before we considered them fine enough to bear our name.

*Now you can merchandise
a complete Freed-Eisemann installation*

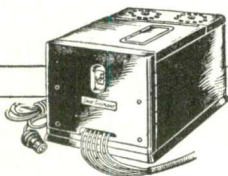
With the Freed-Eisemann Full-floating Cone Speaker and the Freed-Eisemann A-B-C power units, you can now have a combination to please your most exacting radio-wise customers.

You will find it to your distinct advantage to investigate immediately our very generous discount policy.

FREED-EISEMANN RADIO CORPORATION
Freed-Eisemann Building, Brooklyn, N. Y.



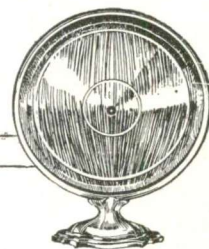
MODEL 40—\$85
Single control 3 stages TRF.
Shielded. Licensed under
Latour Patents.



MODEL 16—\$45
B and C Eliminator, *guaranteed noiseless*. Safety door cuts current while hooking up.



MODEL FE-603—\$36.50
A perfect "A"
power unit.

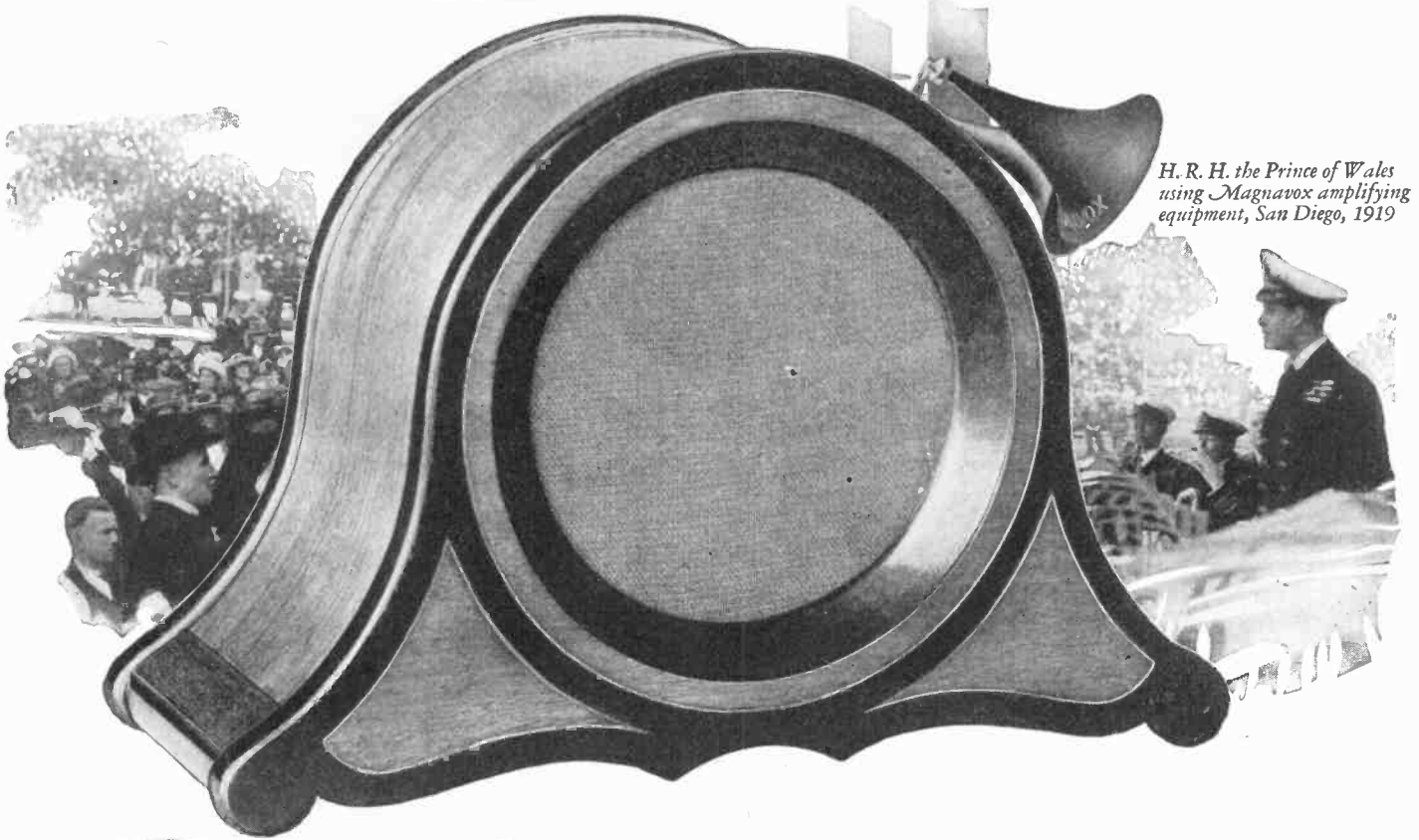


MODEL 14—\$25
Full-floating cone
speaker.

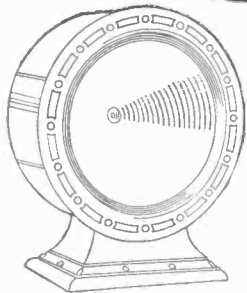
MAGNAVOX

CONE SPEAKER

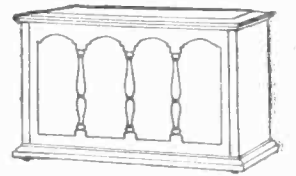
(PATENTED)



H. R. H. the Prince of Wales using Magnavox amplifying equipment, San Diego, 1919



10% of all loud speakers sold are Magnavox



These instruments make your store "loud speaker headquarters"

Cornell Model (left). Artistic finish—non-resonant metal cabinet. 7" cone. \$22.50 list

Stanford Model (above). Completely encased in two-tone mahogany. \$35 list

Magnavox M-20 Loud Speaker (right.) Exquisite beauty of tone, design and finish

Magnavox made the original loud speaker and has sold 400,000 in four years. Each year one in every 300 families buys a Magnavox. One of every ten loud speakers sold is a Magnavox. These instruments are the climax of fifteen years' Magnavox experience. They are being advertised in thirty-one

full pages and four two-third pages in *Saturday Evening Post*, *Literary Digest*, *Radio News*, *Golden Book*, *World's Work*, *Review of Reviews*, *Scribners*, *Harper's*, *Atlantic Monthly*. All dealers write at once for sure-fire selling plan that will help you "corner" the loud speaker business in your city.

THE MAGNAVOX COMPANY

General Office and Factory: Oakland, Calif. • Chicago Sales Office: 1315 S. Michigan Ave.
R. S. Williams & Sons Co., Ltd., Toronto • Distributors for Canada [not including British Columbia]

Matched-Unit Radio is made Only by Stewart-Warner

Two of the biggest sellers in the Matched-Unit Radio line are the Model 300 receiver and Model 400 reproducer featured in the large illustration.

Model 300 is a five-tube, tuned radio frequency table type receiver. It is handsomely finished in walnut and will add to the appearance of any home. At the astonishingly low price of \$50, this set is the outstanding radio value of the year.

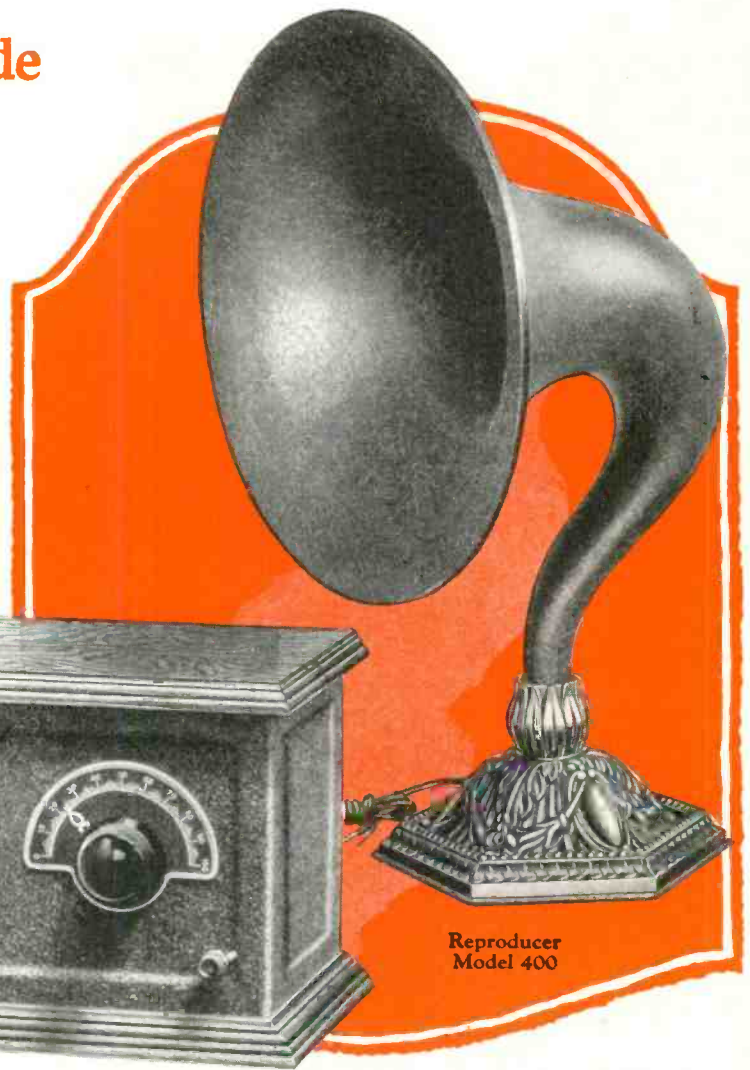
Model 400 reproducer has a rich full sweet tone and has been designed and made especially to work perfectly with any of the Stewart-Warner table type receiving sets.

The Stewart-Warner line includes a wide assortment of 5-tube and 6-tube sets, with 1-dial or 3-dial control, table and console models, priced from \$50 to \$400.

Remember, the only Matched-Unit Radio on the market is made by Stewart-Warner.

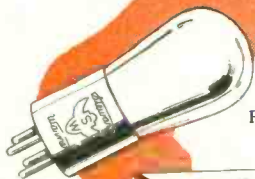


Model 300



Reproducer Model 400

The Public is Buying Radio in a New Way— Will You Profit by it ?

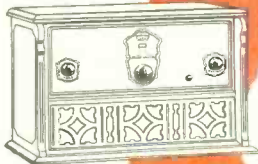


Model 325

Radio Tube 501 AX



Table Cabinet Model 350



Console Model 310



Prices Slightly Higher West of Rockies

It had to come—this new way of buying radio—common sense demanded it.

People today want a radio made complete by one manufacturer. They want the satisfaction of knowing that one maker is fully responsible for the performance of receiver, tubes, reproducer and accessories. They want the Matched-Unit Radio, with all units designed and built by Stewart-Warner—all tested with other Stewart-Warner units before leaving the factory to insure perfect operation, perfect co-ordination.

Your customers know that it is just as

illogical to assemble a radio from units made by several manufacturers as it would be to assemble an automobile by buying an engine here, a body there, a set of wheels another place.

Will you profit by this new way of buying and selling radio? You will if you have a Stewart-Warner Protective Radio Franchise. Thousands of Stewart-Warner dealers have already started on the biggest sales-and-profit season they have ever known. Do you want to join them? Write today for information regarding a franchise in your territory.

STEWART-WARNER SPEEDOMETER CORPORATION
1820 DIVERSEY PARKWAY, CHICAGO, U. S. A.

STEWART-WARNER Matched-Unit Radio

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS

Christmas 1926



PRICE

\$22

COMPLETE

and the public
will demand
speakers of
better and
better tonal
qualities

**Music
Master**
RADIO REPRODUCER

Christmas times, when gifts of rich merit are sought by the radio public, thoughts turn towards speakers of excellent tonal qualities. That's why Music Master Horn Speakers enjoy exceptionally high sales records during this period of intense sales.

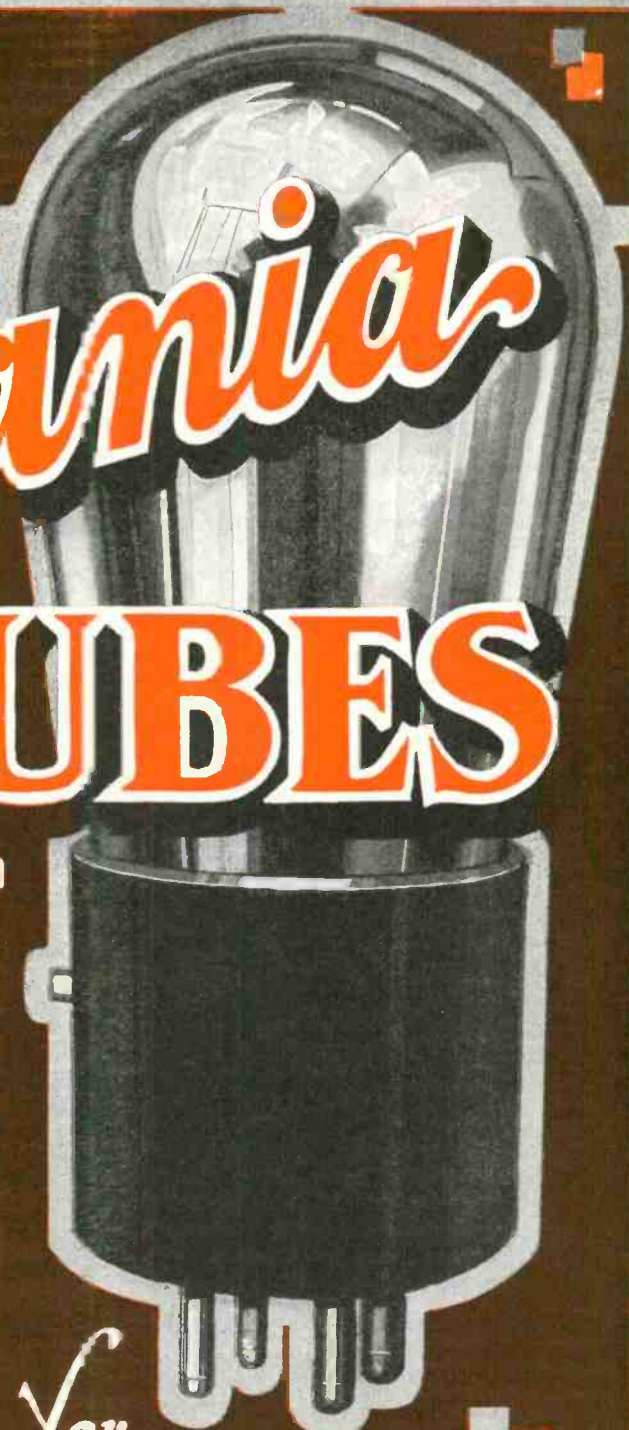
Dealers realize the value of handling a line known for its quick rate of turnover. Quick turnovers mean greater sales value and increased dealer profits.

Music Master Horn Speakers reproduce tone color with resonance and unequalled power. The distinguishing amplifying bell, made of selected, seasoned wood, insures the rich mellow sweetness conceived by the master violin makers of old.

Do not be deceived by appearances. Demand Music Master Horn Speakers and enjoy greater profits.

Music Master Corporation

David S. Ludlum, Trustee,
Betzwood, Pa.
(Port Kennedy P. O.)



Sylvania TUBES

*An Exceptionally Good Tube—
Exceeded In Quality By None.*

MADE by a big reliable organization that takes pride in its product—and backs every dealer to the limit on every sale he makes. ☺ If you are not now handling Sylvania tubes, you are missing a very profitable and pleasant connection.

Write Us To-Day

"THEY NEVER DISAPPOINT"

For
**GREATER VOLUME
BETTER TONE ~
KEENER SELECTIVITY
LONGER LIFE ~**

SYLVANIA PRODUCTS Co.
— EMPORIUM, PA. —

Sterling

"B" & "C"

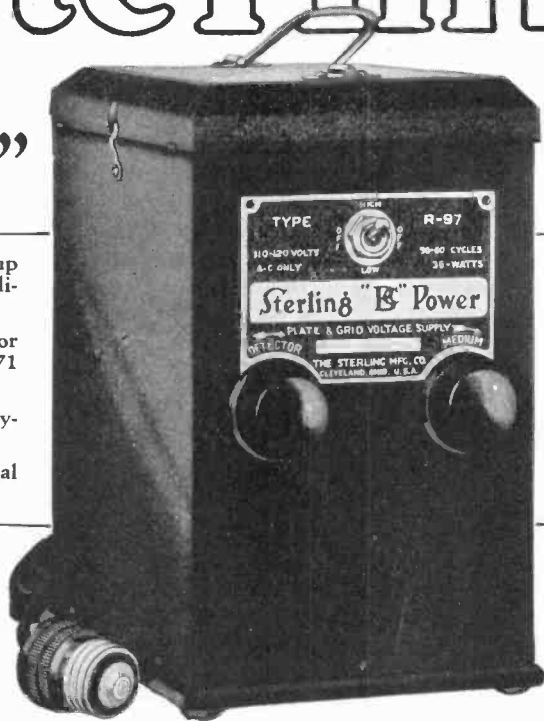
POWER

Ample power, delivering up to 180 volts at 50 milliamperes.

Especially recommended for sets using the new 371,171 or 210 power tubes.

Uses improved type Raytheon tube.

Guaranteed against electrical and mechanical hum.



Selective terminals for high and low powered receivers. Control knobs for variable detector and amplifier voltages.

Combination high, low and off power for a single switch.

List price, complete with new Raytheon tube, including "C" voltage taps, \$55.00



© 1926 The Sterling Mfg. Co.

Uses RAYTHEON TUBE

Let this be your Christmas Special!

The buyer of a radio device as a Christmas gift, demands faithful performance above everything else. Why not cash in on the popularity of "B" Power units that have absolutely made good on performance?

TRY THE STERLING "B" POWER YOURSELF—Compare Results.

Compare the Sterling "B" Power for output, volume, flexibility and all-round performing ability. It will prove its reputation to be all we claim—it will give you full confidence to guarantee the utmost performance to your customers.

Remember, this is the "B" Power

Unit that was designed according to the individual specifications of thousands of radio dealers who, like you, *know what they want to sell.*

A WIDE RANGE OF PRICES
Whether for two tubes or ten, high milliamperage drains or low, maximum voltages or moderate, Sterling "B" units will suit the fancy, purse and power requirements of a most diversified buying public. List prices range from \$20.00 to \$55.00.

Sterling No. R-97, "B & C" Power complete with Raytheon Tube, \$55.00.

Sterling No. R-99 "B" Power complete with Raytheon Tube, \$45.00.



TELEVISION DESIGN

A low priced eliminator coupled with Sterling quality. For sets using from 2 to 5 large tubes or up to 5 or more peanut tubes. With CX313 tube gives 135 volts at 20 milliamperes and is especially recommended for Radiolas 25-28.

List Price RT-41, less tubes \$22.00.

Sterling

BATTERY ELIMINATORS

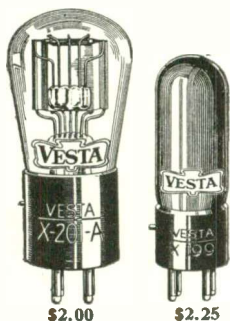
Big Demand ~ Quick Supply

Vesta Auto-Radio Products

Vesta Auto and Radio Batteries—and the new Vesta Radio Units—Trickle Charger, Radio "A" Power Unit—and Tubes—are among the Big Sellers. The nation-wide newspaper and magazine advertising campaign is moving Vesta products in a lively manner. Vesta distribution—dealer supply—is highly perfected. These 45 live-wire Centrals are so located that dealers are never more than a few hours distant and orders are filled quickly. The big season is now on!

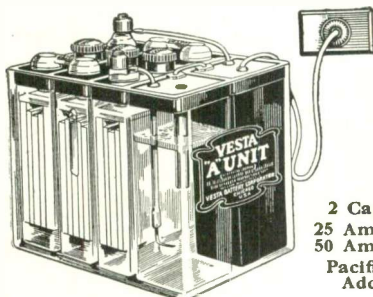


Vesta Trickle Charger
\$10
Pacific Coast \$10.50



Vesta Quality Radio Tubes

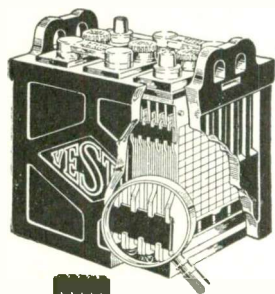
\$2.00 \$2.25



2 Capacities
25 Amp. \$25.00
50 Amp. \$27.50
Pacific Coast Add \$1.50

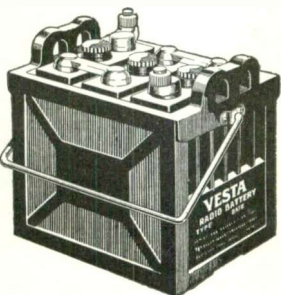
Vesta Radio "A" Unit—

3-in-one, "A" Battery, Trickle Charger and Built-in Hydrometer



Vesta Isolator Battery
The Highest Quality Automobile Battery

Vesta Radio "A" Battery
The Highest Quality for Radio



New Vesta Broadcasting Station WFKB
Tune in Vesta Broadcasting Station—W F K B—on 217.3 meters—Chicago—6:30 to 8 and 9 to 10:30 every week day evening—EXCEPT MONDAY, Sundays 2:30 to 4:00 P. M. (Central Standard Time).

There's a Vesta Central Near You

Eastern

ALBANY, N. Y.
ALLENTOWN, Pa.
BOSTON, Mass.
BRIDGEPORT, Conn.
BALTIMORE, Md.
BUFFALO, N. Y.
BROOKLYN, N. Y.
HARRISBURG, Pa.
NEWARK, N. J.
NEW YORK, N. Y.
PITTSBURGH, Pa.
PHILADELPHIA, Pa.
WASHINGTON, D. C.

Albany Motor Specialty Corp.
J. H. McCullough & Son
Guaranty Distributing Co.
Battery & Electric Service Co.
Automotive Electric Shop
J. Roy Stains, Inc.
J. H. Berkman, % The Benzer Corp.
J. H. McCullough & Son
Essex Storage Battery & Supply Co., Inc.
P. J. Durham Company, Inc.
Arwell Equipment Co.
J. H. McCullough & Son
Leeth Brothers

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1042 Hamilton St.
682 Beacon St.
1412 Park Ave.
23 W. Mt. Royal Ave.
1210 Main St.
Myrtle & Cooper Ave.
19 N. Cameron
40-44 William St.
244 W. 49th St.
240 Second Ave.
257 N. Broad St.
1307 L St., N. W.

ATLANTA, Ga.
DALLAS, Texas
JACKSON, Miss.
KNOXVILLE, Tenn.
LITTLE ROCK, Ark.
LOUISVILLE, Ky.
MEMPHIS, Tenn.
NASHVILLE, Tenn.
NEW ORLEANS, La.
OKLAHOMA CITY, Okla.
RICHMOND, Va.
SAN ANTONIO, Texas

Southern Motor Equipment Co.
The Schoellkopf Co.
Orgill Brothers Co.
"75" Tire Co.
O. D. Tucker IV & Co.
Louisville Auto Supply Co.
Orgill Brothers Co.
J. T. Blair Co.
Walther Battery & Equip. Co.
J. B. Burwell Supply Co.
Benton-Bailey Co.
Southern Equipment Co.

216 Spring St.
Depot & Williams St.
209 W. Third St.
754 S. First St.
32 West Calhoun St.

Middle West

CHICAGO, Ill.
CINCINNATI, Ohio
CLEVELAND, Ohio
COLUMBUS, Ohio
DECATUR, Ill.
DETROIT, Mich.
GRAND RAPIDS, Mich.
DETROIT, Mich.
GRAND RAPIDS, Mich.
KANSAS CITY, Mo.
MINNEAPOLIS, Minn.
OMAHA, Neb.
ST. LOUIS, Mo.
TERRE HAUTE, Ind.
TOLEDO, Ohio

Vesta Battery Corp., Factory
The Fisher-Aeschbach Co.
Vesta Battery Sales Co.
Schaefer Bros. Auto Supply Co.
Fred Campbell Auto Supply Co.
Radio Distributing Co. (Radio Products)
Radio Distributing Co. (Radio Products)
Auto Electric & Service Corp.
Auto Electric & Service Corp.
The Faeth Company
Uptown Store
Reinhard Brothers Co., Inc.
W. J. Powers Co.
Fred Campbell Auto Supply Co.
Fred Campbell Auto Supply Co.
The Fort Meigs Electric Co.

2100 Indiana Ave.
217 E. Second St.
1801 E. 21st St.
139 E. Gay St.
332 E. Main St.
51 Seiden Ave.
45 Pearl St.
91 Seiden Ave.
45 Pearl St.
1117 W. 8th St.
1617-19 Grand Ave.
11-17 S. 9th St.
2212 Harney St.
2806 Locust Blvd.
656-8 Walnut St.
Detroit and Norwood Sts.

Rocky Mountain and Pacific Coast

DENVER, Colo.
LOS ANGELES, Calif.
PORTLAND, Ore.
SALT LAKE CITY, Utah
SAN FRANCISCO, Calif.
SPOKANE, Wash.

The Equipment Service Co.
McClelland-Felthouse Corp.
James F. Morrell & Co., Inc.
The Salt Lake Hardware Co.
McClelland-Felthouse Corp.
Spokane Battery & Ignition Co.

13th at Lincoln
1358 S. Figueroa St.
88-90 N. Eighth St.
515-517 Eddy St.
1201 W. Sprague Ave.

VESTA BATTERY CORPORATION, 2100 Indiana Ave., Chicago

VESTA

AUTO-RADIO PRODUCTS

Vesta for Vitality

Makers of Vesta Automobile Batteries—Quality Products For Over 29 Years

WRITE HERE

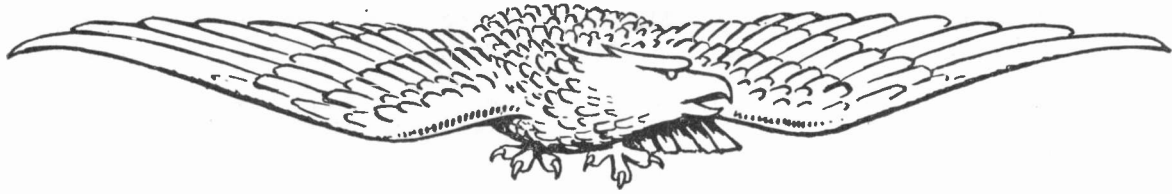
Mail coupon to nearest Vesta Central or
VESTA BATTERY CORP., 2100 Indiana Ave., Chicago, Ill.
Please have your Central Distributor near me present the Vesta
 Radio Line Auto Battery Line

Name

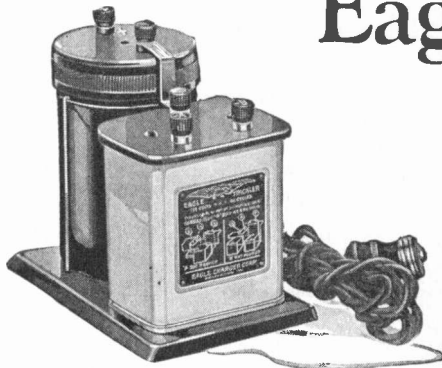
Address

City

State



Eagle "TRICKLER"



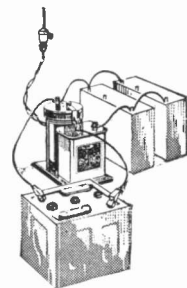
Charges "A", Storage "B" and Rechargeable Dry "B" Batteries. Shipped Dry and Uses No Harmful Acids. Terminals Won't Corrode. Costs less than 2c. a day to operate. Sells for only **\$10⁰⁰**

That's the Eagle "Trickler," the trickle charger with the many extra sales features.

This extraordinary little charger not only will charge an "A" battery while listening in but will charge both storage "B" and rechargeable dry "B" batteries in addition. The fact that this charger is shipped dry, contains no harmful acids (eliminating the corrosion of terminals) and can be operated for less than 2c. a day will appeal to your customers both from the standpoint of practicability and economy.

The resale price of \$10.00 plus the advantages of Eagle "Trickler" over other trickle chargers is making it outstandingly popular.

Offer your customers all they expect from a Trickle charger and then some by selling them Eagle Tricklers.



Note how Eagle Trickler is hooked up to charge both "A" and "B" Batteries.

If your jobber can't supply you, write direct to Charger Headquarters

EAGLE CHARGER CORPORATION

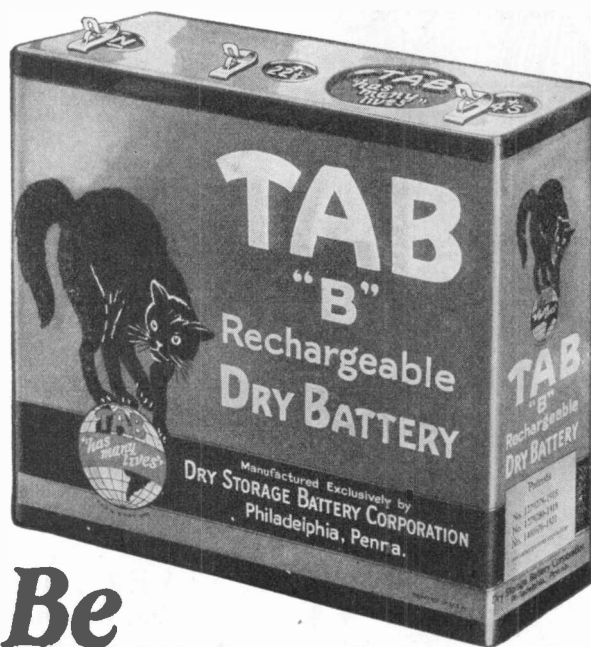
121 North Eighth St., Philadelphia, Penna.

EAGLE CHARGERS

YES SIR! *Something New
has really happened
in Radio*

45 VOLTS
30 CELLS

\$4.50



It Can Be
RECHARGED

WHEN the ordinary dry Radio "B" battery "runs down" it is in the same class as last summer's straw hat. When a TAB battery is exhausted it can be recharged with any standard "B" battery charger or chemical rectifier.

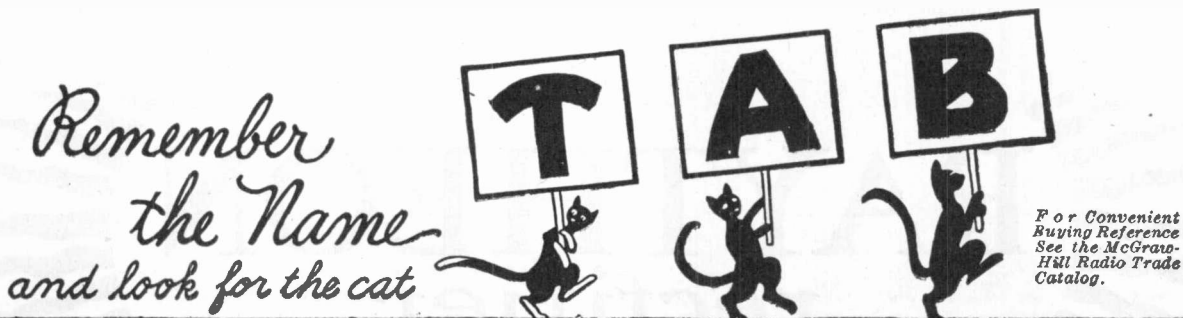
TAB batteries can be recharged to full original voltage six to eight times—a clear saving of 83-1/3 cents on the battery dollar. In addition TAB batteries have a longer original life than any other dry "B" battery.

There is no sales resistance to TAB batteries. They represent the greatest scientific invention since the inception of Radio. Their unanimous acceptance and approval by the leading authorities in radio forecasts their immediate popularity and wide use by consumers everywhere. Write for literature and discounts.

Patented and Manufactured Exclusively by

DRY STORAGE BATTERY CORPORATION

213 South Broad Street, Philadelphia



There is no Substitute for a Good "B" Battery in Radio



Make Every Sale Final



Manufacturers of Complete B-power Units, Raytheon-equipped

Acme Apparatus Co., Cambridge, Mass.
 All-American Radio Corp., Chicago, Ill.
 American Electric Co., Chicago, Ill.
 Apco Manufacturing Co., Providence, R. I.
 Bremer-Tully Mfg. Co., Chicago, Ill.
 Cornell Electric Mfg. Co., Long Island City, N. Y.
 Electrical Research Laboratories, Inc., Chicago, Ill.
 General Radio Co., Cambridge, Mass.
 Grigsby-Grunow-Hinds Co., Chicago, Ill.
 King Electric Mfg. Co., Buffalo, N. Y.
 Kokomo Electric Co., Kokomo, Indiana
 Mayolian Radio Corp., Bronx, N. Y.
 The Modern Electric Mfg. Co., Toledo, Ohio
 Pathe Phonograph Co., Brooklyn, N. Y.
 Sparks-Withington Co., Jackson, Michigan
 The Sterling Mfg. Co., Cleveland, Ohio
 Storade Mfg. Co., Cleveland, Ohio
 J. S. Timmons, Inc., Germantown, Phila., Pa.
 Valley Electric Co., St. Louis, Mo.
 The Webster Co., Chicago, Ill.
 Zenith Radio Corp., Chicago, Ill.

WHENEVER a customer leaves your store, be sure that the purchase he has made will please him thoroughly. Nothing builds business and profits faster than a group of completely satisfied customers.

Right now there is an active demand for B-power units. Get your share of this business, but get it with reliable equipment that requires no attention from the customer and no service from you.

There have been many types and styles of B-power units on the market, but not until the development of the Raytheon rectifier were they thoroughly reliable and practical. Raytheon gives an abundance of power with plenty in reserve. In addition it requires absolutely no attention except for the eventual replacement of the rectifying tube. B-power from a Raytheon-equipped unit is as steady and reliable as electric light itself.

Raytheon rectifiers are sold only to manufacturers of recognized standing whose product has first been thoroughly tested and approved by the Raytheon Laboratories. The sale of a Raytheon-equipped B-power unit means a satisfied customer who will be a booster for you, and the B-power units you handle.

RAYTHEON MANUFACTURING CO.

Cambridge, Mass.

RAYTHEON

rectifier

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Contributing Editor
S. J. RYAN,
Merchandising Counsellor
L. E. MOFFATT,
Associate Editor
H. S. KNOWLTON, *Boston*
PAUL WOOTON, *Washington*

Radio Retailing

The Business Magazine of the Radio Industry

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Western Editor, Chicago
H. W. BAUKAT,
Assistant Editor
WILLIAM McDONALD,
Assistant Editor
C. GRUNSKY, *San Francisco*

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Gentlemen of the Radio Industry—WAKE UP!!!

CONGRESS is about to pass radio legislation. For the first time in radio's short career as an industry, a national radio law is on the eve of being created. Yet the editors of this publication have found an indifference amounting almost to lethargy on the part of the majority of radio men regarding the two radio bills. Ignorance, in this case, is not bliss—it is criminal.

On the following pages of *Radio Retailing* you will find the entire radio legislation situation brought up-to-date and clarified, the weaknesses of both bills brought out and how they should be strengthened. You will also read why the editors are strongly opposed to the Dill Bill (the Senate Bill) and why they are committed definitely to a whole-hearted support of the White Bill (the House of Representatives Bill), the original radio bill which received the approval of the entire industry including the National Association of Broadcasters, and the provisions of which resulted from last year's Washington conference of radio men.

The editors have looked at this situation from every possible angle and have arrived at their decision only after mature and careful consideration of both bills. They believe the provisions of the Dill Bill are unfair to the radio industry and will retard and shackle its development at every turn. They believe the White Bill, as amended in the two important particulars of giving priority to stations already established and permitting radio men to sit on the commission as told in the following pages, is worthy of the support of every man in radio who not only has his own welfare at heart, but who also desires to safeguard the future of the industry which gives him sustenance.

Gentlemen of the radio industry, get into this thing with both feet, hammer and nails! Read the following pages and form your own conclusions, but for the love of heaven **GET INTO IT!!**

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

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CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 1600 Arch St.
CLEVELAND, Guardian Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 883 Mission Street
LONDON, E. C., 8 Boulevard St.

Gentlemen of the Radio

Congress Is About to Pass Ill-Advised Harm to Radio and to the

Study the Ridiculous Commission Control Provided by the Dill
Bill and Urge Your Representatives in Congress to Help Kill It

To Every Radio Man:—

I have just returned from our Washington office where our executive and Washington editors have been making a careful study of the radio bills which are to come before the Senate-House Conferees early in November. If the new radio legislation, which Congress promises to pass this winter, is based on these present bills, as seems likely, the radio industry will shortly find itself saddled with some amazing situations, any one of which can effectively throttle the future of radio.

Why the Dill Bill Is Bad for Radio and Bad for the Public

Take the Dill Bill (which has already been passed by the Senate, but not by the House). Under its provisions:

1. Established and familiar broadcast stations like KDKA, WEA, WLW, WCCO and KFI, will have no more standing in applying for licenses or time-on-the-air than the newest and tawdriest publicity-seeking stations. For, shortly, some 1,000 stations will have to "split time" on the 89 available wave-lengths, without any legislative basis on which selection is to be made, and with no protection whatever to the millions of dollars broadcasters have already invested.
2. An independent Federal Radio Commission would be set up—of five members, each receiving \$10,000 a year, and each member having a \$3,600 clerk. In addition a \$5,000 secretary would head the unlimited working staff of technical and clerical employees; this \$125,000-a-year organization to do the work formerly performed by two or three capable officials in the Department of Commerce. As the new broadcasting-license term proposed is from two to five years, the Commission, after a few months' service

- apportioning wave-lengths each term, would actually have nothing to do for the following two to five years!
3. The proposed Radio Commission would be one of some forty similar federal commissions and bureaus "running wild" and responsible to no executive official except the President, who must supervise them in addition to the other vast responsibilities of the Presidential office—a situation making effective supervision impossible.
 4. No radio man will be eligible for membership on the Commission who, during the preceding year, has had any financial interest in any radio company or station. This provision alone will insure the utter incompetency of the Commission, disqualifying all qualified radio men and reserving Commission appointments as plums for politicians having no radio knowledge whatever.
 5. Will prohibit sale of broadcast stations at prices exceeding actual value of apparatus only—thus denying benefits of the good will earned by stations through long and dependable service to the public.
 6. No control is provided for those non-radio sources of ether disturbance which cause much annoying radio interference.

The White Bill Is Good, but Needs Two Important Amendments

On the other hand, the White Bill (passed by the House, but not by the Senate), while in general an excellent measure, has two serious faults as it now stands.

1. No legal basis is defined or suggested to guide either the Secretary of Commerce or the advisory Radio Commission in making selection of broadcasting stations in the interest of the listening public. As every radio man knows, there are only 89 possible channels in the broadcasting bands, but some 1,000 broadcasting applicants will be demanding assignments this winter. Hence either some applicants must be

The Dill Bill

Establishes a Federal Radio Commission which is given control of all radio stations, except those operated by the Government. No one who has had any financial interest in radio during the preceding year is eligible to serve. Not more than three Commissioners shall be members of the same political party.

Each member of the Commission will receive \$10,000 a year, and will be provided with a clerk at \$3,600. A secretary is specified for the Commission, at \$5,000 a year, in addition to the necessary technical assistants, clerks, etc.

The Commission's duties will be to classify stations; designate call-letters and wave lengths; determine power to be used and time of operation; establish areas to be served; control chain

(Verbatim text of the Dill Bill appears on page 60)

broadcasting as to power and wave-length of each link; and regulate charges to listeners.

Transfers or sales of stations are prohibited where the consideration is greater than the reasonable value of the apparatus.

Under the proposed statute, the Commission must "issue to each applicant therefor, a station license, if public convenience, interest or necessity will be served thereby."

Station licenses are limited to a term of two years.

Notices of increase of station power above 5,000 watts must be filed with the Attorney-General of the state in which located, and opportunity given citizens to protest at a public hearing of the Commission.

Industry—Wake Up!

Radio Laws that Will Do Incalculable Best Interests of the Public

The White Bill, if Amended in Two Important Particulars, Will Make Sound Legislation for Both Radio Industry and Public

refused or the time of stations really rendering : public service in superior programs must be cut down to about five minutes for each present hour of operation, and the public's enjoyment thus seriously interfered with.

The only possible solution we can see for this dilemma will be through having the law recognize the "priority" of those stations which have been creditably and dependably serving the public prior to some past date, such as July 1, 1926.

2. The White Bill as now written prohibits from serving on the Commission any man who has any financial interest whatever in radio. This requirement would render ineligible the very men who by training and experience could be of the greatest possible service on the Commission (while conceivably admitting representatives of interests inimical to radio.) Applied to part-time service, such as membership on the Commission under the White Bill would be, this regulation is excessive in terms of present practice in government departments. Consulting and part-time officials are not now required to relinquish their other positions or interests, although this is properly required when a full-time government position is taken. The clause prohibiting radio men from serving on the Commission should be stricken out.

But in general the White Bill has the great merit that it would keep radio control under the supervision of the Secretary of Commerce, where it belongs in any orderly plan of government responsibility. The White Bill's Radio Commission is an advisory and appellate body, its members appointed by the President, and meeting on call. To this Commission can be taken any appeal from decisions by the Secretary of Commerce, thus giving protection against any conceivable partiality on

the part of the Secretary or Department. The total cost of this White Bill Commission can be only \$5,000 to \$15,000 a year, depending on the number of days it works—one-tenth the cost of the Dill Bill Commission.

Amended by the insertion of the "priority" provision above suggested and with capable radio men made eligible for the advisory commission, the White Bill represents legislation which has the approval of many leading radio thinkers and of some of the best minds in official Washington. Indeed, the White Bill grew out of the conference of the entire radio industry at Washington last November, and has the approval of every group in radio, including the listening public.

Write your views to your Congressman and Senator, and the members of the Conference Committee of Congress, listed on the next page. Tell them, if you agree, that you are in favor of the White Bill, provided an amendment is made recognizing the priority of existing stations. And let *Radio Retailing* have any comments or ideas which we can use to help present the real opinion of the great radio industry to the public, to officials, and to our own radio ranks.

The future of radio—of your business—is at stake in these laws shortly to be enacted at Washington. It is time the radio industry awakes to the critical situation that menaces it.



Editor *Radio Retailing*

The White Bill

Gives to the Secretary of Commerce control of all radio stations (except those of the Army and Navy) with power to assign wave-lengths and determine power of stations, regulate purity and sharpness, and make rules to prevent interference.

Creates an advisory and appellate Radio Commission of five members, to whom the Secretary may refer radio questions for decision, and to whom appeals from the Secretary's ruling may also be taken.

The Commission meets only on call of the Secretary or its chairman; is paid \$25 per day per member while serving, and cannot be called for more than 120 days per year. Hence its total cost would not exceed \$5,000 to \$15,000 per year.

(Verbatim text of the White Bill appears on page 59)

Five years is fixed as the limiting term of broadcasting licenses.

Permits must be secured from the Secretary before beginning construction of a new station. The Secretary is required to issue licenses to all applicants who comply with the regulations, "if public convenience, interest or necessity will be served thereby."

Paid-for broadcasting must be so announced at the time of broadcasting.

For slander or libel via radio, fines and imprisonment terms are specified.

Re-affirms the ownership and control of the ether within the United States by the people thereof, under the Constitution.

Gentlemen of the Radio Industry—Wake Up!

Every Radio Man and Fan Wants

The Present Status of Radio Legislation in the Conference Committee

FOR the past twelve months two principal measures for the control of radio have been before Congress: The bill introduced by Representative White of Maine before the House of Representatives, and the bill sponsored by Senator Dill and introduced by him in the Senate. For the reader's convenience, the significant points of both the White Bill and the Dill Bill are summarized in brief on the preceding pages, while the principal passages of the two bills are reproduced *verbatim* on the pages that follow.

The White Bill represents in large part the carefully considered work of the Merchant Marine and Fisheries Committee which held full hearings, and has made a careful study of the whole radio situation for the past three years. This committee's hearings were attended by a large percentage of the committee members, and statements were presented before it by every branch of the radio industry and by the various government departments interested in radio.

The Dill Bill was evolved by the Interstate Commerce Committee of the Senate, following a few short meetings which were attended on the average by only four or five members out of the full membership of seventeen. This Senate Committee heard practically no representatives of the radio industry, and its product, the Dill Bill, is apparently based very largely on a few statements by radicals and malcontents who were nursing grievances as the result of not being able to procure station licenses when no wavelengths were available.

Congress Deadlock Forced Appointment of Joint Conference Committee

The White Bill has already been passed by the House, and the Dill Bill has been approved by the Senate.

Neither measure has, however, been able to make further progress in securing the approval of the remaining house of Congress, and it was in this situation of "deadlock" between the two bills that the last Congress adjourned without providing the country with any radio legislation.

Leaders of the two houses therefore agreed that a conference committee be appointed, representing both the House and Senate, to meet early in November, prior to the session of Congress—the committee to attempt to draft an acceptable bill which would have support in both houses of Congress. This conference committee's membership is shown on this page.

The whole idea of a Federal Radio Commission to control radio, has its source in the United States Senate, the members of which are understood to fear putting under the control of Secretary Hoover, or his successors, the supervision of broadcasting, with all its potentialities as a political tool.

Dill Bill Has Determined Support of Senate

With this apprehensiveness on the part of the Senate, it has been impossible to convince the members of the upper house that a Radio Commission of five, each receiving \$10,000 a year, and each having a clerk at \$3,500 (besides a secretary at \$5,000 heading an unlimited staff of engineers, experts, inspectors, special counsel, etc.), will impose an expense upon the government that is unnecessary and unwarranted.

Students of constitutional government have pointed out, that such a radio commission will constitute another federal bureau, acting independently of the executive branch of the government, and so contrary to the well-established policy of the Government. Such

a commission would report only to Congress and the President of the United States. Already the President has reporting to him, not only the members of his Cabinet as the heads of the great federal departments, but also some forty independent commissions and bureaus, making careful supervision impossible, in the face of the vast cares and responsibilities of the Presidential office.

The Dill Bill's provision that no one shall be eligible to serve on the Radio Commission "who is or has been at any time within a period of one year preceding, financially interested in or an officer of any corporation allied with the radio industry," will disqualify by its own terms practically everyone qualified to serve on the Commission!

The further provision in Senator

The Men Who Will Decide Radio's Fate

Below are listed the Congressional conferees who will meet early this month in an attempt to agree on a compromise radio bill to refer back to Congress at the coming session.

Each of these men should be a target for a concerted attack on the part of the radio industry in an attempt to kill the Dill Bill and amend the White Bill.

Letters should be addressed to the conferees at Washington, D. C. They are:

For the Senate—

**Senator James E. Watson,
of Indiana**

**Senator C. C. Dill, of Wash-
ington**

Senator Gooding, of Idaho

For the House of Representa- tives—

**Congressman Frank D.
Scott, of Michigan**

**Congressman Wallace H.
White, of Maine**

**Congressman Fred D. Lehl-
bach, of New Jersey**

**Congressman L a d i s l a s
Lazarow, of Louisiana**

**Congressman Ewin L. Davis,
of Tennessee**

Let Your Congressmen Know that

Good Broadcasting Protected

An Outline of the Objectionable Provisions of the Senate (Dill) Measure

Dill's measure that broadcasting stations, if sold, may not be sold for more than the actual cost of the apparatus, fails to take into account any good-will accumulated by years of faithful service to the public. Furthermore, from the legal standpoint this clause deprives the owner of a station of the right to make contracts in his own interest—rendering this provision of doubtful constitutionality.

The Dill Bill would grant only two-year licenses—a term too short to justify investment on the scale necessary to build and operate a broadcasting station. Indeed, the five-year term of the White Bill is considered short enough, but was accepted as a compromise.

Dill Commission Becomes High Court Without Appeal

Under the Dill Bill, any station seeking a license, would be required to show to the Commission copies of all its contracts and business arrangements. Lawyers point out that such a clause gives the Commission the functions of a court, and puts the Commission in the position to penalize an assumed violation of the Anti-Trust Act, without due process of law. From such a penalty, also, the applicant would have no appeal to the

courts. On the other hand, approval by the Commission of the station's contracts, would constitute no protection of the station's position against charges later brought by the Federal Trade Commission and other governmental agencies. Here again is additional evidence of the incomplete thinking and haste with which the Dill Bill was assembled as a conglomerate political measure.

Clause F of Section 2 of the Dill Bill provides that stations operating under experimental licenses shall not broadcast at such hours "as will interfere with stations duly licensed." This clause is objectionable because the only way a station may properly experiment in its broadcasting is to operate while other stations are broadcasting, with, of course, due regard to the interests of their listeners. Unless broadcasting quality can be compared in this way, the new station's operations with respect to other stations cannot be adequately judged. *

A Clause that May Work Serious Injustice

The provision that a station license shall be refused to any person, firm or corporation "which has been found guilty by *any* Federal Court of unlawfully monopolizing

Write Your Congressman—or Sign the Letter on Fourth Page Following!



or attempting to monopolize radio communication, through manufacture or sale of radio apparatus or which has used unfair methods of competition," is bad in that the applicant should enjoy a right of appeal to the court of last resort. A corporation operating broadcast stations or high-power communication stations with investments of millions of dollars, might be found guilty in the trial court of some minor offense, for instance, such as an unfair trade practice, and with such question still undetermined pending final decision on appeal, should it become necessary to apply for renewal of station license, the same would be refused.

Thus, stations involving these large investments would be rendered useless, thereby not only affecting the owners thereof, but the public as well. Such provision is vicious in the extreme. According to a strict interpretation of the paragraph, if any lower Federal Court once adjudged the applicant guilty, it could not, thereafter, obtain a station license even though, on appeal, the trial court so holding it guilty were reversed.

White Bill Will Make Good Law, with Two Simple Amendments

Careful study of the White Bill by radio men and by experienced students of administrative laws, shows that the White Bill embodies the principles demanded by the best interests of radio and of the radio-listening public, as well as by common-sense good government. Two important amendments, however, remain to be written into its provisions as they now stand, in order to make the White Bill workable.

First: As a legal basis for the guidance of the Secretary of Commerce or his advisory Radio Commission, in the dilemma of trying to assign 89 wave-lengths among 1,000 stations—obviously impossible, if service

to the public is to be considered—a clause should be added directing that *station selection be made on the basis of "priority" of service*, that is, recognizing those stations which have been giving good public service prior to some date as July 1, 1926. Unless some such priority clause is adopted, the administrating authority will be powerless to select between stations, good and bad, and some of the great stations which have rendered distinguished public service would have to suffer the cutting of their time to about one-eleventh of their present periods, or down to five minutes out of each hour of present program!

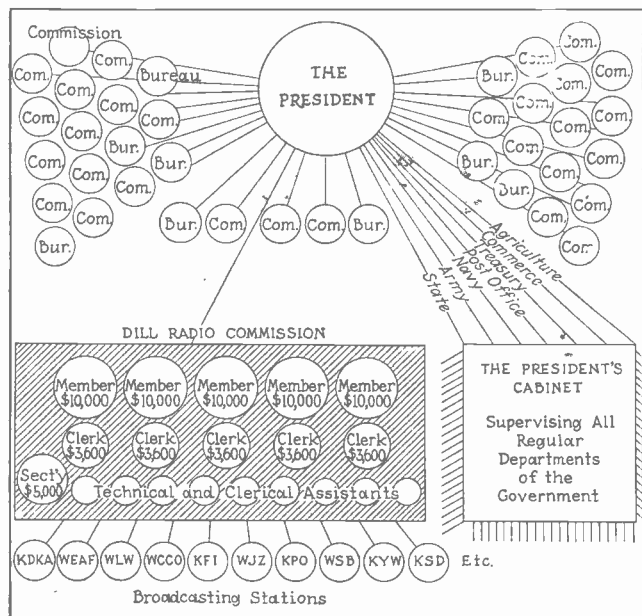
Strike Out Clause Which Would Keep Radio Men Off the Commission

Second: The clause prohibiting radio men who have any financial interest in radio stations or companies, from serving on the advisory Commission, should be stricken out. For this requirement will disqualify from Commission membership the very men best qualified to serve. The provision is, moreover, entirely out of line with current government practice, which allows similar *part-time* consultants and officials in various departments to perform *per-diem* work for the government, quite independently of their other occupation or other financial interests.

In brief, summing up the radio situation in Washington: The Dill Bill is a bad bill—bad for radio, bad for the radio trade, bad for the listening public, and bad for the best interests of good government and good citizenship. The Dill Bill should be killed.

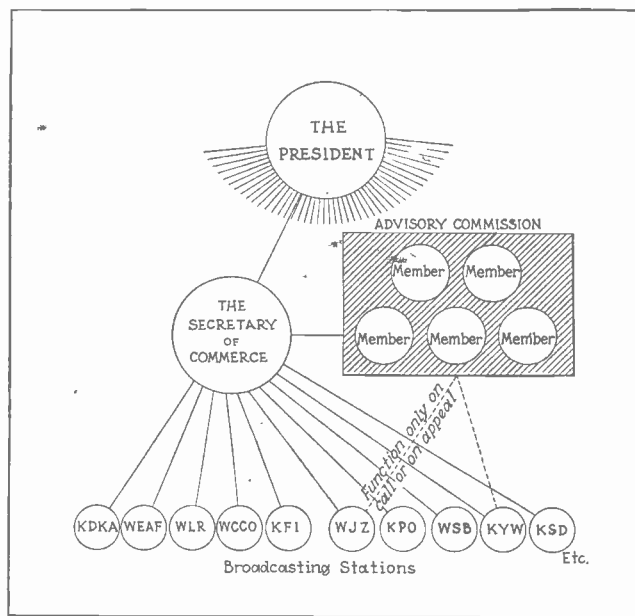
The White Bill is a good bill, and its provisions should be adopted, but with the two important amendments providing for (1) the selection of broadcast stations on a "priority" basis, and (2) the eligibility of competent radio men on the advisory Commission.

How Broadcast Stations Will Be Regulated Under Proposed Legislation



Dill Bill Commission

Here is an outline of the complicated and expensive machinery which the Dill Bill would set up. This commission of five politicians would be responsible only to the President, whose many and diversified other duties would make adequate supervision of the commission impossible.



White Bill Commission

The advisory commission co-operating with the Department of Commerce as provided in the White Bill would make radio control simple and efficient, placing authority in an administrative department of the Government with the advice and consent of a committee of radio men.

Gentlemen of the Radio Industry—Wake Up!

Text of the White Bill

Significant extracts from the measure which has passed the House but NOT the Senate

Following is the verbatim text of the White Bill for the control of radio, omitting (where indicated) for lack of space, only those passages not of direct bearing on the broadcasting situation. The omitted paragraphs cover war-time control of stations, licenses refused to aliens, unlawful restraints of trade, distress signals, ownership of competing cable lines, ship-to-shore communication, timing of stations engaged in point-to-point communication, and the privacy of radio messages.

An Act for the Regulation of Radio Communications, and for Other Purposes

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, (A) That it is hereby declared and reaffirmed that the ether within the limits of the United States, its Territories and possessions, is the inalienable possession of the people thereof, and that the authority to regulate its use in interstate and foreign commerce is conferred upon the Congress of the United States by the Federal Constitution. No person, firm, company, or corporation shall use or operate any apparatus for the transmission of radio energy or radio communications or signals (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State or any place beyond its borders, or from any place beyond its borders to any place within said State or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel of the United States, or (f) upon any aircraft or other mobile stations within the United States, except under and in accordance with this Act and with a license in that behalf granted under this Act by the Secretary of Commerce and except as hereinafter authorized.

(B) The Secretary of Commerce, from time to time, as public convenience, interest, or necessity requires, shall (a) classify licensed radio stations and the operators required therein; (b) prescribe the nature of the service to be rendered by each class and each station within any class; (c) assign bands of frequencies or wave lengths to the various classes of stations and assign frequencies or wave lengths for each individual station and determine the power which each station shall use and the time during which it may operate; (d) determine the location of classes of stations or individual stations (with due consideration of the right of each State to have allocated to it, or to some person, firm, company, or corporation within it, the use of a wave length for at least one broadcasting station located or to be located in such State, whenever application may be made therefor) and the kind of apparatus to be used, with respect to its external effects; (e) regulate the purity and sharpness of the emissions from each station and of the apparatus therein; (f) establish areas or zones to be served by any station; (g) from time to time inspect licensed stations and their apparatus; (h) make such regulations not inconsistent with law as he may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however,* That changes in the call letters, wave lengths, authorized power, in the character of emitted signals, or in the times of operation of any station shall not be made without the consent of the station licensee unless in the judgment of the Secretary of Commerce such changes will promote the public in-

terest, or the provisions of this Act will be more fully complied with. The Secretary of Commerce shall have authority to exclude from the requirements of any regulations any radio station upon railroad rolling stock and the operators required thereon, or to modify such regulations in his discretion: *Provided,* That such stations shall not be used for sending communications or signal for hire.

Granting and Transfer of Licenses

The station license required hereby, the frequencies or wave length or lengths authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily or involuntarily, disposed of to any other person, firm, company, or corporation without the consent in writing of the Secretary of Commerce.

(C) The Secretary of Commerce, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, may grant to any applicant therefor a station license provided for in sections 1 and 2 hereof.

In considering applications for licenses and renewals of licenses, when and in so far as there is a demand for the same, the Secretary of Commerce shall make an equitable distribution of licenses, bands of frequency or wave lengths, and of power among the different zones established in section 9 of this Act, and shall apply the same principle as between applicants from the different States and communities within each of said zones.

No license granted by the Secretary of Commerce shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license the Secretary of Commerce, upon application therefor, may grant from time to time renewals of such license for a term not to exceed five years.

The Secretary of Commerce is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person, firm, company, or corporation, or any subsidiary thereof, which has been found guilty by any Federal court of unlawfully monopolizing or attempting unlawfully to monopolize after this Act takes effect, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means or to have been using unfair methods of competition. The granting of a license shall not estop the United States or any person aggrieved from proceeding against such person, firm, company, or corporation for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts or agreements in restraint of trade, or from instituting proceedings for the dissolution of such firm, company, or corporation.

Revocation of Licenses

(F) Any station license granted by the Secretary of Commerce shall be revocable by him for false statements either in the application or in the statement of fact which may be required by paragraph (D) hereof, or because of conditions revealed by such statement of fact which would warrant the Secretary of Commerce in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, for violation of or failure to observe any of the restrictions and conditions of this Act, or of any regulation of the Secretary of

Commerce authorized by this Act or by the provisions of any international radio convention ratified or adhered to by the United States, or whenever the Interstate Commerce Commission, or any other Federal body in the exercise of authority conferred upon it by law, shall find and shall certify to the Secretary of Commerce that any licensee bound so to do, has failed to provide reasonable facilities for the transmission of radio communications, or has made any unjust and unreasonable charge, or has been guilty of any discrimination, either as to charge or as to service or has made or prescribed any unjust and unreasonable classification, regulation, or practice with respect to the transmission of radio communications or service: *Provided,* That no such order of revocation shall take effect until thirty days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the parties known by the Secretary of Commerce to be interested in such license. Any person in interest aggrieved by said order may make written application to the Secretary of Commerce at any time within said thirty days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing herein directed. Notice in writing of said hearing shall be given by the Secretary of Commerce to all the parties known to him to be interested in such license twenty days prior to the time of said hearing. Said hearing shall be conducted under such rules and in such manner as the Secretary of Commerce may prescribe. Upon the conclusion hereof the Secretary of Commerce may affirm, modify, or revoke said orders of revocation.

Sec. 3. Any applicant for a permit or license whose application is refused by the Secretary of Commerce, and any holder of a license revoked by the Secretary of Commerce, shall have the right to appeal from such refusal or revocation to the Court of Appeals of the District of Columbia by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and of the reasons therefor.

Conditions of Station Operation. Paid Broadcasting

Sec. 5. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by the station so broadcasting, from any person, firm, company, or corporation, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person, firm, company, or corporation: *Provided,* That any person who, over any radio, shall, affecting the character and standing of another, use derogatory language, which, under the laws of any State into which such language is transmitted constitute (a) slander or (b) libel were such language in writing, shall constitute (1) the offense of criminal slander, which may be prosecuted either in the State from which such language was broadcast, or in any State into which such language was transmitted, and upon conviction, said offender shall be punished by a fine of not less than \$100 and not more than \$1,000, or by confinement in jail for a term not less than thirty days and not more than one year, or by both such fine and imprisonment; and (2) civil slander, for which the person aggrieved may make the offender respond in appropriate damages, under the measure of damages in such State.

Sec. 6. (A) The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder. No person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Secretary of Commerce.

(B) The Secretary of Commerce, in his discretion, may grant special temporary operator's licenses to operators of radio apparatus under such regulations, in such form and under such conditions as he may prescribe whenever an emergency arises requiring prompt employment of such an operator. He may also, in his discretion, grant such temporary licenses to students and to persons engaged as instructors and in conducting experiments for the development of radio communication.

(Please turn to next page)

Gentlemen of the Radio Industry—Wake Up!

Permits for Construction of New Stations

Sec. 7. (A) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Secretary of Commerce upon written application therefor. The Secretary may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Secretary of Commerce by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies and wave length or wave lengths desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Secretary of Commerce may require. Such application shall be signed by the applicant under oath or affirmation.

(B) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Secretary of Commerce may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person, firm, company, or corporation without the approval of the Secretary of Commerce. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction for which a permit has been granted, and upon it being made to appear to the Secretary of Commerce that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Secretary of Commerce since the granting of the permit would, in the judgment of the Secretary of Commerce make the operation of such station against the public interest, the Secretary of Commerce shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

Creation of Federal Radio Commission

That a commission is hereby created and established to be known as the Federal Radio Commission, herein after referred to as the commission, which shall be composed of five commissioners, appointed by the President, by and with the advice and consent of the Senate, and one of whom the President shall designate as chairman: *Provided*, That chairmen thereafter elected shall be chosen by the commission itself. The membership of the commission shall consist of resident citizens at the time of appointment of each of the five respective zones. No member of the commission shall be financially interested in the manufacture or sale of radio apparatus or in the transmission or operation of radio telegraphy, radio telephony, or radio broadcasting. Not more than three commissioners shall be members of the same political party. The first commissioners shall be appointed for the terms of three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years, except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he shall succeed.

The first meeting of the commission shall be held in the city of Washington at such time and place as the chairman of the com-

mission may fix. The commission shall convene at such times and places as a majority of the commission may determine, or upon call of the chairman thereof, or the Secretary of Commerce. Whenever the Secretary desires to refer to the commission for its decision any matter authorized to be submitted, he may call subsequent meetings thereof at such places in the United States and at such times as he may deem proper.

The Secretary of Commerce may refer to the commission any applications for licenses or for the use of wave lengths or for power in connection therewith, or any other matter, the determination of which is vested in him under the terms of this Act. Any person, firm, company, or corporation interested in or aggrieved by any decision of the Secretary of Commerce may appeal therefrom to the commission. The commission shall hear appeals or references by the Secretary of Commerce de novo, and is

other employees as it may from time to time find necessary for the proper performance of its duties and as from time to time may be appropriated for by Congress.

The members of the commission shall receive a compensation of \$25 per day for each days' attendance at sessions of the commission and while traveling to and from such session, but not to exceed one hundred and twenty days' pay in any calendar year, and also their necessary traveling expenses.

Broad Definition of Radio, Penalties, etc.

Sec. 16. The expression "radio communication" or "radio communications" wherever used in this Act means any intelligence, message, signal, power, pictures, or communication of any nature transferred by electrical energy from one point to another without the aid of any wire connecting the points from and at which the electrical energy is sent or received and any system by means of which such transfer of energy is effected.

Sec. 17. Any person, firm, company, or corporation failing or refusing to observe or violating any rule, regulation, restriction, or condition made or imposed by the Secretary of Commerce under the authority of this Act or of any international radio convention or treaty ratified or adhered to by the United States, in addition to any other penalties provided by law, upon conviction thereof by a court of competent jurisdiction, shall be punished by a fine of not more than \$500 for each and every such offense.

Sec. 18. Any person, firm, company, or corporation who shall violate any provision of this Act shall be punished by a fine of not more than \$5,000 or by imprisonment for a term of not more than five years.

Repeal of Earlier Legislation

Sec. 22. The Act to regulate radio communication approved August 13, 1912, and all other Acts or parts of Acts in conflict with this Act are hereby repealed. Such repeal, however, shall not affect any act done or any right accrued or any suit or proceeding had or commenced in any civil case prior to said repeal, but all liabilities under said laws shall continue and may be enforced in the same manner as if committed, and all penalties, forfeitures, or liabilities incurred prior to taking effect hereof, under any law embraced in, changed, modified, or repealed by this Act, may be prosecuted and punished in the same manner and with the same effect as if this Act had not been passed: *Provided*, however, that nothing contained in this section shall be construed as authorizing any person, firm, company, or corporation now using or operating any apparatus for the transmission of radio energy or radio communications or signals, to continue such use, except under and in accordance with this Act and with a license in that behalf hereafter granted by the Secretary of Commerce.



The Proposed Zones

Legislation under each of the bills now pending in Washington provides for the appointment of a commission of five to supervise broadcasting. Both the White and Dill bills specify that one commissioner be chosen from each of the zones shown in the above map.

authorized to adopt general rules and regulations fixing the time and form of appeals and governing the proceedings before it. Any person, firm, company, or corporation interested in or aggrieved by any decision of the commission with respect to the granting or refusal of a permit or license or the revocation of or the refusal to revoke a license, may appeal therefrom to the Court of Appeals of the District of Columbia. Notice of said appeal shall be given by service upon the secretary of said commission prior to the filing thereof, of a certified copy of said appeal and the reasons therefor. Procedure upon said appeal shall be the same as in cases of appeal from decisions of the Secretary of Commerce.

The commission may appoint a secretary, and such clerks, experts, examiners, and

Text of the Dill Bill

Provisions for commission control of radio, approved by the Senate but NOT the House

Following are the principal paragraphs of the Senate's amendment to the House bill, constituting what is known as the Dill Bill. The text of the Dill measure is here given verbatim, omitting only passages that do not bear directly on the broadcasting situation. The paragraphs missing are those relating to war-time control of stations, compensation of stations taken over by the Government in case of war, licenses to aliens, information required of applicants for licenses, unlawful restraints of trade, control of competing cable lines, details of station operation, ship and shore stations, authorization of Government stations to handle commercial business in competition with private companies, privacy of messages, etc.

(A) That the Congress hereby declares, asserts, and reaffirms that it is the policy of the United States to exercise jurisdiction over all forms of interstate and foreign transmission of energy, communications, or signals by radio within the United States,

Gentlemen of the Radio Industry—Wake Up!

Sign This Letter to Congress!

Dealers, jobbers, manufacturers, read this letter to Congress, sign it and return it to the Editors of "Radio Retailing," 36th Street and Tenth Avenue, New York City. They, in turn, will present it, in person, to Congress along with a mass of other evidence that this industry wants legislation covering the three points below. Do it now; help safeguard your own interests.

To the Sixty-Ninth Congress;
Honorable Gentlemen—

As an active part of the radio industry, as a voter and a citizen of the United States, I respectfully ask you, gentlemen of the Congress, to enact radio legislation which will accomplish the following things:

1. In issuing station licenses, give the licensing authority the right to recognize the priority of stations already established and efficiently serving the public as of July 1st, 1926.
2. Permit men within the radio industry itself to have places on any radio commission created.
3. Establish radio authority in the Department of

Commerce, co-operating with a commission of radio men as provided by the White Bill.

We respectfully submit that the White Bill, thus amended, safeguards the best interests of the millions of listeners who are our customers and your constituents and that they, too, are overwhelmingly in favor of the White Radio Bill. May we not urge you to give this letter careful consideration?

Sincerely yours,

(Name)

(Company)

(Street)

(City & State)

its Territories and possessions; that the Federal Government intends forever to preserve and maintain the channels of radio transmission as perpetual mediums under the control and for the people of the United States; that such channels are not to be subject to acquisition by any individual, firm, or corporation, and only the use, but not the ownership thereof, may be allowed, for limited periods, under licenses in that behalf, granted by Federal authority and no such license, whether heretofore or hereafter issued, shall be construed to create any right, title, or interest, proprietary or usufructuary, in or to any such channel, beyond the terms, conditions, and periods of such licenses.

No person, firm, company, or corporation shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel of the United States; or (f) upon any aircraft or other mobile stations within the United States, except under and in accordance with a license for such apparatus granted under the provisions of this Act.

Control by a Radio Commission

(B) There is hereby created and established a commission to be known as the Radio Commission, hereinafter referred to

as the commission, which shall be composed of five members appointed by the President, by and with the advice and consent of the Senate, and who may be removed by the President for neglect of duty, or malfeasance in office but for no other cause.

Not more than three commissioners shall be members of the same political party.

The membership of the commission shall consist of resident citizens at the time of appointment of each of the five respective zones.

The commission shall be composed by citizens of the United States; and no person shall be eligible to appointment who is or has been at any time within a period of one year preceding, financially interested in or an officer of a corporation financially interested in the manufacture or sale of radio apparatus or the transmission or operation of radio communications or the transmission of radio energy in any form whatsoever.

The first two commissioners shall be appointed for a term of two years, the second two for a term of three years, and the fifth for a term of five years from the date of taking effect of this Act, the term of each to be designed by the President, but the successors shall be appointed for terms of five years, except when any person chosen to fill a vacancy shall be appointed he shall serve only for the unexpired term of the commissioner whom he shall succeed.

Any commissioner in office at the expiration of the term for which he was appointed may continue in office until his successor takes office: *Provided*, That a vacancy in the commission shall not impair the power of the remaining commissioners to execute the functions of the commission and a majority of the commissioners in office shall constitute a quorum for the transaction of the business of the commission.

Salaries of Commissioners, Clerks, etc.

Each commissioner shall receive a salary of \$10,000 a year. The commission shall annually designate a commissioner to act as chairman, shall maintain its principal office in the District of Columbia, shall have an official seal which shall be judicially noticed, shall make an annual report to Congress, and may make such regulations as are necessary to execute the functions

vested in it by this Act.

The commission may appoint a secretary, who shall receive a salary of \$5,000 a year, appoint and fix the salaries of a clerk for each commissioner, said clerks' salaries not to exceed \$3,600 each per year, and such special counsel as the commission may require, and shall appoint, in accordance with the Classification Act of 1923 and subject to the provisions of the civil service laws, clerks, engineers, experts, inspectors, assistants, and such other officers and employees, and make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for law books, periodicals, and books of references, and for printing and binding) as may be necessary for the execution of the functions vested in the commission. All expenditures of the commission shall be allowed and paid upon the presentation of itemized vouchers therefor approved by the chairman.

Duties of the Commission

It shall be the purpose and duty of the Radio Commission at all times in the administration of this Act, in so far as possible, to encourage and assist in the development and improvement of the use of radio.

(C) The commission, from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify licensed radio stations and the operators required therein.

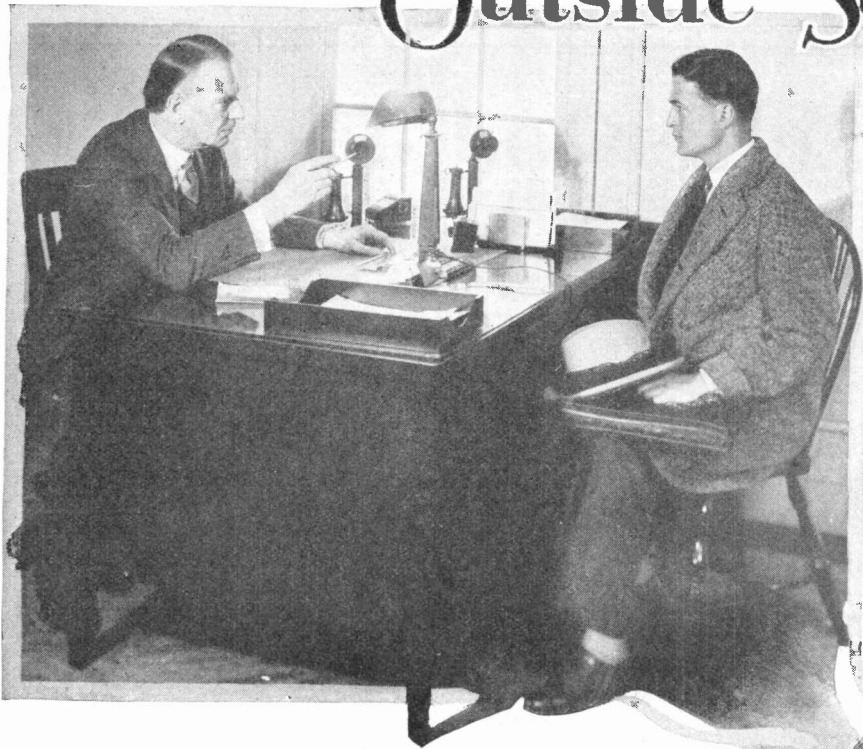
(b) Prescribe the nature of the service to be rendered by each class and each station within any class.

(c) Designate call letters or names, assign bands of frequencies or wave lengths to the various classes of stations, and assign frequencies or wave lengths for each individual station and determine the power which each station shall use and the time during which it may operate: *Provided*, That the President may designate an officer of the Army and an officer of the Navy to sit as two additional members of the commission without extra pay, for purposes of allocation of bands of wave lengths for the different kinds of radio service.

(d) Determine the location of classes of

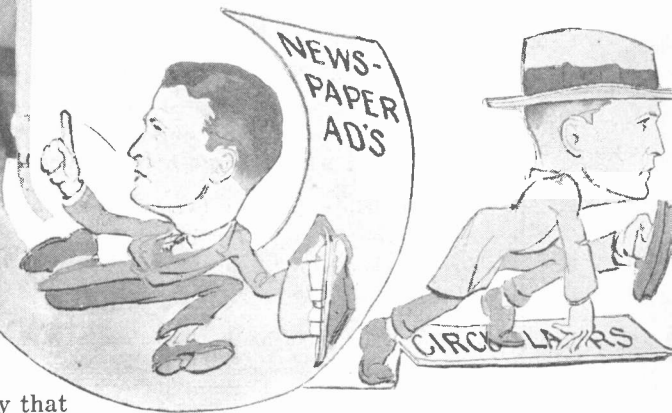
(Please turn to page 102)

Outside Selling Pays—



Twenty retailers who have tried this method of increasing sales tell of their results, outlining successful methods of obtaining leads and securing good salesmen

By WILLIAM McDONALD



OUTSIDE SELLING? No, we don't use it, but we are more than interested in your canvass as we can see where we will have to sell in this manner before long." A great many retailers are in the position of R. Baldwin of the Baldwin Radio Shop, Danville, Ill. They realize that some method of increasing sales is essential but they hesitate to take the initial step toward outside selling because of the lack of positive data on the subject.

For the purpose of placing facts on the possibilities of this method of selling, together with costs and successful methods at the disposal of the trade, *Radio Retailing* has secured the co-operation of 20 radio dealers, located in widely separated sections of the country, and presents in this article facts and figures on outside selling as employed by them.

While it is futile to expect that the presentation of this data will entirely simplify the matter, their experience will certainly avert much groping in the dark. Nor is it expected that we can set down on these pages precise figures as to the sales possibilities of the method. For who knows what tomorrow will bring in the way of a "go-getter" who will develop a superior approach or method of reducing the cost of home

demonstrations. Enough to say that as in every line in which a product is brought directly to the consumer, sales possibilities are unlimited and depend entirely upon the energy and enterprise of the salesman.

Outside Sales Average \$1,312 Each Week

Summarizing those points which are of major importance, it is evident upon examination of the reports of dealers that outside selling has in most cases been profitable. Averaging the figures supplied by these 20 retailers, it is found that 4 salesmen are usually the number of men employed, working invariably on a straight commission basis. The average weekly sales total of each man appears as about \$328, with the store's own weekly sales, due to the outside method, running well above \$1,000 in consequence.

Thirty-five per cent of the calls made by the average salesman employed by these dealers resulted in demonstrations, of which about 50 per cent were sales. In other words, about 17 per cent of the calls, made largely on cold leads, were "direct hits." These percentages, of course, vary according to the efficiency of the salesman, depending upon his ability to judge the sincerity of his

prospects, eliminate "dead wood" and concentrate his efforts on live prospects.

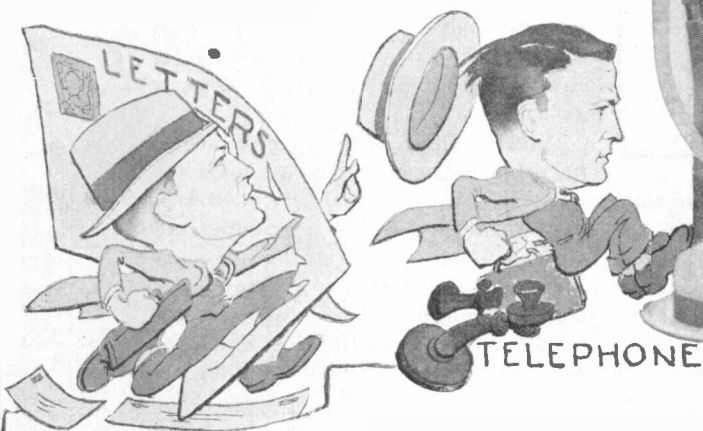
Good salesmen average about 12 calls daily. It is well worth while, obviously, to take the time on each call to explain the proposition thoroughly. After all, quoting the proprietor of the Gilliam Radio Company, Jasper, Ala., the way to sell radio is to pick your prospects and hammer away at them. The object of a salesman's expenditure of energy is naturally to locate good prospects who will desire demonstrations, not to make a record number of calls per day. These dealers emphasize the truth that it is much better to make a thorough job of each call than to strive for a great number—to eliminate waste by making each call count.

Costs Well Within Reason

The cost of employing men, making demonstrations and taking care of a crew of salesmen is entirely within reason, it appears from an analysis of the reports. With careful supervision, proper training of salesmen and adequate local advertising these dealers have found that 21 per cent of gross sales, figured on the

But— Get the Right Men

From these experiences the merchant may know just what to expect in increased profits, and how to reduce canvassing costs.



list price of merchandise, is sufficient to meet overhead expenses.

The cost of selling through commission salesmen varies in each case. Clifford's of Peoria, Ill., reports that the expense of doing outside selling business is 18 per cent. Doubtless this extremely low figure is due to the fact that the shop employs 15 salesmen during the season with a corresponding reduction of overhead because of volume sales. Each of these men, according to Clifford, averaged \$500 gross sales per week. On a 10 per cent commission basis, their net earnings for the week were therefore in the neighborhood of \$50—very much worth while for both the salesman and the dealer.

Average Commission 11.4 per Cent

The average commission paid an outside man was 11.4 per cent, ranging from 10 to 15 per cent in individual stores. With the exception of one dealer, no fixed salaries were paid to outside men.

Advertising apparently plays an important part in an outside sales campaign. In answer to our query, "Do you pave the way for your salesmen by newspaper ads or direct-mail and if so do you find it worth while?" the majority of dealers report that

either direct-mail advertising, newspaper advertising or both have been found highly profitable. One employs the direct-mail method and has not found newspapers effective, while another uses local papers and not direct-mail. The fact remains, however, that advertising the store, to establish it in the mind of the prospects later called upon by the salesman, is an important adjunct to outside selling.

Advertising Cost Low

Advertising costs for this purpose average about 5 per cent, which is included in the 21 per cent listed as total overhead. The Bristol Radio Company, Inc., Bristol, Tenn., which reports that its entire business for the past three years has been obtained through outside selling by one commission salesman and the president, has prepared a series of six illustrated sales letters to be used this year in direct-mail work. Direct advertising during this period has never failed to pay for itself many times over.

After the store has been advertised, the success of a sales campaign depends to a large extent on the time salesmen select to call upon prospects. It is seen from a comparison of notes, that several dealers who have since discontinued the outside method of selling failed because

salesmen made the rounds at the wrong time of day.

For the initial approach the most productive time seems to be in the morning between 9 and 12, though many dealers have found the late afternoon, from about 3 to 6 p.m. very good. Calls in the early afternoon, before 3 o'clock, or in the evening are usually ineffective. Perhaps this is because many housewives attend to shopping directly after lunch, returning later to prepare dinner. In the evening either the entire family seeks recreation outside the home or the husband is comfortably ensconced in a favorite armchair—not to be disturbed.

Demonstrations are, of course, scheduled for the evening, as at this time the man of the house is usually at home to make a definite decision. Many dealers who do not approve of the outside method tell us that they have not found it successful for the reason that the housewife usually is not in a position to decide, referring the salesman to her husband at his office.

Indeed, the absence of the husband at the time of the initial call is the very thing which very often makes it possible to schedule a radio demonstration. A good salesman will persuade the average housewife to permit a demonstration that evening when her husband is at home and will stress the point that there is no obligation involved. Getting per-

Why Some Outside Sales Campaigns Fail

It is evident, from a careful tabulation of reports received in this survey, that the failure of an outside sales campaign is due largely to:

1. Inefficient salesmen.

The retailer cannot be too careful in selecting his sales force for actual ability and integrity.

2. Carelessness in regard to sales expenses.

Demonstration expenses, commissions, delivery costs and advertising expenditures should be kept within reason. Total overhead should in no instance exceed 23 per cent of sales at retail prices.

3. Excess service requirements of customers.

This is due to rash promises by salesmen. It is better to promise the prospect less than he gets, than more.

mission to demonstrate is more than half the battle, and it is certainly much easier to secure permission from the woman of the house in most instances than from the man, who is often inclined to be a trifle "hard boiled."

Contrary to our expectation, the fall and winter season is without question first choice of these dealers for an outside sales campaign, although several employ this method all year round. From Keystone Radio of East Orange, N. J., comes the admonition, "Sell radio all year round by the outside sales method. People are always interested in radio and the man to approach the prospect first gets the sale." Still another angle in favor of starting the campaign late in the summer is contributed by the New Rad Radio Shop, Champaign, Ill. R. W. Newton, the proprietor, prefers this time of the year to make sales calls in order to "acquaint prospects with the store before the active season begins." Newton is handicapped by very poor reception at his store, so that this method of selling and demonstrating suits him particularly. A light delivery truck has been equipped so that demonstrations may be made from the car.

Salesmen Received Favorably on 75 per cent of Calls

It will be reassuring to the dealer who contemplates employing this method of selling that salesmen are almost without exception, courteously received. Eighty per cent of those dealers reporting tell us that salesmen if properly trained, meet with a ready reception and in 75 per cent of the calls are actually re-

ceived gladly, if for nothing else than for the information which they are usually able to give on a subject in which the prospect is almost always interested, whether he intends to buy or not. The A. C. Sweetman Electric Company, Waterloo, Ia., employing 3 outside salesmen all year round answers "Fair reception during the summer months and very good after September 1st."

Leads Preferred

Most salesmen work either on store leads or by following up those solicited from old customers. In response to our inquiry as to whether the house-to-house or "cold-turkey" method of selling was employed we find that but 10 dealers have tried this method. Of these, 8 were successful but prefer working on prospect lists compiled in the store, while 2 failed entirely to make this plan pay. This they attribute largely to the "promise complex" of the average salesman. When working on cold leads he evidently is inclined to promise anything in the way of reception or service in order to make the sale. Consequently the customer later becomes dissatisfied and the set is returned.

The Schwabacher-Frey Stationery Company, San Francisco, Cal., employs a salesman who has been very successful on a cold canvass. Newly married couples have been followed up for the last year with excellent results. Generally, though, most retailers have come to the conclusion that it is much better to work on definite leads secured through regular channels than to employ straight house-to-house canvass.

The sales approach which appears

to be the best is a "direct to the point" explanation of why the man has called with a more or less formal introduction of the shop which he represents, if it is well known. One dealer makes the rounds of old customers under the guise of service calls, obtaining leads from them or selling new equipment.

Difficult to Secure Good Salesmen

The principal difficulty dealers in general have had is that of securing efficient salesmen of the type necessary to sell high priced apparatus. The need of good salesmen cannot be overstressed. It is apparent that any failure of outside selling is chargeable almost invariably to poor salesmen.

Quoting those dealers who it seems have been successful in the quest for good men we find that the most successful method is the newspaper advertisement. Six retailers secure salesmen in this way; two secure them through canvass of personal acquaintances; another says that he has had little difficulty as men are continually applying for these positions; and a San Francisco dealer has fallen back upon the Pacific Radio Trade Association for men.

Dealers are emphatic in stating that men employed should not be of the technical type but should be essentially salesmen. While many put their men through a short period of training in the ordinary theory of a radio receiver, enough to enable them to answer questions intelligently, tune the receiver and connect it up when demonstrating, it is agreed that the technical type isn't the kind that usually makes a success of outside selling. In answer to our question, "Do you prefer the salesman type or radio bugs?," W. Tator of Torrington, Conn., replies "prefer salesmen type of course—bugs are bugs!"; while another who has evidently learned through bitter experience answers "Prefer salesmen. Rats on the radio bugs!"

Unlimited Territories

Few of the dealers included in this survey employ salesmen to cover store leads. In most instances the man is entirely "on his own" securing and following up his own prospects. All leads obtained in the store should be turned over to the outside man, though.

Without exception, salesmen operated in any part of the district without restriction of territory. The Radio Shop of Martinsburg, W. Va.,

furnished each man with a list of calls to make at the beginning of the day, obtained by referring to the local telephone directory, eliminating waste motion in this way, while The Nickok Electric Company, Bennington, Vt., finds it better to give each man a definite territory to cover.

Watch Time Payment Accounts

Though dealers were not questioned on their time-payment policy, inquiry regarding outside selling evidently brought this question to the minds of many. Thus we find the Pearson Piano Company of Indianapolis adding a postscript. "Hold strictly to one-third down and six-months time for the balance when selling outside the store." The Radio Shop in Martinsburg, W. Va., tells us that it is better to eliminate time-payment business entirely when selling by the house-to-house method, offering a 10 per cent discount for cash. Clifford's, of Peoria, Ill., cautions, "Sell on time to only very reliable people and then secure at least 25 per cent down."

As a general rule, however, liberal time is the only special inducement offered to prospects and most of the dealers employing outside men stress liberal terms when making calls. Free demonstration and the privilege of actually hearing a radio receiver in operation under their own home conditions, and plenty of instruction in the operation of the set is the usual argument of the outside man. Why offer special inducements? Is it not enough that the dealer saves the prospect the trouble of coming to the store to make a selection and then demonstrates.

Price Standardization Needed

For continued success in the outside sale of radio apparatus, the standardization of prices, or the establishment of uniform, ready-to-operate prices should be the objective paramount in the mind of the retailer, according to The Bristol Radio Shop, Inc., of Bristol, Tenn. M. B. Ross, Inc., East Orange, N. J., Nickok Electric of Bennington, Vt., and Schwabacher-Frey, San Francisco, join in this cry for standard R. T. O. prices, and worthwhile dealer franchises.

Black and Kuhl, Peoria, Ill., suggests that each dealer strive to reduce the length of time necessary for a demonstration. Outside selling becomes unprofitable when demonstration costs are permitted to

obliterate profits. The Nickok Electric Company, Bennington, Vt., has found a partial solution for this problem and charges \$10 for the installation of an antenna system, which remains if the prospect does not purchase the receiver. With a good salesman on the job, Nickok asserts that the unwillingness of a prospect to pay this charge indicates lack of sufficient interest. He believes that in such cases a sale would have been impossible.

L. B. Gorton, Benton Harbor, Mich., believes that "greater strictness with regard to installations" is necessary to make outside selling a complete success. A receiver improperly installed eventually requires servicing which should rightfully be included in sales expenses.

By way of conclusion we quote Keystone Radio, of East Orange, N. J., a concern that, to our personal knowledge, has had several unfortunate experiences with outside salesmen of questionable integrity. R. J. Wilkinson, the proprietor writes, "Outside selling is very good if the right men can be obtained—several of our men have proved good but dishonest."

Eliminating Demonstration Grief

J. H. McMillen, radio dealer of Mabel, Minn., has found his radio equipped car of great value in the sale of radio receivers. He has little difficulty in persuading a prospect to permit him to demonstrate, for there is no bother attached to a home demonstration so far as the customer is concerned. The radio receiver is merely hooked up inside

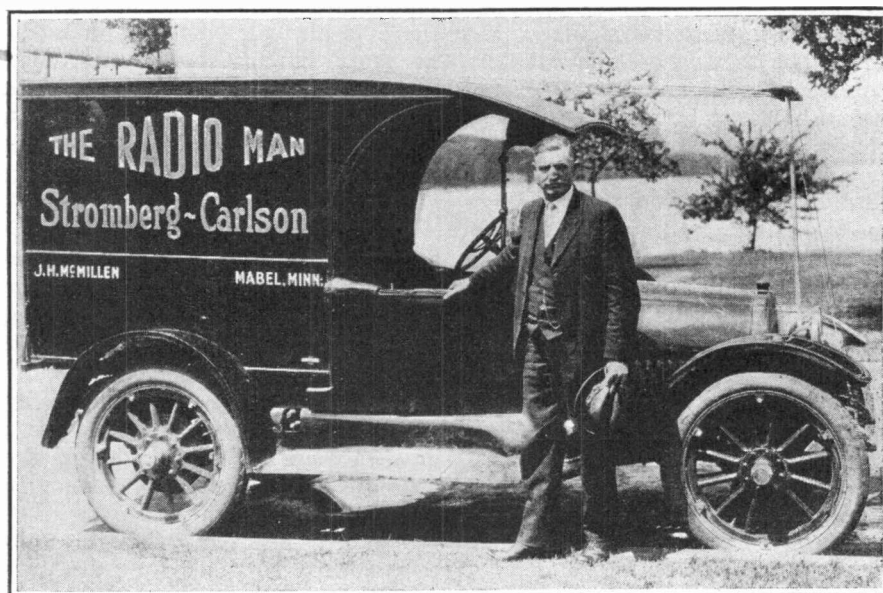
the car, connected to the antenna on its top, grounded to the chassis and McMillen is ready to go. All that is necessary is the prospect's permission to roll into his driveway. The demonstration is made right there.

The time required to make a demonstration is greatly reduced of course, for McMillen hooks the set up before leaving his shop. And so it isn't necessary to range the entire length of a house with an elusive roll of bell wire to find a ground connection. The truck is also useful for broadcasting fight reports and sporting events to the community.

Market for Power Tubes

With the big advertising campaigns and publicity which has been given new "power tubes" of the U X type, for use in the second audio stage of radio receivers, it should not be difficult to sell one of these tubes to each customer to whom you have already sold a set. Every set owner, if properly approached, will want the increased volume and the improved tone quality which they have made possible. It only requires the initial suggestion and an explanation to put over many sales of this kind. Why not drop a line to your old set customers about these tubes?

These tubes can be inserted in any set with the necessary increased battery voltage by using adapters manufactured for this purpose which allow the addition of C and B battery voltage without the slightest alteration in the circuit.



McMillen's sales car equipped for easy demonstration



GET THE NAME AND

This is the sales policy of a prominent San Francisco music store that has specialized with excellent results in demonstrations in the homes of its customers

By C. GRUNSKY

DON'T sell them radio in the store," is the unusual sales policy of the Lee S. Roberts, Inc., Chickering Warerooms, San Francisco. Although it has a most attractive store in the best business district, it prefers to sell radio sets in the customer's home. It makes a feature of home demonstrations, and in both newspaper advertising and in store signs stresses the advisability of testing a radio set in the surroundings in which it will be used.

The reasons for this policy are explained by F. W. Kolkman, manager of the radio department. In the first place, he believes absolute honesty is the best policy in selling any line of goods. If for any reason a set is not likely to perform satisfactorily in the customer's home, that fact might as well be known before the sale is made and not discovered later. Fewer sets may possibly be sold in this way, but a 100-per cent guarantee of satisfaction means more in the long run than the immediate sales. And even if the customer's home proves to be in a "pocket" in which reception is difficult, by knowing this fact in advance, it is often possible to persuade him to be content with local programs. At least he does not blame his failures upon the set.

The second distinct advantage of home demonstration is freedom from interruption. There are no disturbing street noises as in downtown districts and no distracting appeals of other instruments or merchandise or of interesting things going on all

Lee S. Roberts, Inc., a prominent San Francisco music store has a novel sales policy. It instructs its salesmen not to sell radio sets in its beautiful store. Demonstrations in the customer's home are more convincing and productive of better understanding and more sales, it maintains. How this system operates is graphically told in this article.

around. Mr. Roberts specializes in pianos and radio and, consequently there is always something doing in his store—pianos being tuned, demonstrations, recitals—which no sound proof room can quite shut out. In the home there are no noises other than those which will be present later when the set is in actual use.

The demonstration is made by appointment and is usually in the evening when the entire attention of the household is focussed on the set, and the programs are at their best. Those who sell exclusively through store demonstrations during the day can, in most sections of the country, give only an inadequate idea of the capabilities of their instrument, in Mr. Kolkman's opinion.

This does not mean that the Roberts store is not used for sales purposes. The sale generally originates in the store and is closed in the

home. Every effort has been made to make the store attractive. Located between a leading jewelry firm and a nationally known specialty store, which features the fine arts, gifts and Oriental goods, its appearance maintains the high standard of the neighborhood. Its two spacious windows are devoted—one to radio and one to other musical lines. These are illuminated at night by special lighting effects.

Inside, the walls of the carpeted sales space are hung with modern oil paintings, loaned by artists who in this way secure orders for work. At one side is an auditorium, for recitals, and radio concerts. It seats about one hundred and is in frequent demand, thus bringing hundreds of people into the store who would not otherwise be attracted.

In the rear of the store a wide, white staircase leads to the demonstration rooms of the second floor. This also is carpeted and gives the impression of a prosperous home, rather than of a store. Mr. Roberts believes that the quality of one's trade is determined by the appearance of his store. A cheap setting, with a cheap counter display calls in the man who wants a bargain and who is likely to be poor pay after he gets it. The high class of trade which has come into the Roberts store since its opening a little more than a year ago has been undoubtedly drawn to it by the note of quality which is carried out in every detail of the establishment. The satisfactory results obtained from time payment customers is also largely attributable to the sense of stability and dignity suggested by the surroundings.

ADDRESS—Then Sell Them Radio in their Homes



It is significant that Mr. Kolkman has sold a radio set to nearly all the merchants of the exclusive shops in his vicinity. While no direct consequences follow upon this trade, still the feeling of co-operation and fellowship which it represents surely has its unconscious reflection upon the business. Each of these merchants has his own sphere of influence and the fact that he thinks so well of the business in his own neighborhood carries especial weight.

Customers are attracted to the shop by the windows or by advertising or are sent in by former customers. Here the first stages of the sale are carried out. Special emphasis is laid upon a friendly atmosphere. No attempt is ever made to force a sale. The prospect is taken into a demonstrating room, and after the instrument is turned on, is left alone. Mr. Kolkman believes that the instrument should sell itself and that the constant intrusion of the salesman's personality often does more to lose a sale than to make one.

If the prospect shows real interest, arrangements are made for a home demonstration. This, of course, involves a certain amount of expense and is given only when the prospect really manifests a purpose of buying some type of instrument. The trade attracted by the Roberts shop are generally not radio beginners

and have fair knowledge of radio so there is usually no difficulty about antennae. But if there is no antenna, the customer is persuaded to have one erected as being neces-

sary whatever instrument is selected.

The same policy is carried out in the home as in the store. No high pressure methods are used and the customer is rather discouraged from expecting too much than led to believe the impossible from the instrument by glowing descriptions. The actual performance is all that is sold.

The demonstrations which are generally given between 8 and 9 p.m., last from half an hour to an hour. If desired the instrument is left in the home over night, but the next morning it is called for and the sale either closed or the set taken away. It is found that if a set is allowed to remain with the prospect for more than two days, a reaction is apt to set in, the novelty wears off and a sale is more difficult to close. Once the instrument is gone, the customer often regrets it and wishes it back, but is unwilling to return to the same firm.

Such a prospect very often purchases a radio, but from someone else. With an overnight demonstration however, experience has shown that a very fair proportion of sales can be closed the following morning.

Extensive advertising is run in the newspapers. A light face, distinctive type and a large proportion of white space make these ads of the Chickering warerooms stand out prominently.

"Don't buy radio in a store" is the message carried somewhere in each one of them—and the very unusualness of the advice from a store selling radio attracts attention.

Keeping Windows Clear in Cold Weather

To many radio dealers in the north, keeping the display window clear of a coating of mist and ice, during cold weather, presents a rather difficult problem.

This coating which renders the window display useless, is caused by the accumulation of moisture or frozen vapor on the inside of the glass.

One Jamaica, N. Y., dealer keeps his window clear of this film by placing a small electric fan in such a position that a continual draft of air passes over the inner surface of the glass. This circulation prevents vapor or "steam" from settling and keeps the window transparent. An attractive Christmas display is of little value if hidden by steam or frost.

Making Friends of 9,000 Football Fans

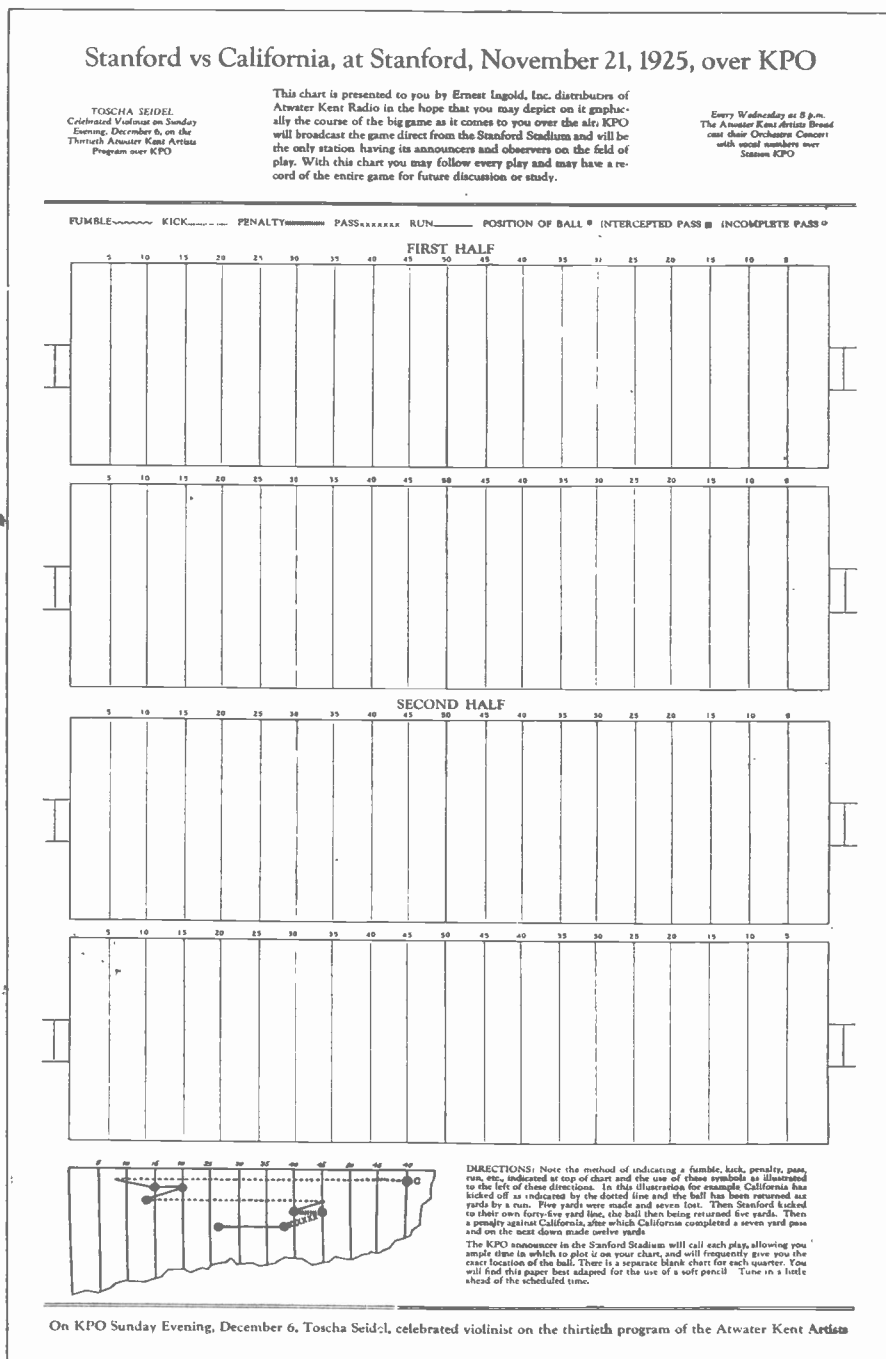
Broadcasting the major athletic events has won many a friend for radio. During a game between two nationally known football teams, it is safe to say, every radio set within reception distance is in use and gatherings of friends around each loud speaker offer an opportunity of introducing radio and its pleasures to many who have not before been familiar with it.

Realizing the good will opportunity presented by the broadcasting of the "Big Game" of the California district (that between Stanford Uni-

versity and the University of California), Ernest Ingold, Inc., of San Francisco, had a chart printed which could be used in plotting the plays as broadcast by KPO.

It was distributed on application and proved so popular that one or more reprintings had to be made. Nine thousand in all were given out.

These charts had a diagram of the field for each quarter, with instructions for using the symbols by which the exact progress of the plays could be followed. The name of the company and of the make of radio of which it is the distributor appeared at the top of the sheet supplied by this concern.



Ingold's chart for recording plays of football games broadcast by radio

Specifications of Receiving Tubes

(Owing to Lack of Space Rectifying Tubes Will Be Published in the December Issue)

INFORMATION concerning radio products, with the name and address of the manufacturer, is a feature of *Radio Retailing's* editorial service published from time to time as market conditions warrant.

This service is wholly for the benefit of the readers and is without charge of any kind whatsoever to the manufacturer listed. Forms are mailed out with return envelopes well in advance of these listings and those manufacturers wishing to be represented *must* fill out the forms as indicated and return them to us within the time specified. It is

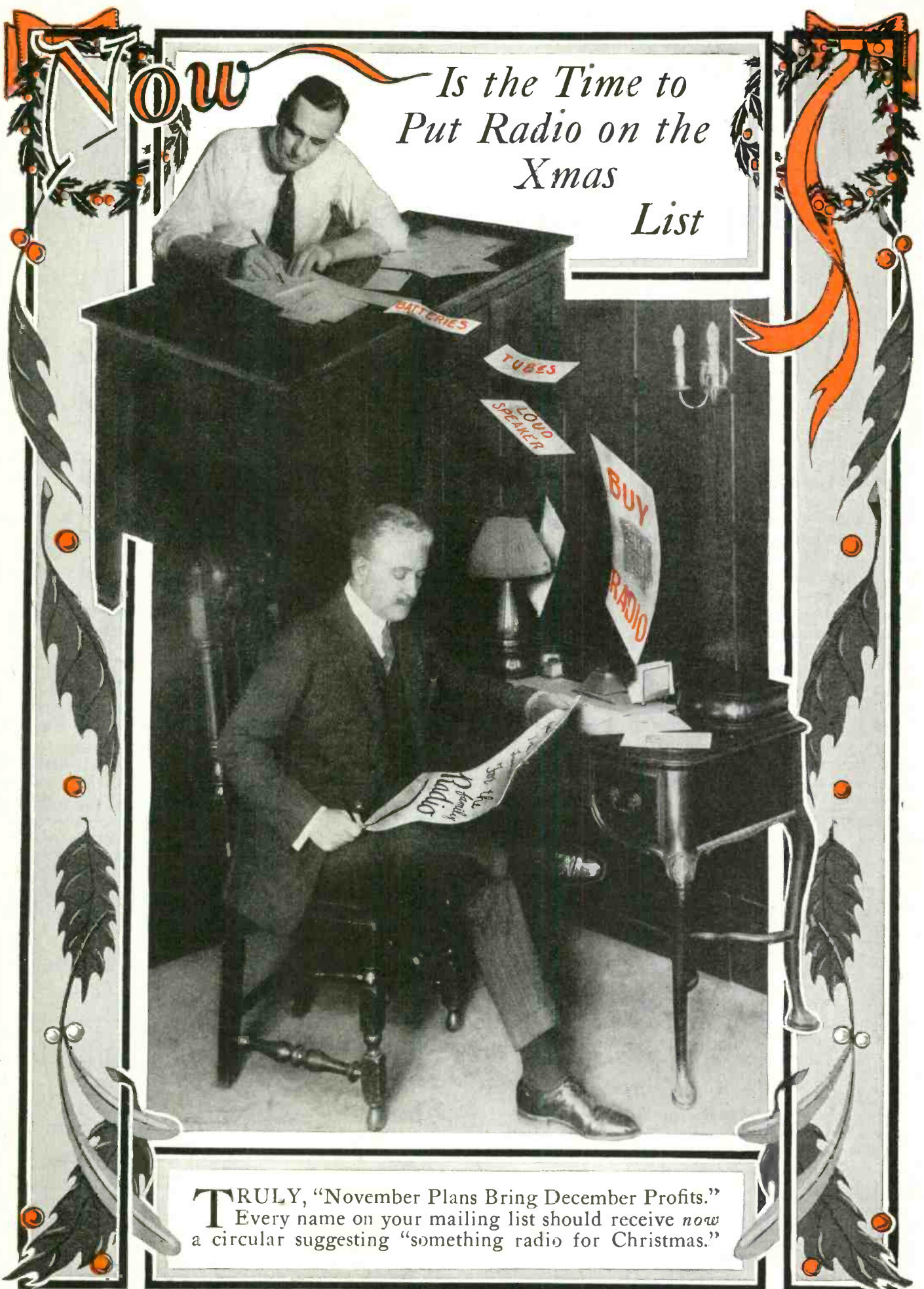
Radio Retailing's desire to make these pages a representative directory of radio products, so that, by following them as they are published, the dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. For portable receiving sets see the May issue, page 447. For audio frequency transformers see the June issue, pages 574-76. For receiving sets see the July issue, pages 35-46, and the August issue, page 66. For loud speakers, head sets and phonograph units see the August issue, pages 58-61. For

battery chargers, battery eliminators and power units see the September issue, pages 78-81, also page 107. For receiving set chassis and cabinets see the October issue, pages 65-71. Complete listings of all radio manufacturers and their products appear in the *McGraw-Hill Radio Trade Catalog*, which is published three times a year by the McGraw-Hill Publishing Company, Incorporated.

For specifications of kits (knock-down sets) and variable condensers, see the next, the December issue of this publication.

Manufacturers Name and Address	Trade Name and Type	List Price	Use	Type of Base	Filament Battery Supply Voltage	Filament Current Amperes	Detector Plate Voltage	Amplifier Plate Voltage	Amplification Constant	Maximum Overall Length
Ablett Co., Charles R. 22 Reade St., New York	Cra Sky-sweeper									
	X201A	\$2.00	Det.-Amp.	Standard	6	0.25	45	45-135	8.00	4 1/8
	V201A	2.00	Det.-Amp.	Navy	6	0.25	45	45-135	8.00	4 3/8
	V199	2.25	Det.-Amp.	UV	4	0.06	22-45	45-135	6.50	3 1/8
	X199	2.25	Det.-Amp.	Small stand.	4	0.06	22-45	45-135	6.50	4 1/8
	V199	2.25	Det.-Amp.	Navy	4	0.06	22-45	45-135	6.50	4 1/8
	(Adapter)									
	X120	2.50	Power Amp.	Small stand.	4	0.125		90-135	3.30	4 1/8
	X200A	5.00	Special Det.	Stand.	6	0.25	45		20.00	4 3/8
	X171	6.00	Power Amp.	Stand.	6	0.50		90-180	3.00	4 3/8
X112	6.50	Power Amp.	Stand.	6	0.50		90-135	8.00	4 3/8	
Apco Mfg. Co. 1200 Eddy St. Providence, R. I.	Apco Twin 2 filament	2.00	Det.-Amp.	UX	6	0.25	22-45	90-135	8.00	4 1/8
Armstrong E. and M. Co., Inc., 351 Halsey St. Newark, N. J.	Armor C. F. 500	2.50	Det.-Amp.	UX	6	0.25	22-45	45-137	8.00	4 1/8
	Armor C. F. 550 Platinum coated filament in both types.	5.00	Det.-Amp.	UX	6	0.50		157	8.00	4 3/8
Cable Supply Co., Inc. 31 Union Square New York	Speed 201A	2.00	Det.-Amp.	UX or UV	6	0.25	45	90-135	8.20	4 3/8
	Speed 199	2.25	Det.-Amp.	UX	4	0.06	45	20-90	6.30	4 1/8
	Speed X120	2.50	Power Amp.	UX	4	0.125		90-135	3.10	4 1/8
	Speed 12	2.50	Det.-Amp.	UX	2	0.25	45	22-90	6.10	4 1/8
	Speed 200A	5.00	Special Det.	UX or UV	6	0.25	22-45		20.00	4 3/8
	Speed X112	6.50	Power Amp.	UX or UV	6	0.50		90-157	8.60	4 3/8
Camden Glass Works 105 Arch St., Camden, N. J.		2.50	Amp.	Standard	6	0.28		90-150	7.0	
C. E. Mfg. Co. Eddy St., Providence, R. I.	AX	2.00	Det.-amp.	UX	6	0.25	45	90-135	8.50	4 1/8
	BX	2.00	Det.-amp.	UX	4	0.06	45	90	6.75	3 3/8
	C	2.00	Det.-amp.	UV	4	0.06	45	90	6.75	3 3/8
	B	2.00	Det.-amp.	Special small	4	0.06	45	90	6.75	3 1/8
	E	2.50	Power amp.	UX	4	0.125		90-135	3.30	3 3/8
	G	2.50	Voltage amp.	UX	6	0.25	67-90	90-180	20.00	4 3/8
	H	2.50	Det.	UX	6	0.25	67-90		14.40	4 3/8
	F	5.00	Power amp.	UX	6	0.50	45-90	90-180	8.00	4 3/8
	J 71	6.00	Output Amp.	UX	6	0.50		90-180	3.00	4 3/8
	Connewey Electric Labs. Magnatron Building Hoboken, N. J.	Magnatron DC-201A	2.00	Det.-Amp.	UV	6	0.25	45	45-135	8.50
Magnatron DC-199		2.25	Det.-Amp.	UV	4	0.06	45	45-90	6.30	3 3/8
Magnatron DC-120		2.50	Power Audio Amp.	UV	4	0.125	45	90-135	3.30	3 3/8
Magnatron DC-200A		5.00	Det.-pwr.	UV	6	0.25	20-45		20.00	4 3/8
Magnatron DC-112		6.50	Pwr. Audio Amp.	UV with adapter	6	0.50	45	90-160	8.00	4 3/8
Magnatron DC-171		6.00	Pwr. Audio Amp.	UV with adapter	6	0.50	45	90-180	3.30	4 3/8
Magnatron DC-210		9.00	Amp. and oscillator	UV or with adapter	8	1.1-1.25	60	90-500	7.50	5 1/8
Cunningham, E. T. 370 Seventh Ave. New York City		CX-301A	2.00	Det.-Amp.	Large CX	6	0.25	22-45	135	8.00
	C-299	2.25	Det.-Amp.	C-299 special	4	0.06	22-45	90	6.25	3 3/8
	CX 299	2.25	Det.-Amp.	Small CX	4	0.06	22-45	90	6.25	4 1/8
	C 11	2.50	Det.-Amp.	C 11 special	2	0.25	22-45	90	6.00	4 1/8
	CX 12	2.50	Det.-Amp.	Large CX	2	0.25	22-45	90	6.00	4 1/8
	CX 220	2.50	Power Amp.	Small CX	4	0.125		135	3.30	4 1/8
	CX 300A	5.00	Special Det.	Large CX	6	0.25	22-45		20.00	4 1/8
	CX 371	6.00	Power Amp.	Large CX	6	0.50		180	3.00	4 3/8
	CX 112	6.50	Amp.-Det.	Large CX	6	0.50	22-45	157.5	8.00	4 3/8
	CX 310	9.00	High Volt. Pwr. Amp.	Large CX	8	1.25		425	7.70	5 1/8
	Daven Radio Corp. 150 Summit St. Newark, N. J.	Mu-20	4.00	Resistance Amp.	UX	6	0.25		90-180	20.00
Mu-6		5.50	Pwr. Amp. Audio	UX	6	0.50		90-180	6.00	4 1/8
De Forest Radio Co. Jersey City, N. J.	DV2	2.00	Det.-Amp.	UV	6	0.25	16-45	67-90	7.50	4 1/8
	DL2	2.00	Det.-Amp.	UX	6	0.25	16-45	67-90	7.50	4 1/8
	DV5	2.00	Amp.	UV	6	0.25	12-22	67-180	9.50	4 1/8
	DL5	2.00	Amp.	UX	6	0.25	12-22	67-180	9.50	4 1/8
	DV3	2.25	Det.-Amp.	UV	4.5	0.07	16-45	45-90	8.00	3 3/8
	DV3-A	2.25	Det.-Amp.	99 Base	4.5	0.07	16-45	45-90	8.00	3 3/8
	DL4	2.25	Special RF Amp.	UX	6	0.25		67-90	8.50	4 1/8
	DV7	5.00	Heavy Duty Amp.	UV	6	0.50		90-135	6.50	4 1/8
	DL7	5.00	Heavy Duty Amp.	UX	6	0.50		90-135	6.50	4 1/8
	DL14	6.00	Low Mu Pwr. Amp.	UX	6	0.50		180	3.00	4 3/8
	DL9	9.00	Pwr. Amp.	UX	8	1.60		500	6.80	5 1/8

Manufacturers Name and Address	Trade Name and Type	List Price	Use	Type of Base	Filament Battery Supply Voltage	Filament Current Amperes	Detector Plate Voltage	Amplifier Plate Voltage	Amplification Constant	Maximum Overall Length	
Electrical Research Labs. 2500 Cottage Grove Ave. Chicago, Ill.	Erla Triplelite 3000X1-A	2.00	Det.-Amp.	UX	6	0.25	45	90	9.00	4 1/2	
	Erla-190X9-A	2.25	Det.-Amp.	UX	4	0.06	45	90	6.25	3 1/2	
	Erla-100X20-A	2.50	Pwr.-Amp.	UX	4	0.125		135	4.00	3 1/2	
	Erla Triplelite 3000X12-A	4.50	Pwr.-Amp.	UX	6	0.50		90-135	8.00	4 1/2	
Globe Electric Co. 601 Century Bldg. Pittsburgh, Pa.	Glotron 201A	2.00	Det.-Amp.	UX	6	0.25	16-45	150	8.00	4 1/2	
	Glotron 199	2.25	Det.-Amp.	UX	4	0.06	16-30	135	6.25	3 1/2	
	Glotron 12	2.50	Det.-Amp.	UX	2	0.25	16-30	90	8.00	3 1/2	
	Glotron 200A	5.00	Det.	UX	6	0.25	16-45		8.00	4 1/2	
	Glotron 112	6.50	Power Amp.	UX	6	0.50	30-45	135	8.00	5	
Gold Seal Electrical Co., Inc., 250 Park Ave. New York	GSX 201A	2.00	Det.-Amp.	UX	6	0.235	45	135	8.00	4 1/2	
	GSX 199	2.25	Det.-Amp.	UX	4	0.060	45	90	6.25	3 1/2	
	GS 199	2.25	Det.-Amp.	UX	4	0.060	45	90	6.25	4 1/2	
	GS 199 Large B.	2.25	Det.-Amp.	Navy Stand.	4	0.060	45	90	6.25	4 1/2	
	GSX 120	2.50	Pwr.-Amp.	UX	4	0.125		135	3.30	4 1/2	
	GSX 20 Hi Mu	4.00	Resistance Amp.	UX	6	0.25		22-225	20.00	4 1/2	
	GSX 112	6.50	Pwr.-Amp.	UX	6	0.50		135	8.00	4 1/2	
	GSX 200A	6.00	Det. only	UX	6	0.25	45			4 1/2	
	GSX 171	6.00	Pwr.-Amp.	UX	6	0.50		135		4 1/2	
	GSX 210	9.00	Pwr.-Amp.	UX	8	1.25			3.00	7.80	5 1/2
Hytron Corp. 19 Oakland St. Salem, Mass.	Hytron X201-A	2.00	Det.-Amp.	UX	6	0.25	45	45-150	8.00	4 1/2	
	Hytron V201-A	2.00	Det.-Amp.	UV	6	0.25	45	45-150	8.00	4 1/2	
	Hytron X199	2.25	Det.-Amp.	UX	4	0.06	22-45	45-100	6.25	4 1/2	
	Hytron V199	2.25	Det.-Amp.	UV	4	0.06	22-45	45-100	6.25	3 1/2	
	Hytron A199	2.25	Det.-Amp.	UV	4	0.06	22-45	45-100	6.25	3 1/2	
	Hytron X200A	5.00	Det.	UX	6	0.25	20-45			4 1/2	
	Hytron X201A	5.00	Pwr.-Amp.	UX	6	0.50		45-180		4 1/2	
Jaeger Research Labs., Inc., 270 Park Ave. Weehawken, N. J.	Jaeger JX-201A	2.00	Det.-Amp.	UX	6	0.25	20-45	45-135			
	Jaeger JV-201A	2.00	Det.-Amp.	UV	6	0.25	20-45	45-135			
	Jaeger JX-199	2.25	Det.-Amp.	UX	4	0.06	20-45	45-90			
	Jaeger JV-199	2.25	Det.-Amp.	UV	4	0.06	20-45	45-90			
	Jaeger J-199	2.25	Det.-Amp.	Large adapter	4	0.06	20-45	45-90			
	Jaeger JX-200A	5.00	Det.	UX	6	0.25	45				
	Jaeger JX-112	6.50	Power	UX	6	0.50		45-150			
	Jaeger JX-171	6.50	Power	UX	6	0.50		180			
Lektiodio Corp. 186 Market St. Lynn, Mass.	Elektron-201A	2.00	Det.-Amp.	UX	6	0.25	22-45	90-135	7.00	4 1/2	
	Elektron-199	2.25	Det.-Amp.	UX	4	0.06	22-45	80-100	6.00	3 1/2	
	Elektron-199A	2.25	Det.-Amp.	Adapter	4	0.06	22-45	80-100	6.00	3 1/2	
	Elektron-199V	2.25	Det.-Amp.	UV	4	0.06	22-45	80-100	6.00	3 1/2	
	Elektron-120	2.50	Power Amp.	UX	6	0.125		135	3.00	4 1/2	
	Elektron Hi Mu	2.50	Resistance Amp.	UX	6	0.25		135	20.00	4 1/2	
	Elektron-200A	5.00	Det.	UX	6	0.25	45			4 1/2	
	Elektron-112	5.00	Power Amp.	UX	6	0.50		135-150	6.50	4 1/2	
	Elektron-171	6.00	Power Amp.	UX	6	0.50		135-180	3.00	4 1/2	
Magnavox Co. Oakland, Cal.	Magnavox Type A	2.00	Universal	UX	6	0.25	20-90'	45-135	9.40	4 1/2	
	Magnavox Type X-171	6.00	Pwr.-Amp.	UX	6	0.45		90-180	3.50	4 1/2	
Musselman, A. J. 549 W. Washington Blvd Chicago, Ill.	SVA Star	2.00	Det.-Amp.		6	0.25	45	135	7.00		
	SVA Certified	2.75	Det.-Amp.		6	0.25	45	135	7.50		
	3VA Certified	2.75	Det.-Amp.		4	0.12	45	90	6.50		
	3VB Certified	2.75	Det.-Amp.		4	0.06	45	90	5.50		
	3VBX Certified	2.75	Det.-Amp.		4	0.06	45	90	5.50		
	5PD Certified	5.00	Det.		6	0.25	45		5.50		
	5VC Certified	6.00	Pwr.-Amp.		6	0.50		180	8.00		
	5VCA Certified	6.50	Pwr.-Amp.*		6	1.1-1.25		180	8.00		
	6P Certified	9.00	Pwr. Amp. Last Audio		8			475	7.5-8		
			* Base has adapter for use on sets not wired for power tubes.								
Perryman Electric Co. 33 W. 60th St., New York	Type RH 201A	2.00	Det.-Amp.	UX	6	0.25	22-45	90-135	8.00	4 1/2	
	Type RH 199	2.25	Det.-Amp.	Miniature adapter	4	0.06	22-45	67.5-90	6.50	3 1/2	
	Type PA 120	2.50	Power Amp.	UX	4	0.120		135	3.30	1 1/2	
	Type PD 200A	5.00	Detector	UX	6	0.25	45			1 1/2	
	Type PA 171	6.00	Power Amp.	UX	6	0.50		90-180	2.65	1 1/2	
	Type PA 112	6.50	Power Amp.	UX	6	0.50		90-157	8.00	1 1/2	
	Type PA 210	9.00	Superpower Amp.	UX	8	1.1-1.25		90-425	7.50	5 1/2	
Philadelphia Radio Mfg. Co., 3040 Stiles St. Philadelphia, Pa.	Standard UV 201A	2.00	Det.-Amp.	UV	6	0.25	45	40-150	9.00	4 1/2	
	Standard UX 201A	2.00	Det.-Amp.	UX	6	0.25	45	40-150	9.00	4 1/2	
	Improved UX 201A	2.00	Amp.	UX	6	0.25	45	45-180	4.00	4 1/2	
	Standard UV 199	2.25	Det. Amp.	UV	4	0.06	40	90	6.00	3 1/2	
	Standard UX 199	2.25	Det. Amp.	UX	4	0.06	40	90	6.00	4 1/2	
	Standard WX 12	2.25	Det.-Amp.	UX	2	0.25	45	90	5.50	4 1/2	
	Standard UX 120	2.50	Amp.	UX	4	0.13		135	3.50	4 1/2	
	Standard UX 200	2.50	Det.	UX	6	1.00	22			4 1/2	
	Extra Model UX 20	3.50	High Mu. Amp.	UX	6	0.25		150	20.00	4 1/2	
	Standard UX 200A	5.00	Det.	UX	6	0.25	22-45			4 1/2	
	Standard UX 171	6.00	Power Amp.	UX	6	0.50		250	3.00	4 1/2	
	Standard UX 112	6.50	Power Amp.	UX	6	0.50		150	8.00	4 1/2	
	Standard UX 210	9.00	Power Amp.	UX	8	1.25		425	7.50	5 1/2	
	Note—Trade Name—Philotron	Extra UX 10	7.00	Amp.	UX	6	1.25		400	6.00	4 1/2
Extra UX 21	7.00	High Mu. Amp.	UX	6	1.25		400	20.00	4 1/2		
Radio Tube Labs. 2217 Lafayette St. Fort Wayne, Ind.	Electron 201A	2.00	Det.-Amp.	UX	6	0.25	22-90	45-120	8.00		
	Electron 200A	5.00	Det.	UX	6	0.25	45				
	Electron 112	6.00	Power Amp.	UX	6	0.50		135			
Radio Corp. of America 233 Broadway New York	Radiotron UX 201A	2.00	Det.-Amp.	UX	6	0.25	45	90	8.00	4 1/2	
	Radiotron UV 199	2.25	Det.-Amp.	UV	4	.060-.063	45	90	6.25	3 1/2	
	Radiotron UX 199	2.25	Det.-Amp.	UX	4	.060-.063	45	90	6.25	4 1/2	
	Radiotron WD-11	2.50	Det.-Amp.	WD-11	2	0.25	22-45	90	6.00	4 1/2	
	Radiotron WX 12	2.50	Det.-Amp.	UX	2	0.25	22-45	90	6.00	4 1/2	
	Radiotron UX 200	2.50	Detector	UX	6	1.00	16-22			4 1/2	
	Radiotron UX 200A	5.00	Detector	UX	6	0.25	45		30.00	4 1/2	
	Radiotron UX 120	2.50	Power Amp.	UX	4	.125-.132		135	3.30	4 1/2	
	Radiotron UX 112	6.50	Power Amp.	UX	6	0.50		135	7.90	4 1/2	
	Radiotron UX 171	6.00	Power Amp.	UX	6	0.50		90-180	3.00	4 1/2	
	Radiotron UX 210	9.00	Pwr. Amp. or Oscilla. for Transmitting	UX	8	1.25		425	7.70	5 1/2	
	Sylvania Prod. Co. Emporium, Pa.	Sylvania SO1-A	2.00	Det.-Amp.	Navy	6	0.25	22-45	90-135	8.40	4 1/2
		Sylvania SX01-A	2.00	Det.-Amp.	Large UX	6	0.25	22-45	90-135	8.40	4 1/2
Sylvania S 99		2.25	Det.-Amp.	Small UV	4	0.06	22-45	45-135	6.90	3 1/2	
Sylvania SX 99		2.25	Det.-Amp.	Small UX	4	0.06	22-45	45-135	6.90	4 1/2	
Sylvania LS 99		2.25	Det.-Amp.	Navy	4	0.06	22-45	45-135	6.90	3 1/2	
Sylvania SX 20		2.50	Power Amp.	Small UX	4	0.125		135	3.40	4 1/2	
Sylvania SD 2		2.50	Det.-Amp.	Navy	2	0.25	22-45	45-90	5.60	3 1/2	
Sylvania SM 20		4.00	Resis. Coupled Amp.	Large UX	6	0.25		90-150	20.00	4 1/2	
Sylvania SX 12		6.50	Power Amp.	Large UX	6	0.50		90-180	7.90	4 1/2	
Sylvania SX 71		6.00	Power Amp.	Large UX	6	0.50		90-180	3.00	4 1/2	



*Is the Time to
Put Radio on the
Xmas
List*

TRULY, "November Plans Bring December Profits."
Every name on your mailing list should receive *now*
a circular suggesting "something radio for Christmas."

Two Mid-West Jobbers

Find Ways to

Stop Unauthorized Returns

Insistence on notification before shipment of items claimed to be defective or damaged benefits both the dealer and the wholesaler—Cuts unwarranted returns 70 per cent

By RAY V. SUTLIFFE

TROOPING in the train of radio's rapid march has come a motley host of trade "evils." Not the least of these disturbing camp followers has been the "returned goods" problem. The frequent impertinences of this fellow have perplexed, and still trouble dealer, jobber and manufacturer. The reduction of unwarranted returns is important to all.

It is now generally granted that all three of these members of the chain of distribution acknowledge this basic fact: The recipient is entitled to due notification of intent to return radio goods, claimed defective, for repairs or credit, before such goods are actually shipped. In

When the dealer notifies his jobber in advance that he intends to return certain goods for credit, repair or replacement and when he obtains the jobber's permission to make such a shipment, both parties save time, money and annoyance. In this article two distributors who are using this method with a considerable degree of success, describe the operation of their systems.

February, and March, but is liable to occur at any time.

Sets, accessories and parts, returned without notice, frequently without identification marks, or unaccompanied by

a letter explaining why the goods were returned, are a source of vexation and loss to dealer as well as to jobber. So prevalent has been this practice that many distributors have taken definite steps to protect themselves against it.

A jobbing house in Dayton, Ohio, and another in Kansas City, Mo., have developed a system of forms which reduce losses, speed service, and materially strengthen good will relationship with the dealer.

Dealer Receives Returned Material Forms

Both methods are built on this basic principle: The dealer must first write the jobber, explain the nature of the case, and obtain authorization to return the merchandise. This authorization, in the case of the M. D. Larkin Company, Dayton, Ohio, consists of a perforated two-part manila tag. This tag is the third or bottom copy of a serially numbered "Return Goods" form. It measures 8½ by 4 inches. The left hand part of this authorization ticket has a hole in it so that

RETURN GOODS TAG		TRANSPORTATION MUST BE PREPAID	
194		Cust. No. 62	
John Jones		Date Rec'd in Shop <u>Sept 15, 26</u>	
656 Illinois St., - Chicago, Ill.		Time Req. for Repairs <u>Schmidt 3hr</u>	
Material Authorized 1 Radio Receiver Serial #438295		Material Req. <u>Dial A</u>	
Disposition--Repair X Credit		<u>and condenser</u>	
Replacement Insp. & Adj.		Serial No. of Article <u>438295</u>	
Nature of Repairs <u>new dial and condenser</u>		R. A. Tag No.	
Date Ret. to Factory Date Rec'd from Factory		Hdw Shipped <u>Exp collect</u>	
Date Ret. to Customer <u>Sept 17, 26</u>		Repairman <u>Reba</u>	
Repaired, Tested and found O.K. <u>H.B.K.</u>		Authorized by F. H. Smith Date Feb. 26, 1926.	
SERVICE RECORD			

Return Tag Used by Dayton Jobber

TRANSPORTATION MUST BE PREPAID		Date Rec'd <u>Sept 15, 26</u>	
G 2		Rec'd by <u>Schmidt</u>	
S&W, Ill.		Condition of Material Rec'd	
File #438295		<u>Broken dial and dialing panel</u>	
Quantity Rec'd 1 set #438295		How Shipped--P. P.	
X		Exp. Col. <u>93¢</u>	
		Exp. Prepaid	
		Frt. Col.	
		Frt. Prepaid	
RECEIVING REPORT			

TRANSPORTATION MUST BE PREPAID		Tag 194 Date Ret.	
TACKLE THIS COUPON ON OUTSIDE OF PACKING CASE IN PLAIN VIEW		From <u>John Jones</u>	
S. C. Ill.		<u>656 Illinois St</u>	
File #438295		<u>Chicago, Ill</u>	
TO			
THE M. D. LARKIN CO			
RADIO DIVISION			
115-121 E. THIRD STREET			
DAYTON, OHIO			

other words: No material shall be returned to the source of purchase without first obtaining permission from that source to ship. This rule, which is no more than fair, according to Henry C. Bonfig of the Sterling Radio Company, Kansas City, Mo., still continues, however, to be "more honored in the breach than in the observance." This situation is particularly acute during January, Feb-

At top, yellow; above, pink; right, manila

NOTICE--- We incur no responsibility until goods are delivered at our warehouse. Our Receiving Department is instructed not to accept goods without tags attached. Enclose this tag with goods returned.

THE M. D. LARKIN CO. (Radio Div.) DAYTON, OHIO
Authorized by F. H. Smith Date Feb. 26, 1926.

Larkin's returned goods form is printed in triplicate. The manila tag copy is mailed the dealer. It becomes both his authorization to return the merchandise and his shipping tag. The pink copy is sent to the shipping room there to await the arrival of the expected shipment. The yellow copy has space provided for the rendering of a complete service history of the case and is, therefore, routed to the repair department.

Sterling Radio Company No. 271
113 Grand Avenue
KANSAS CITY, MISSOURI

From T. C. Kennedy Co. L. M. S. Mr. Case, Ind.
Case, Ind. S-D Style
X-18962 Serial
Sept. 22 Date

RETURNED GOODS AUTHORIZATION LABEL

OFFICE COPY No. 271

From T. C. Kennedy Co. L. M. S. Mr. Case, Ind.
Address Case, Ind. S-D Style
X-18962 Serial
Sept. 22 Date

Customer Complaints
Broken front panel

Repair and Return
 Repair for Stock and Replace or Credit

Charges to Customer O. K.
Time _____ min. at \$1.00 per hr.
Materials _____
Transportation _____

Less Handling Charge \$
Credit Authorized by Case
Credit Issued Sept 27 Date
By R. S.

Returns to Factory Date Oct. 1
Shipped Sept. 25, 26
Date Sept. 25, 26

RECEIVING SLIP No. 271

Date Received Sept. 22, 1926

From T. C. Kennedy Co. L. M. S. Mr. Case, Ind.
Case, Ind. S-D Style
X-18962 Serial
Sept. 22 Date

SHOP REPORT No. 271

From T. C. Kennedy Co. L. M. S. Mr. Case, Ind.
Address Case, Ind. S-D Style
X-18962 Serial
Sept. 22 Date

Customer Complaints
Broken front panel

Repair and Return
 Repair for Stock

This set _____
This Report _____
Material _____
Tuned OK by _____

Sterling manages to combine four functions on the two sheets shown above. The upper third of the original copy is mailed the dealer, the lower two-thirds is placed in the office "holding" file, the upper third of the carbon copy serves as a receiving slip and the lower two-thirds as a shop report and source for obtaining billing information.

almost entirely eliminated and unwarranted returns cut 70 per cent," is their mutual verdict after a year's trial apiece of their respective methods.

Both of these return methods are alike in purpose and in the manner of their operation. "I find it practical to enforce and to operate my system without incurring dealer ill will," stated Mr. Bonfig of Kansas City. "In fact," he continued, "most of my dealers actually like it, because it saves them time and expense in the long run and insures a more intelligent and much more satisfactory handling of their case."

There are, of course, two sides to every trade question of this kind. This article outlines the situation from the angle of the jobber. Comment from retailers who have experienced similar difficulties will be welcomed by the editors.

it can be tied to the set or accessory being returned. The right hand section says: "Tack this Coupon on Outside of Packing Case in Plain View."

Sterling uses a letter-size form to accomplish this same purpose. Here, likewise, the form is perforated and serially numbered. The upper third is mailed the dealer and is supposed to be pasted on the outside of the box or package. It is called "Returned Goods Authorization Label." The lower two-thirds of this 8½ by 11 sheet is headed "Office Copy" and is placed in the customer's file pending the arrival of the goods. This part of the form has space and titles provided so that the following history of the case may be entered: specifications of set or other material returned; customer complaints; why returned; labor, material and transportation charges; credit authorization; dates received and returned.

Dayton Jobber Employs Four Form Letters

Larkin, of Dayton, has four form letters designed respectively: to acquaint the dealer with its return system; to accompany the return tag, when it is mailed to the dealer for his use; to warn the customer when he returns goods not properly marked; and to notify him, after due warnings, that his shipment has been refused because its return was not authorized.

Larkin and Sterling are equally delighted with the operation and results of their return systems. "Unidentified packages have been

OPERATING UNDER SEVEN DIVISIONS
AUTOMOTIVE
ELECTRICAL
HARDWARE
MACHINERY
METALS
MILL SUPPLIES
RADIO

The M. D. Larkin Co.

RADIO DIVISION
Dayton, Ohio
January 28, 1926

We wish to call your attention to Page One of our latest Radio Catalog, to the paragraph entitled "Claims and Shipments" which reads as follows:

"All material sold by us is guaranteed free from defect in material and workmanship. If any merchandise is found defective, write us, giving full information. We will then give shipping instructions and furnish return tags for identification. We will refuse any merchandise returned without these tags attached. We will either return or replace at our option, such defective merchandise. IF A SHORTAGE IN THE SHIPMENT EXISTS, OR PACKAGES APPEAR DAMAGED, THE CUSTOMER WILL BRING THE MATTER TO THE ATTENTION OF THE TRANSPORTATION COMPANY. All shipments are F.O.B. our warehouses and WE DO NOT HOLD OURSELVES RESPONSIBLE FOR GOODS LOST OR DAMAGED IN TRANSIT. All prices are subject to change without notice, unless covered by contract."

You will note that we require return tags on all goods being returned. When writing for these tags please furnish us with Complete Information as to whether you desire its return for credit, repair, inspection and adjustment etc., giving full details such as serial number and type, if set or loud speaker, and just what the trouble may be if same is to be repaired. (If Vacuum Tubes, give quantity and type.)

During the past several months we have received a large amount of Radio Apparatus for repair that upon inspection and test proved to be O. K. In the future we reserve the right to make a charge of \$2.00 per hour for the time required for this inspection; as you should be in position to handle all repairs of a minor nature.

Be sure that goods are properly packed, as quite often the goods is received in damaged condition due to poor packing. EFFECTIVE AT ONCE ALL SHIPMENTS TO US, NOT BEARING RETURN TAG, OR SENT PREPAID WILL BE REFUSED, and we earnestly solicit your co-operation in helping us, to render you better service.

Very truly,
THE M. D. LARKIN COMPANY.
Wm L Biddle
Radio Division.

In a series of four letters the M. D. Larkin Company of Dayton, Ohio, clearly sets forth its attitude with respect to the return of merchandise. The letter, reproduced above, explains the system to the dealer; the second accompanies the return tag mailed to him; the third warns the merchant against unwarranted or unauthorized returns; the fourth refuses shipment.

Begin Now to Popularize This Slogan—

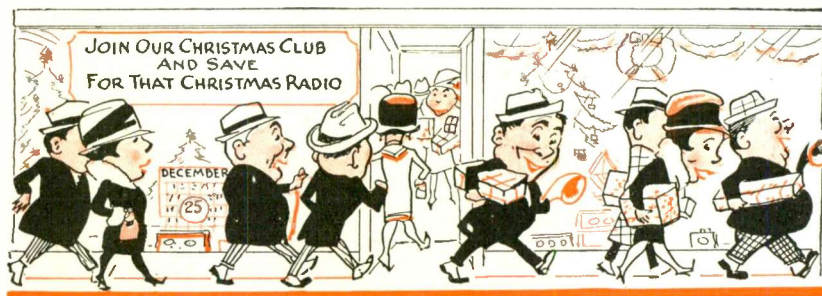
Christmas is the season of gift-giving. To dealers in many trades it means a harvest of good business. Are you going to get your share or is it just December 25th to you?

Retailer's Christmas Club Nets Sixty Sales

How would you like to have 60 prospects for Christmas radio receivers lined up as "sure fire" customers by December 25th? If all these prospects had paid you on the average of \$2 per week for a month or two before Christmas without taking any merchandise from the store, that would be interesting, wouldn't it?

The B & R Radio Company, Lancaster, Pa., has done this, according to its proprietor, B. Rosen. In his own words, here is how it was done: "There are always a number of 'hang fire' prospects for radio receivers a month or so before Christmas. In Lancaster I have found 60 of them this year. About half of these prospects intend to buy a radio set for Christmas but have not made up their minds on any particular type. The result is that they wander from store to store examining merchandise before making up their minds. The other half is already 'sold' on a particular receiver but cannot afford the initial outlay.

"In order to convert these prospects into immediate business I established the B & R Radio Club of Lancaster, with headquarters in my shop. The weekly club "dues" were fixed at \$2 with the understanding that all accruing cash would be applied as a portion of the required 10 per cent down payment when the receiver was installed.



By advertising a "Christmas Radio Savings Club" a Pennsylvania dealer made an impressive showing last season.

"Now just what is the result of the plan? I've established a sort of a Christmas club which permits the prospect to accumulate a large portion of his down payment if he joins early enough. Many of my prospects have a lot of trouble saving money in any other way than by placing it out of reach.

"Next I save the 'shopper' who has not decided on a specific receiver the trouble of shopping all over town. He is invited to join the club with the understanding that when he is ready to purchase I will secure any receiver he wants for him. The club fee is of course not returnable."

"Take Home a Small Set For the Children"

"The crystal and one-tube receivers should not be overlooked in your Christmas window," says H. L. Barney, proprietor of the H. L. Barney Radio Company, 270 Dwight Street, Springfield, Mass.

"Many retailers have entirely lost sight of the market possibilities of small receivers, particularly crystal sets. The fact that they involve no service, do not require batteries and furnish entertainment from local stations at such a ridiculously low price makes them a fine Christmas seller. Inexpensive enough to be attractive as a novelty, many a man drops into my store of an evening on the way home from business and purchases one of them as a toy for his children. Such a set is almost indestructible and is capable of furnishing very fine entertainment when used within 20 miles or so of a broadcast station. Equipped with some form of 'fixed' crystal the set often leads to the sale of a larger receiver."

A Novel Window Display Idea

"A good window display is the most important factor in my Christmas sales campaign," says L. Albaum, proprietor of the Worcester Radio Supply Company, Worcester, Mass. "I employed a novel method of centering attention on my shop last year by staging a 'guessing' contest.

"I wanted to feature a new receiver I had just received, so the set was placed in the window in an appropriate Christmas setting and the entire display was then shut off from view by hanging heavy draperies inside the glass on every side. Between the glass and the front drapery I placed a sign reading "A 6-volt



Tell your customers that crystal sets and small tube sets make excellent Christmas gifts for the kiddies

"Radio Is the Supreme Christmas Gift"

Retailers usually have as much radio business as they can conveniently handle during the Christmas rush, but, like Oliver Twist, these dealers wanted more—and got it.

storage battery to the person who correctly guesses the contents of this window." The contest was then advertised in the local paper.

"For two weeks my shop was the mystery spot of the town. Shoppers entered in droves during the noon hour and placed their guesses in a small 'mail box' provided, furnishing an excellent prospect list. Then a small hole was made in the front drapery permitting the interior of the window to be seen and the prize awarded to the closest contestant. The window was the attraction of the entire section for several days, people stopping to peer through the aperture at the display which had been so extensively advertised. During Christmas week the draperies were removed."

Start That Summer Mailing List Now

Now is the time to collect a long list of prospects for your sales campaign next summer. During the Christmas season business is at its height. Customers whom you have never seen, enter the store to buy accessories and other inexpensive articles as holiday gifts. Get the name and address of every Christmas customer. It may be a little trouble to jot down each of these names now, but think of the value of such a list after the holiday is over.

Try the Local Storekeeper

"Large furniture dealers and other merchants whose unit sale is large often offer a special inducement in the form of an additional piece of furniture or small household appliance to their customers before the Christmas holiday to stimulate early buying," says a Burlington, Vt., retailer. "Usually the 'extra inducement' to force pre-holiday sales is some small household appliance but an inexpensive radio set could be easily substituted to increase trade. A radio receiver has just that element of real value which will attract

furniture customers to a shop. Other local storekeepers are therefore good prospects for radio receivers before Christmas. The sale depends largely on the radio retailer's power of persuasion."

Why Not a Radio Set For the Employee?

Many manufacturers in the large mill towns give Christmas presents to employees when the year's business has been profitable. Usually these gifts are in the form of a check. Why not a radio receiver for the employee? Undoubtedly there are many minor executives among the employees of a large manufacturer who cannot be given such cash gifts. A radio receiver is a gift which will be appreciated.

Radio Christmas Club Plan Arranged with Banks

Out in Davenport, Iowa, an enterprising radio dealer advertises "Open a Radio Savings Account at Your Bank and Be Ready for Christmas," thus making it easier for prospects to save for the Christmas radio receiver. All the savings banks in the city of Davenport have agreed to solicit individual accounts of this kind and to notify the Jenkins Radio Shop when such accounts are opened. When an account reaches \$20 Jenkins gets in touch with the prospect and endeavors to close a sale.

Christmas Demonstrators Increase Business 40 per Cent

"A set in the home of a demonstrator is worth four in the store around Christmas," is the motto of Byrne's Auto-Electric Service, Portsmouth, N. H. Byrne engaged four friends of his, located in different parts of the city to sell his radio receivers on a 15 per cent commission basis for him last year.

Portsmouth is very much like every other New England town. Flashy advertising "stunts" which might be highly successful elsewhere meet with absolutely no response. On the contrary, such methods actually are a detriment. The average resident will certainly react by going to a more conservative shop for his radio set.

The recommendation of a friend and an actual demonstration go farther in this section of the country than any advertising method. Byrne understands this perfectly, hence the demonstrators. Forty per cent of his business during the months of November and December was obtained in this way.

Christmas Carols by the Firm's Quartette

"Our help sings," advertises a Chicago night club. "So does ours," the Endres Electric Company, Madison, Wis., adds. One member of the firm and three of its employees



One dealer wraps radio parts and accessories in holly boxes, puts them in the window and suggests them as Christmas gifts.

possess more than passable voices. They have rehearsed popular and classical selections and more recently, Christmas carols. The quartette is now available for free entertainment purposes under the name of the "Endres Quartette."

The services of this quartette, and of a teller of children's stories, also an employee, are available without charge for church entertainments, private parties, lodges, etc.

"We pay the men for their time if the calls become too arduous," states G. M. Endres. "During the holiday season we have bookings in a number of places to sing Christmas songs and carols. All this is splendid advertising for the firm and is worth the six to ten dollars a week it costs.

"When important events are broadcast," continues Mr. Endres, "we open our large radio display room to the public. During the intervals between events the quartette fills in."

Not every retailer can boast "home talent" of this kind. "More than passable" voices are not common among radio store employees, but the idea may be carried out effectively by engaging the services of local talent for publicity work of this kind.

Aerial Santa Doubles Christmas Sales

Santa Claus literally dropped in from the sky upon the residents of Boulder, Colorado, and adjacent towns last Christmas. He sailed over the section in an airplane about a week before the holiday and left a carload of radio business in his wake for the Public Service Company of Boulder.



"Santa" delivered Radio Gifts by airplane in Colorado last year

Don't Forget the Christmas Aftermath

If your shelves are still crowded with merchandise, if a number of unsold receivers remain on your floor and if your show window still contains the Christmas keynote on December 25th, Hold Everything.

Remember, of recent years Christmas presents in the form of cash or personal checks have come into vogue. Many of these cash gifts will be applied to the purchase of radio apparatus after the holidays are over.

G. B. Buck, radio-electrical sales manager of the company, conceived the brilliant idea. Virgil Stone, a local airplane pilot, dressed as "Santa Claus," put it into execution.

Several weeks before Christmas, the Public Service Company announced that "Santa Claus" would pay the community a personal visit before the holiday. Local papers were employed in broadcasting this information. Sure enough, when the appointed day and hour came "Santa" sailed in from the north in his 'plane and greeted the assembled multitude with a veritable shower of radio circulars. Enclosed in each circular envelope was a premium certificate, redeemable for a portion of the purchase price of any article in the company's store. Eighty per cent of these certificates were returned to the shop and applied as partial payment on sales before the week was over. Sales during the Christmas period exceeded any previous two months combined.

Cater to the Window Shopper

People spend a lot of time "window shopping" during the month of November, trying to decide just what to add to the Christmas list. Gaumont & Sons, radio retailers of Lowell, Mass., caters to the window shopper during this entire month by changing its window display every week. In the smaller towns, the same group of shoppers may pass a store window several times a month. A different display keeps them interested.

Install a Gift Table

A special Christmas counter in the center of the shop floor, equipped with a sign suggesting radio apparatus as a holiday gift should aid the shopper to select attractive and useful presents. The counter should be divided into sections, merchandise under \$5 grouped in one section, articles between \$5 and \$15 in another, etc.

\$65 Commissions Net \$2,000 in Sales

Last December the Crouch Radio Company distributed several thousand envelopes containing an unstamped return card to the school children of Oneonta, N. Y. The envelope carried in heavy green type, this pertinent question: "Do You Want Some Christmas Money?"

The upper part of the two-piece card read as follows: "If you know of a relative, friend or neighbor who is going to buy a radio, fill in their name on the attached card, return it to us and if we sell them a radio we will give you a nice five-dollar gold piece."

Crouch states that this stunt cost \$20 for printing and about \$65 in commissions. He sold 13 sets as a direct result of the stunt averaging about \$150 per set. Below are illustrated the card and its return card which were distributed to the school children. The lower illustration shows the outside of the envelope.

Do you want to buy Mother and Dad some Christmas Presents with Your Own Money?

All Right—We'll Tell You How!

If you know of a relative, friend or neighbor who is going to buy a Radio, simply fill in their name on the attached card, return it to us and if we sell them a Radio we will give you a nice new Five Dollar Gold Piece.

You know we carry only good Radios so you will be doing your friends a favor by sending their names.

We will not mention your names.

CROUCH, WILSON & CO.
32 BROAD STREET ONEONTA, N. Y.

CROUCH, WILSON & CO.
Oneonta, N. Y. Date _____

Guests: _____

Name _____ Address _____

It is understood that if you sell them a CLARADYNE you will send me Five Dollars for each one sold.

Yours truly,
Signed _____

DO YOU WANT
SOME
CHRISTMAS MONEY?

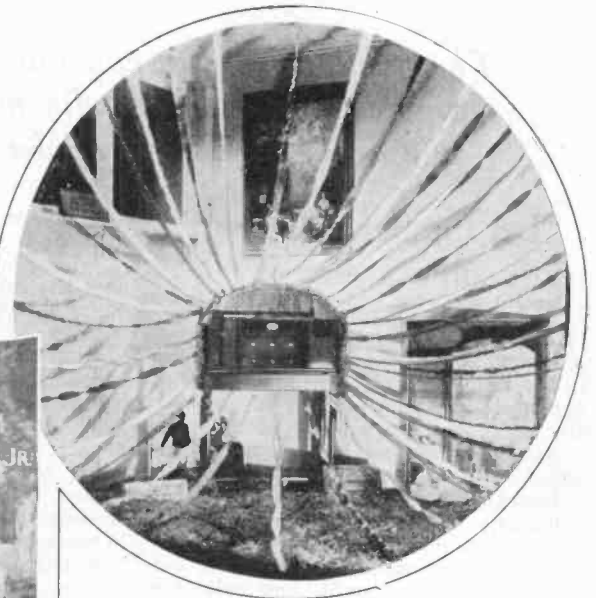
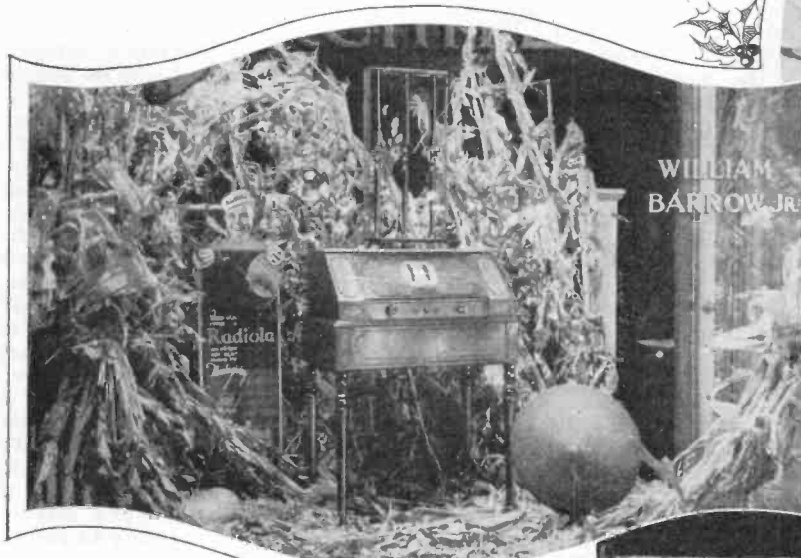
Please don't open until you get home.

How the Crouch Company paid its customers to sell sets last Christmas

The Holiday Spirit in Radio Windows

Another Reason for Thanksgiving

No celebration of Thanksgiving Day is complete without a radio. That's the message of the timely display, below, of William Barrow, Jr., Great Neck, N. Y. A set and cone speaker are surrounded with corn stalks and pumpkins—an easily and cheaply constructed November window.



Radiating Christmas Joy

The window, above, of the Kelm Radio Company, Long Beach, Cal., strikes a unique Christmas note.

A Tree in the Window

Christmas cheer and comfort radiates from this window of the Van Staagen Radio Research Corporation of New Rochelle, N. Y. The homey atmosphere given by the wreaths, garlands and Xmas tree is strongly emphasized. In this charming living-room scene the radio set on the center table occupies the most conspicuous place.



"Seeing" Your Favorite Team Via Radio

A miniature football field with tiny players and spectators is effectively used in this window display by a Wisconsin dealer to tie-up radio with the most popular game of the season. Everything was complete from the grandstand and spectators to the field with its players and goal posts. While small dolls dressed in football suits were used as the players, the spectators were—no, you're wrong—they were peanuts.

What This Industry Needs

The public is the last court of appeal in deciding how and what radio manufacturers and dealers shall sell, readers point out

"Let the Set Sell Itself"

BY D. S. SPECTOR
General Manager, Federal-Brandes, Inc.

AS a result of the complete change of complexion which has taken place in the radio market, sales methods that are a decided contrast to those of a few seasons ago are being used by the successful radio manufacturers, jobbers and dealers this year.

Instead of the seller's market that ruled the industry for years, we are now witnessing the domination of the buyer, which automatically throws out the old tactics as unfit, and calls for sales plans that are entirely different.

When broadcast reception first became popular, the public demanded radio sets—almost any kind, just so it was a radio set—and the manufacturers could not keep up with the demand. The newly smitten radio fans were eager to buy anything, with little regard to quality of reception or the appearance of the set. It was sufficient to get the thrill of simply hearing sounds which were being sent out on the air miles away. The public was not sufficiently experienced with this new amusement to be very critical.

Came the dawn, as the cinema says. A lot of irresponsible manufacturers, thinking the rush for radios was an opportunity to make money easily, entered the field and lasted long enough to sell a stock of poorly made merchandise to some dealers who were trying to meet the demand. In self-defense, the dealer had to sell the sets to the public and empty his store. The customers soon became enlightened as to the poor quality and unreliability of the sets they had bought from effusive salesmen who had made promises that no receiver at that time could fulfill. As a result, the public became decidedly cautious and skeptical, and then began the "show me" attitude that we have today.

Manufacturers, always with "an ear to the ground," recognized the change and those who had confidence in their products welcomed it as a stabilizer for the industry. They encouraged the new condition. For instance, Kolster dealers are urged not to promise the customers anything. They are asked to show the cabinet, explain the technical features of the set, tell the prospect anything he wants to know, and then let the set sell itself by having the customer play with it at his leisure in his home, with his own hand on the station selector. If the set is good, the customer will want it. If it does not live up to his ideas of what a radio receiver should be, he does not want it and he has not paid anything for it.

The dealer calls for the set, and the incident is closed.

What the customer hears when he uses the set is most important. What he is told about it is secondary.

This is the working platform we gave for the new year to the district representatives: "We have reached the time in radio when, if you have the goods and prove it, you get the trade. If you haven't, all false claims are going to react against you. The wise dealer is selecting his sets only on demonstration and he is selling them in the same way."

Kolster used this basis to sell the jobbers, and the jobbers in turn used it to sell the dealers. Home demonstrations in both cases took the place of sales talks in the store. As an example, the Grand Rapids, Mich., jobber, W. J. Ackerman, placed two Kolster models in his summer cottage on the shore of Lake Michigan. In the same cottage he installed for comparison several sets made by other manufacturers. He then invited different groups of prospective dealers to spend the evening as his guest and "turned them loose" to examine all the sets and test them. It was a bold step, born of confidence and a realization of what methods would reach the dealer.

The Mackenzie Radio Corporation of New York, another jobber, has fitted out a living room in the building for a convenient demonstration and they invite visitors to make themselves at home and "play" the radio as if it were their own. No "high-pressure" sales talk any more, is their plan. Let the set sell itself, they say.

Radio is taking a page from the automotive industry, in adopting this method. In the early days of automobile selling, the prospect was flooded with brilliant sales talk and then taken for a ride as a passenger only, with an experienced driver at the wheel. If he bought the car, he found he had to be instructed in how to drive it and how to make it do what the salesman did with it.

Today, almost every man has become experienced in buying a car. He knows how to drive, and he knows what a good car should do. So now the salesman gets his prospect behind the wheel to feel that jump as he touches the accelerator, and to see how easily the wheel turns as he backs into a small parking space.

When the radio customer sits down at the set in his own home, where he will always listen to it if he buys it, and turns the station selector to pick out the different programs at his will, now visiting in this city, now in that, with no interference and a good quality of reproduction filling the room,

he gets the same thrill as the pleased auto driver. He is satisfied, and that is the goal.

Must Give the Public What It Wants

BY M. J. RYAN
Manchester, N. H.

IN discussing the differences between one and multi-control sets we should not lose sight of the fact that the deciding factor is public demand. Now what does the radio buying public want? Apparently it is in favor of simplicity. Any set, regardless of price, with more than two tuning controls is hopelessly out of date, in my opinion. Mr. Morrison of the Neutrowound Corporation should bear in mind that engineers, whatever their personal opinions, must cater to the public and produce what it wants. Because his company does not produce a single or two control receiver is no reason for maintaining that it cannot be done. I know of at least three sets in the \$100 price class with one or two tuning controls, that in performance are every bit the equal of similarly priced multi-control sets in selectivity, volume and ability to pull in stations.

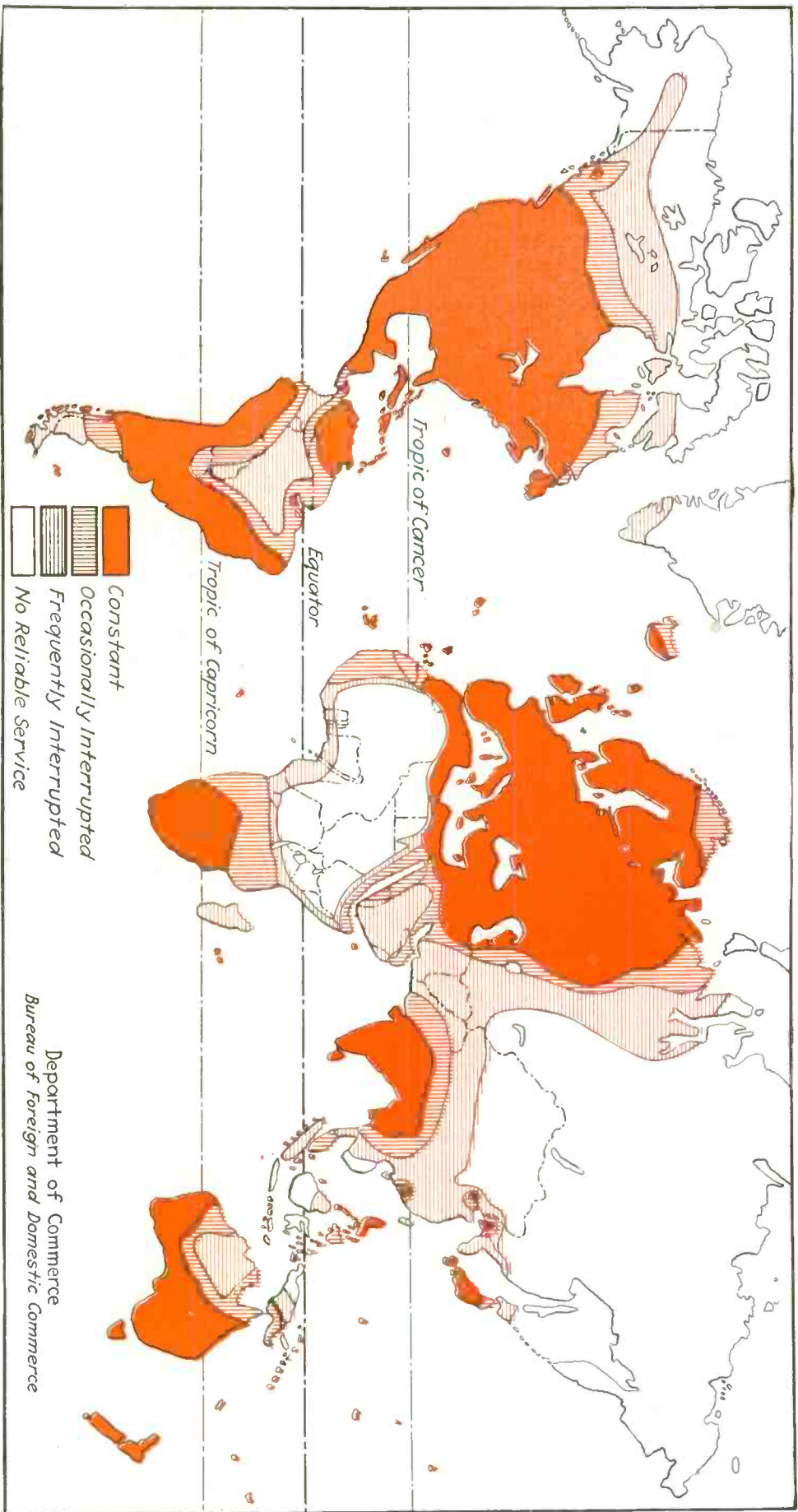
Of course when one gets into the four hundred dollar class, single control is simple enough and Mr. Morrison, I think, will not question this. In the hundred dollar class it is an engineering achievement. I know the sets I refer to have solved the single control problem satisfactorily, and I do not sell all of them. Performance tells the tale and at least two of these sets can separate stations regardless of wavelength or power just as well as three controls, up to the point where selectivity impairs tone quality by cutting off side band frequencies.

The sets I refer to are matched after assembly and the condensers and coils can be adjusted to an almost unbelievable degree of accuracy. In one model the condenser plates can be spaced with micrometer precision. Subsequent minute changes in capacity, etc., that might throw out the alignment can be compensated for by the user.

I would be glad to demonstrate to Mr. Morrison and prove these assertions. A radio prospect who has tried to operate a three-control tuner and then tries a really good one-control is astounded at the way stations roll in at the turn of a single dial. I predict that Mr. Morrison will eventually manufacture a single or two control receiver just as other progressive radio manufacturers have.

Incidentally the public gets what it pays for. If you pay \$100 for a reliable manufacturer's product, you get a hundred dollars' worth, not double that value. The dealer who expects to continue in business must anticipate what the public wants. This holds good for the manufacturer, too.

World Market for Radio Indicated by Broadcast Service



THE solid red portions of the map above indicate the most lucrative foreign markets for radio because of the constant broadcasting service those sections enjoy. Radio exports last year amounted to \$9,000,000, but are not expected to exceed \$7,500,000 this year. This drop is attributed to the fact that several countries, including Japan, Australia and New Zealand overbought last year and had a surplus on hand this year, and also to the fact that many radio manufacturers either are not awake to the importance of the export market or do not know how to develop it. Usually exports in any line of products total about nine or ten per cent of the domestic business. Yet this year's radio exports will amount

to about one-seventh of one per cent of the domestic trade. The opportunities offered by the export market are obvious, and to aid manufacturers of radio apparatus in exporting their products, the circulation of the February, March and April numbers of "Radio Retailing" will be so arranged as to secure extensive distribution through the world. In addition, the editorial pages of those issues will contain a series of articles which are now being prepared exclusively for "Radio Retailing" by the U. S. Department of Commerce under the supervision of H. E. Dexter, chief of the Electrical Equipment Division, and which will give the true facts concerning radio export conditions in foreign countries.

Department of Commerce
Bureau of Foreign and Domestic Commerce

Your Editors Have

The New Radio Law Must Be Shaped in Committee, This Month!

ALL those who know the vagaries of Congress and the workings of the legislative mind on Capitol Hill, offer the earnest counsel that any shaping of radio legislation must be done before the future bill leaves the Conference Committee. This committee, meeting shortly after election, will attempt to reach a compromise between the Senate and House bills, each of which has passed its originating house of Congress, but has been held up in the other house. Upon the Conference Committee devolves the responsibility for drafting a law acceptable to both branches of Congress.

Any law which the Conference Committee recommends will have a strong possibility of being enacted. It is to the Conference Committee, whose names appear on a preceding page, that the views of the radio industry and listening public should first be directed, in order that a sound bill rather than a bad bill, may be reported back to the nation's lawmakers.

* * *

*"What This Industry Needs" is less talk
and more action!*

* * *

The Pity of It—"What the Hell Is This Radio Fuss About, Anyhow?"

A PICTURE of the carelessness which sometimes pervades high places is offered by the following incident which occurred at the time of the recent Senate vote on the Dill Bill.

A certain Senator's secretary called up a Washington radio man of his acquaintance and said: "What the hell is this radio fuss about, anyhow? The Old Man doesn't know anything about it, and I don't know anything about it, so we don't know which way to vote, except that the Old Man says dammit he'll vote with his friends in the Senate no matter which side they're on!"

If that is a cross-section of constructive opinion in the august body, heaven pity the poor radio industry whose fate now hangs on its own indifference and whether it wakes up in time to kill the Dill Bill and shape the White Bill as outlined in the first article of this magazine.

* * *

*Radio at the hands of a Congress that
enacts laws without thinking is as helpless as
was that poor devil whose fate of "hanging
or acquittal" was sealed by the deadlocked
jury that flipped a coin to reach its verdict.*

* * *

Familiarize Yourself with Radio Activities

"FAMILIARIZE yourself with radio activities," stated R. E. Brinser, a radio dealer in Mankato, Minn., to local radio dealers gathered to attend a recent conference conducted by the Northwest Radio Trade

Association. "Read a good trade magazine and try out its suggestions. Post yourself on the schedules of stations that you know broadcast during the daytime, so that when you demonstrate to the farmer during daylight hours you will know just about what you are going to get and where it comes in.

"Before you leave your place of business, get the early market reports, so that you can talk shop as the occasion arises. Get the farmer to compare his yesterday's newspaper market prices with the very latest ones that you bring to him.

"Talk radio—summer, fall, winter and spring. You will be surprised how much it helps sales."

* * *

*"Nothing to do, and two years to do it in."
That's the definition of activity for the Dill
Bill Commission, costing \$125,000 a year, and
having only a few weeks work each time the
two-year licenses have to be renewed.*

* * *

The First Trade Show

THE first actual trade show, exclusively for the trade, which radio has yet had, is scheduled by the Radio Manufacturers' Association for its convention next June at Chicago.

May this publication respectfully urge that the industry get behind this plan and follow it through to a successful conclusion?

A trade show is the one thing needed to give dealers and jobbers an incentive to get out and sell radio in the summer time. A trade show in the spring is the one thing needed to give manufacturers a reason for getting their lines ready for the market and for production well in advance of the season; a trade show is the one stabilizing influence needed by the entire industry; and a trade show, praise be to Heaven, is the answer to *Radio Retailing's* campaign for fewer new models and greater stabilization.

* * *

*Since the Dill Bill provides that no respon-
sible radio man can hold a place on the Radio
Commission, a special class in elementary
electricity may have to be set up for those
delicatessen men, undertakers and ex-saloon-
keepers who will probably govern our compli-
cated industry.*

* * *

Get Acquainted With Your Local Station

THE broadcast station director and the radio dealer have much in common. Each is vitally interested, for example, in the quality and quantity of radio programs. In view of this mutuality of interests, radio dealers would do well to make the acquaintance of the local studio director. To quote H. A. Bellows, manager of WCCO, Minneapolis-St. Paul: "I have many times pointed out to dealers that they are not selling simply a piece of electrical apparatus—they are selling

This to Say—

**Radio
Retailing**
Vol. 4, No. 5

the attractions on studio programs. Without good broadcast programs, radio, as a business, would be in a precarious plight."

To dealers, *Radio Retailing's* advice therefore is—cultivate the local broadcasting organization. It can help you. On the other hand, the close touch which you maintain with the listener will develop a knowledge of public opinion invaluable to the hard-working station manager. Pass this information along to him.

* * *

O Mr. Mussolini, won't you please come over here and run our radio affairs? Intelligent unselfish dictatorship would at least be better than ignorant, self-seeking, prejudiced political bureaucracy!

* * *

Commissions "Running Wild"—The Crime of Modern Federal Government

THE constitutional fathers in their wisdom provided that the executive departments of the Federal government be headed up through the various Secretaries in the President's Cabinet, in this way securing an organized, orderly and responsible plan for conducting the nation's business.

But for the past twenty or thirty years Congress has been setting up independent commissions and bureaus at Washington, until we now suffer from some thirty-nine or forty of these independent bodies, responsible to no one in the executive branch of the government, and "running wild" at their own sweet will. In fact most of these commissions are responsible to no one on earth, for they were created by acts of Congress which provided no definite system of control.

Year by year these Commissions expand and expand, in employees and expense, as more political appointees find berths on their extensive payrolls. Indeed, a recent census of such commissions revealed 40,000 employees on payrolls without executive supervision.

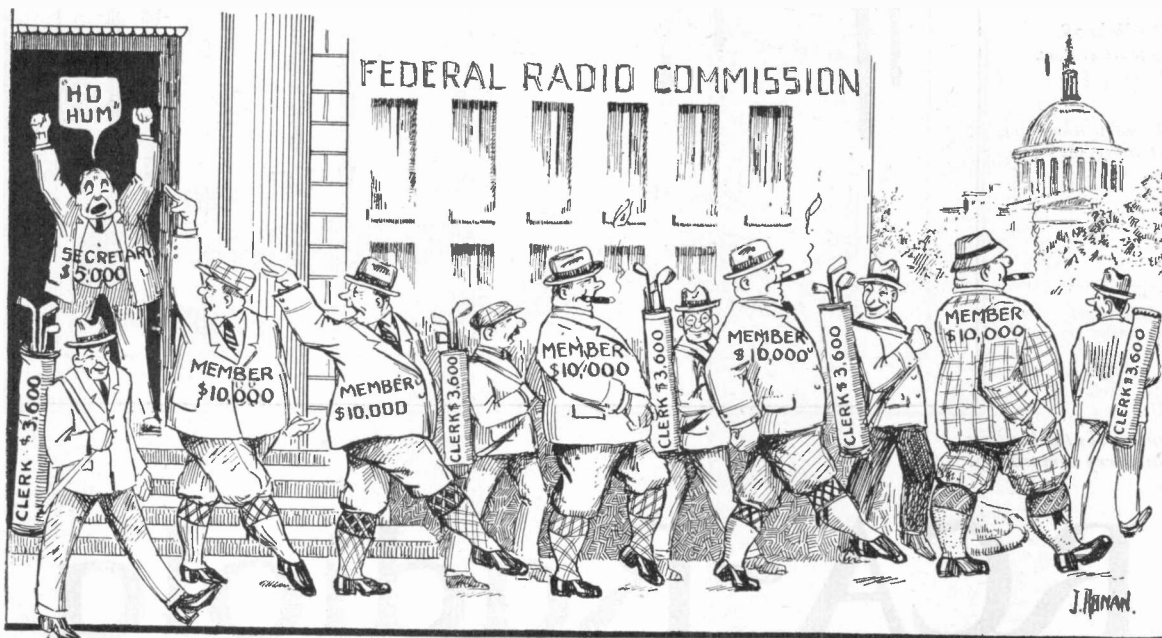
To this list of commissions "running wild"—crimes against the fundamentals of Federal government,—it is now proposed to add a Radio Commission!

* * *

The Federal Railroad Commission started out with only eleven employees. Now its payroll actually numbers 1,810 persons. Curiously, the Dill Radio Commission would be started with about eleven employees. But afterwards,—O boy!—what bills this industry would have to pay!

The Radio Commission at Work—Under the Dill Bill

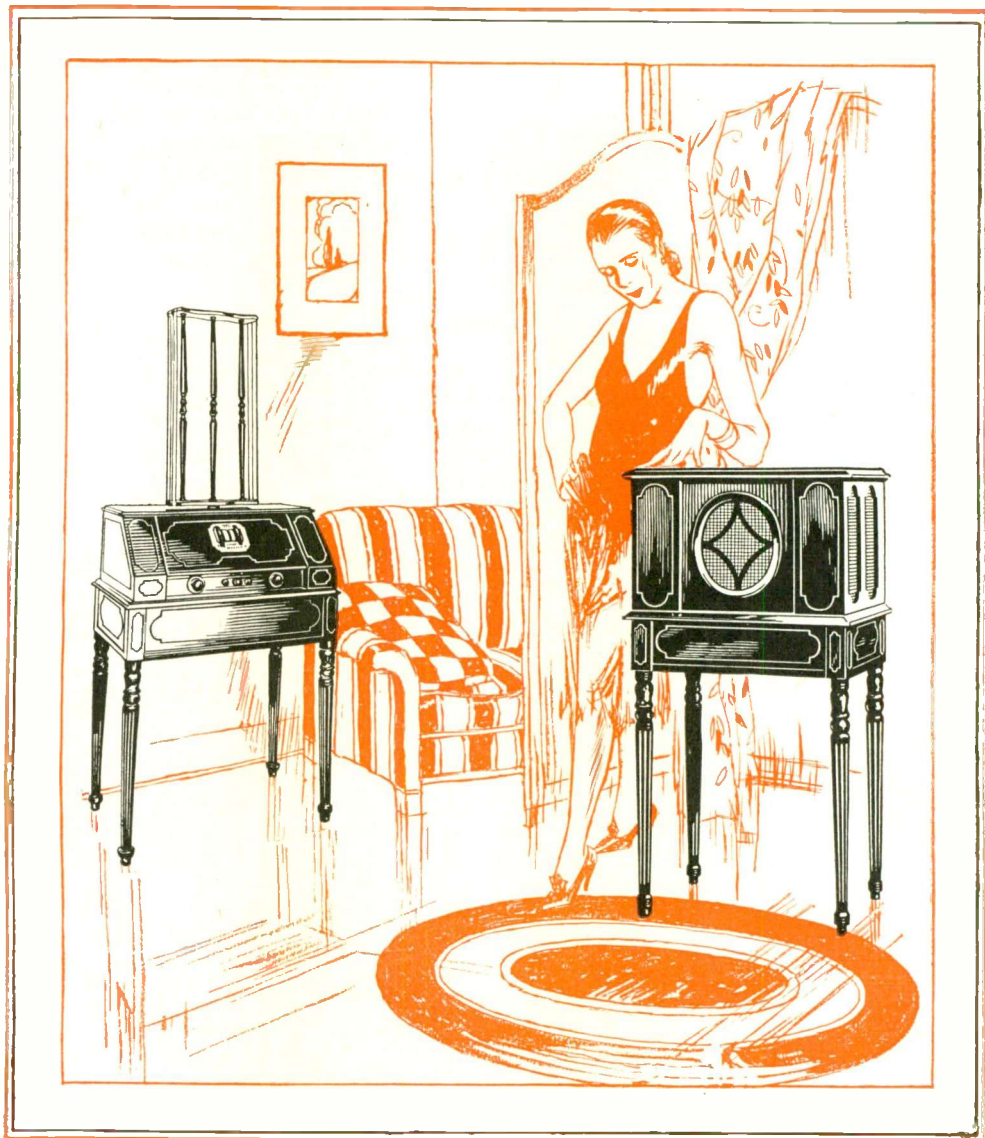
"Nothing to Do, and Two Years to Do it In"



With the new broadcasting licenses each issued for two-to-five-year periods, the proposed Federal Radio Commission with a total salary list of \$125,000 a year, under the Dill Bill, would have only a few months work to do, assigning wavelengths. After this, its five \$10,000-a-year members could rest comfortably for two to five years, until the time came around for issuing licenses again. As the

Dill Bill further provides that no member of the Commission shall during the preceding 12 months have held any responsible radio position, and that the Commission shall report only to the President, who is already burdened with vast responsibilities and 39 similar inefficient commissions, it is apparent that Commission membership will be confined to politicians and that they'll have a delightful time.

Another GREAT SEASON



*Radiola 28,
with Radiotrons,
list price, \$260*

*RCA Loudspeaker 104,
list price, \$275*



*This sign marks the leading
dealer in every community.*

RCA Radiola

MADE · BY · THE · MAKERS · OF · THE · RADIOTRON

RADIO · CORPORATION · OF · AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

ahead for Radiolas *tried-tested-perfected*

We made a big summer prophecy — that RCA Radiolas would sell strongly all summer long. And they did.

We made a big fall prophecy — that RCA Radiolas, tried, tested and perfected, would outsell the "new" things of the opening fall season. And they did.

Now — with pre-Christmas selling already started, the road is clear ahead to unprecedented selling. Never before was the public so confident about anything in radio. as about the proved quality of RCA Radiolas today. Never before was there such an easy path to replacement sales. The newest Radiolas are so far ahead of the millions of old sets in use that one real demonstration makes the old ones obsolete forever.

With an RCA Radiola of today, you are selling the finest *musical instrument*. Start now on your Christmas campaign. You can make it a record-breaker in RCA Radiola profits.



Radiola 20, with Radiotrons,
list price, \$115



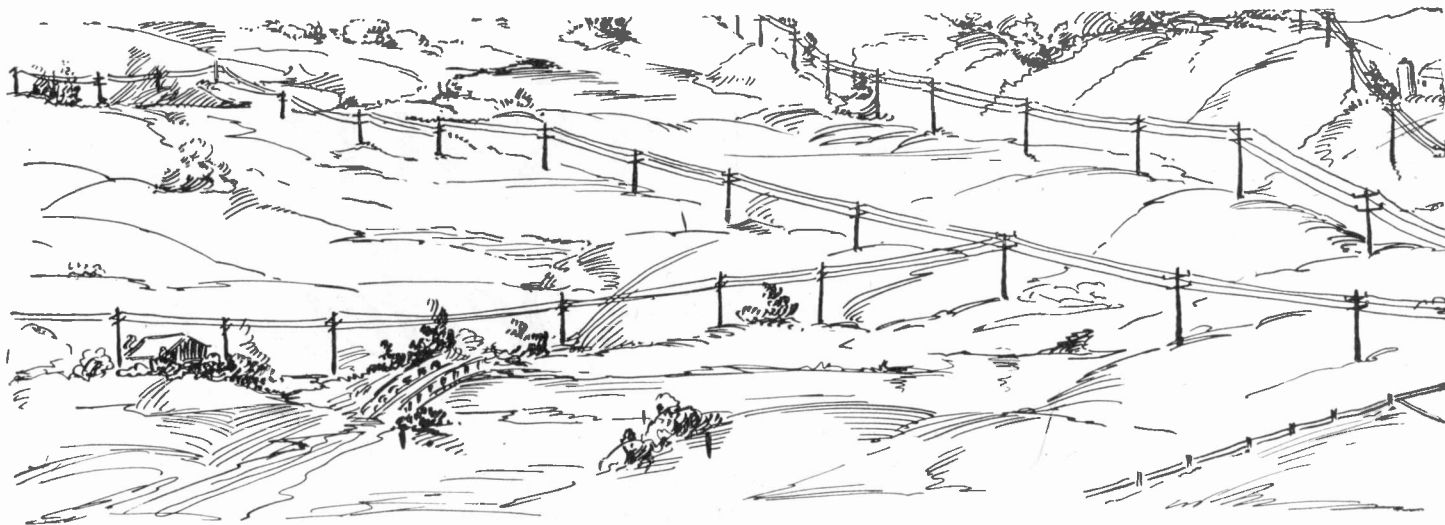
Radiola 30, complete,
list price, \$575

RCA Radiola

MADE · BY · THE · MAKERS · OF · THE · RADIOTRON

RADIO · CORPORATION · OF · AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

Radio Retailing's Barometer



Chicago

25 per Cent Increase

Dealers state October sales reached level of late November last year and are 25 per cent better than at this period 1925. Demand for box type sets and small consoles predominates. Contiguous territory reports October demand exceeds that of twelve months ago by 35 per cent. Jobbers optimistic. Many manufacturers in this district are hard put to keep up with orders. Approximately 30 per cent are two to eight weeks behind. One reports a 40 per cent increase. Another says, "We have had to double our factory space." A third, "Working our plant 24 hours a day and still a month behind." Do not look for a continuance of acute dumping situation this coming spring. Manufacturers report keen public interest in sets and accessories at Chicago show with liberal buying on part of jobbers and dealers. Average of fifteen exhibitors interviewed showed that sales during show week exceeded those of last Chicago show by 24 per cent. Eliminators, fancy speakers and many-tubed sets have captivated popular fancy and are selling fifty per cent ahead of last year.

Cleveland

Excellent

Radio business Cleveland territory running at least twenty-five per cent ahead same month last year and forty to fifty per cent ahead last month. Merchandise in all price classes moving well, with medium and high priced lines strongest. Latter would turn over still faster but deliveries are insufficient to meet demand especially in case of high-priced multi-tube sets. B-supply units showing greatest gain, with at least half a dozen standard makes going well. Phenomenal increase in eliminator sales, however, is not hurting battery business, which is reported on all sides as heavier than

last month and same month last year. Coming of indoor weather had usual beneficial effect on sales, with better deliveries as an additional factor in forecast that November will be greatest month thus far in total sales. Interference is getting more annoying but has not yet resulted in decreasing sales since many nearby stations are free from interference and good demonstrators know which stations to tune in and which to pass by. No great holiday spurt predicted, but November will be banner month. Trade and public expect legislation in December and expect situation to remain about as it is until then. All stations in Cleveland, Detroit and Pittsburgh are staying on proper wavelength, which has excellent effect on public confidence in this territory.

New Orleans

Eliminators Strong

Despite large sales of socket-power units for both A and B batteries, distributors for A and B batteries report tremendous increase in battery sales. This shows continued healthy condition of trade in this territory. Great demand for eliminators does not seem to cut in on battery sales. Atmospheric conditions have caused transformer failure which has resulted in increased transformer business. Radio sales generally expected to show million dollar increase this territory over last year. Fourth Radio and Electrical Show held week October 11 secured many prospects for exhibitors. Public showed attitude of serious interest in displays. Another show held week October 25 was equally successful.

Philadelphia

50 per Cent Increase

Radio sales gaining rapidly compared to this time last year. Fifty per cent increase would be underrating. Sales

of accessories including power tubes and cone speakers show rapid increase over last month as well as last year. New lines are meeting the requirements of the radio public very satisfactorily. Unusually good reception as well as better programs should be allowed considerable credit for this rapid increase. Home experimenters have been glorified with a few newly-developed circuits which have helped parts business.

More sporting events being broadcast as well as other valuable programs such as the Sesqui-Centennial have also aided. More super-power stations would not hinder sales by any means. Jobbers report considerable sales increase in small outlying towns. Radio World's Fair has brought about better acquaintance between manufacturer, jobber, dealer and consumer. B batteries and tubes have topped the list for increased sales. The tendency seems to be toward two-dial sets although there are a few of the three-dial variety being sold. Suggestion has been offered by several leading jobbers that there is large field open for a combined A and B elimination or power unit. If one can believe in signs next month will be a record-breaker for sales, especially of completed sets.

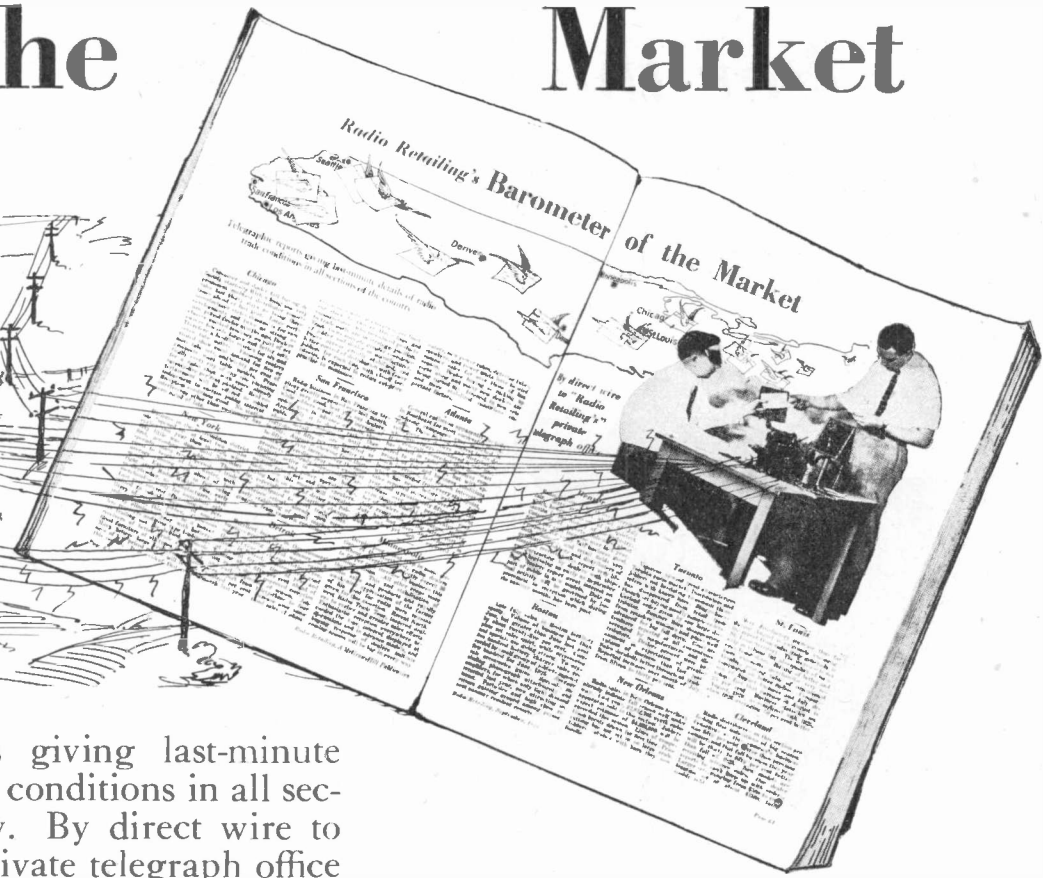
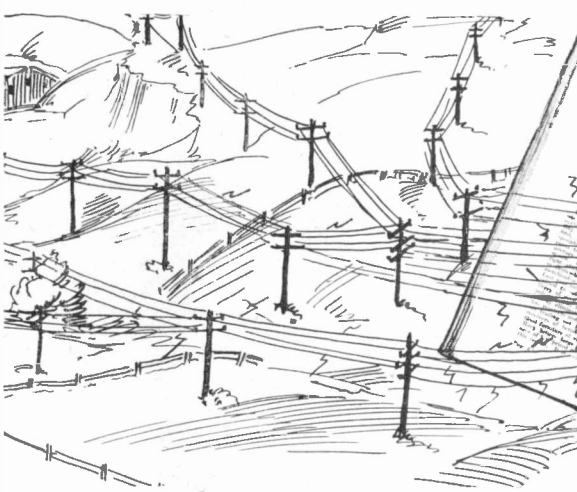
San Francisco

Good

Fair to good is conservative estimate of San Francisco market first two weeks October with steady improvement over last month. Good prospects for future. In comparison with same month last year situation is about the same with improvement reported in some quarters. One jobber estimates his business has increased twenty per cent. Outlook for Christmas buying is better than ever before and Christmas trade is expected this year to be about a month early. Some fear expressed that shortage of merchandise will prevent full advantage being taken of excellent market. A and B battery eliminators, simplified control and high

of the

Market



Telegraphic reports giving last-minute details of radio trade conditions in all sections of the country. By direct wire to *Radio Retailing's* private telegraph office

grade sets continue favorites in buying. Occasional failures reported among retailers and even among wholesalers and manufacturers are looked upon as good sign in clearing the way for stabilization. Better broadcasting remains great need of west in all but the few metropolitan centers and present day plans for improvement in this field are looked upon as most encouraging item for future.

Boston

25 per Cent Better

Boston reports radio business progressing favorably with sales showing encouraging volume and buying tone strong. Compared with last month sales both sets and accessories averaging at least 25 per cent increase. One prominent jobber shows greatest gain in accessories and reports doubling sales on batteries and loud speakers. This year's sales show attractive gain over last year. Actual figures vary and best evidence is amount of stock carried which at this time is from 25 to 30 per cent larger. One jobber of accessories has increased floor space 100 per cent over last year and records corresponding trend in distribution. Another jobber states he shows little gain in number of sets this year but has better financial showing by carrying higher-priced and better profit-bearing sets. One reports double sales of small five-tube sets as compared with last year, these having strong appeal and replacing two-tube sets. Gradual upward trend in sales predicted for next month and carrying through for remainder of year. Quotas for this district have

already been lifted—one company from 12,000 to 15,000, others from 10 to 20 per cent. Battery sales in particular very heavy. Cone type speakers strong. One jobber sold out first fall consignment of 800 two weeks before first of month. October shipments coming in late and there is some complaint of manufacturers not keeping pace with orders. This said to hurt sales here. September radio show great boom to this district. Display of new accessories best way to draw public attention. More co-operative manufacturer-dealer advertising on forty-sixty basis for nationally known products suggested as good sales magnet.

Denver

Very Good

Wholesale radio business in Denver territory has got into stride thirty days earlier than ever before. Shows substantial increase over last month and forty per cent over same period last year. Many distributors report business limited only by ability to deliver, some of largest manufacturers failing to meet distributors' demands. Reports from retail dealers vary widely.

Unseasonable weather in certain mountain districts, making reception difficult, has retarded this branch of distribution. Retail business in larger cities very satisfactory and in prairie districts excellent. Summing up all reports would indicate general increase of twenty-five per cent over corresponding period of 1925. Prospects were never better with largest sugar beet crop in history of state being marketed at record prices together with unusual

prosperity in all lines of agriculture. Dealers in farming communities are in fine position and are stocking very heavily causing severe drain on jobbing stocks. Optimistic feeling prevails through entire trade with anticipated forty per cent increase easily in sight.

Detroit

50 per Cent Increase

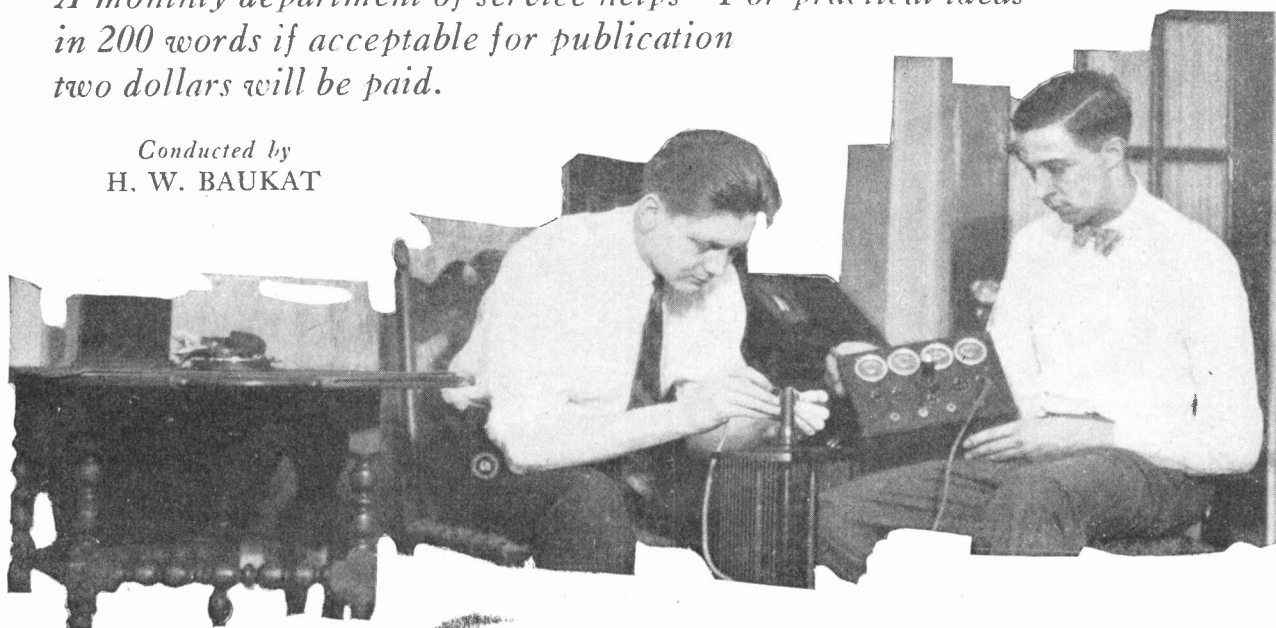
Broadcasting of sporting events and beginning of football season have served to stimulate radio sales greatly here. Business still fifty per cent ahead last year. While jobbers' October sales reported only slightly better than last month, retailers claim to be running seventy-five to one hundred per cent ahead. Outlook for November good, although some let-up in automobile industries may affect business. Socket-power sets meeting with considerable favor and those who already have sets are buying battery eliminators. Some are skeptical of A-battery eliminators but there is no question these will enjoy splendid sales if proved successful. B-battery eliminators in good demand and sales of chargers and trickle charges continue very good. Considerable replacement business in sets is developing. Those who have owned inexpensive sets for some time are disposing of them and buying better ones. This is leading to a trade-in business which some retailers are encouraging. Local station has arranged to broadcast all football games at University of Michigan and interesting programs over popular network will further stimulate radio sales.

(Please turn to Page 97)

For the Service Man

A monthly department of service helps—For practical ideas in 200 words if acceptable for publication two dollars will be paid.

Conducted by
H. W. BAUKAT



How to Make and Use

A Universal Testing Instrument

Editor's Note—This article, written by B. G. Sullivan and T. K. Myers, service men of R. M. Richter & Co., New York City, describes a tester which they designed themselves and which is now in use in their own service department. It is for service men who need a portable instrument capable of testing quickly and accurately every point in a set or circuit where trouble may occur.

THE instrument, described in this article, and called the "Omniometer," was designed primarily for radio service men as a simple, speedy, and efficient device for determining just where trouble lies in a radio receiver. It is applicable to all sorts of radio work, and covers practically every phase of trouble-shooting.

The instrument consists of a series of meters and switches connected in a circuit whereby they may be used collectively or individually. The following is a list of the apparatus needed for its construction:

- 1 DC voltmeter scale 0-150.
- 1 DC voltmeter scale 0-8.
- 1 DC ammeter scale 0-35.
- 1 DC milliammeter scale 0-15.

- 5 DPDT jack-switches.
- 1 $4\frac{1}{2}$ -volt C battery.
- 1 UV 199 adapter (for standard socket).
- 1 UV 199 base (from burned out tube).
- 4 Single circuit jacks.
- 1 Panel and carrying box.
- 1 Small flashlight battery.
- 1 Variable resistor.
- 1 Pair test leads equipped with plug and other necessary wire.

It may be seen by reference to the circuit diagram, that if the four change-over switches are all turned to the left, the meters are all connected through to the tube tester. The fifth switch *E* is for biasing the grid of the tube being tested with the C battery. If, however, the four switches are turned to the right, each meter can be used individually by means of the jacks on the panel.

For individual testing, the meter *m1* is used for testing B battery voltage by means of the *m1* jack and test leads. Meter *m2* will measure A and C battery voltages. The amperage of dry cells as well as the charging rate of home charging devices can be determined by meter *m3*. The milliammeter *m4*, when not used as a plate

current recorder, is hooked into a series circuit including a local battery and a resistor, which makes it a continuity tester that will read when its jack leads are shortened. Consequently, when any resistance, such as a transformer winding or speaker, is introduced between the test leads, there will be a drop shown on the milliammeter. In straight circuit testing, however, the meter reading should be the same as the short-circuit reading.

The constructional details are practically self-explanatory if the accompanying sketches are consulted. However, some advice as to handling the "Omniometer" may not be amiss.

Testing R. F. Tubes

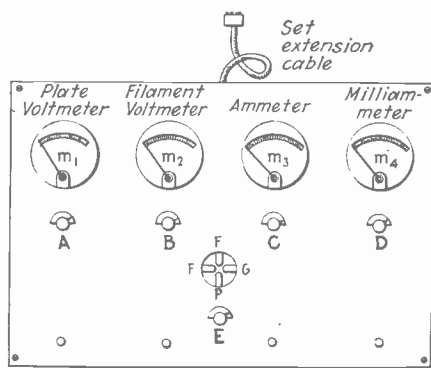
For testing tubes turn the switches to the left. Place the adapter on the 199 base, which is at the end of the flexible set extension. Turn on the receiver switch. Insert the dummy base into the first socket, placing the tube which occupied this socket into the socket on the testing instrument. Turn the rheostat until meter *m2* reads 5. Look at meter *m1*. If the

set is equipped with a 90-volt plate battery, this meter should read between 75 and 90. The needle on the meter should not fluctuate. If it does, the B battery is defective. Individual testing will determine which one it is.

It must be ascertained whether or not the receiver is equipped with a series B voltage resistor. If it is so equipped, the resistor should be short-circuited by a complete right turn. If the radio frequency tube is supplied from a 67-volt source, naturally the m_1 meter will record only 67. Glance now at meter m_4 ; this records the plate current being drawn. Now turn switch E . The meter m_4 should show a considerable drop. If not, the tube is defective or the grid circuit is open. If all tests show nothing wrong, return the first tube to its socket and repeat the process with the next tube.

For testing the detector tube, the procedure is the same, except that the B voltage will be lower, due to the lower initial voltage and the resistance of the transformer primary.

For testing audio frequency tubes repeat in the same manner the foregoing tests. It will be noticed that



The front panel of the universal testing instrument showing the arrangement of the meters, jacks, socket, and connecting cable

the plate current drawn will be less, especially if there is a C battery incorporated in the set itself. The last audio stage will not register plate voltage and current unless the loudspeaker is connected.

Continuity Testing

When the set is equipped with UV 199 tubes, remove the adapter from the 199 extension plug and place it in the socket on the testing instrument. Needless to say, the meter m_2 should register 3 volts, which is normal for this type of tube.

It can be readily seen that while testing tubes in a receiver the various circuits are being tested at the same time. For example, the fact that the meter m_1 reads, shows that the lead from the B+ post is closed through its coil and reaches the plate

prong of the socket; likewise that the B- is connected to the filament battery. The fact that the plate current is varied by the switch E proves that the grid return is closed through the filament. Thus, if a negative test occurs, this instrument points out exactly where the trouble lies.

For testing transformers, throw the milliammeter switch D to the right and plug the test leads into the jack. The primary will always read more than the secondary on account of the lower resistance, but in neither case will the short circuit reading be approached, except in very cheap grades of transformers. If no reading occurs, the coil being tested is open.

For testing loudspeakers, use the same procedure as for transformers.

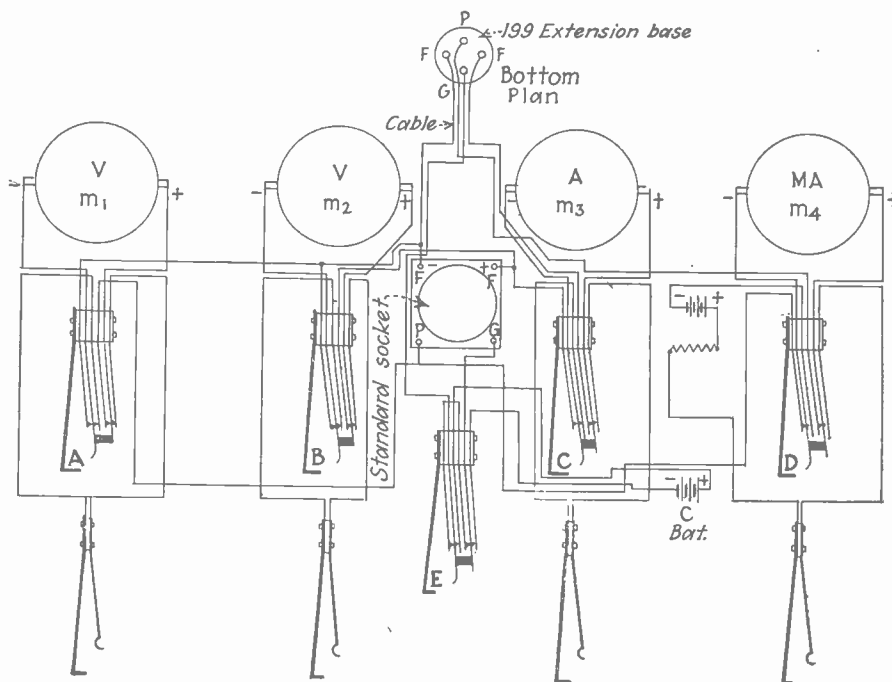
For testing fixed condensers, the same procedure is followed, but naturally, any reading will prove the condenser defective.

In testing antennae, disconnect the antenna and ground from set and connect them to the test leads as before. If any reading occurs, the antenna is grounded. When trouble shooting for noise, leave the milliammeter connected for a few moments because in a case of a swinging ground where the antenna may be touching another one, on and off, the meter may not show up the ground if taken off immediately. If there is any reading on the meter, either steady or erratic, the antenna must be thoroughly inspected for a ground.

Meter m_3 may be used to test dry

WITH the instrument described here in detail, the service man may

1. Tell at a glance whether tube socket prongs are closed through their respective circuits.
2. Test circuit continuity.
3. Test all types of tubes.
4. Test condensers for shorts.
5. Test transformers for opens.
6. Measure A battery voltage.
7. Measure B battery voltage.
8. Measure C battery voltage.
9. Measure dry cell battery amperage.
10. Test battery chargers.
11. Test ground connections.
12. Test antennae for faulty insulation.
13. Test loudspeakers.



This schematic diagram shows the constructional details of the universal testing machine devised by B. G. Sullivan and T. K. Myers to aid the service man in trouble shooting

cell amperage by means of turning switch *C* to the right and inserting leads in its jack. The leads should be placed across the cell and removed instantly, as the meter is equivalent to a short circuit. This meter is used also in series with one leg of a battery charger and will record the charging rate.

Meter *m2* is used in the same manner for testing voltage of the A and C battery.

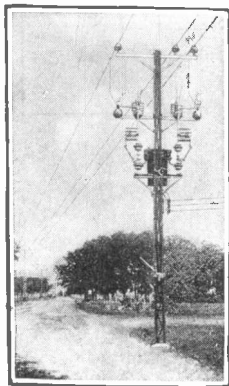
Service men when taking this instrument on jobs, should take a new tube, with which to compare the plate current drawn and the drop when the bias is applied, with the tube in the customer's set. This will soon supply them with a set of arbitrary figures, which cannot be given here due to the fact that receivers of different makes have constants which vary the plate current to a large extent.

Changing Grid Bias On Radio Frequency Sets

Some of the older types of radio frequency sets have developed a tendency to oscillate since the advent of the newer type of tubes. Many of these sets have the rheostat in the positive leg of the A battery supply. It will be found that if the rheostat is shifted to the negative lead and is made to control only the two radio frequency tubes that better operation will be obtained.

The grid bias on these tubes is slightly increased by connecting the negative return between the rheostat and the tube, instead of on the battery side of the rheostat. This slight increase will often be the deciding factor as to whether the receiver will work well or not. This circuit alteration will also reduce B battery current consumption but this is a negligible factor.

Power Line Induction



Where a high tension power line runs near the antenna, be sure that the two systems are at right angles. Otherwise inductive interference will result.

Radio Service Plan One Dollar Per Month

THE cause of poor reception on radio sets can usually be laid to weak tubes or batteries. In most cases, the set owner does not know what the trouble may be and calls for a repair man, who, naturally, must charge for his time and labor. THIS EXPENDITURE IS NOT NECESSARY.

The Shore Radio & Phonograph Associates have devised a plan which absolutely eliminates all worry for the set owners, as follows:

1. Every two weeks a competent radio man will visit your home and inspect your set, looking over every part used.
2. Should he find weak tubes are impairing your reception, he will replace them FREE OF CHARGE.
3. If you need new "B" batteries, he will advise you of the fact and install new ones at the usual price of batteries, but NO FEE FOR INSTALLATION.
4. If your "A" battery needs charging he will have it charged for you at the usual price, leaving a rental battery while it is being charged.
5. In addition, if at any time, your set is not functioning properly, a telephone call will bring a repair man who will test your set, only charging for labor, if any parts in set need repairing.

Participants in this plan will be charged \$1.00 monthly, payable two months at a time in advance, or five dollars for six months, payable in advance.

Shore Radio and Phonograph Associates
1646 Sheepshead Bay Road :: Sheepshead Bay
— Phone Sheepshead 0777 In the Theatre Building

RADIO SERVICE PLAN

Shore Radio & Phonograph Associates,
1646 Sheepshead Bay Road
Brooklyn, N. Y.

Enclosed find my check ^{Two} money order for Five Dollars for which I am to receive competent service for my radio set as outlined in your plan for ^{two} months from _____ to _____

Use the mail, as this man did, to set forth your service plans. It is one of the quickest and cheapest methods of getting results.

Direct-Mail Circular Starts Radio Service Plan

The one-call-per-month-for-so-much-a-year plan in servicing radio sets is finding increasing popularity among radio dealers. The Shore Radio and Phonograph Associates, of Sheepshead Bay, Brooklyn, used this circular sent to all known set owners, to inaugurate their service plan. A return coupon was attached to the circular. The reading matter in the ad set forth the shop's service methods—a call every two weeks for \$1 a month, or \$5 for six months, payable in advance. The service also includes reviving tubes and the use of a rental while the storage battery is being recharged.

Defective Flour Bleachers Cause Interference

Twelve defective flour bleachers equipped with electric arcs located in an Oregon flour mill were found to be causing widespread radio disturbances. The apparatus caused a loud noise, similar to that produced by a high frequency machine, which was apparently carried back over the main 13,000-volt feeder supplying the mill, and spread over the entire city. Under the guidance of the radio

supervisor a filter was constructed and installed. During a test on the evening of the installation it was noticed that the interference had completely disappeared.

Temporary Repair of Speaker

Most of the speaker units in use at the present time have two coils of wire connected in series to actuate the armature or the diaphragm as the case may be. Sometimes one of the coils will burn out making the speaker inoperative. In order that some service may be had while a new unit is being ordered the speaker may be made to operate with only one coil. The volume will not be as great but it will be enough for the owner to hear the local programs without straining his ears too much.

There is no necessity of making a soldered connection, as it is a temporary job at best. A test with a battery and a voltmeter will indicate which one of the coils is open. The connections are then made with the cord to the good coil and a piece of small wire used to connect the other cord wire to the small connecting wire between the two speaker coils.

Handy Test Contacts

Here is a handy contact making device for testing different circuits in a radio set. This is nothing more than an ordinary awl such as is used by carpenters. Upon one side of the wooden handle is placed a small clip, like that used on the top of B batteries. This clip is connected by means of a short piece of wire to the metal part of the awl.

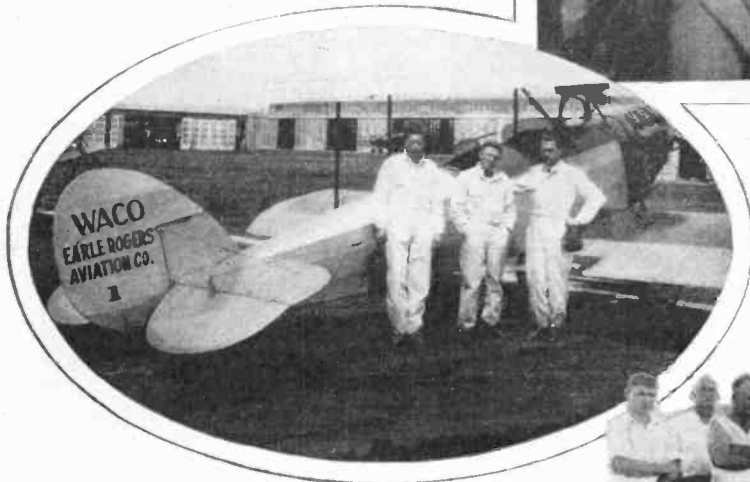
Two of these contacts make up a set, one for either test lead. They may be used in a variety of ways and are particularly handy in getting at the plate and grid contacts on vacuum tube sockets. For instance it may be used to cut in on the detector circuit by placing one contact on the plate post of the socket and the other in contact with the detector B supply, an ordinary pair of phones being connected on the clips.

These contacts also come in handy in making tests for open or closed circuits in combination with a voltmeter in series with a battery, or they may be used to advantage in reading the voltages of the battery. Such a device does not call for a large expenditure of cash and saves many minutes in making a test.

Radio's Part in the Month's News

100,000 Prospects

Radio fans of Los Angeles, Cal., turned out in force when the doors opened at the Ambassador Auditorium for the Fourth Annual Radio Exposition. We know now that Los Angeles dealers have at least 100,000 prospects, as the attendance was far above that figure. Notice the number of women in the photo.



Up in the Air Over Radio

Earle Rodgers, Wheeling, W. Va., radio jobber, is also an enthusiast about aviation. When he wants to place an order for A-C Dayton sets he flies to the factory at Dayton, O., and takes it home with him. Rodgers is the center figure.



A New Railroad Construction Aid

Radio has taken its place with the steam shovel as a railroad construction accessory in this outfit of engineers, right, engaged in the construction of a new Southern Pacific line through Arizona. "Tenting on the old camp ground" is not so monotonous when there's a radio set handy.



Kellogg "Says it in the High Voice"

Charles Kellogg, standing before the microphone of KGO, Oakland, Cal., made a sound in his throat higher than 100,000 vibrations, which was inaudible to the human ear, and put out a flame miles away. Above, he is shown selecting a high note with a

violin bow and a short string, preparatory to performing his feat. Twelve miles away at the University of California, Mr. Kellogg's high note extinguished a sensitive flame, so it must be true. The device though, looks suspiciously like a "still."



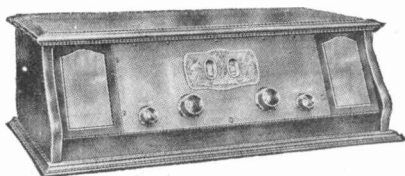
What's New in Radio and

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

Seven Tube Two-Dial Control Receiver

Radio Retailing, November, 1926

The Chelsea Radio Company, Chelsea, Mass., is making the illustrated seven-tube receiver, utilizing two dial control. These dials are illuminated and the cabinet is two-tone mahogany. Compartments for B batteries are found on either side, and the receiver is equipped for power-tube operation. It is shielded throughout and uses three stages of audio amplification. Intended retail price \$125. Other models are, the Super Six which employs the "Truphonic" circuit and has an intended retail price of \$60; the Super-Five; and Regeno Three whose intended retail prices are \$50 and \$26 respectively.



Infradyne Amplifier

Radio Retailing, November, 1926

This new amplifier is being made by Remler Division of Gray & Danielson Mfg. Co., 260 First Street, San Francisco. Use of this unit makes possible additional radio frequency amplification and greater signal strength. The coils are wound on bakelite forms and the unit is enclosed in a polished and lacquered copper box. Intended retail price of this amplifier, known as No. 700, is \$25.



Six-Tube, Single Dial Portable Receiver

Radio Retailing, November, 1926

The Electrophone Corporation, 58 E. Washington St., Chicago, Ill., is making as its initial product a six-tube, single dial portable receiver. This set is encased in a black leatherette case measuring 11 in. x 14½ in. x 9¼ in. The case also contains the loud speaker and batteries. Total weight is 28½ pounds. This set will be known as the Hyatt Portable, and has an intended retail price, completely equipped, of \$95.



Thirty-Six Inch Cone Reproducer

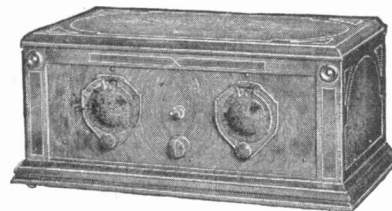
Radio Retailing, November, 1926

The Zisch Engineering Corporation, Newark, N. J., is manufacturing the illustrated 36-in. cone loudspeaker. This stands 52 in. high and was designed for use in stores, halls, and other places where large volume is desired. It is constructed of a light metal and can be easily taken apart. If desired it can be hung on the wall. The unit is made of Swedish tungsten magnet steel, and the case of the unit is entirely of Bakelite. This loud speaker is known as the "Zeco Grand," and has an intended retail price of \$45.

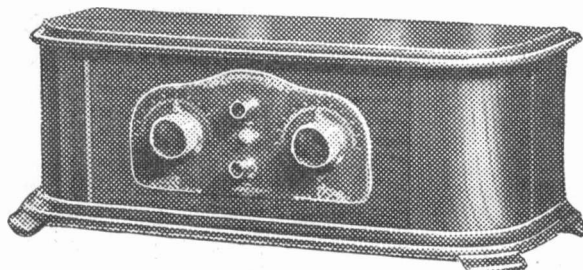
Six-Tube Receiver Totally Shielded

Radio Retailing, November, 1926

The Anylite Electric Company, Wall Street, Fort Wayne, Ind., is manufacturing a 6-tube receiver under the name of "King Cole Six." The cabinet is matched burl walnut and the panel is three-ply burl walnut to match the cabinet. Tuning is accomplished by two Kursch-Kash Port type radio dials beside which there is a volume control and switch control. No rheostats are used as filament current is controlled entirely by ballast. The set is totally shielded and sealed. Guaranteed for one



year against defects of material or workmanship provided the seal is not broken. The set is balanced so that no oscillations or squeals occur.



Five-Tube Receiver

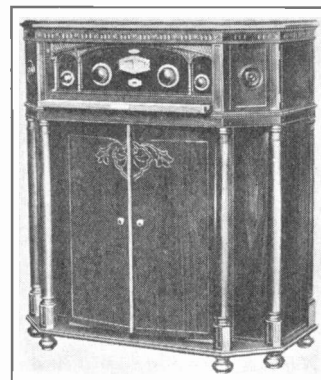
Radio Retailing, November, 1926

The Precision Products Company, Ann Arbor, Michigan, is now making the 1927 arborphone. It introduces new radio cabinet design marked by a rounded front in highlighted, brown mahogany antique finish. Two dial control is obtained by a dual condenser with a split-dial control. Another feature of this five-tube set is a separate balancing control designed to improve tuning on the low wave lengths and make it possible to secure greater volume on the long wave length stations. The sockets take either UV or UX type tubes. Connections are provided for additional B and C batteries so the new power amplifier tubes can be used. Bakelite sub-panel covers all the wiring. The list price is \$60.

Seven-Tube Receiver With Concealed Loop and Reproducer

Radio Retailing, November, 1926

Model 8 Console receiver illustrated, is being made by the Howard Radio Company, 469 East Ohio Street, Chicago, Ill. It contains a concealed loop controlled from the top and when the lower doors are opened a grill is seen behind which is contained a reproducer. There is also room for both A and B batteries, eliminators or power units. Convenient small doors open on either side of the top permitting the installation of switches where the light current is used. This instrument is equipped with the regular Model-7 shielded chassis, utilizing seven tubes with the option of using the No. 171 Power Tube in the last audio stage. The cabinet is of genuine mahogany in a dark brown finish with natural grain. Intended retail price \$655.



Where to Buy It

News of Latest Products
Gathered by the Editors

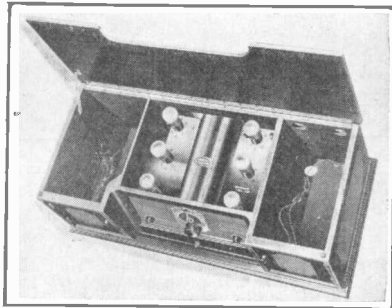


All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.

Six-Tube Receiver

Radio Retailing, November, 1926

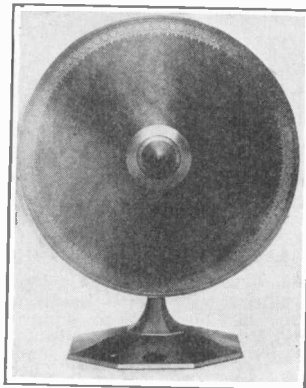
A new receiver being made by the Mu-Rad Radio Corporation Asbury Park, N. J., is known as the Super-Six. It has one-dial control, and the cabinet contains ample space for a six-volt storage battery with trickle charger, 135 volts of B battery and necessary C battery for a power tube. The electrical unit is self-enclosed and sealed, having cushioned tube sockets, a green pilot-panel lamp, and a handsomely embossed dial. The set is designed for use with a 75 ft. antenna and has an intended retail price of \$195, less accessories.



Cone Reproducer

Radio Retailing, November, 1926

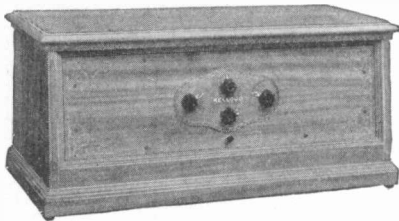
The Utah Radio Products Company, 1421 S. Michigan Ave., Chicago, Ill., has introduced a new cone speaker possessing the same clear tone basic features that have been symbolic of the entire Utah line of voice reproducing units. The new Utah cone speaker is a free edge type, 17½ in. high, weighing only 3½ pounds, beautifully designed in a golden brown shade. The intended retail price is \$16.



Six-Tube Table-Type Receiver

Radio Retailing, November, 1926

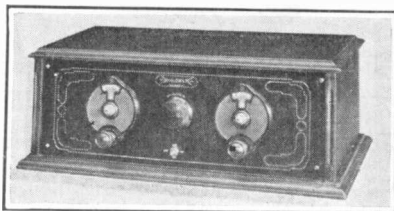
The illustrated table-type receiver is being made by the Kellogg Switchboard & Supply Company, Chicago, Ill. The circuit incorporates three stages of tuned radio frequency and is heavily shielded. The cabinet is of rich walnut. An exclusive feature is the inductive tuning which eliminates the variable condenser. Tone quality is particularly stressed in this receiver which has an intended retail price of \$215, less accessories.



Five-Tube Receiver

Radio Retailing, November, 1926

Hallock & Watson Radio Corporation, 190 Park Street, Portland, Oregon, is manufacturing the illustrated "All Wave TR-5" receiver. The circuit incorporates two stages of tuned radio-frequency and two stages of audio frequency, using General Radio and Silver-Marshall transformers. The manufacturer lays particular stress upon the audio reproduction obtained by this receiver. Automatic filament control is used and the calibration is direct in wave lengths. Two dials with vernier control are used. Intended retail price is \$155. The TR-5 Receiver also made by this concern uses

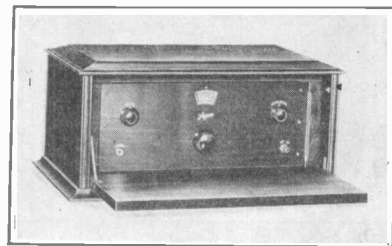


the same circuit. This receiver uses Modern symphony transformers, and has an intended retail price of \$85.

Cabinet Console Speaker

Radio Retailing, November, 1926

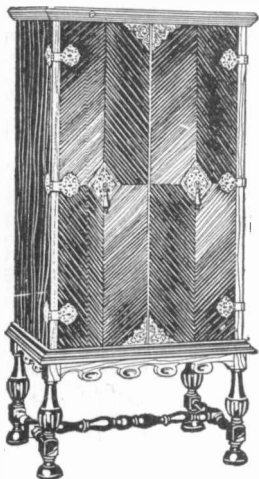
The "Belvedere," manufactured by the Magnavox Company, Oakland, Cal., is the familiar Magnavox cone speaker encased in a carved walnut cabinet, decorated in gold. The speaker stands on two small legs and is 11 in. high, 11½ in. wide and 6 in. deep. The intended retail price is \$50.



Five, Six and Seven Tube Receivers

Radio Retailing, November, 1926

The All-American Radio Corporation, 4201 Belmont Ave., Chicago, now manufactures in addition to transformers and parts, a line of receivers ranging in price from \$80 to \$435. Five-tube receivers are furnished in compartment, cabinet and Hi-Boy models. The 6 and 7 tube Rauland receivers include the "Sovereign," a Spanish Renaissance type cabinet, the "Lorraine"—of attractive Italian Renaissance design—both having built-in speaker and concealed loop and housing a 7 tube model, the "Forte" has the appearance of a Spanish treasure chest when closed. Added to these models are the 6 tube Rauland Sextet and Rauland Duet. The latter is a conventional table model while the Sextet is of early American design with built-in All-American reproducer. The incorporating of the Rauland-Lyric-Trio amplifier in conjunction with the tuned radio frequency circuit used in the Rauland Receivers gives them excellent tonal reproduction.



Six-Tube One-Dial Control Receiver

Radio Retailing, November, 1926

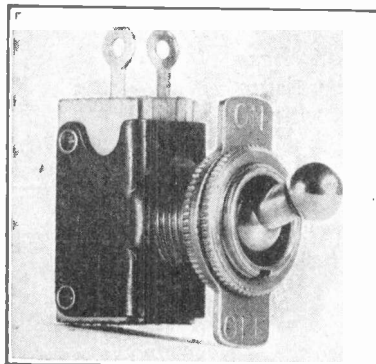
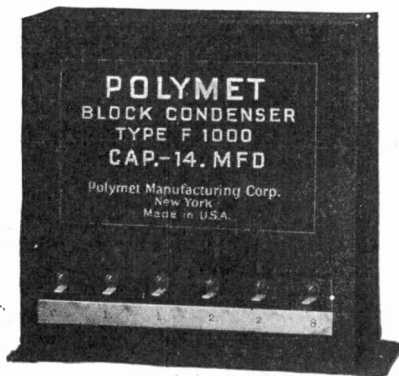
"Model 6" illustrated, is one of the new line of receivers being made by the Apex Electric Manufacturing Company, 1410 West 59th Street, Chicago. It contains six tubes and has one dial control with a light located behind the dial showing when the set is in operation. It is equipped with a battery cable marked with color code and the bronze panel has an oxidized wood grain finish. The cabinet is a five-ply walnut veneer with overall dimensions of 23½ in. x 14½ in. x 10½ in. Double impedance coupling is incorporated. Intended retail price, \$115.

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

Condensers for Raytheon Circuit

Radio Retailing, November, 1926

The Polymet Mfg. Corp., 599 Broadway, New York City, announces high voltage condensers for the Raytheon circuit. These condensers come in two sizes; large block, capacity 14 mfd., tapped at c,1,1,2,2, and 8, known as type F1000, and a smaller block, capacity .1-c-1 mfd., known as type F1001. They come in attractive cans, all ready for quick, easy hook-up and list at \$9.50 and \$2.00 respectively. They are guaranteed to withstand a 1,000 volt breakdown test.



Small Tumbler Panel Switch

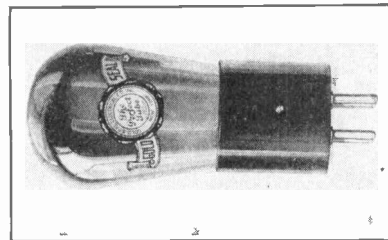
Radio Retailing, November, 1926

The illustrated tumbler type panel switch is being made by the Hart & Hegeman Manufacturing Company, Hartford, Conn. It requires only a $\frac{7}{16}$ in. round hole for mounting. Will fit panels up to $\frac{1}{2}$ in. thick. Overall dimensions are $\frac{1}{2}$ in. x $\frac{3}{4}$ in. x $\frac{1}{4}$ in. and when installed the switch projects only $\frac{1}{2}$ in. from panel. Has nickel indicating plate. Known as W-119 and will carry 3 amp. at 250 volts. Approved by Underwriters Laboratory. Made for metal panels with very narrow throat. Any finish may be had upon request. Can also be had with 8-in. wire leads or solder contacts, with or without indicating plate, either fibre or bakelite body. Intended retail price, 50c.

Special Detector Tube

Radio Retailing, November, 1926

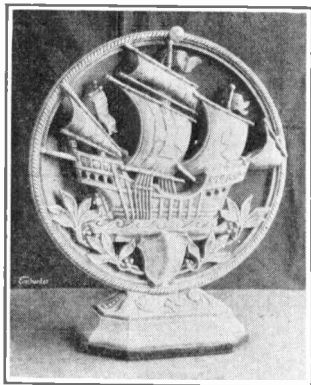
Illustrated is the new type "G S X 200-A" vacuum tube manufactured by the Gold Seal Electrical Company, Inc., 250 Park Avenue, New York City, for use as a detector. According to the company, this tube is more sensitive to weak signals than the standard 201-A type tube, and requires no circuit change for maximum results. Draws $\frac{1}{2}$ amp. at 5 volts. Plate voltage range from 22 to 45. Intended retail price, \$5.



Metal Cased Cone Reproducer

Radio Retailing, November, 1926

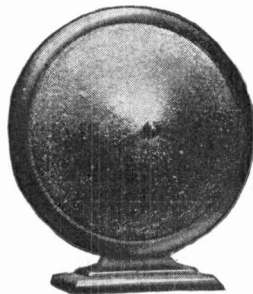
The illustrated cone reproducer, known as "Enchanter," is being marketed by Baker-Smith Co., Inc., Call Building, San Francisco. It is made by the Jodra Mfg. Co., of Seattle. The ship on the cone is a metal casting hand-painted and covered with four coats of lacquering. The intended retail price is \$30.



Free Edge Disc Speaker

Radio Retailing, November, 1926

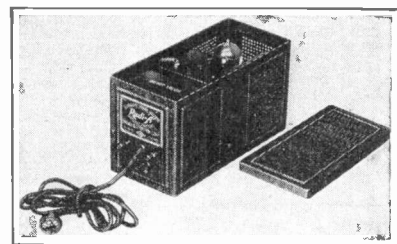
Impregnated pulp is the material of which the diaphragm of the Spartan disc speaker is made. Model 100 is equipped with a semi-balanced armature unit and is mounted within a 16 in. x 14 in. x 6 in. walnut finished cabinet. The grille is of attractive design and is backed with brown silk. The cabinet itself plays an important part in the acoustical construction of the speaker, according to the manufacturer. Intended retail price, \$25.



Unit For A Battery Supply

Radio Retailing, November, 1926

Briggs and Stratton Corporation, Milwaukee, Wis., is making the "Radi-A" unit which replaces the A battery and charger. It permits operation of any radio receiving set from 110-volt, 50 or 60 cycle current. The unit consists of a transformer, tungar rectifying bulb, electrolytic condenser, choke coil, and automatic switch. These parts are contained in a compact, pressed steel cabinet finished in a sepiolite diamond crystal. This unit is adapted to use with any standard receiving set using from 4 to 8 $\frac{1}{2}$ amp. tubes. The switch on the set itself controls this unit so



that once it is installed it requires very little additional attention. Intended retail price is \$49.50.

Battery for Dry Cell Filaments

Radio Retailing, November, 1926

The "Burn-Addwater" battery, manufactured by the Burn-Boston Battery & Manufacturing Works, 80 Boylston Street, Boston, is of the semi-dry type, designed in $\frac{1}{2}$ -volt units for use as an A battery for dry-cell tubes. The battery contains a solution of sal ammoniac and is shipped dry-charged precluding the possibility of a dissipation of the charge until water is added. According to the manufacturer this battery does not depreciate while in stock, will deliver a current of 10 milliamp. for approximately 1 year and when three are connected in parallel will operate a three or four tube receiver using 199 type tubes for not less than six months with ordinary usage.

Power Tube with External Battery Connections

Radio Retailing, November, 1926

The new "Magnatron DC-112" power tube manufactured by the Conneway Electric Laboratories, Hoboken, N. J., solves the problem of securing power output from a receiver which is not equipped with suitable binding posts for the addition of high voltages on the last audio stage. The tube carries a small binding post strip of its own and extra B and C battery voltages may be added externally without wiring alterations. The tube is also provided with small jumper connections which permit it to be used in a more modern receiver which is already wired for power tube operation.

Eight-Tube Receiver with Interstage Shielding

Radio Retailing, November, 1926

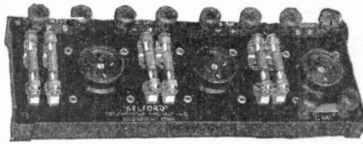
The "Counterphase Eight" radio receiver, manufactured by the Bremer-Tully Manufacturing Company, 532 South Canal Street, Chicago, employs one rejector stage, three tuned radio-frequency stages, detector and three stages of audio amplification with power tube output. Tuning is accomplished with one station selector dial calibrated in meters and each stage is individually shielded. The set is designed to operate on a short indoor antenna and a small panel conceals all controls when not in use. When tuning in, this panel serves as an arm rest.

News of Latest Products Gathered by the Editors

Three Stage Resistance Push-Socket Amplifier

Radio Retailing, November, 1926

The "Kelford" three-stage resistance coupled audio amplifier unit manufactured by the American Specialty Company, Bridgeport, Conn., is equipped with push type cushion sockets. Resistances and condensers are included in this Bakelite form with all connections and wiring concealed. Intended retail price, \$10, with resistances.



Non-Directional Reproducer

Radio Retailing, November, 1926

Small sound diffusing horns in the "Super Radio Reproducer," manufactured by the Super Radio Reproducer Company, 855 Waterloo Street, Los Angeles, Cal., are said to afford non-directional reproduction. The reproducer is 16 in. high x 7 in. in diameter and is made of composition finished in either mahogany or walnut. Hollow tones and distortion are also said to be eliminated due to this method of construction.



Electrolytic Trickle Charger

Radio Retailing, November, 1926

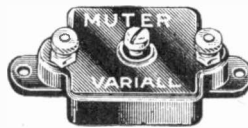
The Vesta trickle charger, manufactured by the Vesta Battery Corporation, 2100 Indiana Avenue, Chicago, Ill., is designed for use in connection with 6-volt radio A batteries, charging at a $\frac{1}{2}$ amp. rate from 110-120-volt, 60-cycle light lines. The charger is of the electrolytic type, with no moving parts and requires only the periodic addition of distilled water. It may be operated with the set connected. Intended retail price, \$10.



Variable Grid or Balancing Condenser

Radio Retailing, November, 1926

A small variable condenser, mounted in a Bakelite shell, in capacities suitable for use as either grid or balancing capacities, is being manufactured by the Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago. The condensers are equipped with mounting holes at each end, $2\frac{1}{2}$ in. from center to center. A small screw in the center of



the instrument varies the capacity. Intended retail price of No. 1900, variable from .000003 to .00005 mfd., \$1; of No. 1950, grid condenser variable from .00015 to .0005 mfd., \$1.

Cone Speaker in Mahogany Cabinet

Radio Retailing, November, 1926

The "Amplion Cone" speaker, manufactured by the Amplion Corporation of America, 280 Madison Avenue, New York City, employs a seamless material as a diaphragm which has approximately twice the depth of other cones. According to the company this feature of design insures true, lifelike reproduction of both high and low tones. The speaker is small, being only 14 in. x 14 in. x 9 in. overall and is mounted in a two-tone mahogany cabinet with a carved grille. Intended retail price, \$30.



Acid-Fume Resisting Battery Cable

Radio Retailing, November, 1926

The "Alpstrand" battery cable, manufactured in 5 ft. lengths by the Alpha Radio Supply Company, Inc., 621 Broadway, New York City, is said to resist the effects of storage battery fumes and to be non-inflammable. The leads are made of Alpstrand, which is a flexible tinned copper wire. Twenty-six strands of No. 30 wire are employed, the equivalent to a single strand of No. 16, as required by the Board of Fire Underwriters. The cable is covered with a brow silk braid with a tracer of gold thread and is packed in an individual box. Intended retail price, \$1. Special lengths may be obtained on request.



Bulb Charger with Trickle and High Rates

Radio Retailing, November, 1926

By throwing a toggle switch, the "Handy" trickle-booster charger manufactured by the Interstate Electric Company, St. Louis, Mo., may be instantly converted into a fast rate charger. The switch regulates the charge rate of $\frac{1}{2}$ amp. on the low side and $2\frac{1}{2}$ amps. on the high. The instrument is of the bulb type, rectifying both halves of the cycle and is designed to operate on 110 volt 50 or 60 cycle current. Mounted in a metal case with green "Duco" finish and equipped with battery terminal leads and clips, also cable and plug for attachment to the light line, the charger has an intended retail price of \$14, with bulb. Also available in 25, 30 or 40 cycle type, intended retail price, \$16.



Shielded Audio Transformer

Radio Retailing, November, 1926

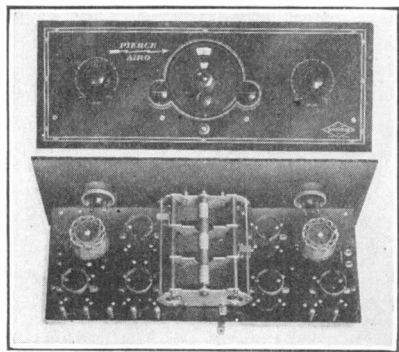
The "Ferranti" audio transformer, manufactured by Ferranti, Inc., Lancashire, England, is available in two shielded types. Type AF-3, with an intended retail price of \$12, has a turn ratio of $3\frac{1}{2}$ to 1 or may be obtained in 5 to 1. It is equipped for base of sub-panel mounting and is said to cover the entire musical scale with uniform amplification. Type AF-4, available in a turn ratio of $3\frac{1}{2}$ to 1, has been designed to meet the need of those who desire truthful reproduction at a more popular price, has an intended retail price of \$8.50. Type AF-3 is $2\frac{1}{2}$ in. x 3 in. x $3\frac{1}{2}$ in. over all. Type AF-4 is $2\frac{1}{2}$ in. x 3 in. x $3\frac{1}{2}$ in. over all.

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

Assembled Six-Tube Kit

Radio Retailing, November, 1926

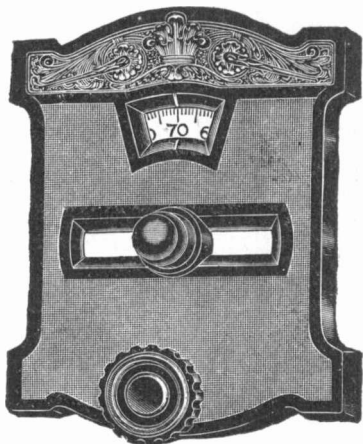
The illustration shows clearly the front and rear assembly of the six-tube kit being made by the United Scientific Laboratories, Inc., 80 Fourth Ave., New York City. This is known as the "Pierce-Airo" kit, and comprises two stages of tuned radio frequency with detector, and three stages of resistance-coupled audio frequency amplification. The U. S. L. compensated multiple gang condenser is used which results in a single dial control receiver. The kit is completely assembled and all ready for wiring and installation in a cabinet. The resistance coupling is designed to give tone quality. The intended retail price is \$42.50.



Cone Speaker with Wood Resonator

Radio Retailing, November, 1926

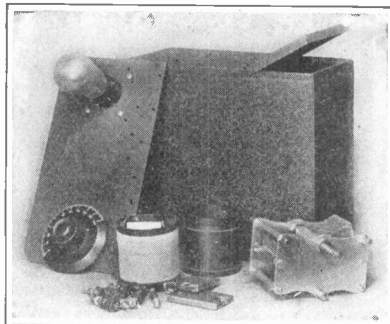
Model B cone speaker, manufactured by Stevens and Company, Inc., 46 East Houston Street, New York City, is made with a Burtex diaphragm which is said to withstand dampness. The cone is 14½ in. in diameter and stands 17½ in. high, including a metal base which may be removed if the speaker is to be hung on the wall. The back of the cone is equipped with a light wooden frame which protects the mechanism and also serves as a resonant sound board. Intended retail price, \$16.50.



Ornamental Vernier Dial

Radio Retailing, November, 1926

The Brooklyn Metal Stamping Corporation, 713 Atlantic Avenue, Brooklyn, N. Y., manufactures a "B.M.S." dial of the vernier type which eliminates the necessity of panel decorations. The dial is 4½ in. x 3½ in. overall; is made of Bakelite, and may be obtained in black, brown or mahogany with either clockwise or counter-clockwise scale.



Shielded Radio Frequency Unit

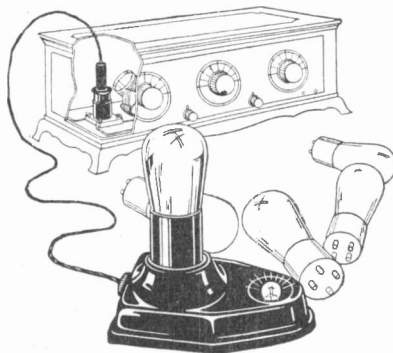
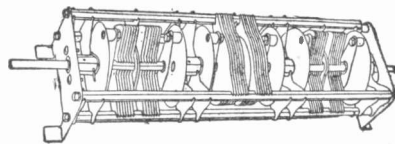
Radio Retailing, November, 1926

The shielded unit shown in the accompanying illustration is manufactured by the General Instrument Corporation, 423 Broome Street, New York City. It may be used as a shielded radio frequency tuning stage in the construction of radio frequency receivers, as an interstage unit in the construction of super-heterodynes, as a tuned detector stage, or for a number of other purposes in the experimental laboratory where circuit flexibility is desired. It is furnished complete with tuning coil, variable condenser, tube socket, sub-panel, necessary binding posts and fixed condensers and a small neutralizing device. The entire unit is mounted in a metal cabinet finished in mahogany crystalline. Intended retail price, \$20; unassembled \$18.50.

Three Gang Condenser and Balancing Units

Radio Retailing, November, 1926

This three gang condenser, equipped with small balancing capacities which make up the difference in interstage capacities due to wiring and placement of parts, has been placed on the market by Amco Products, Inc., 416 Broome Street, New York City. The condensers are designed to give equal spacing of wavelengths. Stators are common and the unit is designed for panel mounting with "drum" type dial. Intended retail price, \$12 in .00025 mfd. size. Available in all standard capacities.



Tube Tester with Oscillation Indicator

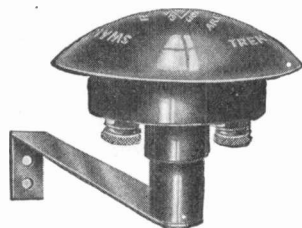
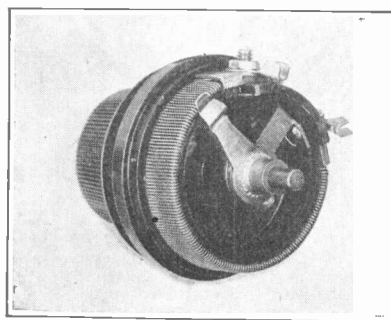
Radio Retailing, November, 1926

The "Tri-Tube Tester," manufactured by the Morrison Radio Company, Michigan City, Ind., is equipped with a small lamp in a coupled resonant circuit, the brilliancy of which indicates the condition of the tube on test by checking its radio frequency output. Tubes may be matched by checking their performance against known standard and by grading according to the settings of the filament rheostat. Designed with a cable and plug so that battery supply may be obtained from a socket of the receiver, for use with either dry cell or storage battery tubes. Intended retail price, \$5.

Variable High Resistance, Wire-Wound

Radio Retailing, November, 1926

The "Giant-Ohm" variable resistor manufactured by the General Instrument Corporation, 423 Broome Street, New York City, is available in several values, with any resistance taper required. The standard, shown in the illustration has a maximum resistance of 500,000 ohms. The unit is of the wire-wound type, variable by means of a sliding contact arm and may be used as an oscillation control in radio frequency amplifiers, as a volume control in the audio amplifier or as a variable resistance in resistance coupled amplifiers when a variable unit is required. Intended retail price, \$1.75.



Bakelite Lightning Arrester

Radio Retailing, November, 1926

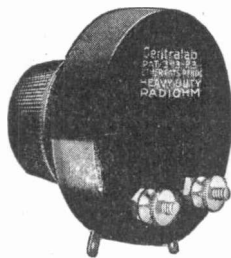
Swan-Haverstick, Inc., Trenton, N. J., manufacture the illustrated lightning arrester, which is entirely constructed of moulded Bakelite. The arrester has been approved by the Board of Fire Underwriters and may be used either indoors or as an external arrester. The intended retail price is \$1.

News of Latest Products Gathered by the Editors

Heavy Duty Variable Resistances

Radio Retailing, November, 1926

The "Centralab" heavy duty radiohm is a new instrument designed by the Central Radio Laboratories, 16 Keefe Avenue, Milwaukee, Wis., for use as a voltage regulator in battery eliminators and for other purposes where high resistances capable of carrying currents up to 3 watts are required. A single turn of the knob gives full resistance variation and the unit can be calibrated for this reason. The resistance is encased in a Bakelite shield, is 2 1/4 in. in diameter and is tested to withstand up to 1,500 volts. Available in three sizes, resistances from 5,000 to 50,000 ohms, from 0-100,000 ohms or from 0-2,000 ohms. The intended retail price is \$2.



Tube Flasher Operating on B Battery

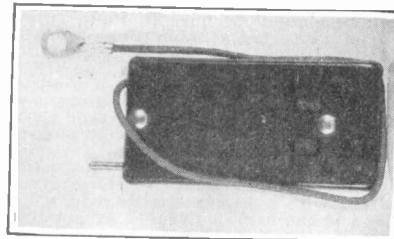
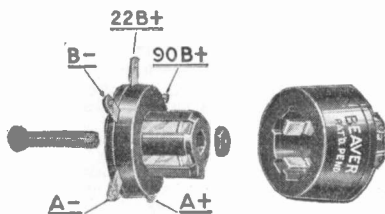
Radio Retailing, November, 1926

High voltage for subjecting the filaments of vacuum tubes to a short "flash" voltage, necessary in the process of rejuvenation, is furnished by a common 22 1/2 volt B battery in a new device manufactured by the Sentinel Tube Protector Company, Marquette, Mich., called the "Nu-Life Tube Renewer." The instrument is a small bakelite panel equipped with holes which accommodate the tube filament prongs and a short flexible lead to which the battery may be attached. The final "aging" process at normal voltage is accomplished by means of a storage A battery after the flasher has been employed. Made in types for use in connection with either storage battery or dry cell tubes. Intended retail price, \$1.50.

Battery Terminal Connection Plug

Radio Retailing, November, 1926

A multi-terminal connection plug has just been placed on the market by the Beaver Machine and Tool Company, Inc., 625 North Third Street, Newark, N. J. The plug, together with its receptacle which may be permanently fastened to a radio receiver, makes the connection of a number of battery leads a matter of a single motion. It is made of black, heat resisting composition with phosphor bronze contacts and is keyed so that improper connection is impossible. Intended retail price, \$1.50.



High Resistance, Double Range Voltmeter

Radio Retailing, November, 1926

For measuring the voltage outlet of radio power units operated from electric lighting circuits and for use where high resistance is essential, Model 489 voltmeter, manufactured to order by the Weston Electrical Instrument Corporation, Newark, N. J., will fill a long felt need. The instrument is equipped with a double scale, one from 0-200 volts d.c. and the other from 0-10 volts d.c. An internal resistance of 1,000 ohms per volt permits the use of the meter in circuits supplying high voltages with moderate current flow.



Combination Charger and Switch Panel

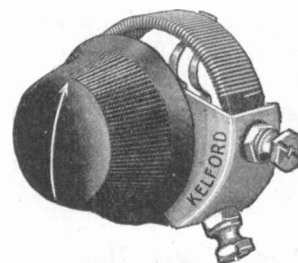
Radio Retailing, November, 1926

The "Autogon DeLuxe," Model No. 1100 is a combination A and B battery charger with switch panel manufactured by the Auto Mechanical Products Company, 648-650 North Robey Street, Chicago. The instrument is equipped with a meter, indicating charging rate, and a series of binding posts. The receiving set and batteries are connected to these binding posts and a small knurled switch on the charger panel permits batteries to be charged, connected to the set or entirely disconnected at will. Either A or B batteries may be charged separately. A batteries are charged at 3 amp. while B batteries of voltages not to exceed 120 may be charged at lower rates. The company also manufactures chargers for d.c. and a.c. in various types. All a.c. chargers are of the bulb type and do not hum, according to the manufacturer. Intended retail price, equipped with connecting cable and wall plug, \$26.

Bakelite Vernier Dial

Radio Retailing, November, 1926

The Planetary Dial Knob, made by the Walnut Electric Manufacturing Company, 308 South Green Street, Chicago, Ill., has a tuning ratio of about 5 to 1. This is designed for use on sets where the scale is engraved on the panel itself. The dial is equipped with a metal pointer and may be attached to the receiving set panel by means of a single nut and bolt, or by means of the screw holding a variable condenser to the panel. Made in black, walnut or mahogany with either gold or nickel plated pointers. Intended retail price \$1.



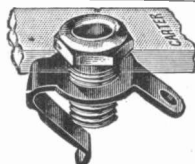
Air Cooled Rheostat

Radio Retailing, November, 1926

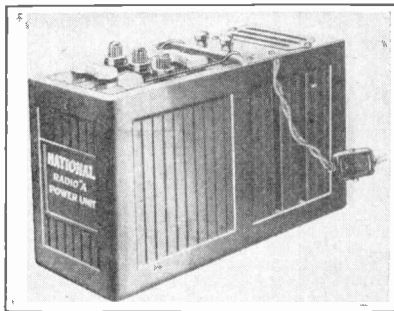
The resistance unit in the "Kelford" air-cooled rheostat, manufactured in standard sizes by the American Specialty Company, Bridgeport, Conn., is exposed to the air on all sides, insuring proper resistance value without appreciable temperature rise. The sliding contact is adjustable, the base is of aluminum and an unusually long contact surface permits tubes to be controlled at any filament temperature without flickering. Intended retail price, 50c.

Tip Jack

The illustrated tip jack is manufactured by the Carter Radio Company, Chicago, Ill. The jack is nickel-plated and consists of two parts, mounting on all standard panels in a 1/4 in. hole. A phone or loudspeaker tip inserted in the jack is completely concealed. Intended retail price, 10c.



What's New in Radio and Where to Buy It



Combination Bulb Charger and Storage A Battery

Radio Retailing, November, 1926

The National Lead Battery Company, 1704-26 Roblyn Avenue, St. Paul, Minn., is manufacturing combination chargers and storage batteries which are equipped with handy switching apparatus. The on-off switch on each of these units is built into the flexible connection cord furnished. National "Home-Power Unit" type 1 is a 40 amp. hour 6-volt battery and a 2 amp. bulb charger. Intended retail price, \$28. Type 2 is the same 40 amp. battery and an electrolytic charger with a $\frac{1}{2}$ amp. charge rate, while type 4 is the same as type 2 except that it is a 4-volt battery. Intended list price, \$21. Each of these units is encased in a composition container $12\frac{1}{2}$ in. x $4\frac{1}{2}$ in. x $8\frac{1}{2}$ in. overall. According to the manufacturer, the composition is impervious to battery acid attack.

Spring Socket for UX Tubes

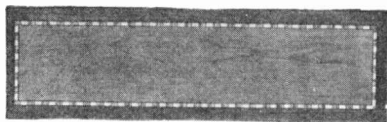
Radio Retailing, November, 1926

Vibrations that damage tube elements and ruin reception are prevented from reaching the tube through the use of the UX Absorber Socket, according to its manufacturer, the Bremer-Tully Manufacturing Company, 532 South Canal Street, Chicago. The socket accommodates UX tube prongs only and provides positive contact without sudden or unexpected release when tubes are inserted or removed. Intended retail price, 75c.

Antenna Kit

Radio Retailing, November, 1926

The latest antenna kit manufactured by Swan-Haverstick, Inc., Trenton, N. J., includes the following accessories: 100-ft., 7 strand enameled antenna wire, an S-H lightning arrester, 2 glass insulators, 4 nail-it standoff insulators, a lead-in strip, an 8 in. porcelain tube, 2 ground clamps, 2 screw eyes for installing the antenna, 12 insulated staples and an instruction sheet.



New Panel Material

Radio Retailing, November, 1926

The Lignole Corporation, 508 So. Dearborn Street, Chicago, is manufacturing a new panel material under its own name. This consists of a five-ply laminated wood panel, baked in vacuum ovens at a high temperature and impregnated. "Lignole" adapts itself to any finish required, and can be lithographed or printed with the hot die process. Lignole treated panels can be drilled, sawed or polished almost as easily as the untreated wood. Further information may be obtained by writing the above company.

Cone and Power Amplifier in Console Cabinet

Radio Retailing, November, 1926

The "Ortholian" speaker, Model 32, manufactured by Richard T. Davis, Inc., 5252 Broadway, Chicago, Ill., is of the cone type, mounted in a 48 in. x 14 in. x 22 in. console cabinet, equipped with a one stage power amplifier employing a UX-120 power tube. It operates from 110 volt 60 cycle current rectified through the use of a 316-B type tube. The unit is equipped with a flexible cable and plug and may be driven either by the second stage audio amplifier of a receiver or the first by merely inserting this plug in the stage desired. Models 28 and 30 are mounted in cabinets of the same general size but utilize horn speakers with seven-foot tone chambers. Both of these models contain ample space for the installation of battery eliminators or batteries.



Universal Floating Socket

Radio Retailing, November, 1926

The floating socket, shown in the accompanying illustration, is manufactured by Amisco Products, Inc., 416 Broome Street, New York City. According to the company, its use prevents microphonic howls caused by audio feedback, especially in receivers employing a self-contained loudspeaker. The socket is of Bakelite and is designed to accept the prongs of standard UX tubes as well as the UV type. Intended retail price, \$1.



Rheostat with Metal Frame

Radio Retailing, November, 1926

The "Midget" rheostat, manufactured by the Carter Radio Company, Chicago, Ill., is equipped with a non-magnetic, all metal frame which is said to prevent breakage and hold the resistance element rigid. The unit is of the single hole mounting type and is only $1\frac{1}{2}$ in. in diameter, projecting $\frac{1}{4}$ in. back of the panel on which it is mounted. Obtainable in standard resistance values. Intended retail price, 50c.



Single-Pole Double-Throw Knife Switch

Radio Retailing, November, 1926

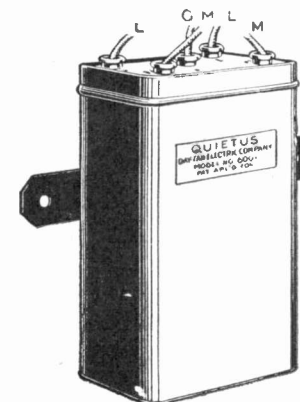
The illustrated, No. 2010, single-pole double-throw knife switch, manufactured by the Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago, is $2\frac{1}{2}$ in. long x $\frac{1}{2}$ in. wide and is equipped with nickel-plated brass binding posts. The handle and base are of moulded Bakelite. Intended retail price, 70c.



Radio Interference Eliminator For Electrical Apparatus

Radio Retailing, November, 1926

The "Quietus," manufactured by the Day-Fan Electric Company, Dayton, Ohio, is a device designed to eliminate radio interference caused by sparking or arcing at the contacts of electricity driven motors. The device, rather than attempting to smother such noises at the receiver takes the more logical step, according to its manufacturer, by stopping the trouble at its source. Simply find the motor, which may be the electric refrigerator, washing machine or fan and attach the device, a choke coil and condenser combination. Excess sparking immediately ceases and radio reception in the entire neighborhood is cleared up. Type 6001 for general use, retails at \$10. Type 6003 designed for the elimination of farm lighting plant noises retails at \$8. Both units are encased in heavy metal containers and are equipped with flexible leads.



Market Barometer

(From Page 85)

New York

20 per Cent Better

Metropolitan jobbers report business 15 to 20 per cent better than same period last year. No appreciable spurt noticed over last month which was exceptionally good due to numerous broadcast attractions. New set models, reported to materially reduce retail and wholesale service. Rigidity of construction, steadier production schedules and careful testing methods of modern manufacturer have cut 25 per cent from dealers' service costs. Although no spectacular business increase noted, what business is done thus becomes more profitable to all concerned. Report of one jobber, who says that trade differs this year in that dealers are practically assured of sales before ordering merchandise, indicates healthy condition. Natural and gradual decline expected to replace characteristic post-Christmas slump this year. Dealers carrying standard merchandise may well expect longer span of good business due to fewer cheap competitive models and wiser manufacturing production schedules. Underproduction rather than overproduction seems to be characteristic this season. Several jobbers are handicapped because of non-delivery of merchandise. The first of the year is expected to bring fewer "outlet sales." Higher priced sets, B batteries, tubes and power devices continue to lead local market. Reputation of manufacturer figures more and more as sales factor. Demand of leading dealers for standard, known merchandise is gradually crowding inferior products from field.

Toronto

50 per Cent Increase

Healthy tone of radio business here indicated by average gain of 50 per cent over sales totals obtaining first of October. Radio show fever has struck many smaller communities as well as larger centers and excellent results are reported from these exhibitions. Greatly increased attendance noticed. Some manufacturers staging own shows in local theaters. Marked trend toward dealer adoption of more scientific sales methods evident in capitalization of world's series games, prize fights, elections and better window displays. Dealers optimistic, pointing out increase of 20 to 50 per cent on last year's business at this time.

Recent announcement of December first as provincial election date coupled with Christmas prospects have encouraged dealers to buy freely. Set sales including furniture models are to the fore with replacement accessories running close second. Cones and eliminators going very strong. Power and other special tube sales somewhat held up by lack of proper information.

Recently formed Ottawa radio trades association is pledged against radiating receivers and such types were excluded from Montreal radio show. Good

weather, eager attitude of public and aggressive dealer activity insure sound conditions. Also noticeable manufacturers are stopping practice of giving indiscriminate discounts to every applicant.

Portland, Ore.

"Marked Improvement"

Radio business shows marked improvement in far northwest territory over average for this time of year. Jobbers and dealers report substantial increase over September and thirty-five to forty per cent more business than in October last year. Optimistic attitude toward November business also noted and evidenced by amount of business placed by dealers for November delivery. Some difficulty experienced by dealers in getting delivery on certain models and some of fast-selling accessories. In spite of attempt to anticipate needs, jobbers have not been able to replace needed goods promptly. Cone speakers and B-battery eliminators have been best selling accessories. Also more high-priced sets now being sold than last year. New and powerful broadcasting station is under construction in Portland and trade believes it will have favorable effect on business.

Atlanta

"Greater than Expected"

Atlanta Radio and Electrical Exposition last month was attended by the most enthusiastic crowd of dealers and consumer that ever assembled in the south. Interest is far greater than expected and confirms huge demand manifested at opening of radio season in September, which month's sales were considerably in excess of September last year according to reports by many distributors in southern territory. In some cases, percentage increase was as high as one hundred per cent, few reporting sales below a fifty per cent increase. Majority of business being handled by selected list of dealers fewer in number as compared to last season. Business apparently stabilized as dealers are able to select merchandise and confine efforts to one or two and not more than three complete lines. Sales September approximately sixty per cent increase over August. Improvement in reception materially

responsible. However, recent slump in price of south's greatest commodity—cotton—is having its effect and in rural sections a lull is experienced. This has not been felt in cities as yet to any appreciable extent except by distributors. A and B socket powers and eliminators continue to gain prestige as well as high-priced instruments of quality design and reproduction. Fear of overproduction prevalent, according to reports from dealers. Buying from established distributors is stopping endeavors on part of several manufacturers to sell direct. In many cases dealers are being given distributing prices although this class of merchandise apparently is hard to sell.

Minneapolis

"Demand Firm"

Demand for radio goods in Northwest firm. Advertisers conservative yet total lineage in all mediums ahead last year. Larger number of jobbers have crews of exclusive radio salesmen calling on country trade indicating better organized selling effort. Predicted trading-in of old sets has not materialized here. Demand for consoles exceeding expectations because additional price for table and built-in speaker is reasonable. Cone speakers and B-eliminators selling well. B-battery representatives report factory quotas oversold. Deliveries by manufacturers on at least 90 per cent of lines are slow, according to jobbers. Everyone watching for good lines of A-battery eliminators. Total volume accessory business this season expected to run larger than total set business. Volume at retail prices will run forty million dollars. Population of this trade territory seven and a half million, three thousand dealers, fifty jobbers. Good broadcasting programs and a radio law cutting down number of stations to about three hundred will do more for the business right now than anything else.

R. M. A. to Hold Trade Show in June

The Radio Manufacturers' Association will hold its first trade show June 6-10, 1927, in Exhibition Hall of the New Stevens Hotel, Chicago. This decision represented the majority view of its members expressed at its business meeting held Oct. 12, Chicago show week, at the Congress Hotel, Chicago. It was subsequently ratified by the board of directors of this organization.

Over 20,000 sq.ft. of exhibition space will be available for this early display of 1927 models. Manufacturers must belong to the R.M.A. to participate in this show which will be for the benefit of dealers and jobbers only. Applications for over 7,000 sq.ft. of space have already been received by vice-president B. W. Ruark.

Indicative of the interest displayed in this event is the statement that several large manufacturers are planning already to hold their national or sectional dealer and jobber conventions in Chicago during radio trade show week next year.

Radio Shows

October 30-November 6: Third Annual Radio Exposition, 23rd Regiment Armory, Brooklyn.

October 30-November 6: Cleveland Radio Industries Exposition, Public Auditorium, Cleveland.

November 9-13: Fourth Wisconsin Radio Exposition and Trade Convention, Milwaukee Auditorium, Milwaukee.

June 8-13: Radio Manufacturers Convention and Trade Show, Stevens Hotel, Chicago.

What the Trade Is Talking About

Committee to Represent Industry at Washington

All branches of the radio industry, through a co-ordinating committee, have agreed on a united plan of action which will enable the industry to present its viewpoint on the radio control situation at Washington this winter in a representative manner.

This situation was brought about by the action of a committee which met at the Congress Hotel, Chicago, Oct. 14, and outlined a campaign for bringing pressure to bear upon Congress in order that the millions invested in radio may be adequately safeguarded.

The co-ordinating committee is composed of a representative from each of the following associations: The National Association of Broadcasters; The Radio Manufacturers Association; The Federated Radio Trades Association; The Radio Magazine Publishers Association; and The Radio Committee of the American Newspaper Publishers Association.

The statement issued by this committee was as follows:

"Legislation, which will establish federal control over broadcasting is of paramount importance at this time if the interests of 20,000,000 listeners throughout the United States are to be properly safeguarded. The necessity of speedily securing enactment of a law is apparent to all branches of the radio industry.

"Accordingly these branches of the radio industry have authorized the establishment of a co-ordinating committee, which has formulated a program for throwing as much light as possible on the present condition of the radio industry in order that Congress may

realize the urgent necessity of establishing control over radio.

"The co-ordinating committee of the radio industry is of the opinion that the differences between the White and Dill bills, now in conference committee, can be straightened out to the satisfaction of the listener, the broadcasters and the manufacturer, thus giving to Congress a measure acceptable to both houses.

"Representatives of the industry will be in Washington after November 15 to aid the conference committee in any manner possible."

Chicago Show Draws Record Attendance

Public interest in radio continues at a high degree of intensity judging by the record crowds that filled the Coliseum during the entire period of the fifth annual Chicago radio show held under the auspices of the Radio Manufacturers Association, Oct. 11-16.

More than 250 exhibits attracted an attendance of 180,000, "the largest outpouring of radio enthusiasts yet recorded at a Chicago show," according to Clayton Irwin, exposition manager. Fewer "catalog collectors" were in evidence. Elaborate vaudeville entertainment was not provided. The crowds were composed, in the main, of substantial citizens bent on inspecting the latest developments in radio.

Metal panels, shielding, simplicity of control, improved audio amplification, and eliminators held the foreground.

Audio amplification methods were given serious attention, a large number of the manufacturers keeping to the transformer type. Eliminators and

power units were in the limelight also. Chargers—the first cousin of the eliminator—abounded. Battery eliminators though numerous did not "eliminate" battery exhibitors from the show. Manufacturers of both dry and wet batteries were as much in evidence as in past years.

No great changes in circuits were noticed. Some of the six tube sets used one stage of untuned radio frequency with two stages of tuned. There were new tubes in profusion.

Chicago show week was made the occasion for many meetings of the industry. These meetings were as follows: The Radio Manufacturers Association; the Radio Frolic; National Association of Broadcasters; Northwest Radio Trade Association and the Radio Co-ordinating Committee.

F. M. Feiker on Commerce Department Advisory Board

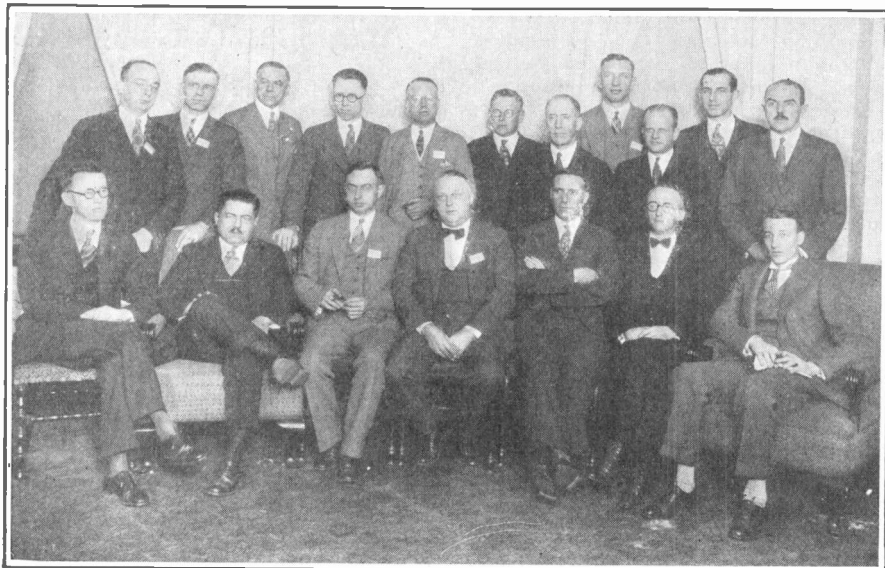
F. M. Feiker, operating vice-president of the Society for Electrical Development, with headquarters in New York, has been appointed by Secretary of Commerce Hoover to the new advisory committee which will co-operate with the United States Department of Commerce's domestic commerce division. Mr. Hoover's object in creating the committee is "to establish closer contact between the department and the field of trade and commerce in order to render better service to business men and the public and to advise the domestic commerce division in its efforts to eliminate waste in distribution."

Midwest Broadcasters Meet in Chicago

The Midwest Division of the National Association of Broadcasters met at the Congress Hotel, Oct. 13, and listened to an address by Paul Klugh, executive secretary. Mr. Klugh outlined the work of the association toward securing proper radio legislation in Washington, tracing the progress of the White and the Dill bills to their present position in the hands of the Senate-House conference committee where they will, in all probability, form the bases of a compromise bill to be presented to Congress in November or December. Mr. Klugh also discussed the subject of a copyright law which would provide for definite fees for the use of copyrighted music by broadcast stations. This situation, according to Mr. Klugh, is just about where it was before any attempt was made to frame such a law. In other words, it will be necessary to start all over again this coming session of Congress to draft a new law which will be acceptable to all parties interested.

The National Association of Broadcasters now has a membership of approximately 190 stations. These, it is understood, with three or four exceptions, represent the stronger and more progressive broadcasting units.

Northwest Trade Association Elects Officers

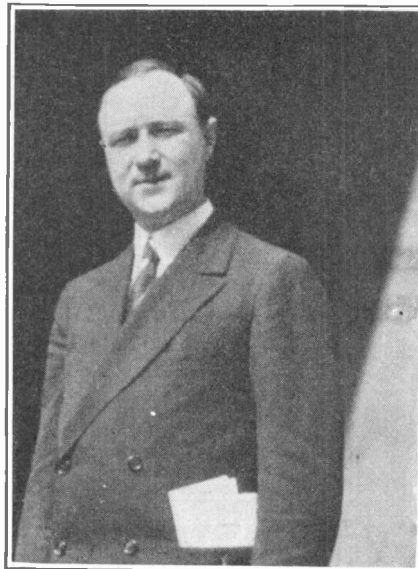


Pictured above we see the newly formed board of directors of the Northwest Radio Trade Association, St. Paul and Minneapolis, standing shyly before the camera in an initial bow to the public. Left to right: Bottom row; H. H. Cory, R. E. Brinser,

J. O. Maland, H. P. Smith, W. M. Sanderlin, F. J. Walpole, T. Hohtanz. Top row: G. I. Morgan, L. B. Wheeler, W. E. Stephenson, K. M. Hance, J. E. Date, G. H. Riebeth, E. R. Smith, G. C. Kowfeldt, R. R. Brooks, J. M. Lang and Foster Hannaford.

Midwest Trade Association Elects Officers

At a recent convention of the Midwest Radio Trades Association, formerly the Radio Dealers Association of America, the following officers were elected for a term of one year: R. T. Devlin, president; J. Lazar, vice-president; J. J. Dryfuss, Henry Hyman Company, 2nd vice-president; H. Hauge, treasurer; and A. C. Stewart, secretary. Serving on the board of directors for the coming year are: Art Alter, Harry Alter Company; Leonard Lynn, Lynn Radio Company; J. Herdan, Herdan Radio Company, Mr. Slinger, Howard Radio Company; Mr. Rose, Eureka Radio Company; John M. Redell, Kurz Kasch Company; C. B. Bild, Abel Tool and Engineering Company; and Frank Reichmann of the Reichmann Company.



New Worlds to Conquer

M. H. Aylesworth, former managing director of the National Electric Light Association, has severed his connection with that body to become president of the National Broadcasting Company, Inc. WEA, New York, is the nucleus of the new broadcasting service inaugurated by the Radio Corporation of America to improve the character of broadcast programs. Interlinking of stations and the leasing of N.B.C. programs is to be a feature of the service.

David Sarnoff has volunteered to serve as chairman of a group enlisted to secure a maximum response from all members of the radio industry to the annual roll call of the American Red Cross, opening November 11. Mr. Sarnoff is vice-president and general manager of the Radio Corporation of America. Aid for ex-service men constitutes a major part of the Red Cross program in New York City this year. Approximately 200 such industrial groups have been formed.

The General Lead Batteries Company, maker of Titan Storage Batteries has started the construction of an additional building to its plant on Lister Avenue, Newark, N. J. The new building will add 25,000 square feet to the present plant at a cost of \$75,000. It will be a one-story brick building with sawtooth roof construction.

The Reichmann Company of Chicago has appointed James A. Ago its eastern sales manager. Mr. Ago has been associated with the company for several years as New England sales representative. He will make his headquarters at 130 East 42d Street, New York City.

All-American Radio, Ltd., is a new concern located at 445 West King Street, W. Toronto, Canada, which holds all rights to manufacture products controlled by the All-American Radio Corporation of Chicago. The concern will cover eastern Canada, employing its own salesmen under the direction of J. M. Van Atter, general manager. E. N. Rauland is president and Mrs. M. Warren, assistant secretary-treasurer of the company. Sterling Specialties has been appointed a distributor to cover the western half of Canada.

The Tectron Radio Corporation, New York City, was erroneously listed as the Rectron Radio Corporation in the September issue of *Radio Retailing*, page 94.

Joseph Schneider is the proprietor of the Radio Chain Stores Company, Bridgeport, Conn., and not W. B. Tanner who was credited with this position on page 73 in the October issue. Mr. Tanner is store manager.

Gilfillan Holds West-Coast Sales Convention

At a recent sales convention held in the plant of Gilfillan Brothers, Inc., Los Angeles, more than 200 retailers were addressed by S. W. Gilfillan, president, who welcomed all dealers and outlined the efforts made by the company to produce new and exclusive features in its 1926-1927 line of radio receivers.

Morris E. Ebersole, as master of ceremonies, outlined the advertising plans of the company and reviewed its merchandising policy. He then introduced W. W. Lindsay, Jr., chief engineer, who conducted the visiting retailers on a tour of the plant, explaining the various features of the new line. The company has succeeded in establishing substantial relations with radio outlets in the Orient, according to Mr. Ebersole.

Harold F. Lewis has been appointed general sales manager of the Chelsea Radio Company, 179 Spruce Street, Chelsea, Mass. Mr. Lewis is well known in merchandising and advertising circles in New England, having been engaged in the textile and automotive fields prior to coming with the Chelsea Radio Company.

The Crosley Radio Corporation, Cincinnati, has taken the utmost precaution that its new oil burning heater, operating from the electric light lines does not interfere with radio reception. The burner, a new venture of the Crosley Corporation, is equipped with a device which prevents sparking at the contacts of the motor and interference with radio reception.

The Minerva Radio Company, has moved its offices and showroom from 827 Irving Park Boulevard to 154 East Erie Street, a block from Chicago's famous Michigan Boulevard. The new showroom is equipped with modern apparatus for the demonstration of receivers which the company manufactures and is elaborately furnished for the convenience of visiting dealers.

Five New Minnesota Dealers

Five new dealers in the state of Minnesota have joined the fraternity of retail radio merchandisers. John Gerstenkorn, Morgan, has gone into the business in a large corner store on the town main street, The Franta Garage, Wabasso, has opened a radio department, Mark Madigan, Maple Lake, has opened a store, Jesse S. Majewski intends to sell radio in conjunction with his furniture business in Echo and Chester A. Anderson of Stacy is combining radio with his automotive business.

Cunningham Comes Out of the West



Like Lochinvar, that hero of Scott's "Marmion" who was so "Faithful in love and so dauntless in war," E. T. Cunningham comes out of the West. His success in the radio business as president of E. T. Cunningham, Inc., stirred up so much local enthusiasm

that West Coast notables tendered him a banquet at the Clift Hotel in San Francisco on the eve of his departure for the East. Evidently Mr. Cunningham is on his way to wave the magic wand over some of our more prosaic Easterners.

Northwest Trade Association Attends Chicago Show

Duplicating its action of last year, the Northwest Radio Trade Association descended upon the Chicago Radio Show from the twin cities of St. Paul and Minneapolis, Minn., forty strong. Under the leadership of its new president, Harry C. Smith, a special luncheon was held at the Electric Club, Oct. 13. Honorary guests at this luncheon were officers of the Radio Manufacturers Association. A. T. Haugh, president of the R.M.A. stated that he voiced the feeling of its entire membership in complimenting the work of the Northwest Radio Trade Association. "Your association," he stated, "is to my mind an excellent example of all that a radio trade association should be. It is the sincere desire of the Radio Manufacturers Association to offer you every encouragement and support, as it intends to do to all legitimate and earnest local organizations of dealers and jobbers."

Mayolian in Larger Quarters

The Mayolian Corporation, manufacturer of battery eliminators, formerly located at Broadway and 68th Street, New York City, has moved to new and larger quarters at 1668 Webster Avenue. The new plant has four times the floor space of the company's old location and has become a necessity because of increased demand for apparatus of this type.

Ernest A. Zadig, Inc., 237 Broadway, New York City, has discontinued its advertising department and is devoting itself entirely to the direct merchandising of radio apparatus. The company has specialized in radio accounts for several years and has transferred all its active accounts to other agencies. A direct-to-dealer force of salesmen has been organized.

Portrait of Super-Salesman in Action



"My Gosh! fellows. It's the eagle's eyeballs I tell yuh." Jovial Harry P. Smith, newly elected president of the Northwest Radio Trade Association, Minneapolis and St. Paul, finds some difficulty in convincing B. W. Ruark,



Westward Ho!

Hart Collins (left), head of the English firm of radio manufacturers of the same name, and Alfred Wragge, radio manager of Selfridge's, London, were recent visitors to America on a trip to study radio trade conditions here. Of course, they included *Radio Retailing's* offices in their itinerary. Photo shows them just after leaving the ship. The expression of reverence visible on their countenances is no doubt caused by their view of the Statue of Liberty, which allows them plenty of freedom but few good drinks.

Radio Installation Code Formulated

The Bureau of Standards of the Department of Commerce has just released handbook No. 9 which contains a safety code for the installation of radio apparatus. The booklet deals particularly with antenna installations and also with power supply devices for receivers and transmitters. Booklet No. 9 forms part of the new National Electrical Code formulated and approved by a committee on American Engineering Standards. The booklet is available from the department for 10c.

Freshman Sales Gain

Charles Freshman Company, Inc., reports net sales for September of \$1,007,575, an increase of 49 per cent as compared with September, 1925. Total sales from January 1 to September 30, 1926, are 50 per cent above the sales for the corresponding period of 1925. Charles Freshman, president, in a statement to stockholders, says unfilled orders on hand are in excess of any volume previously on the books and estimates that net profits during the year will show approximately the same proportionate increase as net sales.

Northland Builds New Plant

More than 35,000 square feet of floor space is available for the manufacture of radio receivers and B battery eliminators in the new plant of the Northland Radio Company, 301 North Seventh Street, Minneapolis. The new plant is the last word in quantity production efficiency. Raw material for the manufacture of sets and eliminators enters at one end of the plant, progresses across the building in chain fashion and ends its journey in complete assembled form at the stock room.

The company sells through retail outlets and ships each receiver complete with battery eliminator and complete accessories. The production schedule for the year is in excess of 50,000 receivers.

H. J. Edwards has been appointed general sales manager of the Electrical Research Laboratories, manufacturer of Erla radio products. J. F. Quinn has been made assistant sales manager and will also continue as advertising manager.

Neil Bauer, formerly handling sales correspondence in the Cincinnati office of the Crosley Radio Corporation now represents this concern in the southern territory. Mr. Bauer has been with the company for several years as assistant to the sales manager.

The Petite Radio Corporation, manufacturer of crystal receivers and headphones, is now located in its new office at 225 West 34th Street, New York City, the Pennsylvania Building.

George Schley Davis, credited with the direction of work which gave Central America radio and telegraphic communication with the rest of the world, died at his home in Boston, Mass., on October 10. Mr. Davis was vice-president of the United Fruit Company, vice-president of the Tropical Telegraph Company, president of the Wireless Specialty Apparatus Company, and a director in the Radio Corporation of America.

executive secretary of the R. M. A., and George Lewis, director of the American Institute of Radio Engineers, that "it'll work." The scene was shot at the Northwest Radio Show, Minneapolis, Minn.

Federal Radio Election

At a recent meeting of the board of directors of the Federal Telephone and Telegraph Company, Buffalo, K. F. Gill, active head of John Gill & Sons, Cleveland, and a former associate of B. G. Hubbell, former president of the Federal interests, was elected president of the organization.

The Federal Telephone Manufacturing Company, which is a subsidiary of this company, manufacturing telephone equipment, and the Federal Radio Corporation, also a subsidiary of the larger concern are now headed by Lester E. Noble, former vice-president and general manager.

Mr. Noble has been associated with the company for the past two and one-half years, joining the organization as manager of its Chicago branch. He was formerly Chicago branch manager of the Rudolph Wurlitzer Company.



Noble Now Heads Federal Radio

Lester E. Noble has been appointed president of the Federal Radio Corporation, radio manufacturing division of the Federal Telephone and Telegraph Company, Buffalo, N. Y. Mr. Noble was formerly vice-president and sales manager. The illustration shows him just after assuming the duties of his new office. Evidently the department heads said it with flowers.

Radio Apparatus Output Shows Vast Increase

The Department of Commerce announces that, according to data collected at the biennial census of manufactures, 1925, the value of radio apparatus manufactured during the year was \$170,390,572, an increase of 215.5 per cent as compared with \$54,000,470 in 1923, the last preceding census year. The number of tube-type receiving sets manufactured increased from 190,374 in 1923 to 2,180,622 in 1925, and the number of radio tubes increased from 4,687,400 to 23,934,658, the rates of increase being 1045.4 per cent and 410.6 per cent, respectively.

The following table shows the numbers and values of the several classes of radio equipment reported by the manufacturers. The figures for 1925 are preliminary and subject to such correction as may be found necessary upon further examination of the returns.

Imported Parts Now Assessed as Machinery

The United State Customs Court recently ruled that imported parts of radio and wireless apparatus come under the classification of machinery and should thus be taxed at 30 per cent ad valorem under paragraph 399 of the 1922 tariff act. This decision, sustaining protests of eleven importers, reduces the ad valorem import tax 10 per cent. Radio parts were formerly classified as metal goods and accordingly a 40 per cent duty was affixed under paragraph 399 of the tariff act.

Radio Frolic at the Congress

Following the Tuesday evening session of the Chicago radio show, Oct. 12, 1,400 dealers, jobbers and manufacturers gathered in the Gold Room of the Congress Hotel and forgot business worries in a joyous round of entertainment furnished through the efforts of the hardworking Entertainment Committee, headed by "Nick" Carter and ably supplemented by Lieuts. "Jack" Redell, and Henry Forester.

One of the features of this affair was a series of nine caricatures, thrown on a screen depicting the more or less high spots in the careers of "Who's Who" in the radio industry. Eddie Cavanaugh, entertainer for Station KYW, contributed special verses for these slides. The cartoons for this number were prepared by the Chicago office of *Radio Retailing*. 900 radio men who were present praised the program.

Vesta Acquires WFKB

Another manufacturer of radio apparatus has joined the ranks of the broadcasters. With the purchase of station WFKB, Chicago, the Vesta Battery Corporation does its share in contributing to the success of the radio business from which it draws considerable revenue. The station is equipped with modern transmitting equipment, employs 1,000 watts and is on the air every week day evening except Monday from 7 to 10 o'clock and from 2:30 to 4 p.m., central standard time, on Sundays.

The Radio Furniture Market, 215 West Madison Street, Chicago, of which Martin Stock is sales manager, has taken 7,000 sq.ft. of floor space on the second floor at this address for the display of the radio cabinets manufactured by many different concerns. The products will be available to jobbers, dealers and set builders.

Chicago's Attention Focused on Fifth Radio Show



This photo of Chicago's Fifth Annual Radio Show held at the Coliseum, October 11-17, looks more like the stock exchange on a busy day, or any New York City subway station

at 9 a.m. Record crowds attended the exhibition during the week, packing the building to capacity in an effort to view the new products of radio manufacturers.

The Dill Bill

(Continued from Page 61)

stations or individual stations (with due consideration of the right of each State to have allocated to it, or to some person, firm, company, or corporation within it, the use of a wave length for at least one broadcasting station located or to be located in such State, whenever application may be made therefor) and the kind of apparatus to be used, with respect to its external effects.

(e) Regulate the purity and sharpness of the emissions from each station and of the apparatus therein.

(f) Established areas or zones to be served by any station.

(g) From time to time inspect licensed stations and their apparatus.

(h) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however*, That changes in the call letter or names, wave lengths, authorized power, in the character of emitted signals, or in the times of operation of any station, shall not be made without the consent of the station licensee unless, in the judgment of the commission, such changes will promote the public interest, or the provisions of this Act will be more fully complied with.

(i) Have authority to exclude from the requirements of any regulations any radio station upon railroad rolling stock and the operators required therein, or to modify such regulations, in its discretion, when such stations are not used for sending communications or signals for hire.

Control of Chain and Commercial Broadcasting

(j) When stations are connected by wire for chain broadcasting, determine the power each station shall use and the wave lengths to be used during the time stations are so connected and so operated, and make all other regulations necessary in the interest of equitable radio service to the listeners in the communities or areas affected by chain broadcasting.

(k) Regulate and control any and all methods of transmitting energy, communications, or signals by radio where a charge is made to the listeners by the use of any apparatus, device or connection by wire, and prohibit all unjust and unreasonable charges to listeners.

Transfer or Sale of Stations and Rights

The station license required hereby, the frequencies or wave length or lengths authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily or involuntarily, disposed of to any person, firm, company, or corporation without the consent in writing of the commission: *Provided*, That the commission shall not approve any transfer or assignment or disposition of the station license required hereby, voluntarily or involuntarily, if the consideration be greater than the reasonable value of the apparatus for which said license has been issued, and said exchange value shall in no case exceed the original cost of the apparatus, and the same provision shall apply to fixtures, studio, and equipment thereof if they are transferred with the apparatus. In case the commission shall find there has been any violation or evasion of this provision it shall have power to terminate irrevocably the license of such station.

(C) The commission shall, subject to the provisions of this Act, issue to each applicant therefor, a station license, if public convenience, interest, or necessity will be served thereby, as provided for in sections 1 and 2 hereof: *Provided*, That no station license shall be issued if the station to be operated under it will cause undue interference with an already existing Government radio station.

In considering applications for licenses and renewals of licenses, when and in so far as there is a demand for the same, the commission shall make such a distribution of licenses, bands of frequency or wave lengths, periods of time for operation, and of power among the different States and communities as to give fair, efficient, and equitable radio service to each of the same: *Provided*, That in said distribution the commission shall give due regard to the requests of educational institutions for opportunities to broadcast educational programs in each State and community.

Notice of Increase of Power

At least thirty days before any license for the operation of a station proposing to use an input power equal to or exceeding five thousand watts shall be granted, the commission shall send a notice in writing to the attorney general of the State in which

such station is or is proposed to be located. If, prior to the granting of such license, the attorney general of the State in which such station is or is proposed to be located, or any resident or residents of such State, shall give notice in writing to the commission of a desire to be heard on the question whether such license shall be granted, such license shall not be granted until the attorney general or such resident or residents shall have had an opportunity to be heard before the commission. At least ten days' notice of such hearing shall be given by the commission by mail to the attorney general and to such resident or residents who shall request such hearing.

No license granted by the commission shall be for a longer term than two years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license the commission, upon application therefor, may grant from time to time renewals of such license for a term not to exceed two years, and no license shall be granted until the applicant either for a license or for a renewal of a license has signed under oath a waiver of any claim of right to any wave length or to the use of the ether because of any previous use of the same, whether by license or otherwise.

Revocation of Licenses

(H) Any station license granted by the commission shall be revocable by it for false statements either in the application or in the statement of fact which may be required under paragraph (D) hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, for violation of or failure to observe any of the restrictions and conditions of this Act, or of any regulation of the commission authorized by this Act or by a treaty ratified by the United States, or whenever the commission shall find that any licensee bound so to do, has failed to provide reasonable facilities for the transmission of radio communications, or has made any unjust and unreasonable charge, or has been guilty of any discrimination, either as to charge or as to service or has made or prescribed any unjust and unreasonable classification, regulation, or practice with respect to the transmission of radio communications or service: *Provided*, That no such order of revocation shall take effect until thirty days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the parties known by the commission to be interested in such license.

Any person in interest aggrieved by said order may make written application to the commission at any time within said thirty days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing herein directed. Notice in writing of said hearing shall be given by the commission to all the parties known to it to be interested in such license twenty days prior to the time of said hearing. Said hearing shall be conducted under such rules and in such manner as the commission may prescribe. Upon the conclusion hereof the commission may affirm, modify, or revoke said order of revocation.

Any applicant for a license whose application is refused by the commission, and any holder of a license revoked by the commission, shall have the right to appeal from such refusal or revocation to the Court of Appeals of the District of Columbia by filing with said court, within twenty days after the decision complained of is effective, notice in writing of said appeal and of the reasons therefor: *Provided*, That any holder of a license revoked by the commission shall have the right to appeal to the Court of Appeals of the District of Columbia or the district court of the United States in which the apparatus licensed is operated.

Paid Broadcasting, Political Speeches

Sec. 4. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, firm, company, or corporation, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person, firm, company, or corporation, and there shall be no discrimination as to charges, terms or service to advertisers.

If any licensee shall permit a broadcasting station to be used by a candidate or candidates for any public office he shall afford equal opportunities to all candidates

for such public office in the use of such broadcasting station: *Provided*, That such licensee shall have no power to censor the material broadcast under the provisions of this paragraph and shall not be liable to criminal or civil action by reason of any uncensored utterances thus broadcast.

Sec. 8. Nothing in this Act shall be understood or construed to give the commission the power of censorship over the radio communications or signals transmitted by any radio station except as herein stated and declared, and no regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech by means of radio communications except as specifically stated and declared in this Act: *Provided*, That no person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

Definition of Radio Communications

Sec. 15. The expression "radio communication" or "radio communications" wherever used in this Act means any intelligence, message, signal, power, pictures, or communication of any nature transferred by electrical energy from one point to another without the aid of any wire connecting the points from and at which the electrical energy is sent or received and any system by means of which such transfer of energy is effected.

Sec. 16. Any person, firm, company, or corporation failing or refusing to observe or violating any rule, regulation, restriction, or condition made or imposed by the commission under the authority of this Act or of any international radio convention or treaty ratified or adhered to by the United States, in addition to any other penalties provided by law, upon conviction thereof by a court of competent jurisdiction, shall be punished by a fine of not more than \$500 for each and every offense.

Sec. 21. All officers and employees of the Department of Commerce exclusively engaged, on the effective date of this Act, in the administration of the existing radio laws of the United States, shall as of such date be transferred to, and become officers and employees, respectively, of the commission without change in classification or compensation.

The All-American Radio Corporation, Chicago, has appointed H. L. Trimble field sales manager. Mr. Trimble will be remembered as district manager and sales representative with the Yale Electric Corporation and the Western Electric Company. Earl Freese, who edits the company's house-organ, "The Indian-Guide" has been appointed advertising manager.

J. H. Bunnell & Company, has engaged new and larger quarters for its factory at Pearl and Prospect Streets, Brooklyn, N. Y. The company's main office and warehouse will remain at 32 Park Place, New York City.

K. W. Radio Company, Inc., New York City, radio and electrical engineer, has been chartered at Albany with \$20,000 capital. Gustave Kraus, L. C. Welling, 98 Park Place, New York City, Charlotte Kraus, 923 Hoe Avenue, Bronx, are directors and subscribers of the newly chartered company.

Harry K. Randall has been appointed business manager of broadcast station WLW, operated by the Crosley Radio Corporation, Cincinnati. Mr. Randall was formerly an account executive with the Thos. M. Bowers Advertising Agency of Chicago.

Stevens & Company, Inc., New York City, manufacturer of Conoidal loud speakers, has secured an insurance contract with the American Patent Protection Corporation of this city which engages to defend any Stevens dealer against patent infringement claims.

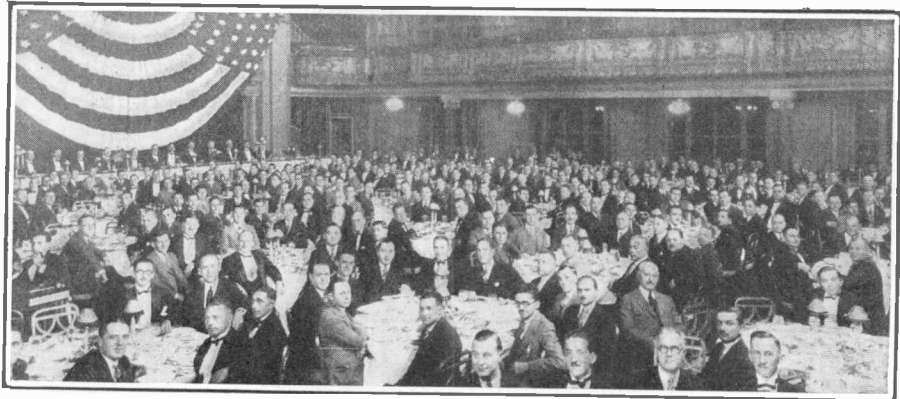
News of Jobbers and Distributors

St. Louis Atwater Kent Dealers Convene

A general feeling of optimism prevailed at the third annual convention of Atwater Kent dealers held recently in St. Louis, at the Hotel Chase. The factory was represented by H. T. Stockholm and Messrs. Kester and Pigeon. New models were shown and trade matters discussed. Representatives of the Pooley Cabinet Manufacturing Co., the Philadelphia Storage Battery Co., the National Carbon Co. and the Bankers-Commercial Security Co., gave interesting and instructive talks.

Progress in the design of B battery eliminators was outlined by a representative of the Grigsby-Grunow-Hinds Co. and battery chargers were reviewed by the King Manufacturing Co.

A luncheon and banquet with entertainment features was arranged by the Brown & Hall Supply Co., territorial distributors, under whose auspices the convention was held.



Gross-Brennan Officiates at Stromberg-Carlson Banquet

There seems to be an epidemic of hyphens. The latest sales representative to feed its horde of retailers is Gross-Brennan, Inc., New York City. Stromberg-Carlson, Wonder-Year and Waldorf-Astoria mingle freely in this news release to give us this "hyphen" impression. The New York sales representative of the big Rochester manufacturer sponsored this banquet for its retailers at the Wal-

dorf-Astoria Hotel, September 29. You may not be able to see him, but Ben Gross resplendent in a brand new "tux" and wing collar occupies the honor position in the center of the speaker's table. Herbert Brennan is not in the photo for a very obvious reason. He starred in a short sales playlet called "Is it possible?" and you know how long it takes to remove grease paint!

The Reiner Electric Company, Detroit, has been appointed a distributor of Crosley radio equipment for the state of Michigan. The company will distribute Crosley receivers and equipment on an exclusively wholesale basis from its new home at 346 East Jefferson Ave.

The True & Blanchard Company, Inc., Newport, Vt., distributor of radio apparatus, sponsored its second annual convention of retailers in September. Twenty-two retailers of the New Hampshire-Vermont territory attended with their wives, and were addressed by W. True, president, C. G. Taylor, treas-

urer, W. Jackson, Splittorf Electric Company, H. A. Arany, Atwater Kent Manufacturing Company, H. W. Jarrett, Bankers' Commercial Security Company, W. C. Kennally, Philadelphia Storage Battery Company, M. Hall, Burgess Battery Company, Harry W. Howe, Forest Electric Company, F. A. Schiller, United Radio and Electric Corporation, and H. P. Denison, of the Standard Electric Company.

Ludwig Hommel & Company, radio jobber, Pittsburgh, Pa., celebrated its twentieth birthday recently by mailing pieces of its "birthday cake" to all retail customers.

The Reiner Electric Company, 346 East Jefferson Avenue, Chicago, has been appointed a distributor of Crosley radio apparatus.

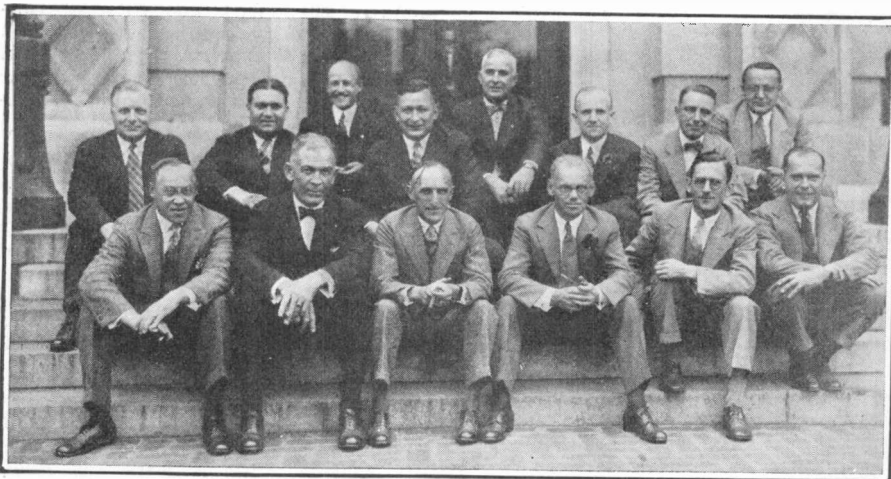
Dungan-Sternfield Radio Sales, Inc., distributor of radio apparatus, has engaged new and larger quarters at 1421 South Michigan Avenue, Chicago. The company occupies the second floor of the building at this address. C. B. Sternfield heads the company's sales force.

The Wetmore-Savage Company, Boston, Mass., tendered a dinner to its New England salesmen engaged in the distribution of Tobe Deutschmann radio products late in September. Tobe Deutschmann, R. W. Cotton of Samson Electric, F. D. Rankin of the Tobe Company, J. Waddell of Wetmore-Savage and M. Osborne of Osborne & Osborne's Advertising Agency addressed the gathering.

The Harry Alter Company, Chicago, Ill., lists radio apparatus which it distributes in a new 3½ in. x 6 in., 96 page catalog. It contains complete information as well as list prices on all radio equipment carried, listed in alphabetical order. The booklet is unique in that it does not bear the jobber's name. A space is left blank so that the name and address of a retailer may be inserted. Thus it is serviceable as a retail catalog, containing information on many standard apparatus lines. Including name and address imprint the booklets are available at \$4.75 per hundred. A sample will be furnished by the company on request.

The Gould Storage Battery Company, Inc., 250 Park Avenue, New York City, is furnishing dummy replicas of the Gould Unpower unit in sturdy carrying cases for use by jobber's salesmen. The replica is an exact duplicate of the orig-

Jobbers View Dempsey-Tunney Fight



Fourteen Atwater Kent radio distributors stopped at the big Philadelphia plant long enough to be photographed while on their way to view the world's championship boxing exhibition at the Sesqui bowl in which Gene Tunney wrested the title from Jack Dempsey. The gentlemen who witnessed the carnage are from left to right, front row: Fred Roth, Buf-

falo; Ray Thomas, Los Angeles; C. T. Stevens, Minneapolis; C. J. Edmond, New York; F. T. Jackson, Ottawa, Can.; R. Dickerson, New York. Top row: Lewis T. Ganster, Reading; C. A. D'Elia, Bridgeport; B. J. Oppenheim, Newark; G. E. Hull, Richmond; D. M. Burke, Detroit; E. A. Wildermuth, Brooklyn; L. E. Latham, New York and N. Elin of Newark.

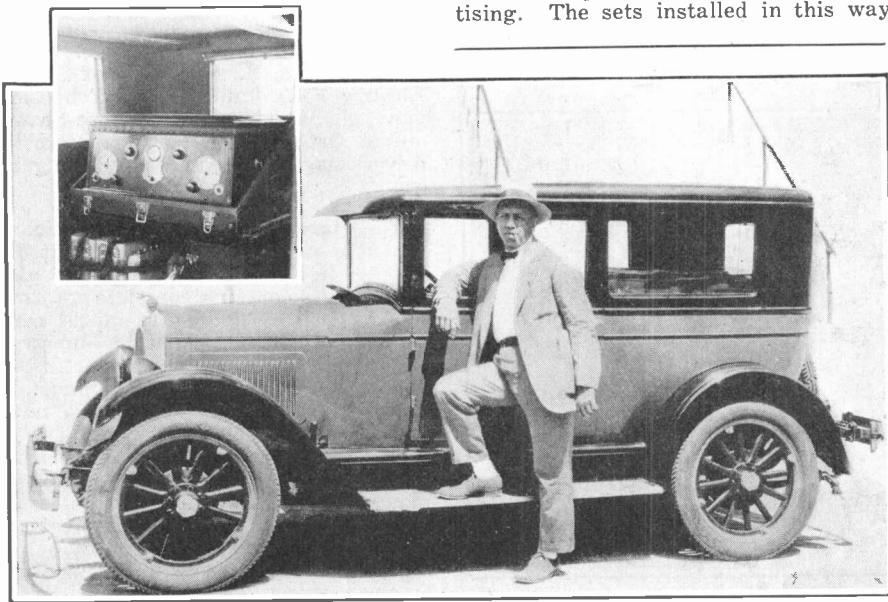
inal item and is available with the case for \$16.50. The dummies are returnable and the company offers to refund \$10 of the purchase price if in good condition.

The Storz-Western Auto Supply Company, Omaha, Neb., distributors of Fada radio equipment conducted a sales and demonstration recently which was attended by many dealers in the territory. Arthur Storz, of the company, also president of the Omaha Radio Trade Association, presided. The evening was given over to a banquet at the Field club where H. E. Anderson of the "Nebraska Farmer" and R. P. Van Zile of F. A. D. Andrea's Chicago office were among those who addressed the gathering.

A. L. Winston, Jr., Ltd., Toronto 2, Ontario, Canada, is the exclusive dominion distributor of "Diamond T" receivers, manufactured at South Bend, Ind.

The C-L Radio Company, Inc., 8 South Jefferson Street, Dayton, O., has entered the wholesale field, distributing radio sets and accessories within a radius of 60 miles of Dayton. The concern also maintains an extensive mailing department, being in a position to make shipments of apparatus to any part of the country.

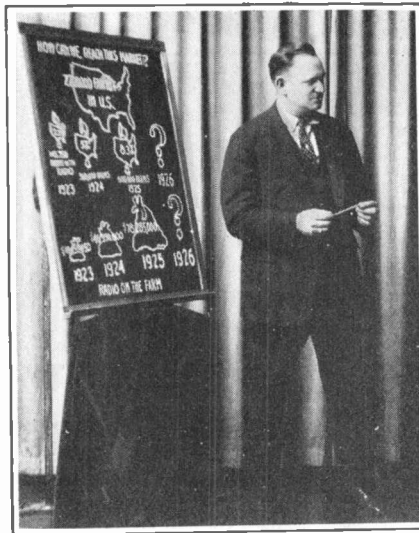
The Howard Manufacturing Company, 469 East Ohio Street, Chicago, Ill., distributes its products through the following jobbers in the northwest: The St. Paul Electric Company, St. Paul, Minn.; R. M. Laird Electric Company, Minneapolis; Duluth Electrical Supply Company, Duluth. The newly appointed distributors also handle apparatus made by the Westinghouse Electric and Manufacturing Company.



Wilkins Keeps Pace with the Age—Demonstration 1926

Omaha dealers—some day if a snappy looking Chrysler rolls up to your door and an equally snappy looking gentleman by the name of J. E. Wilkins steps out of it to interest you in Stromberg-Carlson radio, don't tell him you haven't time to wait until he hooks up for a demonstration, take your medicine. For Wilkins, who is the Omaha representative of the big Rochester, N. Y., concern has a set, batteries, cone-speaker and all hooked up in the car. He covers the Omaha territory at 50 miles per.

School Days Anew



Max L. Haas of the Haas Electric Sales Company, Cleveland radio jobber, claims that business can be increased 33 1/3 per cent by conducting a school for salesmen. Good idea—why not make it a "co-ed"?

Installs Sixty Sets in Atlanta Public Schools

What may seem to be an expensive method of advertising to some, but which the Hopkins Auto Company, Atwater-Kent representatives, Atlanta, Ga., expects to be highly profitable, is the installation of complete radio receivers in over sixty schools of that city free of charge.

According to W. D. V. Hopkins, president of the company, this plan will increase the number of possible demonstrations and will more than pay for itself in equivalent newspaper advertising. The sets installed in this way

are estimated to cost between \$10,000 and \$13,000.

The Radio Specialty Company, Milwaukee, Wisc., held a convention of Wisconsin Atwater-Kent retailers recently. More than two hundred dealers attended the convention which was arranged by A. Van Antwerpen, general manager of the company, who acted as toastmaster and introduced L. A. Pratt of the Atwater-Kent Company, who spoke on retail merchandising problems. J. M. Kelly, of the A-K Company, J. F. Cunningham of the Wisconsin Agriculturist, H. P. Humphries of the Pooley Company, Irving D. Auspitz of Auspitz-Lee and Harvey, Advertising Agents, and W. H. Roth, vice president of the Radio Specialty Company also addressed the convention.

The Fox Advertising Agency, General Motors Building, Detroit, Mich., has merged with the Tom H. Bartel Company, 620 Murphy Building, of that city. According to V. H. Fox, who has been elected vice-president of the combine, the copy and art facilities of the latter company promise expansion in the industrial advertising field. Tom H. Bartel is president, and Lee E. Joslyn, Jr., is secretary-treasurer.

The Lewis T. Ganster Company, Reading, Pa., distributor of Atwater Kent radio receivers held its annual convention of retailers at the Berkshire Hotel, September 17. The address of welcome was delivered by H. Elvidge, Secretary of the Reading Chamber of Commerce and during the afternoon session the following speakers addressed the assemblage: Peter Kain, Philadelphia Storage Battery Company; M. M. Keith, Burgess Battery Company; L. S. Dagny, Pooley Company; C. W. Geiser, L. A. Charbonnier, D. M. Bauer and P. A. Ware of the Atwater Kent Manufacturing Company.

David H. Lipsey, manufacturers agent, formerly employed by the Mohawk Electric Corporation of Chicago, is now located in new quarters at 316 South Wabash Avenue, where he will have increased facilities for handling the business of radio manufacturers.

Rex Electric, Inc., New Orleans jobber, 326 Camp Street, has released a catalog of its receiving sets and equipment for the season. The company's full line is illustrated and priced at full list. The entire line of receivers, speakers and other apparatus manufactured by F. A. D. Andrea, Inc., which the company represents is photographically illustrated in the new catalog.

The Charles Freshman Company, Inc., New York City manufacturer of Freshman Masterpiece radio receivers, has become affiliated with the Radio Manufacturers' Association.

The Post and Lester Company, Hartford, Conn., announces with deep regret the death of its treasurer—Howard Wood Lester.

New Dealer Help Material

Aids to greater profits provided by
radio manufacturers for their dealers

How Teletone Aids Dealers

As a tie-up with a national advertising campaign in radio "fan" magazines and newspapers, car-card posters throughout the New England states, and the free distribution of electros and mats for use in retail advertising copy, the Teletone Corporation of America, 453 West 42nd Street, New York City, supplies counter cards and window display posters.

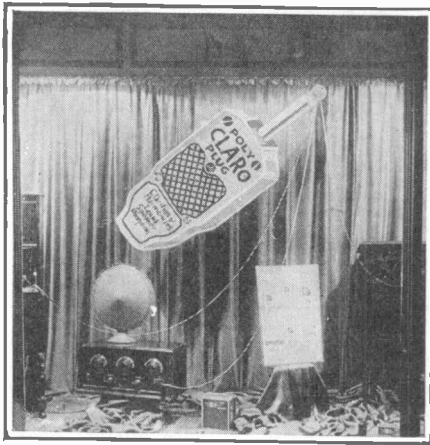
Two counter cards are furnished, one 8 in. x 11 in., the other 3 in. x 6 in. Both cards are equipped with easel supports. Eleven x 21-inch window posters are available in several styles and colors and are equipped with gummed edges. Space has been provided on the cover of small leaflets, which may be used in direct mail campaigns, for the dealer's imprint.

Customer Satisfaction Is Stressed



Customer satisfaction is stressed in the latest display poster furnished by the Magnavox Company of Oakland, Cal. The illustrated poster is easel backed and is printed in four colors on heavy glazed stock. The word "Satisfied" is in crimson, while the balance of the lettering is in blue. The receiver itself and the figure are reproduced in natural colors.

The Hytron Corporation, Salem, Mass., furnishes a two-page folder, printed in red and black, of information on tubes which it manufactures. It contains photographic illustrations, the complete operating data of each type, and list prices. Suitable for use as a mailing piece and will fit in a standard 3½x6½-in. envelope.



For Your Display Window

The latest dealer help furnished by the Polymet Manufacturing Corporation, 599 Broadway, New York City, is shown in this illustration as it is employed in a retail store window. The large poster of the Claro-plug is in colors and may be pasted on the glass. In this display the effect is heightened by tying up the sign with the jack of a receiver in the background by colored ribbons.

The Sonatron Tube Company, Chicago, manufacturer of Sonatron vacuum tubes and audio amplifier, furnishes two advertising circulars in which color plays an important part. A four-page folder on the Sonatron audio amplifier employing three matched tubes is printed in red and blue. The red, white and blue of the matched tubes themselves is thus brought vividly to the attention of the shopper. It contains instructions for connecting the amplifier and placing it in operation. A smaller circular, containing photos of the entire Sonatron line of vacuum tubes, attracts immediate attention because of its color, a brilliant red. Prices and necessary operating voltages for each tube are given in this latter leaflet.

F. A. D. Andrea, Inc., 1581 Jerome Avenue, New York City, has issued a small booklet entitled "Words and Works" in which is given the story of the Fada 8 and Fada 6 receivers. The book tells of the laboratory work necessary to bring to life these latest Fada developments and should prove an extremely interesting booklet to the dealer as a mailing sales aid.

The Howard Radio Company, Chicago, provides a 15 in. x 21 in., poster, printed in blue, brown and black which may be used on the store wall or in the window as a Howard Neutrodyne sales booster. The company's receiver is illustrated on the poster, which may be folded and used as a mailing piece. Other Howard models are illustrated on the back of the folder.

Farm Market Specialists

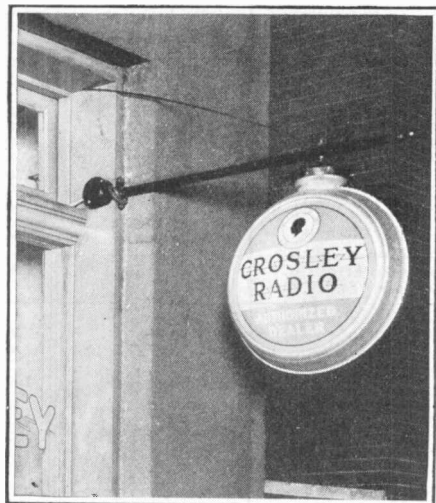
In each of the three Radio Corporation of America district sales offices—New York, Chicago and San Francisco—a farm market specialist thoroughly familiar with rural sales possibilities and methods has been located. The chief duty of each of these men will be to help retailers to reach this vast market effectively.

Dealers who desire to stage mass meeting demonstrations of R.C.A. products in their respective towns, or to obtain information relative to rural selling methods are urged in the company's latest bulletins to communicate with one of these offices.

The services of these men are available for the organization and management of sales promotion demonstrations of this kind.

The De Forest Radio Company, Jersey City, N. J., strikes an interesting note in its new two-page pamphlet designed as a retail aid in the sale of vacuum tubes. The cover of the pamphlet, which is printed in two colors on grey stock, carries the message, "Genuine Audion Tubes by De Forest," paralleling the advertising keynote of a well known designer of automobile bodies.

Electric Sign for Crosley Dealers



Crosley radio dealers may obtain the illustrated authorized dealer sign direct from the Cincinnati factory for \$12. The globe, which is of frosted glass especially treated to withstand hard usage, is 20 in. in diameter and is finished in three colors. Equipped with an electric light bulb it is visible at great distances at night. A metal extension arm is part of the equipment.

A Unitron Sales Aid

The "Unitron Radio Dealer," supplied as a sales aid to retailers of Unitron radio apparatus by the Forest Electric Company, Newark, N. J., contains a series of short articles devoted to retail merchandising problems. The booklet is designed to aid the retailer in the conduct of his business through an explanation of accepted retail methods. Through the education of the retailer the company realizes that the outlet for its own products will be improved. Comparatively little of the booklet contains direct Unitron sales publicity.

It contains information on advertising methods, both direct and newspaper, suggesting copy arrangements and listing a number of direct-mail letters, outlines approved methods of store layout with several diagrams, covers the subject of timeliness in window displays with photographs of windows used by retailers, touches on an important phase of retail merchandising in an article "The Truth about Turn-over" and also contains a series of collection letters which may be used by any dealer in the collection of delinquent accounts.

The company's advertising plan and franchise are outlined and all Unitron products are illustrated and priced in this comprehensive 34-page booklet designed by Picard-Sohn, Inc. Each page is illustrated with color cartoons and the booklet is available without charge.



Colored Display Carton

Hartung battery clips, manufactured by the Charles F. Hartung Company, Los Angeles, are shipped in colored cartons which may be placed on the store counter, serving as displays. The clips may be sold direct from the carton which contains a variety of types.

The Mohawk Corporation of Illinois, Chicago, has just published its latest catalog of Mohawk single dial receivers. The booklet is in loose-leaf form, equipped with a substantial brown cover and is printed on glazed stock. The first two pages contain photograph inserts of the various departments of the Mohawk factory and an outline of the company's history. The entire line of receivers is illustrated and priced, each page featuring a different model.

"The Gateway to Better Radio," a comprehensive 32-page booklet published by American Mechanical Laboratories, Inc., Brooklyn, N. Y., manufacturer of the Clarostat variable high resistance unit, is available at 25 cents per copy, which defrays printing expense. The booklet contains 24 popular hook-ups in which the Clarostat may be used to better reception. The circuits are fully explained in the text and several pages have been devoted to "trouble shooting" ideas which should be of value to the experimenter.

Gilfillan Brothers, Inc., Los Angeles, Cal., offers a pre-view of its new radio receivers in a new three-page folder illustrated in sepia. In this booklet, which is available to retailers as a sales catalog or mailing piece the three Gilfillan models are illustrated as they look in the home, blending with other furniture. A complete description of each model with dimensions and prices is given in well edited copy below the illustrations.

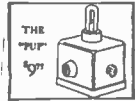
Swan-Haverstick, Inc., Trenton, N. J., manufacturer of aerial kits and equipment, outlines its "ads" which are appearing in nationally read consumer magazines in a two page folder released to dealers. The cuts used in this national advertising are reproduced in the folder so that retailers may employ similar copy in local advertising mediums.

Specifications of Receiving Tubes

(Continued from Page 70)

Manufacturers Name and Address	Trade Name and Type	List Price	Use	Type of Base	Filament Battery Supply Voltage	Filament Current Amperes	Detector Plate Voltage	Amplifier Plate Voltage	Amplification Constant	Maximum Overall Length
Sonatron Tube Co. 108 W. Lake St. Chicago, Ill.	Sonatron X 201A	2.00	Det.-Amp.	X	6	0.25	22	90	9 to 10	1 1/2"
	Sonatron 199	2.25	Det.-Amp.	UV	4	0.06	22	90	6.25	1 1/2"
	Sonatron X 199	2.25	Det.-Amp.	X	4	0.06	22	90	6.25	1 1/2"
	Sonatron 199A	2.25	Det.-Amp.	UV	4	0.06	22	90	6.25	1 1/2"
	Sonatron 200	2.50	Det.	UV	6	1.00	22			1 1/2"
	Sonatron 12	2.50	Det.-Amp.	UV	2	0.25	22	90	6.00	1 1/2"
	Sonatron X 120	2.50	Power Amp.	X	4	0.125	45			1 1/2"
	Sonatron 200 A	5.00	Power Det.	X	6	0.25		135	3.30	1 1/2"
	Sonatron X 171	6.00	Power Amp.	X	6	0.50		90-180	3.00	1 1/2"
	Sonatron 171A	6.50	Power Amp.	Adapter Base	6	0.50		90-180	3.00	1 1/2"
	Sonatron X 112	6.50	Power Amp.	X	6	0.50		90-180	8.00	1 1/2"
	Sonatron 112A	7.00	Power Amp.	Adapter	6	0.50		90-180	8.00	1 1/2"
	Sonatron X 210	9.00	Power Amp.	X	8	1.25		250-425	7.50	2 1/2"
	Sonatron Hi-Mu X-30	5.00	Amplifier	X	6	0.25		90-135	32.00	1 1/2"
	Sonatron Hi-Mu 20	4.00	Amplifier	X	6	0.25		90-135	20.00	1 1/2"
	Sonatron Hi-Mu X-6	5.00	Power Amp.	X	6	0.50		90-135	6.00	1 1/2"
	Sonatron SP 60	6.50	Power Amp.	X	6	0.50		90-135	8.00	1 1/2"
	Sonatron Hi-Mu X-29	5.00	Amplifier	X	4	0.06		90-135	21.00	1 1/2"
	Sonatron Hi-Mu X-19	5.00	Amplifier	X	4	0.06		90-135	18.00	1 1/2"
	Sonatron Hi-Mu X-9	5.00	Power Amp.	X	4	0.125		90-135	3.00	1 1/2"
Travin Radio Mfg. Co. 74 Cortlandt St., N. Y.	Travin 201A	2.00	Det.-Amp.	Standard	6	0.25	22-45	20-120		
Van Horne Company Franklin, Ohio	Selected									
	5VA	2.00	Det.-Amp.	Navy	6	0.24	22	90	10.00	4 1/2"
	5VAX	2.00	Det.-Amp.	UX	6	0.24	22	90	10.00	4 1/2"
	3VB	2.25	Det.-Amp.	Navy	3	0.06	20-45	45-90	6.50	2 1/2"
	3VBX	2.25	Det.-Amp.	UX	3	0.06	20-45	45-90	6.50	3 1/2"
	3VAX	2.25	Power Amp.	UX	4	0.12	20-40	45-125	7.50	4 1/2"
	Cushion 5VAX	3.00	Det.-Amp.	UX	6	0.24	22	90	10.00	4 1/2"
	5VD		Det.	UX	6	0.24	15-45			4 1/2"
	5VC	5.75	Audio Amp.	Navy	6	0.50	22-45	90-157	8.60	4 1/2"
	Adapted Mogul 5VCX	6.00	Audio Amp.	UX	6	0.50	22-45	90-157	8.60	4 1/2"
	Certified									
	5VA	2.75	Det.-Amp.	Navy	6	0.24	22	90	10.00	4 1/2"
	5VAX	2.75	Det.-Amp.	UX	6	0.24	22	90	10.00	4 1/2"
	3VB	2.75	Det.-Amp.	Navy	3	0.06	20-45	45-90	6.50	2 1/2"
	3VBX	2.75	Det.-Amp.	UX	3	0.06	20-45	45-90	6.50	3 1/2"
3VAX	2.75	Power Amp.	UX	4	0.12	20-40	45-125	7.50	4 1/2"	
Cushion 5VAX	3.75	Det.-Amp.	UX	6	0.24	22	90	10.00	4 1/2"	
5VD	5.50	Det.	UX	6	0.24	15-45			4 1/2"	
5VC	6.50	Audio Amp.	Navy	6	0.50	22-45	90-157	8.60	4 1/2"	
Adapted Mogul 5VCX	6.75	Audio Amp.	UX	6	0.50	22-45	90-157	8.60	4 1/2"	
Vesta Battery Corp. 2100 Indiana Ave. Chicago, Ill.	Vesta X 201A	2.00	Det.-Amp.	UX	6	0.25	0-45	20-135	8.00	4 1/2"
	Vesta X 199	2.25	Det.-Amp.	UX	4	0.06	0-45	20-90	6.00	3 1/2"
	Vesta V 199	2.25	Det. Amp.	Navy	4	0.06	0-45	20-90	6.00	3 1/2"
	Vesta X 171	6.00	Power Amp.	UX	6	0.50		0-180		4 1/2"

CROSLY RADIO
All prices slightly higher west of Rocky Mts.



This little double-circuit 1-tube set has made long distance records.



4 tubes. Amazing efficiency, Crescendon equipped



The 4-29 in portable form.



Five tubes, tuned radio frequency. Two stages non-oscillating radio frequency amplification, Crescendon, two stages audio frequency amplification.



5 tubes, 1-dial control acuminators, Crescendon, power tube adaptability.



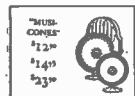
5 tubes. True-cascade amplification; non-oscillating and non-radiating.



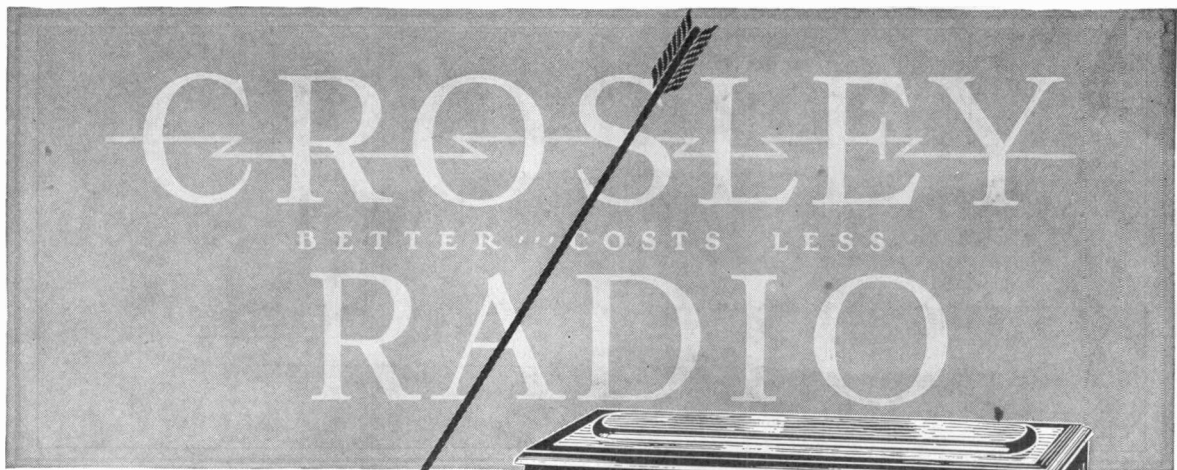
In a mahogany console. 5-tube 5-50 receiver, Crosley Musicone speaker, ample compartment for batteries.



Double drum station selector Musicone and room for batteries and accessories.



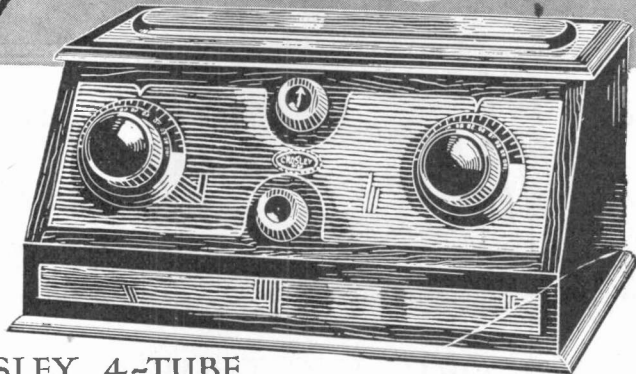
12-inch size, \$12.50. Super Musicone, \$14.75. Musicone Deluxe, \$23.50. Also beautiful Musicone console with room for batteries and accessories, as below.



PAY ONLY

\$29

for THE CROSLY 4-TUBE 4-29 MODEL and ~ ~



“Listen to Everything”

Here is remarkable performance at very low cost. This little set amazes owners the country over by its range and the quality of its reception.

It is a most ingenious arrangement of regeneration, blocked against re-radiation by a stage of radio frequency amplification, with two stages of audio amplification to afford ample volume on the loud speaker. The Crescendon enables operators to build up weak signals to room-filling strength.

The Crosley 4-29 has thousands of enthusiastic owners, located amid various conditions of radio reception.

The many unsolicited letters received indicate its great efficiency and satisfying qualities.

The price is possible only through Powel Crosley Jr.'s program of great production. Like all other Crosley models, this set is built in tens of thousands of quantities, reducing unit cost tremendously.

The 4-29 model is an excellent value—efficient, low in price, carefully made, compact and easy to operate. The cabinet is finished in beautiful two-tone mahogany. Price does not include tubes and accessories.

THE CROSLY RADIO CORPORATION, CINCINNATI—POWEL CROSLY, Jr.

Crosley manufactures radio receiving sets, which are licensed under Armstrong U. S. Patent No. 1,113,149 or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending. Owning and operating station WLW, first remote control super-power station in America. All prices without accessories.



President
For Catalogue
write Dept 130

Crosley Features

“CRESCENDON”

When, on ordinary radios, ears must strain to catch stations miles away, a turn of the Crescendon on Crosley radios instantly swells reception to room-fill-

ing volume. An exclusive Crosley feature. ALL-METAL, SHIELDED CHASSIS



This truly great radio achievement, found in several Crosley sets,

furnishes a substantial frame for mounting elements, produces excellent alignment of condensers, shields the units from each other, prevents interstage, improves the stability of the circuit, increases selectivity and saves costs by standardizing this phase of manufacture.

THE SINGLE-DIAL STATION SELECTOR

Nothing in radio equals the joy or the convenience of single dial control. Crosley single drum control enables you to find the stations sought without log book or “tuning”

“THE ACUMINATORS”

Crosley Acuminators permit tuning in—loud and clear—weak stations passed over and entirely missed by ordinary single dial radios. In tuning high powered and local stations they are not used.

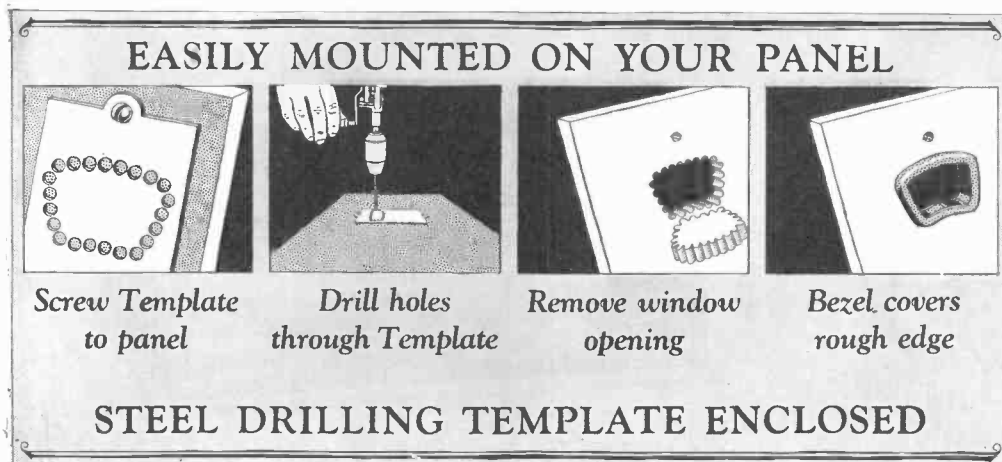
USE OF POWER TUBE

Power tube adaptability marks the Crosley “5-50”, “5-75” and “RFL” sets. This feature typifies Crosley provision for best radio reception at moderate cost. This feature is in keeping with all that is most progressive.

HEAD PHONES \$3.00

QUALITY AND BEAUTY IN CABINETS AND CONSOLES

Fans want them
to add the "professional touch"
the note of style to home built sets!



This new label—printed in striking blue and yellow—now comes pasted on every MAR-CO control carton. It pictures the 4 simple steps in panel drilling, for mounting the control. To show these pictures to a fan . . . is to remove his last resistance to buying the one tuning control that returns you the most profit!

Easy to install and to sell

At the New York, Boston, and Chicago radio shows—the MAR-CO control display was a big center of interest. Qualified observers reported "more interest among set-builders in the MAR-CO control than in any other instrument exhibited".

Its illuminated back-panel scale is the one thing fans everywhere want. It makes a home-built set look "professional".

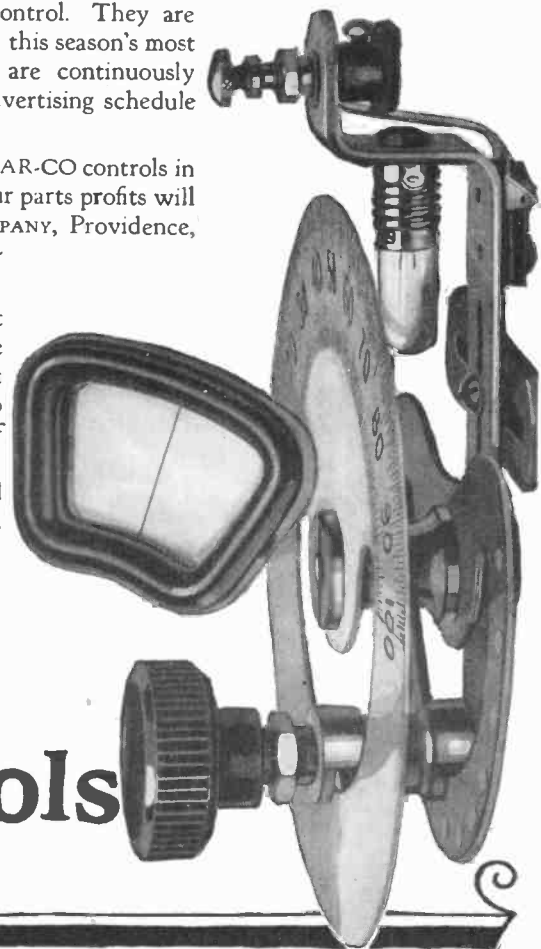
But, because of this, it also looks difficult to mount—which is NOT the case. For the template supplied makes panel drilling so easy—you simply CAN'T go wrong. And in order to SHOW just how easy the mounting is—MAR-CO is now pasting the label shown above on every carton . . . and reproducing the pictures in color page advertisements in ten radio magazines.

Now, therefore, the wise parts dealer will

feature MAR-CO controls. They give you a bigger profit than any other tuning control. They are specified equipment in a score of this season's most important circuits. And they are continuously featured by the most powerful advertising schedule in the parts field.

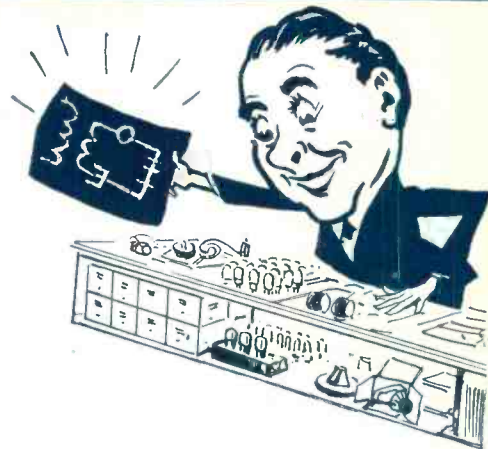
The sooner you put a display of MAR-CO controls in your window . . . the sooner your parts profits will grow. MARTIN-COPELAND COMPANY, Providence, R. I. Branch Offices and Representatives in principal cities.

MAR-CO illuminated controls list at \$3.50, including Bezel, Template and MAZDA lamp. Replacement lamps, 20c. Scales read either 0 to 100, or 100 to 0. Lamp runs off "A" battery, draining only .1 ampere. Controls fit all standard condensers, including double and triple models.



MAR-CO
Illuminated Controls

Merchandising Radio Parts



A Section of *Radio Retailing*

November, 1926

Can We Overlook

a \$75,000,000 Opportunity?

In 1922, parts sales constituted 66% of the \$60,000,000 total radio business of that year, or approximately \$40,000,000. In 1925 sales of parts amounted to \$75,000,000. This shows that while parts have not kept pace with the rapid expansion of sales of other radio apparatus, nevertheless the parts trade has doubled itself in three years.

(With this issue "Radio Retailing" presents to its readers this new section, "Retailing Radio Parts." It has been created solely for the dealers, jobbers and manufacturers who sell parts and is dedicated to the job of selling more parts. The editors believe the parts business will continue to expand, slowly but surely, and that this parts section, where sales helps, display ideas and, in fact, all kinds of information concerning parts can be centered, fills a vacancy in the trade that has long been left open.)

RADIO parts, back in 1922 when the commercial possibilities of radio were first realized, constituted the bulk of the business. Factory-built receivers were few and far between at the time when broadcasting stations sprang into existence and changed radio from a hobby which interested a limited number of experimenters to a source of education and entertainment for millions of people.

Complete receivers were not available in any quantity. The prices of many of these sets, placed upon the market by old-established electrical

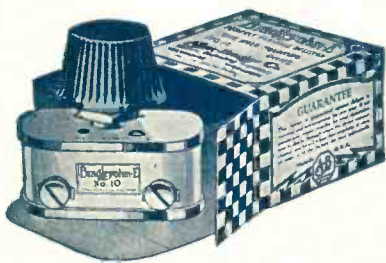
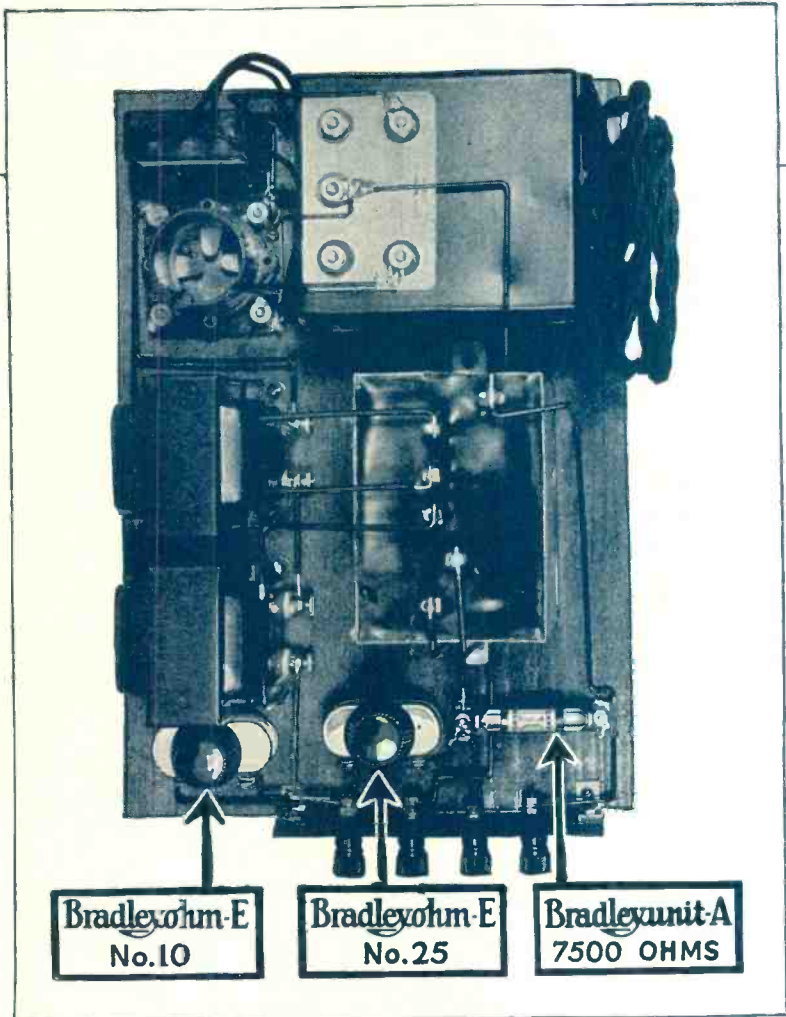
concerns or by other newly-formed companies, were prohibitive to the majority of newly-created enthusiasts. They turned to the only possible method of obtaining receivers—home construction. \$40,000,000 was spent during that first year for radio parts. \$5,000,000 went toward the purchase of factory made receivers, while three times this amount paid for accessories. 66 per cent of the entire business was in parts.

In 1923, the following year, radio sales had doubled. Complete receiver sales had reached a total of \$15,000,000, accessories brought \$30,000,000 into the new industry and parts had reached a total of \$75,000,000. Parts for home-construction of sets were still the leading factor. 1924 saw the parts business at its peak—\$100,000,000 is the estimate—practically on a par with receivers. The year was exceptional from a sales standpoint.

Then, in 1925, came the climax. Radio sales last year pyramided beyond all conservative estimates, exceeding \$450,000,000. Receiver man-

ufacturers had gradually swung into line, providing sets of attractive design and simplified control at prices within the means of the buying public. A vast market was immediately opened up by this manufacturing trend. Set sales reached a total of \$175,000,000 during the year. Accessories added \$200,000,000 to the industry's coffers, furnishing batteries, speakers and other equipment to be used with both factory-made and home-assembled sets. Yet the parts business held its own. Sales exceeded \$75,000,000 during the year despite the tremendous increase in sets and accessories. Interest in parts did not flag during this period. Comparison of sales figures with the three previous years proves this conclusively. The demand for parts is plainly evident in dollars and cents and is not a decreasing demand. True, it is not expanding with the rapidity of sets, but nevertheless it is a slowly increasing market.

There is every evidence that this vast market for parts will continue. Manufacturers and jobbers estimate



Bradleyohm-E

This is now made in an over-size unit called Bradleyohm-E, merchandised in the checkered carton. This unit gives perfect service with any type of B-eliminator kit.



Bradleyunit-A

This non-aging, rugged, and accurate fixed resistor is not affected by temperature or moisture. It is not made of glass and cannot break.

Allen-Bradley Resistors Have Low Sales Resistance

RADIO dealers and jobbers prefer to sell radio parts that are already in great demand, thereby eliminating the danger of carrying over dead stock. For this reason, Bradleyohm-E and Bradleyunit-A are very popular items with dealers and jobbers, everywhere.

Most of the leading articles on the construction of B-eliminators specifically recommend Allen-Bradley products in the hook-up. The units are actually specified by name and number, thereby creating a nation-wide demand for these units in addition to the demand created by extensive Allen-Bradley advertising in over a dozen publications.

We have just published a new folder entitled "How to Build a B-eliminator" which shows by diagram and photograph how to assemble seven popular B-eliminator kits for best results. Send for a copy of this folder today and be prepared to get a larger volume of par s business from amateurs who build their own eliminators.

ALLEN-BRADLEY CO.

489 Clinton Street

Milwaukee, Wis.

Sell Allen-Bradley Perfect Radio Devices

this year's business at \$80,000,000. Standardization, an element which became so noticeable in its beneficial effect in other branches of the industry this year, will also apply to the parts business.

A Vast Potential Market

There is a potential market for this class of radio apparatus of 9,350,000 among the boys of the country between the ages of 15 and 24 alone, and a million more maturing every year. The transmitting amateurs of whom there are approximately 16,000 licensed in this country are certainly a factor to be reckoned with. In the second government district alone—consisting of lower New York State and part of New Jersey, there are between 1,500 and 1,600 of these amateurs who construct almost all of their apparatus at home. This should furnish an interesting study for skeptics who predict the utter extinction of the parts business in a few years.

Interest in radio as a scientific experiment as well as an instrument which brings pleasure to the home is plainly mirrored in last year's sales figures. Half the fun of radio for many of these people who are experimentally inclined is in the construction of their own apparatus. Apparently many in the same group have contributed to the success of the parts business for five years or more. Ask any parts customer. In the majority of instances he has built a good many receivers previous to the one for which he is at present buying parts.

Obviously the sale of factory-made receivers will exceed that of the parts from which sets may be assembled. Receivers in complete form carry a wider commercial appeal. Naturally the sale of accessories, which must be used for both factory-made and assembled receiver will eclipse the sale of either. But the fact remains that there is a definite, solid market for radio parts which has successfully weathered the storm of merchandising chaos from the beginning—a market whose very age makes the cry of, "Temporary," sound ridiculous.

Local conditions must decide the question of who will and who will not sell parts, but let it be written into the record that every town of 15,000 or 20,000 population is big enough to support at least one store that sells parts.

To Sell Parts—

Study the Situation

Despite chain store competition this New Hampshire retailer cleared his original investment in radio parts in one year

MERCHANDISING parts is a problem. Small knew it when he went into the radio business in Manchester, N. H. Circuits change and render apparatus obsolete almost overnight, chain stores of the five-and-ten variety offer strong competition and the technical questions of parts customers often embarrass non-technical retailers. Small had the technical knowledge. He has found a way to combat chain store competition and to counteract the "short life" element of his stock, clearing his original investment in parts in less than a year.

He studied the situation before

he plunged. The methods of successful chain stores were carefully analyzed and applied, the reasons for the failure of others in the parts game were run down. Small formulated a policy which is largely responsible for his success as a radio retailer. From September, 1925, to September, 1926, the New Hampshire Radio Company sold approximately \$17,000 worth of radio apparatus. Fifty-five per cent of this business was in radio parts.

In New England, odd apparatus which is difficult to define is called a "gadget." Elsewhere it may be a "contraption." Odd tuning coils, condensers and other articles of

Screen Divides Parts and Set Departments



Proper display is probably the most important factor in the sale of radio parts. Merchandise stored on stock shelves, out of sight until asked for, seldom sells. The Ludlow Radio Company, Madison, Wis., devotes as much of its store space to parts as it does to factory-made receivers. The decorative screen separating the set department from the parts counter is eight feet high and was constructed for \$70. Not only does it divide the two departments but it provided a harmonious background for the sets, and materially reduces loss from petty thievery. This dealer has placed his "demand" merchandise to the rear of the shop, following an old merchandising rule. Parts and accessories customers must pass his set exhibit twice.



AMSCO

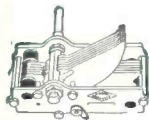
FOR EXCELLENCE



FILATROL

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

Guaranteed for the lifetime of any receiving set.



AMSCO ALLOCATING CONDENSERS "spread" the stations with engineering precision. Made single, siamese, three-gang and four-gang.



FLOATING SOCKET

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

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

All AMSCO parts are manufactured in accordance with Standards of the Radio Mfgs. Association, Inc.

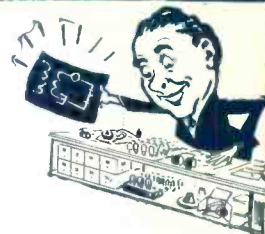


TOM THUMB RHEOSTAT

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



AMSCO METALOID GRID GATES AND RESISTORS are uniquely silent, due to a perfected colloidal Metaloid resistance element. Ask your dealer.



If you would make a success of the radio "parts" business, Small says:

1. Give it the same attention you do receivers and accessories — allot it window and floor space.

2. Don't carry "gadgets" or trick parts which may be used only in special circuits.

3. Take a tip from the chain store — place your merchandise where it may be seen and "pawed over."

4. Know more about radio than your customer.

5. Sell parts with a liberal guarantee. If they don't work, exchange without question.

radio merchandise which are used only in special circuits which may be short-lived come under the category of "gadgets." Small will have none of them.

Dead stock and poor turnover are the reasons for most retail failures, according to his investigations. A manufacturer, magazine or dealer may succeed in popularizing a circuit, customers may flock to the store in droves to buy parts especially designed for it, but eventually the novelty wears off. As a result, the retailer who stocks heavily on the strength of temporary demand is "stuck" with a shelf-full of parts which have no other possible application.

Small's parts business is conducted entirely in staple lines. He carries only apparatus which may be used in any or all common circuits. Rheostats, tube sockets, variable and fixed condensers of standard capacities, binding posts, dials, wire, panels and other parts of this kind are his principal lines. Even these "standards" are not stocked heavily. A complete—though light—line of apparatus of this kind insures a substantial replacement business. When a customer breaks a socket, burns out a transformer or cracks a panel, a counterpart or substitute is certain to be found in Small's shop.

How Small Retains His Customers

Small's method of meeting five-and-ten chain store competition and holding his customers dispels an

illusion prevalent among retailers. "The chain store of this type does not receive its radio merchandise from the central office, which in turn purchases in quantity from the manufacturer," he tells us. "Many retailers have an idea that purchasing agents of these large chains buy in quantity and thus secure better discounts than those ordinarily obtainable by radio dealers. This is not always the case.

"The purchasing agent for chain store radio departments merely locates good merchandise, which he believes salable in the chain stores, lists it on a 'suggestion slip,' mimeographs this slip and forwards copies to each individual store manager. Merchandise is usually purchased in small quantities by these store managers, the factory billing them for it. The bills are of course then turned over to the central office of the chain for payment. The purchase of radio apparatus, then, is decided largely by individual store managers, who are familiar with local markets.

"Merchandise which is thus sold to chain stores may be purchased, I have found, direct from the manufacturer by any radio retailer. In view of the small orders placed by individual chain stores the manufacturer makes little or no price concession which is not also extended to every retailer who investigates.

"Many manufacturers refuse to sell to chain stores and it is of course futile to apply direct to these com-

panies for popular merchandise at other than standard discounts."

Thus it is possible for Small to compete on a small scale with the local five-and-ten. He carries small articles such as nuts, bolts, screws, etc., in small compartments on his counter, just as does the chain store, retaining all his radio customers in this way, and even getting some of the chain's business by offering expert advice. These odd lots of merchandise also attract customers' attention to better merchandise which he sells at full list price. Each article in this section bears a price tag. Just as in the "bargain" stores, compartments are labeled with prices.

Display Tips from the Chain Store

Small's shop is unique in that his entire parts stock is piled high on his counters. The shop is 40 feet long by 30 feet wide. A long counter runs from front to back the entire length of the store, along one side, while another is placed across the back of the store. Thus customers may select their apparatus without interference. Customers very often find a number of articles which they have wanted while looking over the display.

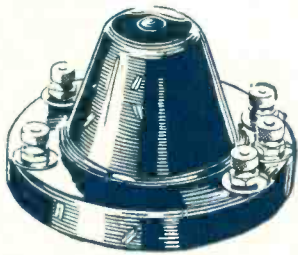
In the bargain stores, this method of display has been found profitable. Small has applied it to his shop and it is his most valuable parts sales aid.

Please turn to page 115



Dividing the sales counter into small compartments for the display of small radio parts, permitting the customer to select his own merchandise is a sales idea which Small employs to advantage. With this display method the customer usually finds something else he wants while looking for the article for which he entered the store. Note the small price tags in this New York City dealer's arrangement.

Two Types of Automatic Switches—\$2.00 to \$3.75



Model 13, list price \$2.00, operates 80 per cent of the existing receiving sets. However, for sets using Type 199 Tubes, Model 14, list price \$2.50, is required.

Your customers will appreciate having you tell them about these positive-acting devices which make the A Battery switch on a receiving set automatically turn on or off, either or both the Trickle Charger and B Eliminator as required.



Models 23 and 24 with cord and plug attached also have receptacles for B Eliminator and Trickle Charger cords. This offers greater convenience. Electrically, these are identical with Models 13 and 14.

You can tell them that \$2.00 to \$3.75 is enough to pay for an automatic switch. Both of these models sold under a money back guarantee, can make the operation of a receiving set fully automatic. No other switch sold at any price can do more.

Your jobber is ready to supply you. Sell one with every Trickle Charger or B Eliminator. Use the coupon to get full details.

- Model 23, list price \$3.50
- Model 24, list price \$3.75

THE RELIABLE PARTS MFG. CO.
2821 Prospect Ave. Cleveland, Ohio

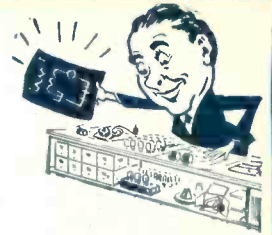
Reliable *Automatic* Power Control Switch

The Reliable Parts Mfg. Co.
2821 Prospect Ave., Cleveland, Ohio

Please send me more complete information, dealer's prices, etc., on your Automatic Control Switches. My

jobber is

NameAddress



"Give parts the same attention you would give to complete receivers and accessories and they will certainly sell," says Small. He allots half his display space and one of two store windows to parts. But two lines of receivers are carried and the other show window contains several of these set models with accessories.

"Thorough knowledge of what you are selling is an essential in the parts trade. Retailers all too seldom know enough about radio to "prescribe" intelligently when the parts customer becomes interested. It is absolutely necessary to be able to tell your customers just how to connect a coil or condenser in the circuit to get better results, or how to construct a receiver."

"On Trial" Privilege Produces 10 per Cent of Parts Sales

The application of the "try before you buy" method which has been successfully employed by many retailers in the sale of radio receivers accounts for fully 10 per cent of the monthly parts business of Willie's Radio Shop, 23 Willoughby Street, Brooklyn, N. Y.

Many of Willie's customers live within a block or two of the store. About 50 of them have bought parts and accessories from him for more than a year. Willie calls them by name and of an evening any number of these "fans" may be found in the shop discussing the latest circuit or accessory.

To these customers, many of whom are interested solely in building their own apparatus, Willie offers a special "on trial" privilege. When a new grid-leak or tuning coil of genuine merit appears on the market Willie stocks a few and recommends the article to his parts customers.

"Here's a new process grid-leak, Bill, take it home and see if it doesn't improve your reception. If it doesn't work bring it back." "This casual 'tip' never fails to work," says Willie. "Many fans hesitate to buy a new part

Dealers Who Sell Parts Will Be Interested In—

Parts as Related to Xmas Sales, Pages 74-76
 New Parts, Accessories and Sets . . . Pages 90-96
 Specifications of Vacuum Tubes . . . Pages 69-70
 Display Material for Parts . . . Pages 105-106
 News of Parts Manufacturers and Jobbers Pages 98-104
 Service Kinks and Suggestions, Pages 86-88

outright before they are certain that it will improve reception, very often the offer of the shop-keeper to refund the money if the article is not satisfactory does not have the desired effect. Of course I do not permit merchandise to leave the store on this basis unless I know the customer. To date I have not had a single loss."

A Novel Window Display Idea

The American Radio Stores, Inc., Trenton, N. J., has attracted considerable attention to its parts display by building a popular receiver in a glass cabinet, but not wired for radio reception. In place of the standard vacuum tube sockets the builder of this display placed ordinary electric light sockets. In order to attract

attention it is only necessary to connect the sockets in parallel, plug in on the light line and insert colored lamps. New receiver kits may be stressed in such a window display.

New Circuits Mean \$2,000 a Year to Portland Dealer

The new receiving circuits which appear in popular magazines and newspapers from time to time stimulate enough interest in Portland, Me., to increase the Federal Supply Company's parts business by approximately \$2,000 a year.

J. Thomas, the proprietor, stocks one or two complete sets of parts for such receivers, as the circuits appear in local periodicals, advertising this service in the newspapers. Complete knockdown "kits" are also handled when such are obtainable.

Thomas' method of handling this apparatus prevents overstocking. He orders only as he requires the merchandise, carrying just one sample kit in stock. Thus dead stock is not permitted to absorb the year's parts profits. As customers re-order, Thomas wires his jobber and secures prompt shipment of required goods.

Group Associated Parts on Same Shelves

Wide-awake salesmanship is necessary in the parts business. It is necessary to take advantage of every opportunity to turn a small sale into

one for a larger sum. The Radio Equipment Company, Lowell, Mass., groups its merchandise so that the purchase of one article naturally suggests another associated part to the customer. Thus if the prospect asks to see a grid leak, his attention is immediately drawn to its associate, a grid-condenser. If he wishes a three-circuit tuning coil, the clerk tactfully mentions a 23-plate condenser, etc. Very often a sale may be doubled by this method of selling "by suggestion."

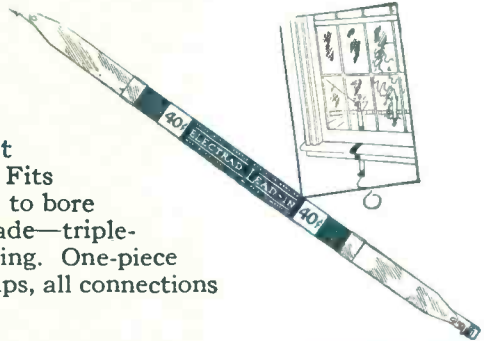


Colored electric light bulbs inserted in standard receptacles substituted for vacuum tube sockets in a partially wired receiver mounted in a plate glass cabinet form an attention arresting display for receiver kits and parts.

ELECTRAD

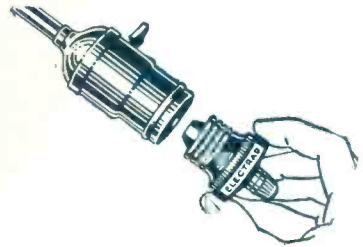
Sell a Lead-In that gets it All!

The best set won't perform with a lead-in that loses half the signals on the way in. Here's one that brings it all in and that spells convenience as well—the Electrad Certified Lead-In. Fits under locked doors and windows—bends to any shape. No need to bore holes through walls, doors or window trim. And note how it's made—triple-ply insulation full 10 inches long, covered with waterproof webbing. One-piece copper strip, heavily tinned to prevent corrosion. Fahnestock clips, all connections *riveted* and *soldered*. List 40c., in Canada 60c.



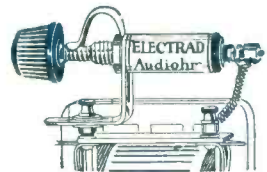
Another Big Seller—the ELECTRAD CERTIFIED LAMP SOCKET ANTENNA

The thousands who want the quick, easy way to good reception are delighted with this dependable device. Screws into any lamp socket and gives volume, clearness, distance. Smothers static and interference. Uses no current. Perfectly safe. Every one tested and certified electrically. List 75c., in Canada \$1.10.



ELECTRAD CERTIFIED AUDIOHM

Every set with one or more audio transformers needs this tone and quality controlling device. Placed across secondary of first audio transformer, it eliminates distortion and transformer noises. Once adjusted, remains permanent. No drilling or soldering—no tools needed to attach. Fits any transformer. List \$1.50, in Canada \$2.10. Packed six in display carton.



A Better Rheostat—Six Reasons Why

1. Resistance guaranteed within 5%.
2. Milled shaft with squared hole in contact arm insures rigidity—no wobble of shaft.
3. Extra long metallic bearings.
4. Highest grade *Bakelite* insulation, maximum radiation and mechanical strength.
5. Single hole or three-hole mounting. For three-hole mounting, base is tapped, eliminating need of nuts behind panel.
6. Phosphor bronze spring contact arm insures contact.

In every respect a better rheostat—6, 10, 20 and 30 ohms. Price \$1.25, in Canada \$1.75. Potentiometers—200 and 400 ohms. List \$1.50, in Canada \$2.00.



Write for information on the Electrad 500,000 ohm compensator for perfect control of tone and volume. 428 Broadway, New York City.



ELECTRAD

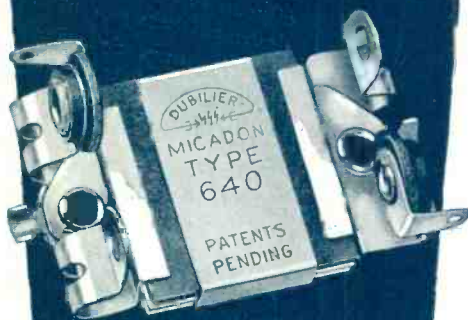
Inc

tone reality need not be expensive

For the radio fan who cannot afford the more expensive sets, or the additional cost of a power amplifier, good tone quality is a real problem. This is the man who will be interested in resistance coupled amplification.

Resistance coupling units made up of Dubilier Micadons 640A, and Dubilier Metaleaks give to this large class of accessory buyers a product that they know represents the kind of quality demanded by radio's greatest engineers.

Dubilier Micadons with their low loss insulation and the patented principles which prevent variations in their capacity, are still the



MICADON 640A
Capacities:
.006 to .02 mfd's.
Price:
\$1.00 to \$1.95



METALEAK
12,000 ohms to
200,000 ohms
75¢ each
25 meg. to 5 meg.
50¢ each

standard fixed condensers of radio. Used with the silent Dubilier Metaleak they give the assurance of a smooth, full tone with an even amplification of all sounds.

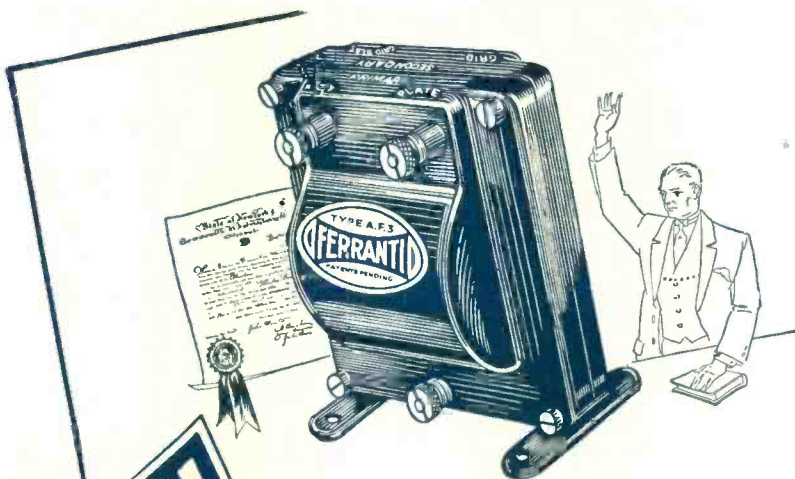
You can't get good tone quality with poor condensers and resistance units. When you sell Dubilier devices you know you are giving your customers the best that money can buy.

Send 10c. for our booklet showing fourteen ways to improve radio reception through simple applications of fixed condensers.

Address: 4377 Bronx Blvd.,
New York, N. Y.

Dubilier

CONDENSER AND RADIO CORPORATION



What

FERRANTI

*is doing
for you*

**All the Truth
and nothing but the Truth!**

If your set gives you poor quality, it is telling lies about the sending station. If it fails to transmit those low base notes, it is concealing part of the truth. You want true reception. You are entitled to it. So is your family. There is a way to get the truth in radio:—

FERRANTI

Ferranti Transformers can probably modernize that old set of yours or improve the reception of even a new one. Your dealer can help you install one or two. If you want to make the best of the power tube feeding the loud speaker, use Ferranti.

HIGHSPOTS

High amplification ratio with flat curve.
Ferranti brings out the fundamental frequency of low tones—none are heard merely by inference from higher harmonics.
Every transformer tested ten times—all short-circuit turns eliminated.
Windings have high impedance.

Built by an established manufacturing company with forty years' experience in the winding of coils of fine wire for electrical instruments and meters. Primary shunted with built-in condenser of correct capacity. Tested to 1000 volts between primary and secondary and between primary and secondary and ground.

For the best available transformer results
—Ferranti Audio Frequency Transformer A. F. 3—ratio 3½ to 1—\$12.

For a transformer far superior to the average, use Ferranti A. F. 4—ratio 3½ to 1—\$8.50.

No Better Transformer Is Available At Any Price
FERRANTI, INCORPORATED
130 W. 42nd Street New York, N. Y.

IN foremost fan publications —in local newspapers throughout the country—this is the type of advertising that is spreading the truth about radio, about radio reception, about

Ferranti Transformers. It is making money for Ferranti distributors and dealers. It is building up a big business, a lasting business because the product is good and stays good.

FERRANTI, INC.
130 West 42nd St., New York, N. Y.

A Brief Study of Audio Amplification



Type 285

Audio Transformers

Under average conditions two stages of audio amplification are necessary to produce the desired loud-speaker volume.

Usually a combination of 1 to 2.7 and 1 to 6 ratio transformers proves most satisfactory, with the high ratio preferably in the last stage.

The new General Radio Type 285-D transformer has a ratio of 1 to 2.7 and has been designed specifically for use in the first stage of audio amplification following the new type 200A detector tube. Because of its high input impedance, it produces very noticeably better tone quality than it possible with other transformers having a lower input impedance.

This transformer is particularly adapted, therefore, to use in the first stage of audio amplification and gives excellent results in the second stage as well.

Type 285, 1 to 6. Price \$6.00
Type 285-D, 1 to 2.7 Price 6.00
Type 285-L 1 to 2. Price 6.00

In the design of any amplifying device for use at audio frequencies, it should be kept in mind that the curve of voltage amplification against frequency should approximate as closely as possible a horizontal line, if true tone quality is to be preserved in the process of intensifying the audible notes.

Since the purpose of amplification is to effect a considerable increase in volume, the curve representing the character of amplification should be as high as possible as well as a straight line running in a horizontal direction.

While it is a comparatively simple task to design a transformer to have a high and even amplification curve over any narrow frequency band, it is considerably more difficult to maintain the same degree of amplification at very low and very high frequencies as in the middle of the range.

In order that a transformer may function efficiently at low frequencies, its input impedance must be high—several times the plate impedance of the tube at 100 cycles. This is accomplished in the General Radio Type 285 transformers by means of a core of large cross-section of high permeability steel and a primary coil of many turns. Proper coil design, avoiding excessive coil capacity and magnetic leakage prevents loss of notes above the middle register.

Careful laboratory measurements of all General Radio Type 285 Audio Transformers show a high and comparatively flat curve over practically the entire section of the audio range covered by the human voice and musical instruments.

It will be remembered by radio experimenters whose interest in the science dates back to the early days of broadcasting, that in 1917 the General Radio Company brought out the first closed core transformer to be sold commercially. This instrument was the type 166. It established a new and higher standard of audio frequency transformer design. Since that time the subject of amplification has been exhaustively studied in the laboratories of the General Radio Company with the result that transformer design has been constantly improved and today the General Radio Company is universally recognized as an outstanding manufacturer of quality transformers.

Write for our latest parts Bulletin No. 925 which contains descriptions and prices of all General Radio Parts.

General Radio Co., Cambridge, Mass.



Type 369

Coupling Impedance

While the greater amplification that is obtained by a transformer coupled amplifier has much in its favor, slightly better quality can sometimes be obtained by the use of impedance coupling, if one is willing to dispense with the greater amplification per stage of transformer coupled amplification.

The impedance method of coupling is considerably more efficient than the use of resistances because it allows a much larger proportion of the plate voltage to be imposed on the plate of the amplifier tube.

By using a choke of sufficiently high inductance a quality of reproduction may be obtained which cannot be distinguished from that obtained by the use of resistances and a larger amplification per stage produced.

Type 369 Coupling Impedance. Price \$5.00 each.

GENERAL RADIO

Parts and Accessories

The Universal Standards of Radio

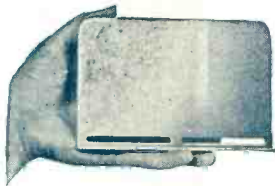
Making Better Radio By SHIELDING

SHIELDING is a most important necessity to get real radio results today. Partial shielding prevents undesired coupling, disturbing pick-up of local signals, increases distance, enhances tone quality.

Aluminum excels all other metals in shielding value. The conductivity of virgin aluminum (highest mass conductivity known), its easy fabrication, make aluminum the cheapest, as well as the best metal to use.

Any radio receiver can be shielded with aluminum with more electro magnetic efficiency, with less weight and more cheaply than with any other metal.

Interest at the radio shows was so great that we invite experts, manufacturers, constructors and amateurs to send for the new and unusual treatise on this subject by L. M. Cockaday, E. E. Free and the Research Engineers of the Aluminum Company of America. Use the coupon below.

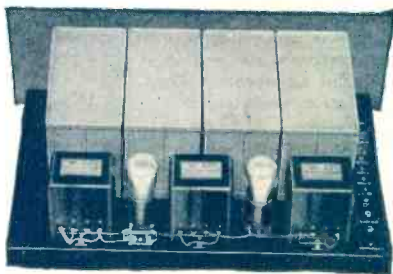


The Alcoa Radio Shields are especially designed for insertion between stages or instruments.



Alcoa Radio Shields in the new A. C. Varion Receiver, marketed in kit form by the Morison Electric Supply Co., Inc., 15 E. 40th St., New York City.

Aluminum Shields of the can-type give total shielding to this new Silver-Marshall Receiver



ALCOA



TRADE-MARK

Only the genuine bears this mark

ALUMINUM COMPANY of AMERICA, Pittsburgh, Pa.

ALUMINUM COMPANY OF AMERICA
Room 2323, Oliver Building, Pittsburgh, Pa.

Gentlemen:

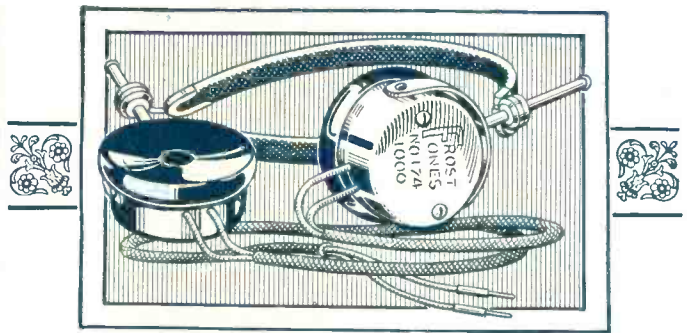
Please send me special information and a complimentary copy of the booklet Aluminum Radio Shields."

Name

Position

Street..... City

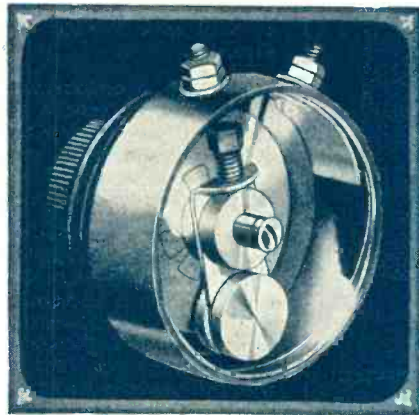
Are you now selling shields



FROST-FONES Need No Introduction

FROST-FONES have long been known to fans and set builders as the one dependable head-set for quality and distance in radio reception. Their high quality is the result of 30 years' experience in the manufacture of telephone apparatus. Their low list prices have made them the largest selling head-sets on the market. List prices, \$3.00 to \$6.00.

FROST-RADIO Super-Variable Resistances



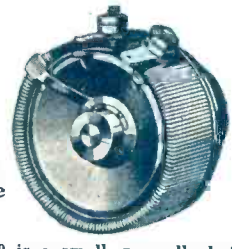
Type 880
and
890 Series

Nearly all of the new radio circuits call for one or more of these new non-inductive high resistance units. They are smooth and noiseless in operation and give any degree of resistance from zero to maximum without steps or jumps. Type 880 (2 terminals) is supplied in resistances of 50,000, 100,000, 200,000 and 500,000 ohms; type 890 (3 terminals) in 400, 2,000, 50,000, 100,000, 200,000 and 500,000 ohms. Both types, list \$1.25 each.

FROST-RADIO RHEOSTATS



Type 800
FROST-RADIO
Bakelite Frame
Rheostat



Type 700
FROST-RADIO
Metal Frame
Rheostat

Built on an air-cooling cast frame of genuine Bakelite. Current carrying capacity is extra large and it cannot overheat. Operates with easy, silent, non-wearing action. It is the ideal control unit for both new and old type tubes. Supplied in resistances of 2½ to 75 ohms. List price, 75c.

Type 700 is a small, ruggedly built rheostat with a sturdy one-piece metal frame. Has the same electrical and mechanical qualities of our Type 800 Bakelite Rheostat. Cannot warp or bend and the shaft alignment is permanent. Supplied in resistances of 2½ to 75 ohms. List price, 50c.



Gem Jac



Pan-Tab

The Gem-Jac is small and compact—a wonderful space saver. Projects only one inch behind panel. Springs have self-cleaning sterling silver contacts and the frame is nickel plated brass. A fast-selling little item.

Prices 40c to 50c, list

The Pan-Tab is without a doubt the DeLuxe radio jack. It has heavier springs, more positive contacts and a finer finish than you will find in other jacks of lesser quality. Arranged for panel or table mounting.

List prices, 65c to 90c



HERBERT H. FROST, Inc.

160 North La Salle Street

New York

CHICAGO

Los Angeles

Here's a new Eby profit-maker



EBY

SHIELDED DIALS



Manufactured under Patent of Nov. 17, 1925

A complete metallic shield forms the back of the Eby Dial and minimizes the effect of body capacity. It is a sensitive, finely constructed indicating device and keeps the instruments accurately set even after the hand is removed from the dial. This is a shielded year and there is a big market for this dial.

One model—one stock! The Eby Shielded Dial operates any type condenser whether it turns clockwise or counterclockwise. It is graduated from 0 to 100 and from 100 to 0 with a hairline indicator. One hole mounting.

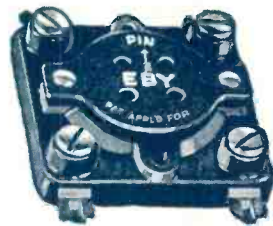
It contains no gears or washers. Its smooth, sensitive, noiseless action is obtained by an anti-backlash friction drive and non-microphonic construction. Beautifully moulded black Bakelite housing with a black oxidized adjusting nut.

Nationally advertised list price \$2.50. Better place your order now. Selling any Eby Product means quality, sound merchandising and consumer confidence.



EBY BINDING POSTS

Made in six different types and engraved in 35 different markings. The tops don't come off. They are nationally advertised and specified for some of the leading circuits on the market. Eight out of ten manufacturers use them as standard equipment on their sets. List price 15 cents.



EBY SOCKETS

These sockets assure a positive, three point wiping spring contact at all times. When the tube moves the contact actually gets tighter and checks the jar. Made in only one model to retail quickly and profitably at the advertised list price of 50 cents.



THE H. H. EBY MANUFACTURING CO.
4710 Stenton Ave., Phila., Pa.



Satisfactory hook-ups include



Style T Non-Removable Knobs



Real Opportunities For Leading Dealers

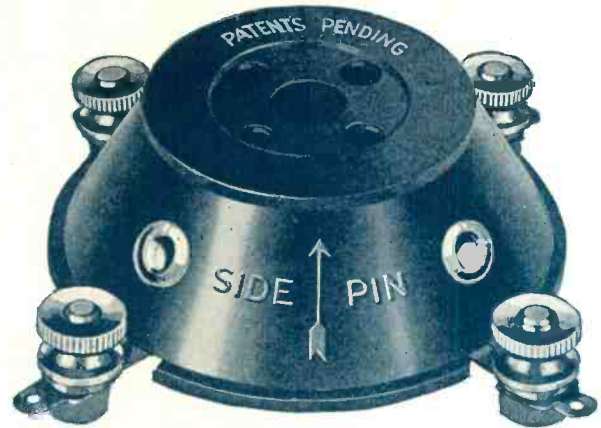


The "Queen" of binding posts. Body turns while knob is stationary, making markings always plainly visible and in line.

Bakelite construction makes them a most practical and neat appearing post of the screw type. Morse Eureka Binding Posts are furnished with any desired marking. *Write for details and prices.*

Manufactured by

FRANK W. MORSE CO.
Boston, Mass.



The new RISILIO Shock Absorbing SOCKET

List price, 50c.

The Resilio Socket provides a delicate four-point suspension so that the most minute shocks are perfectly absorbed, thus eliminating objectionable horn noises and prolonging the life of the radio tube.

Absolutely perfect contact is insured. There is no possibility of loss in efficiency after continued use.

Made of Duo-Pressed Bakelite, it is sturdy, attractive.

The four connections are made with either knurled thumb nuts or by soldering.

For set makers we recommend our Special Resilio Socket for under panel wiring. *Send for sample.*

It fits all standard tubes.

Write for prices and literature

Automatic Molded Products Co.
280 Passaic St., Newark, N. J.

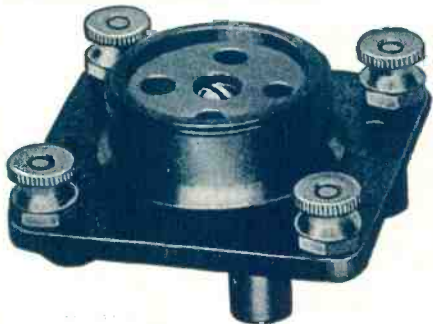
IT OUT SELLS THEM ALL!

KELFORD

THREE STAGE RESISTANCE COUPLED AMPLIFIER, List \$8



Bakelite moulded form. Completely equipped with resistances and condensers; all metal parts highly nickel plated. Equipped with the famous Kelford "Cushion" Sockets.



"Cushion" Type Socket No. 190

Designed to take new standard UX type tubes. Will also take tubes with old style bases except UV199. By substituting Kelford "Cushion" type Sockets, tube jars and resulting noises are eliminated. List Price 50c.

Write for catalog giving prices and discounts on the complete Kelford line.

THE AMERICAN SPECIALTY COMPANY
BRIDGEPORT, CONN.



Set Manufacturers!

Standards of radio reception are becoming higher with each new year. 1927 models must be an improvement over those of 1926, and they will be.

Correct coils are vital to good reception. We specialize in such coils. We are producing regularly the most advanced types, built with the famous "Diamond-weave" construction.

Write us concerning your own requirements. We are prepared to furnish better coils for the new sets.

THE F. W. SICKLES COMPANY
140 Union St., Springfield, Mass.

SICKLES DIAMOND-WEAVE COILS

Watch for the
Parts Section
in the
December Issue

ACME FLEXIBLE CELATSITE

Flexible, stranded wire for point-to-point and sub-panel wiring. Non-inflammable "spaghetti" covering. In black, yellow, green, red and brown; a color for each circuit. Put up in 25-foot coils.



The Original Celatsite

—a tinned, copper bus bar wire with non-inflammable "spaghetti" covering, for hook-ups. 5 colors; 30-inch lengths.



Celatsite Battery Cable

—a silk covered cable of vari-colored Flexible Celatsite wires, for connecting batteries to set. Prevents "blowing" of tubes; gives your set an orderly appearance. We also offer the highest grade of "spaghetti" tubing for Nos. 10 to 18 wires. 5 colors; 30-inch lengths.



Stranded Enameled Antenna

Best outdoor antenna you can buy. 7 strands of enameled copper wire; maximum surface for reception. Prevents corrosion and consequent weak signals.



Dealers Write for Acme Wire Products Folder E
THE ACME WIRE CO. - New Haven, Conn.

ACME WIRE

MAKES BETTER RADIO

\$75,000,000 worth of Radio Parts in 1926

There is a potential market for radio parts among the 9,350,000 boys of the country between the ages of 15 and 24 alone. And a million more every year.

Practically 90% of all the radio parts bought are recommended and sold by "Radio Retailing" readers. Every radio parts jobber and every parts worthwhile dealer can be reached through

RADIO RETAILING

a McGraw-Hill Publication
473 Tenth Ave., New York, N. Y.

C R O W E

Cable Markers

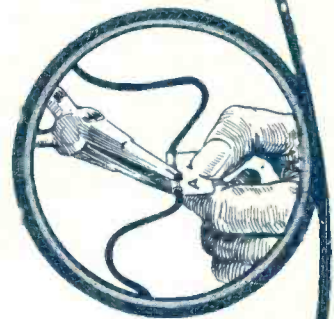
Made of Metal
Bold, Black Markings



These markers are in instant demand whenever shown. They are packed for the retail trade in display cartons, containing 25 packages or sets—each set consisting of 9 markers retailing at

25c
the package

Crowe markers are made of metal, on which the characters have been etched in black—easily read and durable. Available through leading jobbers.



Easily attached with a pair of ordinary pliers.

Dealers!

A snappy window display card, counter folders and names of jobbers handling Crowe cable markers, will be mailed on request.

The Display Carton Catches the Eye and Helps Your Sales!

Crowe
Name Plate & Mfg. Co.
1749 Grace Street
Chicago



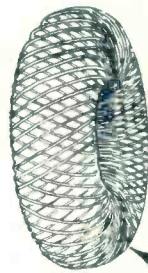
TOBE

*Always
Abreast of the
Art!*



Always in the forefront in the development of Radio, Tobe Deutschmann Company presents the TOBE BH BLOCK, containing one 6 and two 4 Mfd. TOBE Filter Condensers, especially designed for use with the new Raytheon BH Tube. Publicity and advertising are creating a large demand for this new TOBE B BLOCK—the first of its kind. Price \$11.00.
If you are not already a TOBE dealer, write us for name of nearest jobber and descriptive literature.

TOBE DEUTSCHMANN CO., Cambridge, Mass.

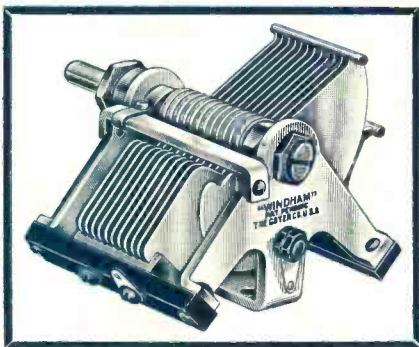
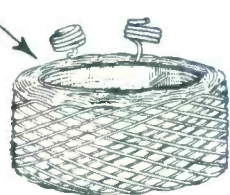
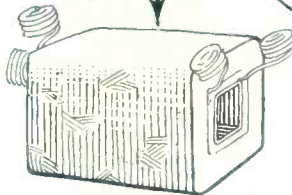


**COILS
for
RADIO**

- Balloon Honeycombs
- Wave Wound Spirals
- Transformer Windings
- Honeycomb Inductances

We Wind For The
Manufacturer Only

Universal Winding Co.
PROVIDENCE
R. I.



*Small
Durable
Efficient*

The "Windham" Condenser

Mr. Manufacturer:—

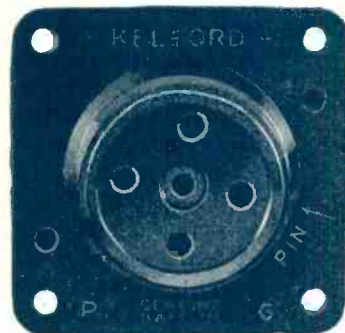
Consider This,

The success of your entire selling campaign depends largely upon the integrity of the firm that manufactured the variable condensers in the radio sets bearing your name. You may enjoy the same confidence and receive the same commendation as those who have adopted the "Windham" condensers as their standard.

Order samples now. We will ship them on memo. We are sure our prices will appeal to you.

THE GOYER COMPANY
WILLIMANTIC, CONN., U. S. A.

**Efficient Service
on Molded Parts**



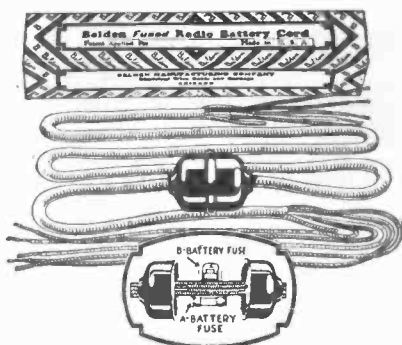
BAKELITE AND MOLDED MATERIAL
MADE TO YOUR SPECIFICATIONS

American Insulator Corp.
52 Vanderbilt Avenue, New York City

Line Up with the Belden Line



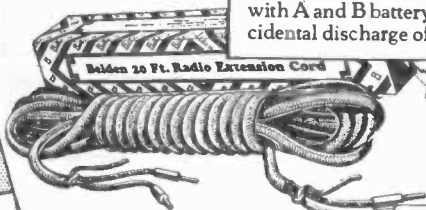
The New Belden Fused Battery Cord



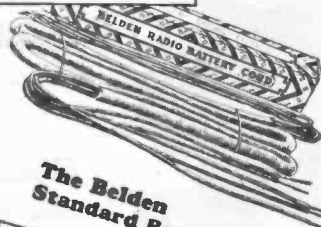
A Fast Seller!

A Popular Item!

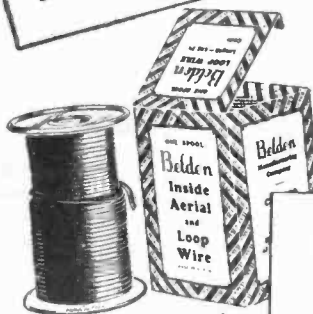
A new radio item that is popular with radio fans, because it is equipped with A and B battery fuses that protect tubes from burn-outs, prevent accidental discharge of batteries, and reduce fire hazard from short circuits.



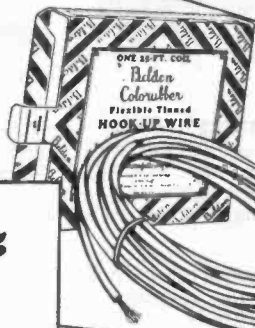
The Belden 20-Ft. Radio Extension Cord



The Belden Standard Battery Cord



For Indoor Aerials, Too



For Hookups

BELDEN Advertising Puts Pep Into Dealers' Sales

The Belden advertising program for the 1926-27 season is bigger than ever. It includes all the leading publications such as Liberty, Radio News, Popular Radio, Radio Broadcast, Radio Digest, Popular Science, Radio Engineering, Radio Call Book, and also the leading American and Canadian trade papers. Extensive direct mail broadsides to every radio dealer are part of the Belden campaign for more business. Line up with the Belden line if you want to line up with profits.



The Best Advertised Aerial on the Market

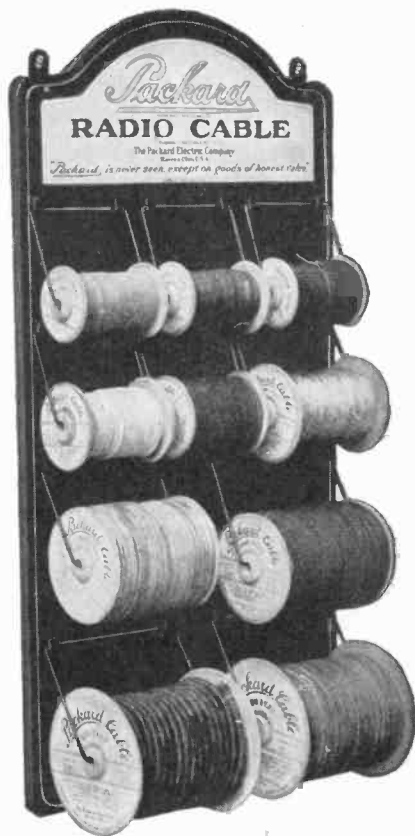
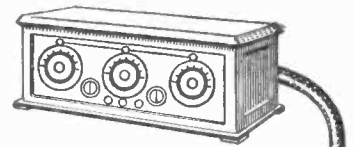


Sell This Item With Each Antenna

Send for New Price Sheets NOW!

Belden Manufacturing Company, 2308A So. Western Ave., Chicago

A Complete Line of Radio Cable and Harnesses

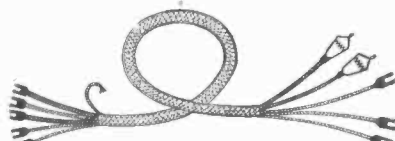


DE LUXE ASSORTMENT comes complete—display board and ten spools of cable in one strong box—easy to set up and use. Requires wall space only 36 in. by 18 in. Shipping weight approximately 70 pounds.

THE STANDARD ASSORTMENT (for counter display) comes complete with five spools of cable in a strong carton—easy to set up and use. It is a particularly attractive and useful display.



Packard Radio Wiring Harnesses come in neat individual cartons making an attractive shelf package.



There is a style of Packard Harness for every radio requirement.



Plain rubber-covered wire for "lead in" and inside aerial wiring.



Rubber-covered braided cable for battery circuit wiring. Comes in following colors: white, black, red, green, and brown.



Packard Aerial Wire—full size carefully stranded—strong yet flexible.



Small, very flexible two-conductor cable for extension of speaker circuit.

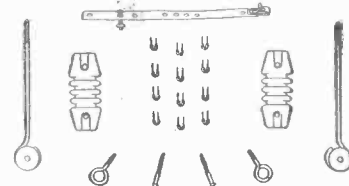


Multiple Conductor Battery Cable.

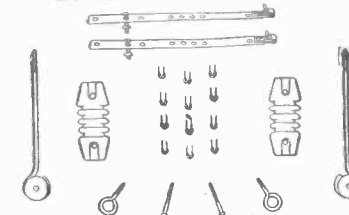


Battery connectors. Very convenient to any radio set owner.

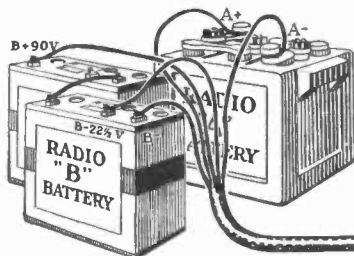
The development of a complete line of Packard Cable for Radio purposes was but logical in view of the complete line of Packard Automotive Cable which has been generally accepted as the standard of the Automotive Industry for the past quarter century. The same clean merchandising policy and co-operation will identify the Packard Radio Cable Line. If your jobber cannot give you complete information regarding this line, we would appreciate your writing us direct.



Type A Aerial Ground Kit



Type B Aerial Ground Kit



Ask Your Jobber's Salesman

THE PACKARD ELECTRIC COMPANY
Warren, Ohio

Packard is never seen, except on goods of honest value

The
Champions'
Choice



Radio's Best Wire

"From the Ground Up"

USED BY

MR. JOHN HARRISON HARTLEY

Winner of the World's International Set Building Championship

Through past experience with all kinds of radio wire. Mr. Hartley proved conclusively that for all around efficient service and for building a neat job that meets the requirements of high-class workmanship, there was no equal for "Corwico." It was quite natural therefore, that Mr. Hartley should select "Corwico" wire for the set that later won him the world's international set building championship.

Thousands of other set builders, including both manufacturers and amateurs, use "Corwico" wire exclusively. Our steadily increasing sales dem-

onstrate that set builders are beginning to realize that, although only a small item, wire plays a very important part in the ultimate efficiency of the receiver.

Through consistent advertising, backed by the sheer merit of the product itself, "Corwico" sales are increasing by leaps and bounds. If you are not a "Corwico" dealer, you are missing steady sales and daily profits. Get in touch with your jobber today. If he cannot supply you, write us direct.

BOSTON
80 Federal St.
CHICAGO
337 W. Madison St.

CORNISH WIRE COMPANY
30 CHURCH STREET, NEW YORK CITY

KANSAS CITY
208 Baltimore Bldg.
SAN FRANCISCO
585 Mission Street



The Highest Efficiency + Greater Beauty
make

ORCHESTRION

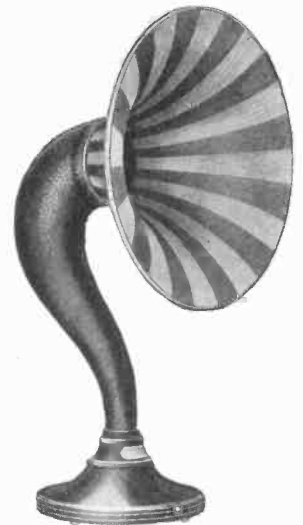
The year's greatest speaker value



The Orchestrion Pedestal Speaker is 29 inches high and nine inches square. It may be had in either solid walnut or mahogany; also in a variety of lacquer and paint finishes.

Price \$24.50

To the already famous tone quality and radio efficiency of the Horn Type Orchestrion Speaker, has been added the beauty of a finely made, five-ply, sliced Walnut or Mahogany Console Table. It stands 30 inches high, 36 inches long and 15 $\frac{3}{4}$ inches wide. Designed by musical instrument makers, it incorporates the famous ORCHESTRION TONE ARM and unit, so that true tones are reproduced with sweetness and clarity, together with ample volume. Top space is large enough for practically all table-type receiving sets. Priced at \$35.00 the Orchestrion Console type is indeed the greatest value yet offered.



The Horn Type Orchestrion Speaker—known all over the world for Clarity of Tone.

Now priced at
\$29.50

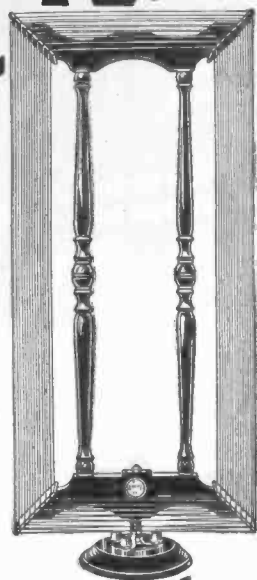
The RADIO CABINET CO.

2118 Gale Street, Indianapolis, Ind.

Pacific Coast prices slightly higher

ORCHESTRION
LOUD SPEAKER

Profit by the growing demand for Bodine Loops and Coils



Bodine Advertising — in *Radio News*, *Radio Broadcast*, *Radio Digest*, *Radio Engineer*, and *Citizens Radio Call Book* is reaching nearly three-quarters of a million subscribers, or a million and one-half readers. Tie in with this program and profit by Bodine extensive publicity.

The Bodine DeLuxe Loop

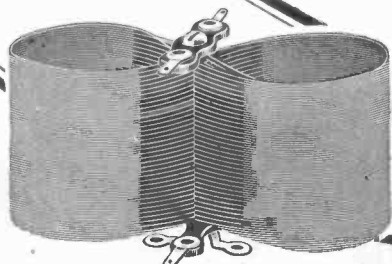
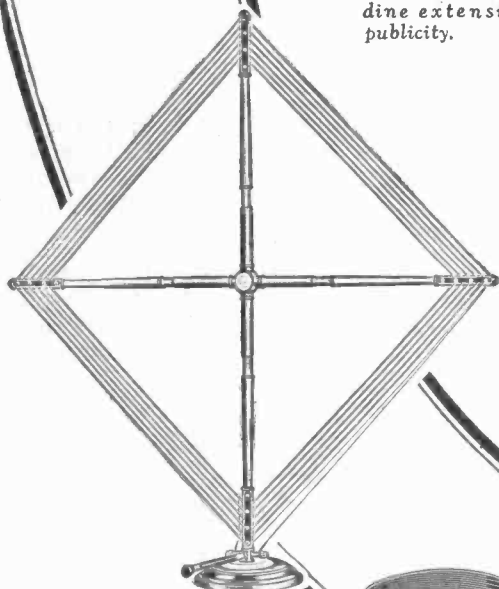
The Bodine DeLuxe Loop is a marvel of beauty, compactness and efficiency. The beautifully designed, hand rubbed walnut frame, contrasted with the lustrous silk braid of the winding, makes a picture that neither words nor illustrations can adequately portray

The unique method of winding used with this loop makes it outstandingly efficient, particularly when its small size is considered. The jack method of mounting, which permits the loop to be rotated continuously without disturbing the connecting wires is immensely popular. Every dealer should place this fast selling Bodine Loop in his window.

The Bodine Folding Loop

The Bodine Folding Loop is a year-around seller. This unique loop is popular in the winter for its unusual sensitivity and exceptional ability to pick up distant signals. It is popular in the summer because it folds conveniently in a small package and is ideal for use with portable sets. The basket weave winding used with the Bodine Folding Loop reduces undesirable distributed capacity to a minimum, and arranges the wires so that all turns are near the outside of the loop where they are most effective.

BODINE ELECTRIC COMPANY
2242 WEST OHIO STREET, CHICAGO, ILLINOIS



Bodine Twin-Eight R. F. Transformer

is one of the most sensitive and efficient radio coils on the market today. Sets using this remarkable transformer reproduce the original broadcast voice or music in full, rounded tones. With these transformers it is easy to build an inexpensive set that equals the best factory built receivers. Bodine Twin-Eight R. F. coils are very popular with set builders, and sell very rapidly. Free wiring diagrams are supplied dealers on request showing method of wiring the Bodine Twin-Eight Receiver which utilizes the Twin-Eight R. F. Coils. Write for a supply of these free diagrams today.

MAIL THE COUPON

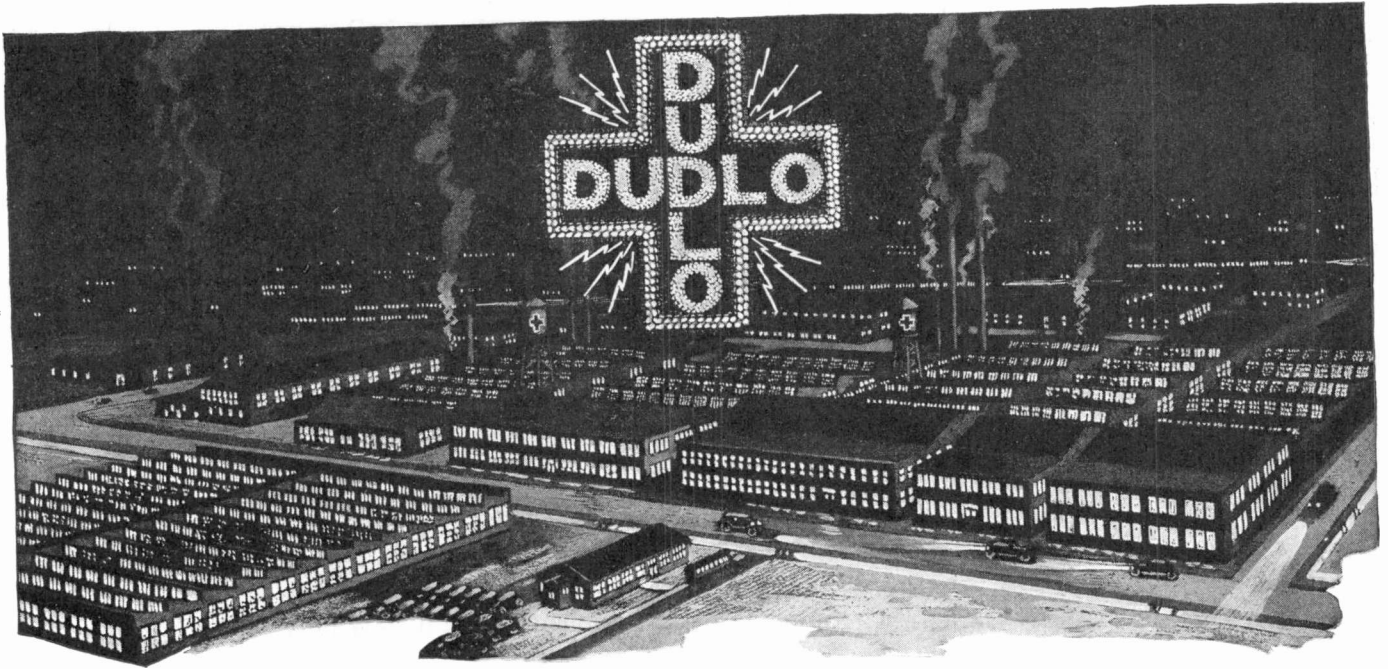
BODINE ELECTRIC COMPANY
2242 W. Ohio Street
CHICAGO, ILLINOIS

Gentlemen:

Of course we want to know the latest developments in fast selling radio merchandise. Send literature on Bodine Loops and Coils.

Name

Address



The Logical Source of Supply For Magnet Wire and Coils

The plain facts are that Dudlo resources, products, and service make Dudlo the logical source of supply

First: Volume. Volume reflects the ability to supply quantity on short notice. It also reflects organization, facilities, financial strength and popularity of product.

Second: Experience. The combined experience of Dudlo magnet wire and coil experts affords resources that are not duplicated.

Third: Engineering Facilities. The Dudlo engineering staff and experimental laboratories offer buyers an expert free service. They function as if they were a part of the buyer's own organization.

Fourth: Location. Fort Wayne is centrally located on trunk line railroads. With private side tracks directly connecting, unsurpassed shipping facilities are made possible.

Fifth: Branch Offices. Branch offices and warehouses at Newark, Chicago, St. Louis, San Francisco and other points, are prepared to efficiently serve those nearer to them than to the Fort Wayne factory.

Sixth: Service. First, last, and always, the whole Dudlo organization is geared to and revolves around a service that leaves no loop hole for other than complete and uninterrupted satisfaction.

DUDLO

DUDLO MANUFACTURING CORPORATION, FORT WAYNE, INDIANA

412 Chamber of Commerce Bldg.
NEWARK, N. J.

160 North La Salle Street
CHICAGO, ILL.

4153 Bingham Ave.
ST. LOUIS MO.

274 Brannan St.
SAN FRANCISCO, CALIFORNIA

Stevens Speakers

Twin Stars

of

Radio Reproduction



Model "A" 17½ inch

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



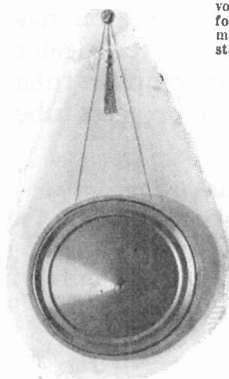
Model "B" 14½ inches

Similar to Model "A" but smaller. Has Burtex diaphragm, resonant wood sounding board, and powerful balanced armature unit, giving remarkable volume with highest tone quality. Ideal for a small room. Finished in rich, mahogany shades to match many of the standard sets. Price, \$16.50.

Two leaders in quick profits and trade building satisfaction—each the best in its price class, challenging comparison on any basis, whether appearance, tone quality, dependability, or merchandising value.

Note the many *exclusive* selling features—the *only* seamless diaphragm, the *only* moisture-proof diaphragm, the *only* true scientifically curved diaphragm, and many others.

And made by the pioneers in the cone speaker field, with fifty years of successful manufacturing experience as your assurance of stability, reliable goods, and sound merchandising policy.



CONOIDAL
"CONTINUOUSLY CURVED"

The scientific curve of sound reproduction

For full musical range and natural tone quality, the conoidal form of the exclusive Stevens diaphragm is essential. Combined with the famous Stevens non-freezable, balanced armature, it affords more *complete* sound reproduction than any other speaker commercially practicable.

Model A
Hung on the wall, Stevens Speakers are especially effective, both in performance and decorative quality.



the exclusive new material, has a fabric base and is formed under tension into the conoidal shape. It is resilient, practically unbreakable, and absolutely moisture proof.

Ask your jobber for details of the Stevens line or write us for literature.

STEVENS & COMPANY, Inc.

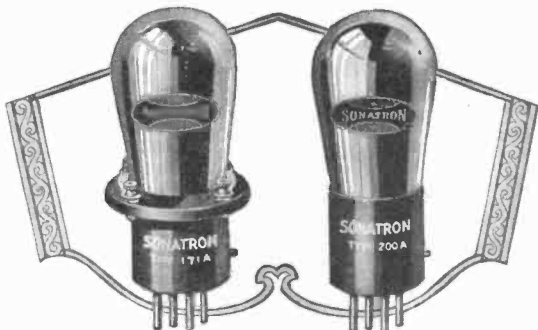
46-48 EAST HOUSTON STREET

NEW YORK CITY

Made by the Pioneers in Cone Speakers

Licensed and Manufactured Under Pat. No. 1414801

Unquestioned Supremacy



Now more than ever, SONATRON is the manufacturer of the largest line of tubes in the world.

30 DISTINCT TYPES! of RADIO TUBES!

SONATRON announces the extension of its line to include 30 distinct types of tubes. Here is a great selling "edge" for the SONATRON dealer—this season has shown beyond doubt that the dealer who offers the most complete tube service will make the biggest tube profits.

Write for the Sonatron Proposition

SONATRON TUBE COMPANY

108 W. Lake St.
CHICAGO

Newark
N. J.

320 Lafayette Bldg.
DETROIT

16 Hudson St.
NEW YORK CITY

Windsor, Ontario
CANADA



The
**SONATRON
AMPLIFIER**
complete with 3 Red
White and Blue
matched power tubes

The newest Sonatron development—a quick, profitable seller! Every set owner, whether he has a crystal or a 10-tube set, wants it! Write for details.

SONATRON

Nationally
Advertised



Standard
Quality

Trade Mark

THE WORLD'S LARGEST TUBE LINE



Priess
TRADE MARK

STRAIGHT 9 NINE

*"Outstanding radio value and performance
on the market today—without exception"*

The dealer in radio has never been in a position to sell such complete consumer satisfaction.

Being loop operated and a complete unit in itself it is easy to give demonstrations in the customer's home. That done, the sale is made. Any one who sees how easy it is to go through local stations and bring in programs from remote sections clearly, in beautiful tone and loud speaker volume—you just can't keep that man from buying, that's all.

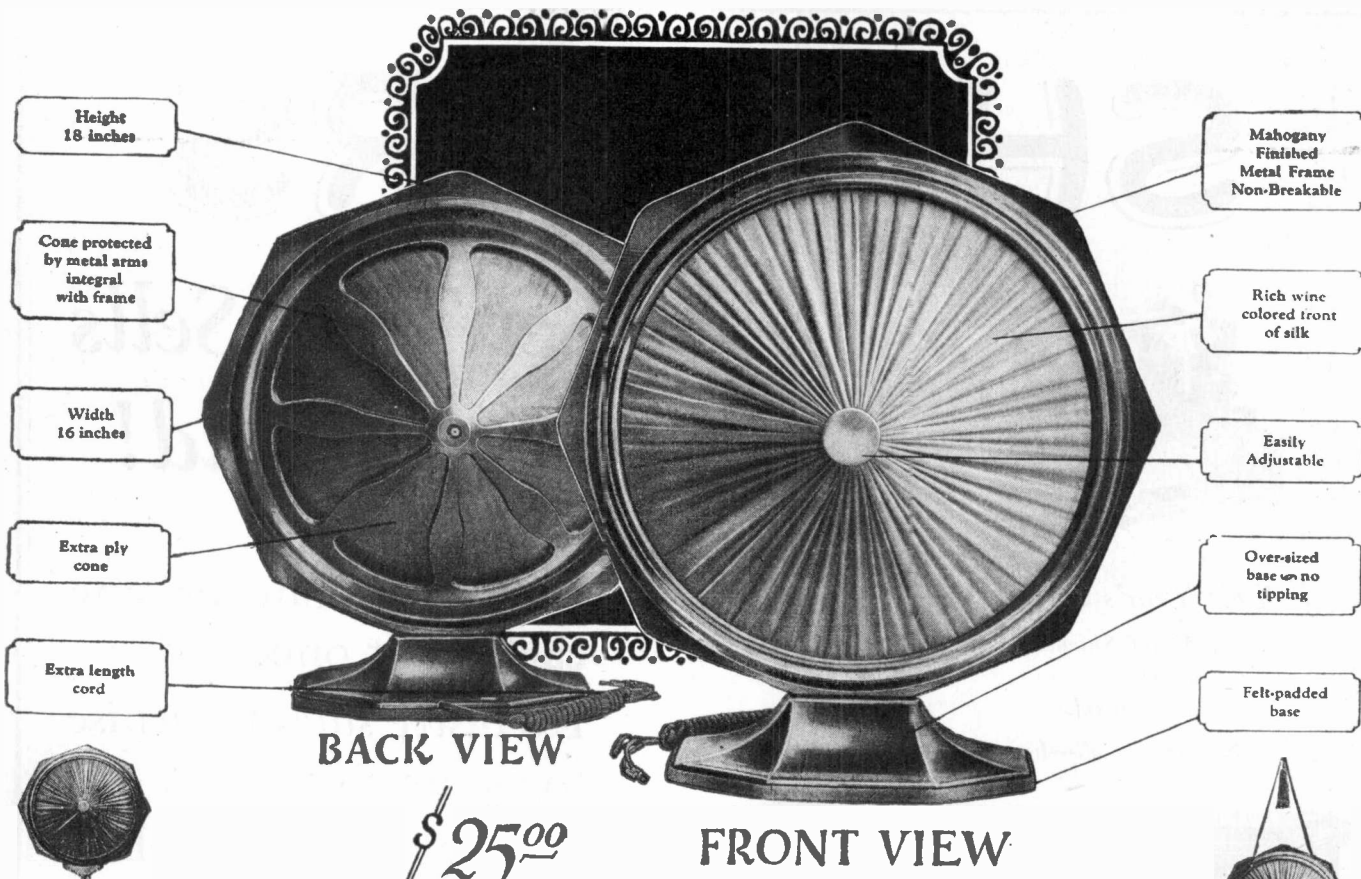
SPECIFICATIONS, CONSOLE MODEL

- Great sensitivity and distance on loop alone.
- Selectivity of three-tuned circuits.
- Shock-mounted last radio tube and detector tube.
- Range—205 to 565 meters.
- Accommodates power tube in second audio stage and new 200-A detector.
- Straight-line wave length condenser with exaggerated spacing on shortest wave lengths.
- No-play vernier drive on main tuning.
- A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A.C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated. Complete magnetic shielded compartment for "A" and "B" eliminators.
- No interaction between loop and set.

List price, without accessories...\$335.00
Table Model.....List \$195.00

*Write or wire for dealer reservation, subject to
demonstration by our distributor in your territory*

PRIESS RADIO CORPORATION
697 Broadway, New York



Height 18 inches

Cone protected by metal arms integral with frame

Width 16 inches

Extra ply cone

Extra length cord

Mahogany Finished Metal Frame Non-Breakable

Rich wine colored front of silk

Easily Adjustable

Over-sized base no tipping

Felt-padded base

BACK VIEW

FRONT VIEW

\$25⁰⁰



Floor Standard Model \$35



Wall Model Includes all outstanding features that distinguish Sonochorde Cones. With extra length cord and decorated tassel for wall mounting. \$27

SONOCHORDE features—pertaining to Sonochorde alone—are illustrated above. Anyone can see them. They are external features. They might be copied by any ingenious manufacturer.

But that which is not seen, and cannot be imitated is the Sonochorde actuating unit—acknowledged to be the most highly developed reproducer on the market. One demonstration sells Sonochorde—the more easily if Sonochorde is compared with other types. Sonochorde offers selling points not found in any other speaker and you can profit by them. Do not take our word. Order a sample and if Sonochorde does not equal or exceed your expectations we will refund your money.

Write for Our Interesting Proposition.

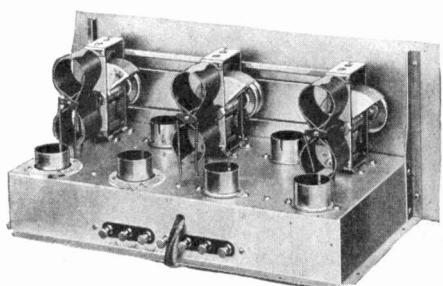
BOUDETTE MFG. CO., Chelsea, Mass.

Factory Sales Agents:

Hastings Electric Sales Co. 42 Binford St., Boston

The SONOCHORDE CONE

SHOWERS



*The Set That Sells
and Stays Sold!*

This Year's Style in Radio!

All Metal Shielded Construction.

6 Tubes.

1 Dial Control.

We have it all—hear it yourself!



Model 448. Top 17" x 32".
Height 40".
WALNUT ONLY

*Deliveries—one or one
carload at once.*

*Exclusive sales franchise
for your city.*

*A factory behind the line
that has been in business
for 58 years and stands
back of the radio and
the sales policy.*

*Over nine million dol-
lars of invested capital
behind Showers radio.*

Prices amazingly low!

*Quality of workmanship
and materials highest
possible.*

*Write today for our complete
story on one radio set you can
sell at a profit.*

SHOWERS BROTHERS RADIO DIVISION

ESTABLISHED 1868

914 SOUTH MICHIGAN AVE.

CHICAGO, ILLINOIS

Factories: Bloomington, Indiana—Burlington, Iowa—Bloomfield, Indiana.

Can You Sell A Trickle Charger That

has non-acid electrolyte—won't burn holes in carpets—has no bulbs to burn out—

has high enough rate for a big battery—

has transformer big enough so it won't overheat—

that has nothing about it to go wrong, cause complaint, or demand service—*that is unconditionally guaranteed for one year in normal service.*

that has a moderate price and discount that makes you want to sell it—

Here it is, and here's a coupon that will bring you the dope on it.

FRANCE LINE OF CHARGERS IS COMPLETE

Besides this new trickle charger it includes: Straight "A" 2 ampere bulb type; Twin Bulb, 5 ampere rate, "A" and "B," Super Charger (Mechanical)—all with right prices and discounts.

The France Manufacturing Co.
10321 Berea Rd., Cleveland, Ohio



\$10.00

F. O. B. Cleveland

Get out your shears—Now!

FRANCE MANUFACTURING CO., 10321 Berea Rd., Cleveland, Ohio

Please send me complete information on your Non-Acid Type Electrolytic Trickle Charger.

Name.....

Address.....

Stop

It!



Last quarter—eight minutes to play—score tied—your favorite has the ball on opponent's twenty yard line—first down—ten yards to go—looks like a touchdown— — — —

Broadcasting coming in fine—play by play—and then,—it fades away. Tubes are not lit—"A" Battery is out—run down.

This cannot happen to those who use the

FRESHMAN AUTOMATIC CHARGER

This device keeps the "A" Battery fully charged at all times

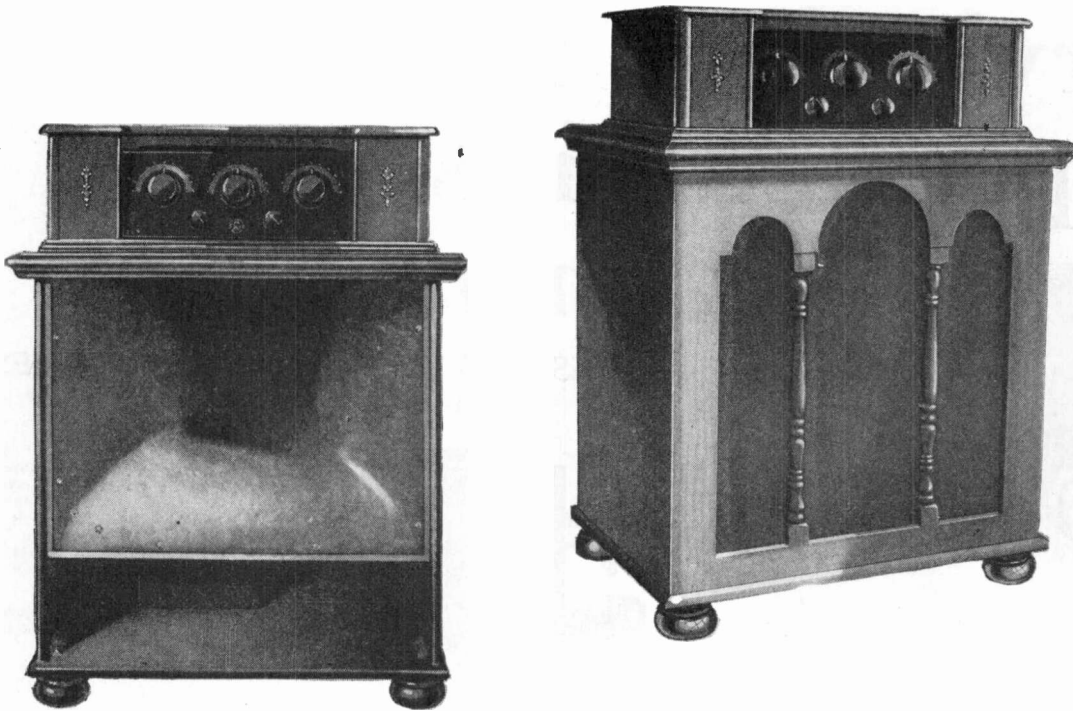
No attention required.
"B" Eliminator
Connection.
No liquids used.
Small and Compact.

An absolute necessity—fool proof and dependable in every respect. Equipped with a Tungar Rectifying Tube which supplies a steady charging current to the "A" Battery when the set is not in use. When the radio is in operation the charger is disconnected by means of an automatic relay.

Sold to Authorized Freshman Dealers Only.

CHAS. FRESHMAN CO., INC.

Freshman Bldg., NEW YORK
2626 W. Washington Blvd., CHICAGO



Note the large horn,
eight feet long.

**PREMIER
CONCERT MASTER**
Console Seven
Tube Receiving Set
List Price
\$225.00

Science and Practical Experience Produced This Wonderful Instrument

NEW NOTES NEW TONES

To Radio the Premier Concert Master Console Seven Tube Receiving Set represents just as sensational an advancement as the recent improvements which have been made in Talking Machines.

The great eight foot long horn within the console, with its splendid loud speaker unit, used in conjunction with the Premier Concert Master Receiving Set, produces music which is truly wonderful in tone quality, emphasizing the bass notes and bringing out the high tones with beautiful clarity.

This instrument does more than faithfully reproduce—it actually improves the tones that go into the microphone.

The set itself has everything that a good Receiving Set should have—splendid tone quality, selectivity, volume, range, ease of operation, and appearance. The cabinets, of mahogany, are beautifully designed and constructed by master craftsmen.

Order one of these Instruments, try it in your store. Its remarkable performance will win you and, through you, win sales

Liberal Discounts

The Premier Radio Corporation
DEFIANCE
OHIO

THE PREMIER RADIO CORPORATION, Defiance, Ohio
Please send complete information relative to your
Premier Concert Master Console Seven Tube Re-
ceiving Set.

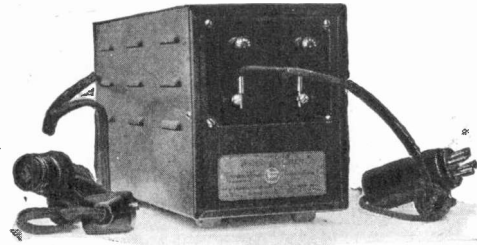
Everybody who hears it operate wants one *immediately*

GIVES BEAUTIFUL NATURAL TONES
TO ANY RADIO SET

Timmons Combination Amplifier and B Supply. Lists at \$70 without tubes.*



Timmons Power Amplifier — same construction as the combination but without the B Supply. Lists at \$45 without tubes*



*All prices slightly higher west of the Rockies.

TIMMONS Power Amplifier and B Supply

Is also a built-in B-eliminator.

Operates from the electric light socket 60 cycle, A.C. 110 volts.

Placed between the set and loud speaker.

Supplies B current for entire set as well as 350 volts to the plate of its own Radio tube.

Absolutely eliminates distortion.

Same principle as used on newest phonographs.

Gives soft music which can be heard only in the room—

—Or tremendous volume—especially fine for distance reception.

You should have one on demonstration.

Will help you sell sets and loud speakers.

Lists at \$70 without tubes.

210 and 216 B or Cunningham equivalents are required.

And now the new

Timmons Cone—The Concert Grand—greatest reproducer that Timmons has ever built—large size — it's wonderful — marvelous. Place your order *now*—Lists at \$56.



See your jobber about literature, or write us direct.

TIMMONS RADIO PRODUCTS CORPORATION
Germantown, Philadelphia, Pa.



CONE SPEAKER

LICENSED
UNDER
LEKTOPHONE
PATENTS

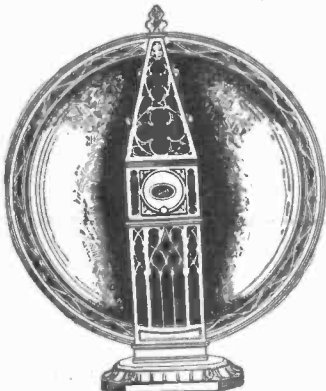


Radio Dealers!

It does make a difference

**GRECIAN
MODEL**
\$25.00
(Polychrome or
Gold Finish)

CATHEDRAL MODEL
(Polychrome or Gold Finish)
\$30.00



what speakers you sell; your reputation for handling the *best* will be strengthened by your sales of Pathé Grecian Speakers.

Made by the original cone speaker manufacturer,—you can rely on Pathé Grecian Speakers for quality and profitable turnover.

Sign the coupon and send it in,—we'll send you one Pathé Grecian at a 40% discount,—either direct or through your jobber. If three days' trial do not prove its value to you, return it. We are satisfied, however, that you will want more.

**Pathé Phonograph and
Radio Corporation**
20 Grand Ave., Brooklyn, N. Y.

**Pathé
Phono.
and Radio
Corporation.**

Gentlemen:

Ship quickest way one
Pathé Grecian Loud
Speaker at 40% discount.

My jobber is:

Name

Address

My Name Is

Address

City State.....

Why the NATIONAL
HOMEPower UNIT
is a
Ready Seller



Radio owners have long been wanting a quality power unit that would really fit into the radio cabinet, and could be purchased at a fair price.

This remarkable combination "A" Battery and charger, in a single, compact unit, with container of a non-corrosive compound, fills this want and puts ordinary units into the discard.

The dimensions of the Homepower, only 4¾-in. x 8-in. x 12½-in., make it easy to fit into practically all cabinets.

The price is less than a separate battery and charging device of equal quality.

National Homepowers come in three types to fit every radio and every purse. They are clean, compact, easily

installed and the composition container holds its handsome appearance indefinitely.

Line up with National, the only manufacturer of power units that are *stripped of sales resistance*. Get your share of the easy business and profits that go with handling this wonderful unit. You can cash in BIG on the National advertising campaign now running. See your jobber or write us today.

NATIONAL LEAD BATTERY CO.

General Offices, St. Paul, Minn.

Factories, St. Paul, Chicago, Kansas City, Los Angeles
Branches, New York City, Dallas, Oakland, Atlanta,
Portland (Ore.), Baltimore

NATIONAL

HOMEPower RADIO "A" UNITS

NATIONAL LEADS THE WORLD IN BATTERY VALUE

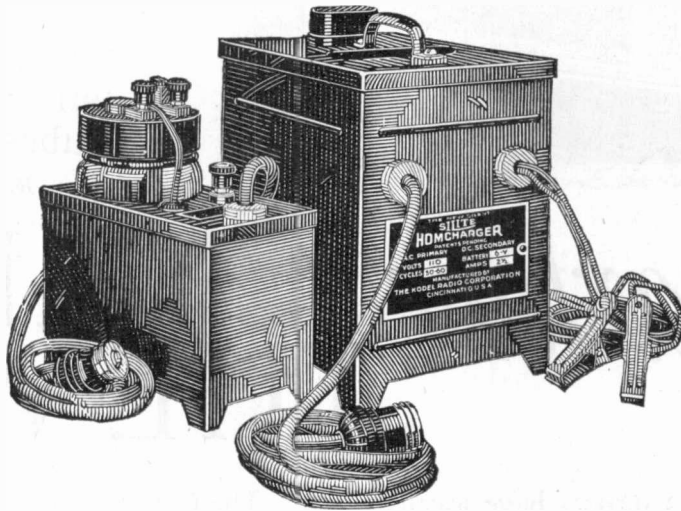
A·B & C Radio Power from your light socket

SILITE

TRICKLE CHARGER

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

\$10.00



SILITE

HOMCHARGER

Charges at 2½-3 ampere.
Absolutely noiseless—no
bulbs—can be used while
set is operated.

\$19.50

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

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

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

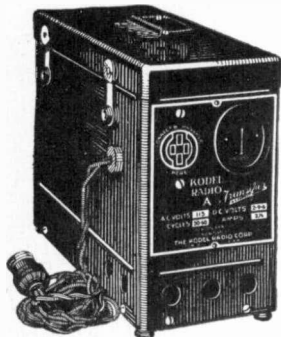
Kodel A&B Transifiers

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

before possible, even with fresh, new batteries.

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

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



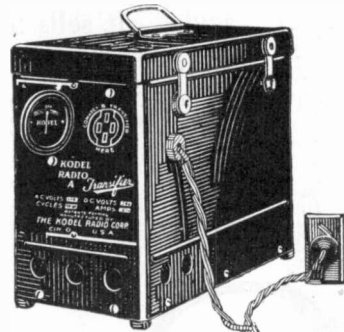
- MODEL 10 "A" TRANSIFIER—Supplies 2, 4, or 6-volt "A" current direct from the light socket. For sets using up to 10 tubes \$42.50
- MODEL 10 "B" TRANSIFIER—22½ to 150 volts "B" current; 4 to 10 volts "C" current for any size set. Operates power tubes \$42.50
- MODEL 61 "B" TRANSIFIER—22½ to 90 volts noiseless "B" power for sets up to 6 tubes. (Bulbs extra) \$28.50

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

THE KODEL RADIO CORPORATION

503 E. Pearl St. • Cincinnati, O.

Owners and Operators of Broadcasting Station WKRC

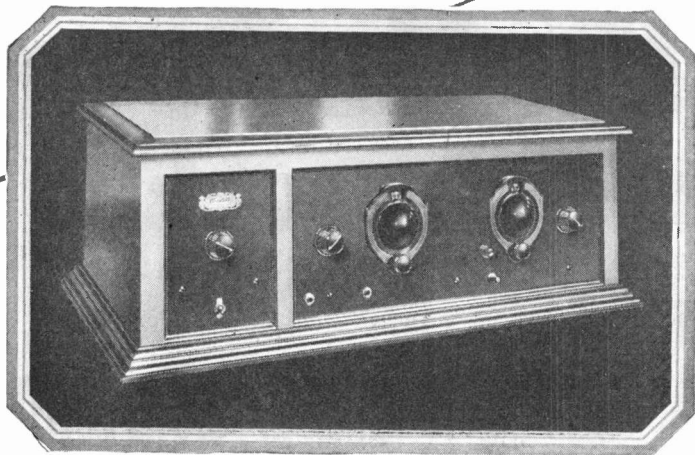


Battery Chargers
Power Units

KODEL

Radio Receivers
Loud Speakers

POWER SPECIALISTS SINCE 1912



\$ 231

with 5 McCullough AC
Tubes and Rectron 213
without Loud Speaker

Clearartone LEADS THE WAY

For a long time dealers have awaited the coming of a radio set that would enable them to make sufficient profit on every sale. They have grown tired of transactions in which they *seem* to enjoy a fair margin only to lose it all in service costs. The solution to this great problem has arrived at last. And it is the new Clearartone Radio Electric Model 110, the first in the field, which does the trick.

The Clearartone Radio Electric Model 110, operates from the house current. It eliminates "A" and "B" Batteries and uses instead five of the famous McCullough AC Tubes. No fluids or acids. It sells for only \$231 including the five tubes and Rectron 213 (no loud speaker).

The Clearartone Radio Electric Model 110, considering all its advantages, is an unusually low-priced set and, therefore, especially attractive to the radio fan. Nevertheless, there is a good margin of profit to the dealer. And the elimination of battery service costs helps him to retain that profit.

This set is really a remarkable creation. The convenience of operation is obvious. The price can not be beaten. Add to this the exceptional tone quality and volume, the high class of workmanship which insures years of satisfactory service and you have a combination of advantages not found anywhere else today.

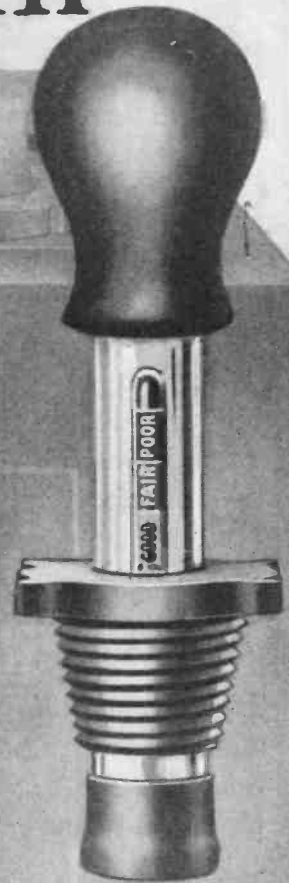
Write for full details and discounts.

THE CLEARARTONE RADIO COMPANY

2432 Gilbert Avenue
Cincinnati, Ohio

CLEARARTONE *Complete* RADIO SETS

NOW the Radio Season and more Fill in PROFITS



WHETHER you sell radio sets only or sets and parts, you can add a worthwhile amount to your profits by featuring Scranton Battery Testers, essentials that every storage battery owner needs.

SCRANTON Kantstick Battery Tester

is the most extensively used of all battery testers. Floats move freely without sticking, and are triple tested for accuracy.

Four colored divisions, a special Scranton feature, show at a glance whether charge is GOOD, FAIR, POOR or DEAD,—a selling point that appeals strongly to the purchaser.

Individual boxes in counter display carton. List, \$1 each.

National advertising reaching hundreds of thousands of radio set owners is creating a renewed interest in proper battery care, an interest that you can easily turn into profit for yourself.

Place one of the attractive Scranton display cartons where it can be seen—and watch the testers sell themselves.

The Scranton Glass Instrument Co., Inc. Scranton, Pa.

Battery-Cap set of 3 \$2 list	Kantstick \$1 list	Scranton 85c. list	Ayanbee 75c. list	Sturdy Special 75c. list	Sturdy 65c list
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A battery Tester to meet any price requirement or personal preference

SCRANTON Battery-Cap Tester

A new idea that has taken instant hold. Permanently replaces vent plugs—always in position for instant testing.

To test batteries, simply compress bulb and draw up solution, which passes back into battery automatically. Three colored divisions show whether charge is GOOD, FAIR or POOR. No spilling. No breakage.

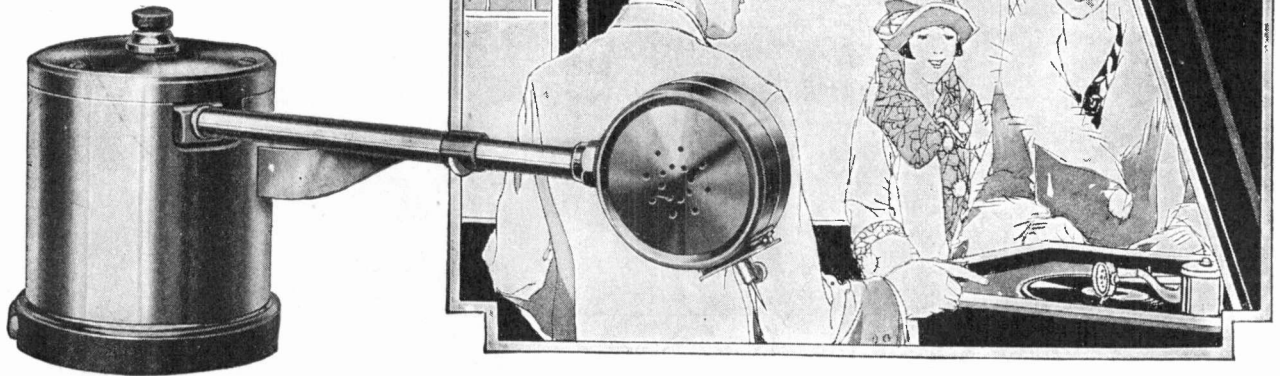
Also tells when to add water.

Set of three in display carton at \$2 list.



SCRANTON BATTERY TESTERS

Electrifies the phonograph and brings it up to date.



You Could Sell Hundreds of These!

THE Bristophon brings the old-model phonograph up to par with the new "phonic" instruments. The Bristophon has caught on, *because there is a need for it.* Wherever a family owns a phonograph and a radio, there is an easy sale and a good profit awaiting you.

The Bristophon operates through the medium of a radio power Speaker, such as the R. C. A. 104; with a radio Power Amplifier and Speaker; or with radio speaker only.

It improves the performance of the old-process records beyond anything you would ever think possible. And, when used with the new-process, "electric" records, it affords all the depth, clarity and tone-range common to the late-style, high-priced phonographs. The output can be graduated from zero up to sufficient volume for a good-sized dance. The Bristophon retails for \$45.

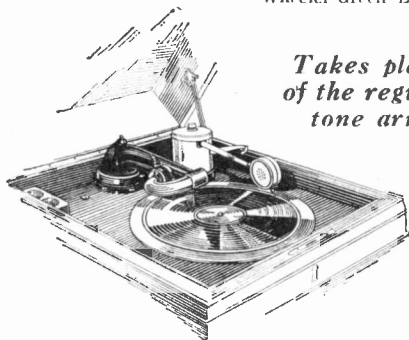
Any of the jobbers listed below will supply you. Write for demonstration.

THE BRISTOL COMPANY, WATERBURY, CONN.

Order from these wholesalers:

Southern N. E. Electric Co., Hartford, Conn.; Wesco Supply Co., Memphis, Tenn.; Riechman-Crosby Co., Memphis, Tenn.; Florida Elec. Supply Co., Jacksonville, Fla.; Pettingell Andrews Co., Boston, Mass.; Union Elec. Supply Co., Providence, R. I.; The McGraw Co., Sioux City, Iowa; Minor Electric Co., Cincinnati, Ohio; The McGraw Co., Omaha, Nebr.; Julius Andrae & Sons, Milwaukee, Wis.; Lake States G. E. Supply Co., W. G. Nagel Supply Div., Toledo, Ohio; Detroit Electric Co., Detroit, Mich.; Hendrie & Bolthoff Mfg. & Supply Co., Denver, Colo.; Mathews Electric Supply Co., Birmingham, Ala.; Carter Electric Co., Atlanta, Ga.; Northwestern Elec. Equip. Co., St. Paul, Minn.; Tafel Electric Co., Louisville, Ky.; Geo. C. Beckwith Co., Minneapolis, Minn.; Central States G. E. Co., Chicago, Ill.; C. J. Litcher Elec. Co., Grand Rapids, Mich.; Capital Electric Co., Salt Lake City, Utah; Havens Electric Co., Albany, N. Y.; Tri-City Electric Co., Newark, N. J.; H. C. Roberts Elec. Sup. Co., Inc., Albany, N. Y.; H. C. Roberts Elec. Sup. Co., Inc., Binghamton, N. Y.; Southern Electric Co., Charlotte, N. C.; H. C. Roberts Elec. Sup. Co., Washington, D. C.; H. C. Roberts Elec. Sup. Co., Philadelphia, Pa.; Erner Electric Co., Cleveland, Ohio; Wheeler-Green Elec. Co., Rochester, N. Y.;

Union Electric Co., Pittsburgh, Pa.; Western Radio Co., Kansas City, Mo.; Okla. Radio & Elec. Co., Oklahoma City, Okla.; Straus-Frank Co., San Antonio, Texas; Columbian Electrical Co., Kansas City, Mo.; H. C. Roberts Elec. Sup. Co., Inc., Syracuse, N. Y.; Penn. Electrical Engr. Co., Scranton, Pa.; Sibley-Pitman Elec. Corp., New York City; Southern Electric Co., Norfolk, Va.; Southern Electric Co., Baltimore, Md.; Southern Electric Co., Richmond, Va.; Lake States Gen. Elec. Co., Erner & Hopkins Div., Columbus, Ohio; McCarthy Bros. & Ford, Buffalo, N. Y.; Charleston Elec. Sup. Co., Charleston, W. Va.; The McGraw Co., St. Louis, Mo.; Southwest G. E. Co., Houston, Tex.; Southwest G. E. Co., Dallas, Tex.; Pacific States Elec. Co., Los Angeles, Calif.; Pacific States Elec. Co., Spokane, Wash.; Pacific States Elec. Co., San Francisco, Calif.; Pacific States Elec. Co., Portland, Ore.; Leo J. Meyberg Co., Los Angeles, Calif.; R. S. Williams & Sons, Ltd., Toronto, Ont.; R. S. Williams & Sons, Ltd., Winnipeg, Man.; Leo J. Meyberg Co., Oakland, Calif.; Leo J. Meyberg Co., San Francisco, Calif.; Radio Specialties Co., Vancouver, B. C., Canada; Pacific States Elec. Co., Seattle, Wash.; R. S. Williams & Sons, Ltd., Montreal, P. Q.



Takes place of the regular tone arm

Bristophon

Model L
Electric Phonograph Amplifier

Cooper **A** Eliminator



DEALERS—JOBBER: The Cooper "A" Eliminator is the only device of its kind on the market. It is new in principle—has no competition. Limited distribution and full protection to trade outlets insure legitimate profit. Write for full particulars of our exclusive proposition.

Actually Eliminates the "A" Battery!

**Operates Any Receiver Direct from the house current!
No batteries to water—needs no attention of any kind!**

At last the storage "A" battery, with its messy watering and charging, has been totally eliminated as a radio necessity.

Now any set can be operated direct from the light socket. The Cooper "A" Eliminator actually eliminates the "A" battery—creates filament current direct from the house light-

ing system. The Cooper "A" Eliminator requires no attention of any kind—no batteries to water or bother with—no acids or liquids to replace—plug it into the light socket as you would an electric iron or toaster. A simple throw of a switch and your current is on—tumble back the switch and the current is off.

Not a Power Unit — Employs No Trickle Charger

The Cooper "A" Eliminator operates purely on a rectification and filtration principle. It delivers up to 2½ amperes of noiseless, distortionless filament current that works wonders with your receiver. The Cooper "A" Eliminator is designed to operate on any make or type of receiver using up to ten 6-volt tubes. It consumes current only while you use the set.

Send for This Free Booklet!

We have prepared a very complete folder describing the Cooper "A" Eliminator and the new principle upon which it is built. A letter or post card will bring it to you free.

Good radio dealers in most cities have the Cooper "A" Eliminator now on display. Price \$87.50 (tubes extra); slightly higher west of the Rockies.

THE COOPER CORPORATION, Radio Division, Dept. R CINCINNATI, OHIO

Founded 1904 — Factories, Cincinnati and Findlay, Ohio

SENSITIVE as the Ear drum yet Rugged as Steel!

That's the remarkable fact about Octacone — it combines delicacy and strength to an amazing degree.

Listen to it. Note how the highest treble and the lowest base notes flow forth clear as crystal, limpid, pure. Watch for a fullness of tone that comes only from reproduction of all the overtones.

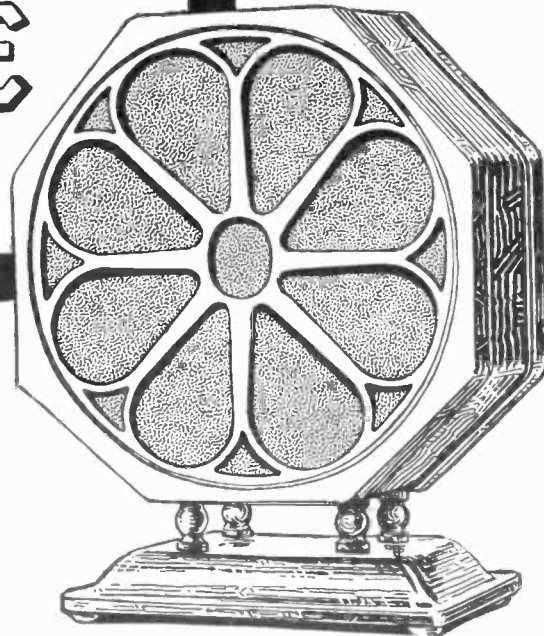
Then test its strength. Drop it from your extended arm if you will — Octacone will not be injured in the least! It will stand the hardest wear and give satisfaction to your customers. That means prestige to you. The beautiful bronze finish will harmonize well with the furnishings of every home. Investigate Octacone — today!



\$ **19**⁵⁰
Slightly higher
West of the
Rockies

OCTACONE

Pausin Engineering Company
727 Frelinghuysen Avenue Newark, N. J.



Licensed under Frank E. Miller.
Patent numbers—1,190,787, 1,220,669, 1,294,137. Other patents pending.

BOSCH RADIO



The NOBATTERY "B" POWER UNIT

The new precision built Edition 3 Bosch NoBattery "B" Power Unit answers the insistent demand of today for a dependable light socket attachment to give unvarying, full "B" Power. Bosch NoBattery is entirely automatic, no acids to spill or renew, no adding water—mistake-proof, it cannot burn out tubes. It requires no adjustments and operates without a particle of noise or hum.

Designed for personal safety as well as safety in performance, powerful enough for any set up to 10 tubes including a power tube, and has a voltage range of from 90 to 135 or better of "B" current. Bosch NoBattery sells readily on its name and performance.

Ed. 3 for Alternating Current \$55. For Direct Current \$42

The AMBOTONE REPRODUCER

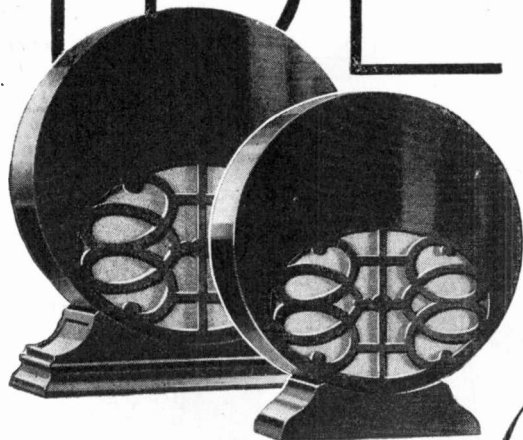
Demonstrate the Ambotone, its mellow tone and accurate reproduction will effect quick and satisfactory sales for you. This wood cone producer is absolutely accurate over the full orchestral scale and brings you the human voice with splendid clearness. It is the wood that gives its mellowness and Bosch precision construction that assures perfect reproduction whether on reduced volume or full power for dancing. Bosch Ambotone \$27.50. The Art Pedestal \$11.50.

All prices slightly higher Colorado and west and in Canada

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



FIDELITY



Tonal fidelity, and distinguished adherence to the best traditions of wood craftsmanship, stamp the two radiospeakers 60 and 62 as the pinnacle of radio-reproducing instruments. They retail at \$32.50 and \$22.50 respectively.

A new way to profits!

Built Like a Violin

Certain elements in a radiospeaker *sell* it to the public. The measure in which it can offer *these* elements, determines the speed of your turnover and your profits.

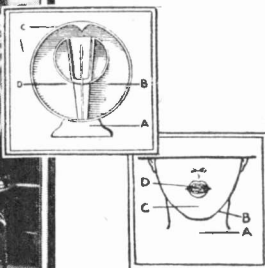
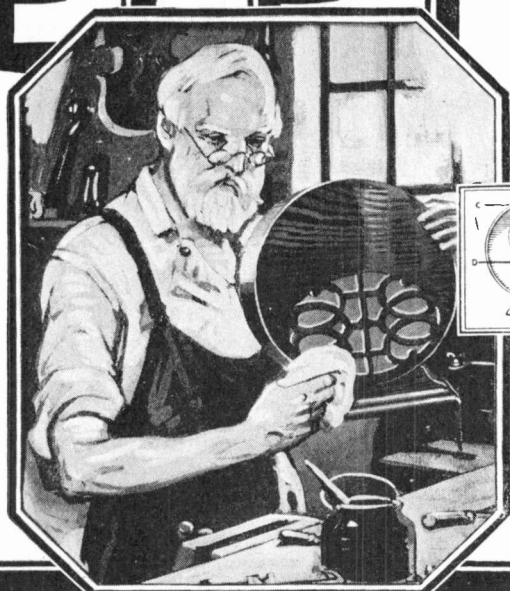
Teletone is supreme in tone; supreme in beauty; supreme in value at its price. And these are the *selling* elements that count.

Write today for the story behind Teletone, the reasons for its unparalleled success and the merchandising campaign now in work to help you make money out of it.

TELETONE CORPORATION OF AMERICA
449-453 West 42d Street, New York City

TELETONE

Radio Speaker



Note that a sound-wave coming from the sound producing unit "A" (the human vocal cords) is amplified through the orifice "B" (the human larynx) until it reaches the conducting area "C" (the back of the throat), whence it is again conducted to the point of greatest amplification "D" (the correctly formed and opened mouth of the singer).



The "Lost" Bass is Found

THE Aero B Amplipower makes possible on any good radio the *exact reproduction of every note of every instrument.* Deep resonant bass notes that are the heart of real music are brought to life with all their richness of tone. When the bass viol booms out its low D the Amplipower will push it through

the loud speaker with the deep, resonant clarity of the instrument itself.

The Aero B Amplipower is a wonderful dealer proposition. It makes happy customers by giving them real music, it stays sold without servicing and opens up sales possibilities for other radio accessories.

If your jobber isn't stocked with Aero B Amplipower or power units, write us
THE GLENN L. MARTIN COMPANY, Radio Division, Cleveland, Ohio
 Amplipower—\$65.00 without tubes. Aero B Power Unit—\$50.00 complete with tubes.

AERO B
Amplipower

SHAMROCK

RADIO SETS

The *Perfected* ONE-DIAL SET!

IT IS important to note that Shamrock was one of the pioneers in building one-dial sets. "It can't be done," the experts said "without sacrificing selectivity." Then came the Shamrock! Built by expert engineers to permit hair's-breadth tuning. Perfect in every detail. A masterful job—remarkable eye value too. No wonder Shamrock popularity has swept the country!

[Box Model \$95 — Console \$135 — Console Grand \$275]

SHAMROCK MANUFACTURING CO.

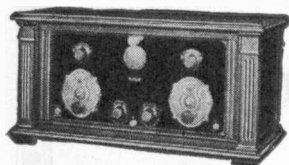
Pioneers in Manufacturing One-dial Sets

196 WAVERLY AVE.

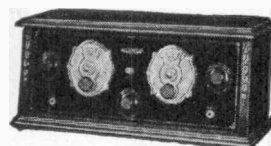
NEWARK, N. J.

**Important
A-C DAYTON
Refinements**

- Heavily Shielded Coils
- Duophonic Reproduction
- Special Vernier Dials
- Selectivity Control
- Compensator
- Air-Spaced Condensers
- Fully Graduated Volume
- Voltmeter, and
- Second Stage Tuning**



Type XL-30
Standard \$135



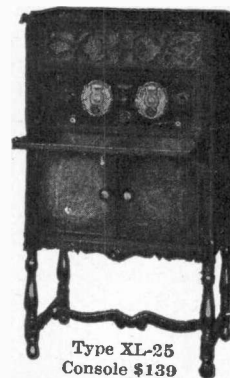
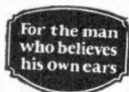
Type XL-25
Standard \$79

Something for You to Sell (New, Different, Immeasurably Better)

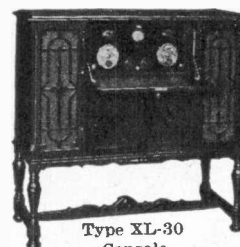
THERE are more homes without radios than with them. Is it good business to go to these people with the same, or practically the same, sets that were offered last year?

Therein lies the great advantage of handling A-C DAYTON. You have something new, different, immeasurably better to sell—backed by national advertising, a sound reputation and six years of previous Radio success.

Every A-C DAYTON refinement is a sales point—it shows progress, improvement, to people who would not buy a radio a year ago. And when it is time to demonstrate, your A-C DAYTON'S, with 2nd Stage Tuning, will outdo anything you have ever heard. They will literally, *speaks for themselves*. Get the facts quickly. This is the golden season for Radio sales. Use the coupon today.



Type XL-25
Console \$139



Type XL-30
Console
Grand \$255

THE A-C ELECTRICAL MFG. CO.
DAYTON, OHIO

Makers of Electrical Devices for More Than Twenty Years

A-C DAYTON RADIO

Six Models (5 and 6 tube) priced from \$56 to \$255. Western and Canadian prices are slightly more.

TEAR OFF AND MAIL

RR-11

THE A-C
ELECTRICAL
MFG. CO.

Dayton, Ohio

Gentlemen: I am interested in your exclusive franchise. Send full details at once.

Name

Address

RADIO DEALERS

in

*Iowa, The Dakotas, Nebraska,
Minnesota and Wisconsin*



RADIO Dealers in the above named states will find it to their advantage to communicate with us immediately.

To round out distribution, a limited number of retail franchises are available at various points.

Slagle sets, the development of fourteen years in the radio business, give you a set of top-notch quality with a background of earned good-will.

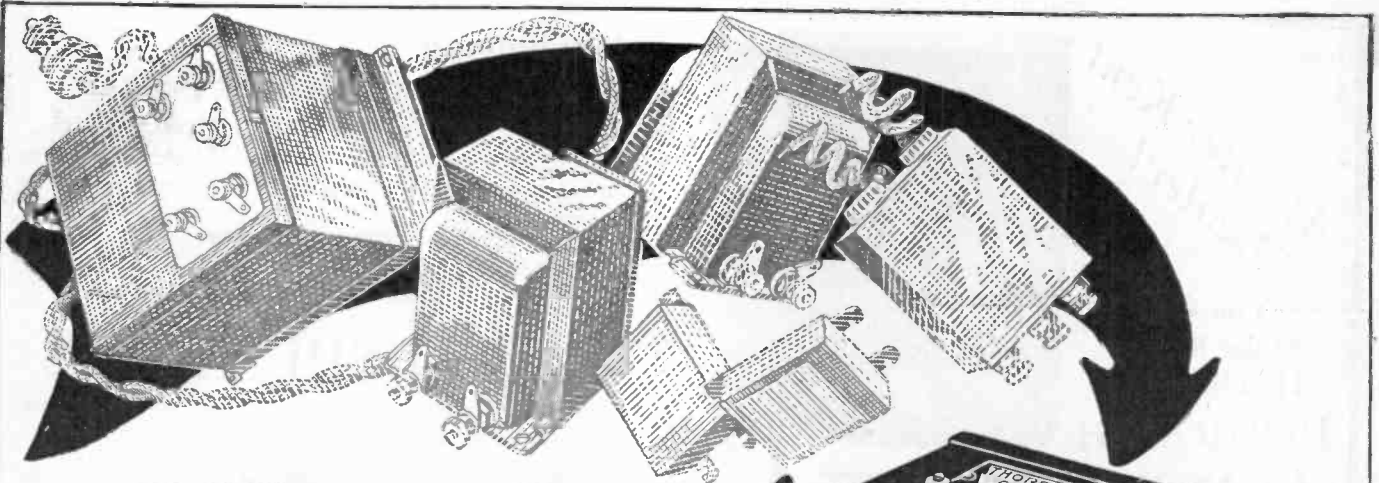
Here's a complete line that will serve you well and profitably—we know we can satisfy you on that score, no matter what your previous experience elsewhere. If you can make sales, we'll give you something to sell that's *right* in every way; and we'll do a lot of helping. A wire brings our proposition which is open to a few good stores only. A letter each way will show whether or not we can get together.

SLAGLE RADIO COMPANY
FORT WAYNE, INDIANA

GUARANTEE

Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and if, upon installation in your home, it does not give thoroughly satisfactory service, your money will be refunded.

TRADE MARK
Slagle Radio



All in One!

THORDARSON POWER COMPACT

TYPE R-171

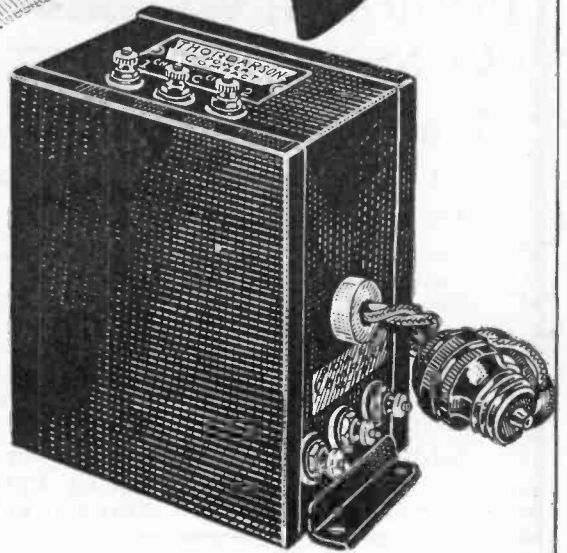
Contains a power supply transformer for Raytheon BH rectifier, 2 filter chokes, 2 buffer condensers, and a filament supply for UX 171 power amplifying tube.

\$15.00

TYPE R-210

Contains a power supply transformer for UX 216-B rectifier, 2 filter chokes, and a filament supply of 7½ volts for UX 210 power amplifying tube.

\$20.00



The Complete Foundation Unit for power amplification and B supply

Simplified Assembly. The Power Compact contains within itself the greater part of the complete B supply unit. With the Type R-171, only 14 leads complete the Raytheon assembly. All terminals are carefully located for the greatest ease of assembly.

Compactness. The only additional apparatus required to build the B supply are the condenser block (Raytheon type), a Raytheon tube BH, and the resistance units. The complete eliminator occupies a space of but 6 in. x 9 in. without crowding.

High Efficiency. The power supply of either Power Compact furnishes the proper current for maximum efficiency of the rectifiers used; the chokes are of sufficient capacity to carry the maximum output. Conservatively rated, will not heat up in continuous service.

High Voltage Output. The R-171 Power Compact assembly will deliver a maximum plate voltage output of 300 volts at 30 milliamperes, or 275 volts at 40 milliamperes.

The R-210 type assembly will deliver 400 volts to the plate of the power tube, and in addition, will supply a constant 90 volts to the receiver at any current drain up to 40 milliamperes.

Silent in Operation. There is no traceable hum, either mechanical in the compact itself, or electrical through the loudspeaker.

Complete Supply for Power Amplification. The Power Compact not only supplies B voltage, but also provides for the filament current and grid bias of the stage of power amplification. *Makes it possible to use power amplification even on sets designed for dry battery operation.*

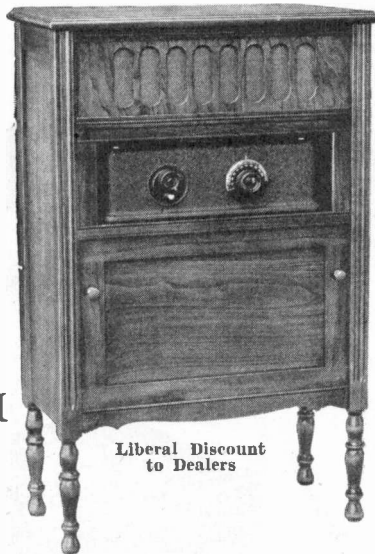
Electrically Centered Filament Supply. The power tube filament supply is *tapped at the exact electrical center for grid return.* The center tap is taken from the common lead of two perfectly balanced windings—completely obliterating the A. C. hum. (An exclusive Thordarson feature.)

Write for instruction booklets SD-49 and SD-50.

THORDARSON ELECTRIC MANUFACTURING CO.
Transformer Specialists Since 1895
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Huron and Kingsbury Streets — Chicago, Ill. U.S.A.

*Atwater Kent
Dealer!*

You Can
Make Money
Handling the
**PLYMOUTH
CONSOLE**
3 out of 4



Liberal Discount
to Dealers

Users Will Demand A Console

The Plymouth Console, designed by the man who was awarded the National honors for designing a complete Radio Set, is finished in Walnut, and is beautiful and attractive. The Plymouth is made especially for Atwater-Kent Models 35, 30 and 20.

It is 40 inches high, 25 inches wide and 12 inches deep with a wood horn (floating) with a metal tone arm. Exceptionally beautiful in tone and possessing a wide range of pitch. Horn is arranged to take Atwater-Kent or any standard phonograph type of unit.

Salesmen—We have some desirable territory open

PLYMOUTH FURNITURE CO.
25 JUNEAU AVE. MILWAUKEE, WIS.

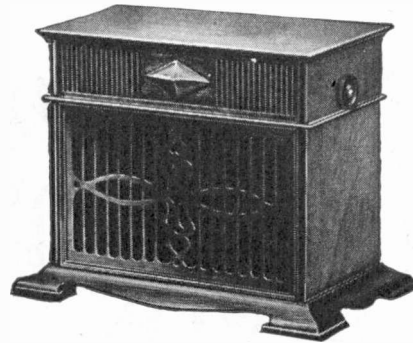
**Announcing—
A Distinctly Better Speaker
For the Better Trade**

For the first time, radio jobbers and dealers in the United States have the opportunity to develop quality business with the



LOUD SPEAKERS

which have attained a pre-eminent position in England and throughout Europe.



Faithful reproduction—nothing added and nothing taken away—is the reason for their remarkable success.

Three distinct types and many finishes give the A. J. S. line diversified appeal: Large and small horns, a beautifully designed cabinet and a pedestal designed to harmonize with the finest furniture.

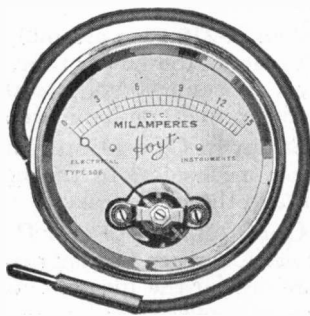
The A. J. S. Cabinet Speaker
Manufactured in England by

A. J. STEVENS & CO. (1914) Ltd., Wolverhampton

A. ALEXANDER SINGER

Factory Representative for U. S. A.
15 Moore Street, NEW YORK

**Hoyt PHONE-PLUG
MILLIAMMETER**

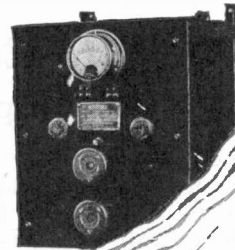


This instrument enables its user to set the exact C battery bias, for best operation of the power-tube in his set. It is instantly attached, plugging into the loud speaker lead without even the use of a screwdriver. The meter is a precision, moving coil instrument, rugged and accurate. Your customers who desire quality reproduction will want this new HOYT item.

Price \$8.50

If you are not already a HOYT dealer, write us for name of nearest jobber and Radio Meter price-sheet.

BURTON-ROGERS CO., Boston, Mass.
Sale Dept. for Hoyt Electrical Instruments



**7200 CHARGING
IMPULSES PER
MINUTE!**

These impulses charge Batteries in 10 to 15 hours eliminating possibility of overheating batteries as with plain D.C., another reason why—

THE HEYER TWIN SIX 12 HOUR CHARGER

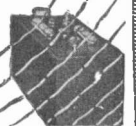
weighing 100 lbs. can more than Duplicate a \$400 C. P. Charger weighing 600 lbs.

This principle, a Greatly Improved method of charging, makes this possible. A transformer controls alternating current and two bulbs rectify it into Direct Current; by working alternately, one on each half wave, they give a full wave pulsating current that puts 7200 charging impulses into Battery every minute.

Authorized and Licensed Under HEYER System of Battery Charging and Testing.

**CONSOLIDATED
EQUIPMENT CORPORATION**
160 Grand Street, New York, N. Y.

Send for Booklets, Terms and Prices



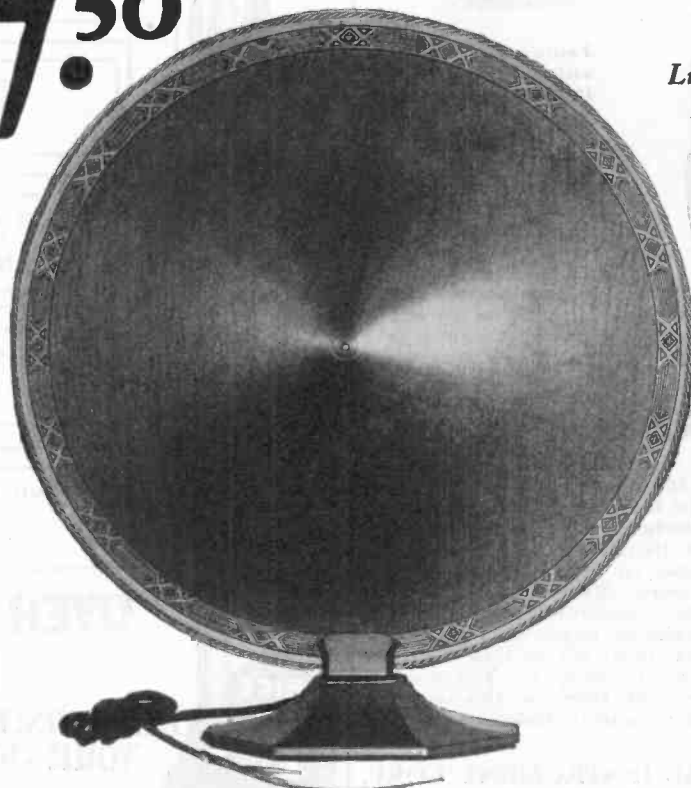
It's here!

SANDAR—the new cone type Speaker—riding along on the crest of a wave of popularity that is sweeping all before it! There are plenty of reasons why—an uncanny ability to bring in the most elusive sounds along the whole range of the set, an attractive design that embellishes and adorns a set rather than simply filling up space, AND a sensational retail price—\$27.50—which is lower than that of any other licensed speaker of its size on the market. No wonder it has registered so emphatically! There is still time for *you* to sail along with SANDAR. Write for name of nearest distributor.

SANDAR CORPORATION

Crescent Plaza Building, Long Island City, New York

\$ 27.50

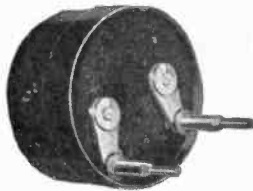


Licensed under
Lektophone
Patents

**SANDAR
SPEAKER**

WESTON

"Pin-Jack" Voltmeter with High Range Stand



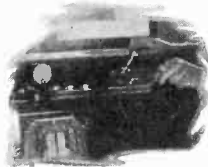
Rear showing adjustable pin terminals.



Dial showing double scale for filament and battery voltages.



Plugging Pin-Jack Voltmeter into High Range Stand for battery testing.



Testing "B" Battery with the Pin-Jack Voltmeter and High Range Stand.



Two instruments in one, this new Weston combination is a "Pin-Jack" Voltmeter for plugging into filament Pin-Jackson the radio panel for measuring filament voltages—and a High Range Stand into which the Voltmeter is plugged for battery testing. (The instrument is made in two double range combinations — 160/4 volts for use with sets operated with 3 volt tubes and 160/8 volts for use with sets operated with 5 volt tubes. The High Range Stand is equipped with 30 inch permanently attached flexible cables for battery testing and locating circuit troubles. It gives you, the dealer, less servicing overhead on all sets you sell, and besides a profit on each instrument. (It gives your customer tube economy, shows him the condition of his batteries and makes him a satisfied, consistent buyer of your goods. (Weston Quality Radio Instruments sell on their merit by representative dealers in every community. You yourself perhaps have had experience with them—in this case you will write or wire at once for complete dealer information.

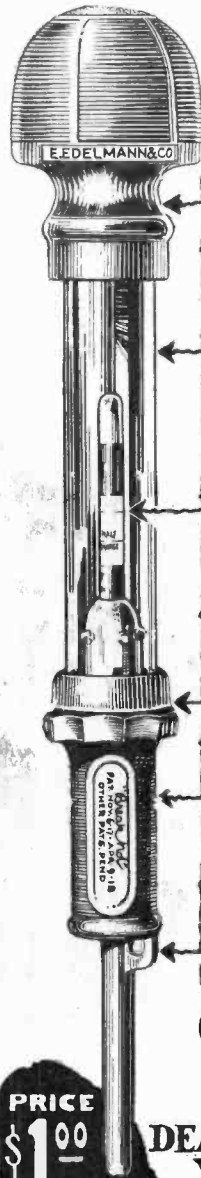
WESTON ELECTRICAL INSTRUMENT CORP.
25 Weston Avenue, Newark, N. J.



ANY HYDROMETER CAN TEST YOUR BATTERY — BUT ONLY THE "Break Not" TESTS IT RIGHT!

THAT'S WHY YOU WANT THE "Break Not"

NO GUESSING
Positively Tells
The Condition
Of Your Battery



- BULB
OF FINEST RED RUBBER
MADE TO FIT THE HAND
CAPACITY JUST RIGHT
- JAR
CUSHIONED BETWEEN THE BULB AND TIP - PREVENTS BREAKAGE AN EXCLUSIVE FEATURE
- FLOAT
WONT STICK TO THE SIDES
PRINTED IN THREE COLORS
EASY TO READ
- KANT-ROLL
THE HEXAGON HOUSING COLLAR
KEEPS IT IN PLACE
AND PREVENTS BREAKAGE
- FLOAT HOUSING
KEEPS THE FLOAT FROM BREAKING
MADE OF THE
FINEST RED RUBBER
- HANG IT UP
WHEN YOUR THROUGH USING
ACID WONT DRIP OUT
KEEPS IT OUT OF THE WAY

OVER 4,500,000
IN USE

DEALERS: HOW'S YOUR STOCK?
YOUR JOBBER CAN SUPPLY

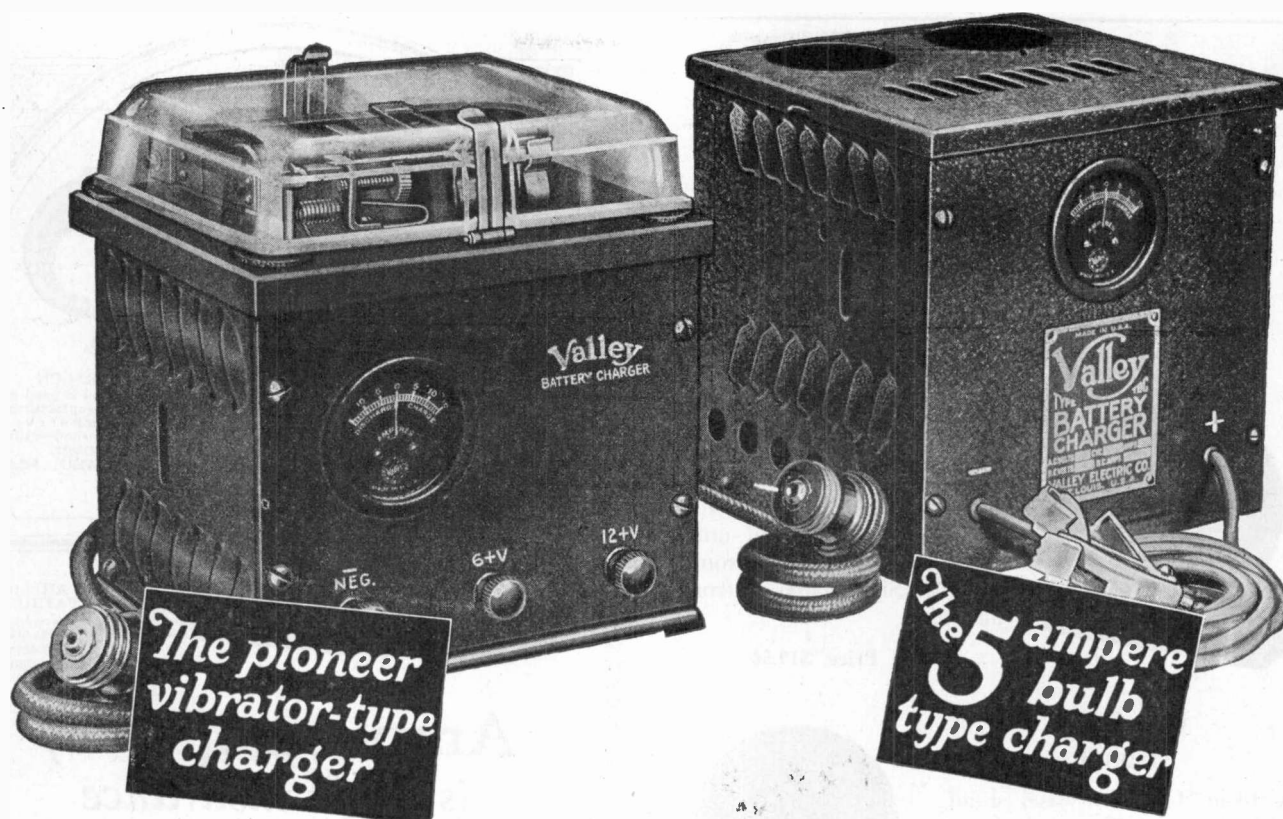
PRICE
\$1.00

EAST OF
THE ROCKIES

"Break Not's"

MADE BY
E. EDELMANN & CO.
2332 LOGAN BLVD. CHICAGO ILLINOIS





Sell the customer what he wants

A CUSTOMER wants a battery charger—a bulb type charger.

Very well, there's a Valley charger (the type TBC) to suit his desire.

Another customer wants a vibrator charger.

And again, there's a Valley Charger (the Type ABC) to serve his purpose.

When you carry Valley Battery Chargers you can sell both the bulb type and the vibrator type to your customers. And behind each is the reputation for quality and performance which Valley Chargers have earned over years of successful performance.

Valley chargers are only two of the Valley family of radio products which also includes the Valley B Power Unit and the Valleytone Radio Receiver. As merchandise they constitute the dealer's surest and safest choice.

A request to our nearest office will bring a representative without cost or obligation. Send that request by card or letter today.

Valley A Battery Chargers

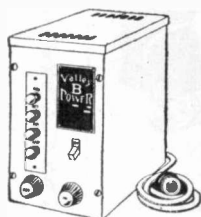
Twin Bulb Type: Charges at 2½ amperes with one bulb and at 5 amperes with two bulbs. Use of second bulb is optional.

Absolutely noiseless. List price, \$15.00, without bulbs. Bulbs, \$4.00 each, F. O. B. St. Louis.

Vibrator Type: The pioneer of battery chargers. Nearly a quarter of a million of them are in use. Charges 6-volt batteries at 6 amperes and 12-volt batteries at 3 amperes. List price, \$19.50, complete, F. O. B. St. Louis.

Valley B Power Unit

Provides steady even voltage from the light socket. No hum. Made for standard five-tube sets and adjustable for larger sets or for the use of the power tube. For reliable reception, this unit operates with the famous Raytheon Tube. Priced to sell at \$50.00, complete, F. O. B. St. Louis.

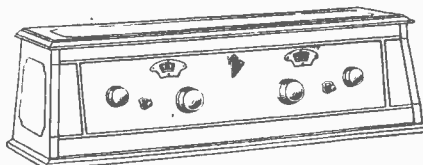


The Valley B Power Unit

Valleytone Radio Receiver

Valleytone Radio Receiver, Model 52, is a 5-tube tuned radio frequency receiver which employs the exclusive Valley potential balance method of suppressing oscillation and preventing distortion. Two-dial control; antenna control for improving selectivity in crowded

lower wave lengths and increasing volume on higher wave lengths; power tube wiring which makes the use of a power tube optional at the desire of the user. List price, \$90.00, F. O. B. St. Louis.



The Valleytone Radio Receiver Model 52

VALLEY ELECTRIC CO., ST. LOUIS, MO.

District Offices

Boston, Chicago, Cleveland, Indianapolis, Kansas City, Minneapolis, New York, Philadelphia, San Francisco

Valley Electric



Pal Products are quick sellers!



Pal Cone De Luxe

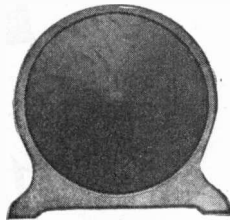
A 14-in. floating Cone with 16-in. resonance chamber, combined with an unusually sensitive and powerful unit. Produces exceptional tonal results. Silk facings in front and back.

List Price, \$19.50

Pal Cone Easel

A 14-in. Cone on easel stand, with provision for wall hanging, if desired. Harmonious in appearance and highly satisfactory in results.

List Price, \$12.50



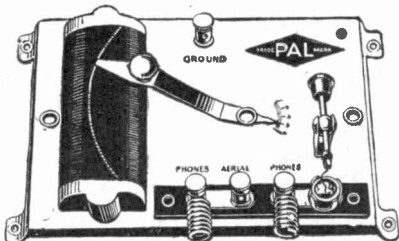
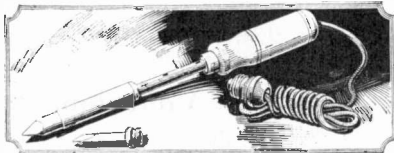
Standard Head Sets

- Type A—Over 500,000 in use—satisfaction guaranteed. List price, \$1.95.
- Type B—Heavy duty model—extremely rugged construction. List price, \$3.50.
- Type C—Quality and extreme sensitiveness. List price, \$5.00.

Electric Soldering Iron

Unconditionally guaranteed on 110 volts a-c or d-c. Length 11-in. Furnished with either $\frac{3}{8}$ or $\frac{1}{4}$ renewable copper tips. Nichrome wound lava element.

List price, \$1.50.



Standard Crystal Receiver

Hundreds of thousands giving unflinching satisfaction. Simple, substantial construction. All working parts in plain sight. Base 7x4½-in.

List price, \$1.50.

Jobbers
Write for
Pal Proposition

Dealers
Write for descriptive matter
and discounts to your jobber
or to us.

PAL RADIO COMPANY, INC.
1204 Summit Ave., Jersey City, N. J.



AMPLION CONE
A time-perfected development fully worthy of the Amplion name. Mahogany cabinet. 14" x 14" x 9". AC12.....\$30

AMPLION DRAGON
This famous model is used as standard by manufacturers wherever broadcasting exists. AR19...\$42.50



AMPLION PATRICIAN
Assembles remarkable 48" air-column in richly carved mahogany cabinet. 18" x 12" x 9". AA18.....\$46

Amplion quality is profit insurance

EVERY Amplion unit represents a genuine and exceptional "Value for Money" proposition.

Amplion has a background of 40 years' reputation for guaranteed, high-grade products sold at fair prices. Every Amplion unit justifies and maintains this reputation.

The Amplion 1927 Line is being **NATIONALLY ADVERTISED** throughout the year—strictly for the benefit of the Trade.

Amplion quality—Amplion profit-making possibilities—and nothing else—are responsible for the overwhelming approval given by the Trade to our new models. Our plants in New York and in Muskegon are operating to full capacity!

Write for name of Jobber in your territory
THE AMPLION CORPORATION OF AMERICA

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

DRAGON MODELS

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

Phonographic Attachments

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

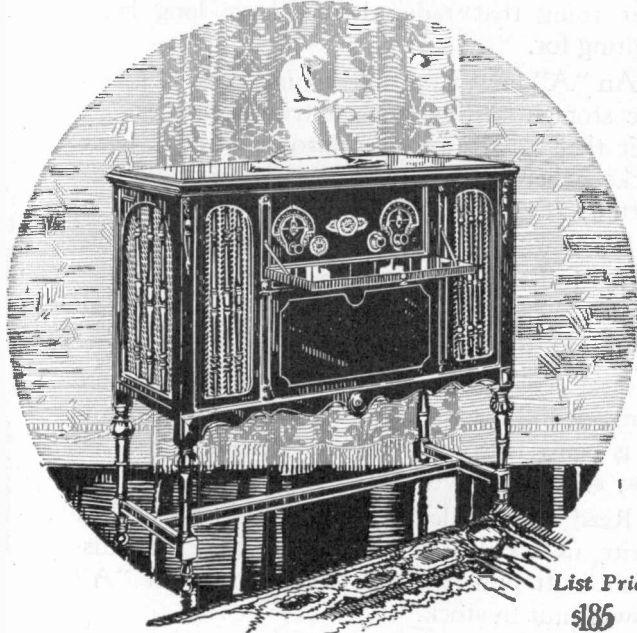
AMPLION

Thorola

The Only
Receiver With
Horn and Cone
Speaker
Combination



—An Exclusive
Thorola Feature



List Price
\$185

HERE'S the outstanding new radio achievement—a new combination that spells extraordinary musical reproduction. An exclusive Thorola achievement, found only in Thorola Radio—it is what the great majority of people want.

Entirely different! Beyond competition! Power operated if desired—but provides ample space for batteries and charger. We feature this double advantage in our publicity, thus assuring to Thorola Dealers large additional profits on equipment sales and installations.

Finished in Antique High-Lighted Walnut—quite the vogue in furniture styles.

Millions of people are hearing about Thorola every month through forceful national advertising in all the leading publications.

Thorola is the most profitable medium-priced QUALITY line in radio today. Opens up a broad and lucrative field for Thorola Dealers.

Good territories are going fast. Act quickly.
Write or wire at once for detailed information.

REICHMANN COMPANY, Manufacturers
1725 West 74th Street Chicago, U. S. A.



Model 57 Thorola Table Model	Model 58 Thorola Console Built-in No. 4 Speaker	Model 59 Thorola De Luxe Console—Horn and Cone Speaker Combination	Model 9 Thorola Cone Speaker	Model 4 Thorola Speaker Controlled Mica Diaphragm	Model 12 Thorola Junior Speaker	Model 7 Table Cone Speaker
\$60.00	\$125.00	\$185.00	\$20.00	\$25.00	\$15.00	\$60.00

Prices Slightly Higher West of Rockies

Announcing the new *Prest-O-Lite* Trikl-Automatic "A" Power Unit

THE thing that radio dealers have long been waiting for.

An "A" power unit combining Prest-O-Lite's fine storage battery with a trickle charger. A unit that can be plugged into an electric light socket, then hooked up to a radio set, and forgotten! It charges itself automatically.

It's new. Entirely automatic in action. It means full storage-battery power for any set—all the time. Noiseless, non-pulsating power that brings in the distant stations loud and clear.

And remember, it is a Prest-O-Lite product through and through. Built right in every detail. It is being nationally advertised, and priced for easy selling and worth-while profits.

Read the detailed description below and then write us today for full information and discounts. It will pay you to have the new "A" power unit in stock.

THE PREST-O-LITE CO., INC.
INDIANAPOLIS, IND.

New York San Francisco

In Canada: Prest-O-Lite Company of Canada, Ltd.
Toronto, Ontario

LOOK AT THESE NEW FEATURES

The battery. Ample capacity. Extra thick, rugged plates, deep-grooved separators. Unusually large acid volume requires less frequent watering. One-piece, leak-proof rubber case, with acid-tight cover. Screw post seal and double baffle vent to prevent leakage and acid spray.

The charger. Built on an entirely new principle. Silent in operation. Adjustable to needs of individual user. Economical to operate. Nothing to get out of order. Nothing to replace. Built to last for years.

No moving parts. No bulbs. No electrolyte. No water or acid to be added. No electrodes to wear out. Entirely automatic. No switches to operate by hand. Built-in power relay automatically shuts off the charger when radio is in use and turns it on again when radio is idle. Will operate at any distance from set.

Fully enclosed. Entire unit enclosed in beautiful metal case, with hinged cover and handle.

\$29.50
List



This Catalog

has helped 35,000 Electrical and Radio Dealers make more money with no investment

Send for Yours Today!



GET on our mailing list! Make sure that you will get this bookful of lowest prices on thousands of nationally advertised, quick turnover items every month! Line up with the country's most prosperous dealer family—do it now!

Some of the nationally known radio lines we carry

- Brandes
- Ever-Ready
- Majestic
- Thorla
- Silver-Marshall
- Remler
- Balkite
- Bremer-Tully
- Kodel
- All-American
- Acme
- Karas
- Utah

Wholesale only



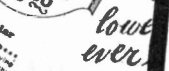
Utah Supreme



Regular Price \$65
Special Price \$25.00



Regular Price \$115
Special Price \$40.00



Regular Price \$115
Special Price \$40.00

Balkite Radio Power Chargers

The Balkite Trickle Charger...
This new Balkite Charger...
Model 200...
Model 220...



Quality Service Price

Paramount

ELECTRICAL SUPPLY COMPANY
158 W. LAKE STREET ~ CHICAGO

Years ahead!

The *NEW*



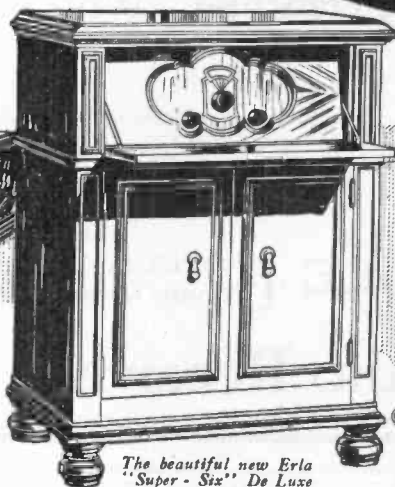
Five-tube De Luxe Console \$146.50; Standard Console \$129.50. All prices slightly higher west of Rockies.



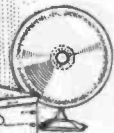
Five-tube De Luxe Table Cabinet \$95.50; Standard \$89.50.



Erla six-tube De Luxe Table Cabinet, with Single Dial Control, \$210.



The beautiful new Erla "Super-Six" De Luxe Console, with Single Dial Control, \$285.



Erla Omnitonic Cone Speaker \$17.50.



Erla "Triple-Life" Tubes, Detector, Amplifier, 300 X I-A. \$2.00. Power Tube, 300 X I-A. \$4.50.



Hum-Free "B" Eliminator \$45.00.

You've wanted something new—something different to offer your customers. Something that will appeal to the novice as well as the expert and make prospects of all. Here it is.

A new discovery is responsible for this improved radio—this new Mo-nod-ic Receiver that takes all the hocus-pocus out of radio—all the squeals and howls—and makes it simple enough for even the youngest member of the family to operate.

A Complete LINE

Once you've heard the new Erla yourself, you'll know immediately why experts say it's years ahead. You'll have an entirely new conception of radio—and you'll see the money-making possibilities in the complete Erla line.

Heading the procession is the new Erla "Super-Six" De Luxe Console, with Single Dial Control, the finest receiver ever produced. Then there is the Standard six-tube, one-dial control table cabinet; Standard and De Luxe five-tube consoles with two-dial control and Standard and De Luxe five-tube table cabinets. To say nothing of a most comprehensive line of parts and accessories of acknowledged superiority.

Don't wait until the rank and file have followed the Erla lead. Now is the time to step in and take full advantage of these amazing improvements. Here's your chance to get in on the ground floor and clean up big profits before the others get a start.

Presenting 4 points of Sales Superiority

- 1 Squeals and howls are completely done away with in tuning. No expert manipulation of knobs.
- 2 Harshness and fuzziness of tone resulting from regeneration are eradicated. Even under full pressure, reproduction of voice or music is entirely natural and undistorted.
- 3 Stations inaudible with most other receivers, unless manipulated by experts, come in loud and clear. And this result is easily attained by any member of the family.
- 4 A most important final advantage is improved selectivity, gained without loss of tone quality, as is the case with receivers in which regeneration is employed.

Mail the Coupon Today

The established Erla policy is to give Erla dealers restricted territories. Only one dealer in each community will have this opportunity. So if you are interested in making more money—if you want to take advantage of the year's greatest achievement in radio—if you want to give your customers the very best at the lowest possible price, sign and mail the coupon for full particulars today.

BE YEARS AHEAD

Electrical Research Laboratories
2500 Cottage Grove Avenue—Dept. N-50
Chicago, Illinois

Please send me complete literature and details of the new Erla line. I understand this inquiry does not obligate me in any way.

Name

Firm Name

Address



Let Oriole Bring You Profit and Satisfaction!

ORIOLE Radio is profitable because it truly serves. Oriole sets sell on performance, stay sold, and sell other sets for you! They're backed by a dealer-jobber cooperative advertising plan that makes satisfactory sales volume assured. You're protected and backed up by the Oriole Franchise. Write or wire for details.

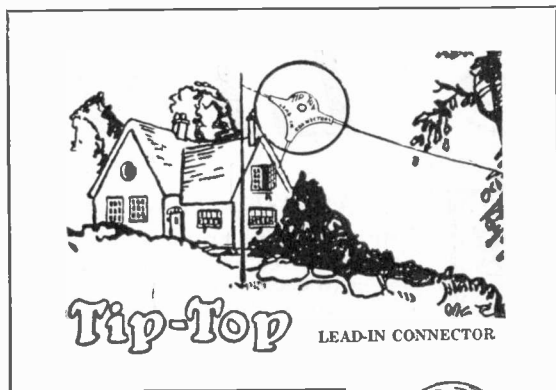
Sales Department
The Zinke Co.
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
W-K Electric Co.
Kenosha, Wis.



ORIOLE [With the Trinum Circuit] Radio Receivers

Just one thing sells Radio and keeps it sold. That is consumer satisfaction. With Oriole it's not merely satisfaction—it's downright enthusiasm, delighted pride of ownership. That's the thing that sells more sets for Oriole dealers.

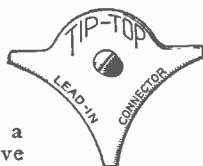


Tip-Top LEAD-IN CONNECTOR

Don't Neglect this Vital Point of Contact!

A FEW spare moments, a screw driver and you have a sure, perfect connection between your aerial and lead-in wire. No noise, no soldering, no loss of "distance" due to swinging aerial or corrosion. Tip-Top cannot work loose.

Jobbers and Dealers write us!



25c

Eliminates antenna noise

JAMES F. DOOLAN
MANUFACTURING CORPORATION
36-42 West 47th St., New York

THE HYATT 6-TUBE PORTABLE RADIO RECEIVER



A portable radio receiver of highest quality and substantial construction for the home, hotel, club, hospital.

Selective, Long Range, Tone Quality and Volume.

Employing 6-C 299 or UV 199 Tubes, 3 Standard Dry Cells, 2 Burgess No. 5308 "B" Batteries and 1 No. 5360 Burgess "C" Battery.

Equipment includes Loop, Aerial, Inbuilt Speaker with Unit, Single Dial Control.

Enclosed in Black Leatherette Covered and Well Built Cabinet 15-in. wide, 11 1/2-in. high and 9 1/4-in. deep. Wt. 14 lbs. less tubes and batteries. 28 lbs. fully equipped.

LIST PRICE
Less Accessories
\$75.00
F.O.B. CHICAGO, ILL.

LIST PRICE WITH FULL EQUIPMENT \$95.00

Jobbers and Distributors Join us in the distribution of this Wonderful Receiver. Write for our Plan and Discounts

Dealers If your Jobber can not serve you, write us for our Circular and Discounts.

THE ELECTROPHONE CORPORATION
109 NO. WABASH AVE., CHICAGO, ILL.

[[THE RADIO SENSATION OF 1927]]

Guerrrier

6 tube receiving sets

The GUERRIER WONDER TONE SIX is a six tube T. R. F. set with three stages of Radio frequency and two stages of audio frequency. Its finish, tone quality, volume and selectivity together with its low list price makes it the fastest selling set you have ever handled.

LIST PRICE, \$44.50



THIS BEAUTIFUL CONSOLE is shipped to you completely assembled. 6 tube T. R. F. set with the same chassis as our Wonder Tone Six. GUERRIER system of amplification and a large loud speaker built in. TRULY A GEM. It satisfies every demand and sells at a price that defies competition.

LIST PRICE, \$88.00

All of our resources together with two years of designing, testing and perfecting are behind every GUERRIER receiving set and are concentrated in the two models pictured. Note the List Prices. *A Triumph in Radio.*

We sell the dealer direct and protect one dealer in each community. Amazing values. In finish, appearance and performance the Guerrier excels, point by point, sets listing for double their list prices. Do you, Mr. Dealer, want to sell a high class product at these prices or **WILL YOU COMPETE WITH THEM?**

If you want to be first in radio in your town; if you want to dominate your market: send the coupon for one sample of either model. Test it out in comparison with any higher priced set you are now selling and if you are not satisfied send it back and get your money. You be the judge.

Quality Throughout.

GUERRIER RADIO CORP'N
FORT WAYNE, IND.

GUERRIER RADIO CORPORATION,
FORT WAYNE, INDIANA.

Send ONE { GUERRIER WONDERTONE SIX
 { GUERRIER CAVALIER CONSOLE

Model C. O. D. to the following address. It is understood that I have the privilege of returning the set, within ten days, if found unsatisfactory. You will allow me the quantity discount of 40% on this set.

Name

Address

City and State

LAST CALL For Dinner!

This is the biggest year we have ever had—a top notcher on top of our several preceding years of success.

Even yet you can catch the band wagon if you hustle, and get in on the big Christmas demand for Day-Fan Radios.

"The only thing in radio," one dealer calls it. "The use by the big broadcasting stations has done the trick," says another. "Your big national advertising campaign sure sends 'em in," wires another.

Well, why shouldn't you

carry the radio they want, the radio that leads the procession on tone quality and ease of operation—the radio that pays you good profits and goes out of your store as fast as you get it in?

Look at the low prices—from \$89.00 up. Look at the model range—five, six and seven tube, table and console, with and without loud speaker. The more particular your customer is, the quicker he will see what Day-Fan can give him beyond any other receiver made.

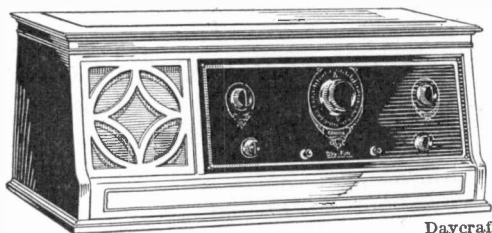
Shoot in the coupon quick unless you're finding this your biggest radio year. We are. So can you.

Day-Fan Electric Co., Dept. RR, Dayton, Ohio

The Radio used by
Great Broadcasting Stations

Day-Fan

RADIO RECEIVERS



Daycraft
5-8-7 tube
with self
contained
speaker

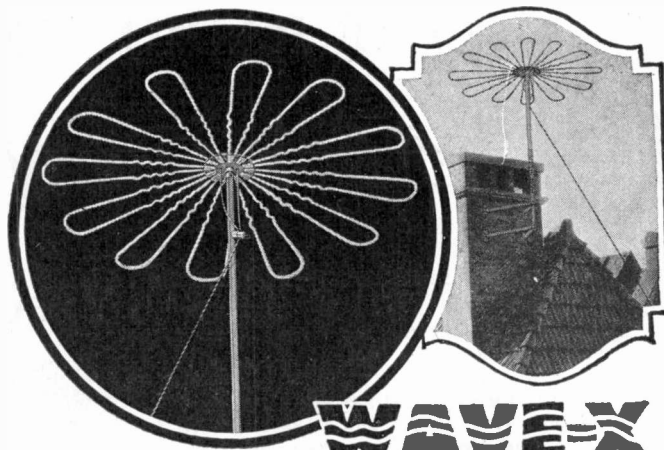
R.R. Nov.

Day-Fan Electric Co., Dayton, Ohio
You may send me information regarding
Day-Fan Radio and address of nearest dealer.

Name

Address

State



WAVE-X
Condensing
ANTENNA

Gets every wave!

HERE is the new outdoor antenna that is the scientific answer to a real need in radio for efficient aerial equipment. The Wave-X Condensing Antenna is a neat, compact unit composed of twelve graceful looped air-pins or feelers which reach out in all directions to secure and register the faintest radio signal. It has the capacity of a long single wire antenna but takes much less space and is easier to erect.

The Wave-X antenna is non-directional, provides sharper tuning and increases selectivity. It adds to the efficiency of any set and insures uniform reception at all times.

Wave-X fits any roof, chimney or wall. Several can be erected on one roof; only a single upright to erect and the only tools required are a hammer and a screwdriver. No. 2 Wave-X with 8-foot pole and all accessories ready to install \$12.50. No. 3 for side wall or chimney mounting \$12.50. Complete instructions with each set.

REDI-MAST
FOR AERIALS
FITS ANY
ROOF
INSTANTLY

A strong hand-turned rock maple pole which gives a quick, convenient method of erecting a dependable antenna. 5 or 8 foot lengths, will fit any roof—carry single or multiple wire antenna. Will carry the heaviest sheet-covered antenna in strong wind without weakening. Neat in appearance. Can be set up or dismantled without danger of causing leaks in roof. Complete set includes three steel guy rods ¼-in. diameter, adjustable pulley, web irons, roof sockets, anchor pins and full instructions; price, 5 foot mast, each \$3.50; 8 foot mast each \$4.25.

Dealers!

Wave-X Antennas and Redi-Masts are quick sellers everywhere. Write for the special dealer sales plan. Put in a stock of Wave-X Antennas and Redi-Masts now! Be prepared for the biggest radio season.

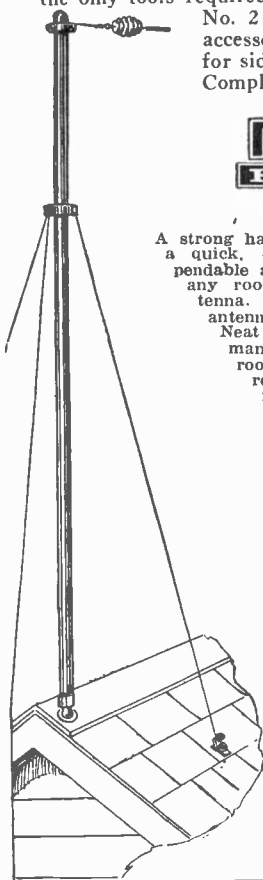
Write Today

Manufactured by

The **PRESSED METAL MFG. CO.**
WAUKESHA, WISC.

Sales Dept.

The **ZINKE COMPANY**
1323 S. MICHIGAN AVE.
CHICAGO



Make Quick Purchasers of Casual Visitors

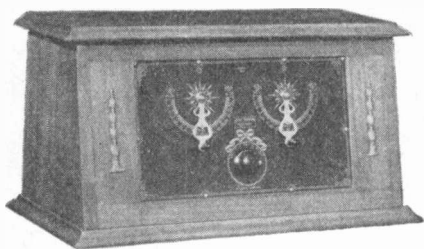


Table Model
Without Speaker
List Price \$36.50



Table Model
List Price \$59.00



Console Model
List Price
\$72.00

How can dealers make quick purchasers of casual visitors? There is the key that unlocks the door to quicker and bigger profits. But how is it done? Is it salesmanship alone? Or is it, first, the product?

Dealers who carry Blue Ribbon Receivers will tell you that the secret is found, first, in the merit of the product. *And they know from experience!*

Here is their story: Customers are attracted to the Blue Ribbon Receivers at once because of their distinctive appearance. Then our dealers explain a few points of Blue Ribbon Superiority—A five-tube set equal in performance to any six-tube instrument, a point which can be demonstrated; the new Blue Ribbon construction, an entirely different circuit, operating efficiently on dry cell batteries, but *universal* in using storage battery tubes, if preferred; Blue Ribbon tone quality, the result of a new type of speaker unit; unusual selectivity; superb summer reception. *And prices that are right!*

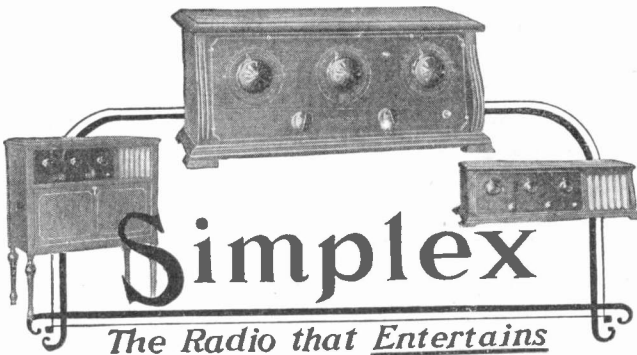
Indeed, it takes only the most modest salesmanship to demonstrate to customers—the radio-wise and otherwise—that here is offered a value unmatched in the radio world.

Some territories still open for live, aggressive representation. Send today for full description of models and attractive selling proposition.

RADIO DIVISION

Chicago Nipple Mfg. Co.
1966 Southport Avenue, Chicago, Illinois

Blue Ribbon Receivers



Simplex

The Radio that Entertains

Somebody Will Sell a Lot of Them

Four homes out of five in your neighborhood are without radios. Somebody will get the business. It belongs to you—why not go after it?

The Simplex is the answer. A Dustproof 5 tube tuned radio frequency receiver in a walnut finish cabinet. Performance—appearance—satisfaction.

A complete line of models

	List Price
Simplex SR 9.....	\$ 65
Simplex Console.....	95
Simplex Console.....	125
Simplex Console Grande.....	185

Write today for Liberal Dealer Proposition

Chosen by the State of Pennsylvania as representative of radio industry at Sesqui-Centennial. 35 years' experience behind these sets.

Simplex Radio Company
Main and Rector Streets
Philadelphia, Pa.

PRECISION
ARBORPHONE
PRODUCTS

ARBORPHONE

A HAPPY blending of Radio's latest advancements with ultra-precision construction methods makes Arborphone the outstanding receiver of the year.

THE strikingly beautiful Arborphone cabinet assures an ever-active market to the franchised Arborphone dealer. Write or wire for information in your territory.

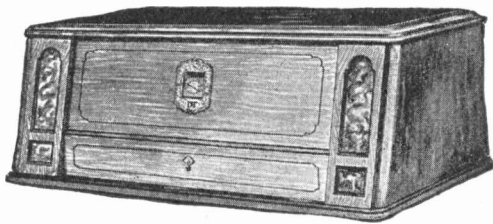
\$60

\$105
Includes Receiver, Table and Built-in Loud Speaker

PRECISION PRODUCTS COMPANY
317 South Main Street Ann Arbor, Michigan

National Factory Representatives
SANFORD BROS.
33 W. Walton Place
CHICAGO, ILL.

AT ALL THE SHOWS— The Counterphase-Eight



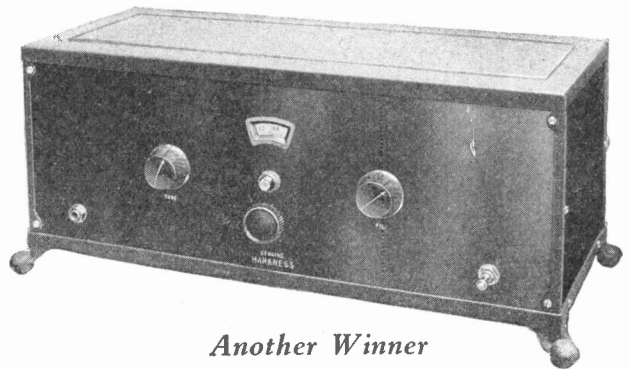
Received more praise than anything B-T ever produced.

There may still be an opportunity for you to secure exclusive dealer rights in your city.

Grab this opportunity by writing or wiring for appointment.

BREMER-TULLY MFG. CO.
520 So. Canal St., Chicago

New Harkness Counterflex Models Better than ever for 1927



Another Winner

The Improved 5 Tube Single dial tuning

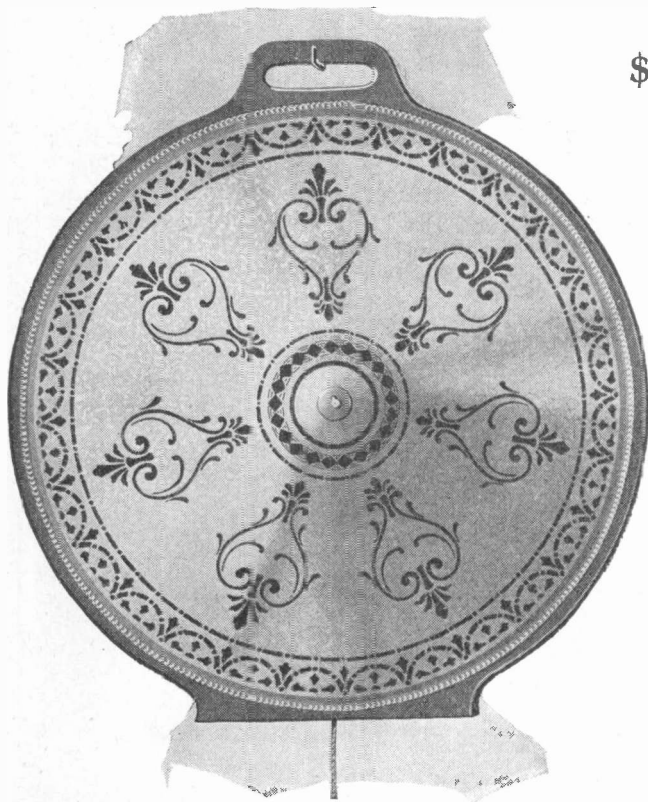
A truly remarkable set, which will do everything the most critical fan could demand. Simplicity itself in operation, the last word in tone quality, volume and selectivity.

Kit, \$47.50 Chassis \$55.00 Set \$62.50
Complete parts and simplified instructions. for use in special cabinet 7x18 in. cabinet, as shown.

These prices are list. Jobbers and Dealers—write for attractive discounts.

FREE—A special 16-page Harkness Book with complete illustrations, diagrams, etc., will be mailed on request.

The Radio Guild, Inc.
241-243 Market St. Newark, N. J.



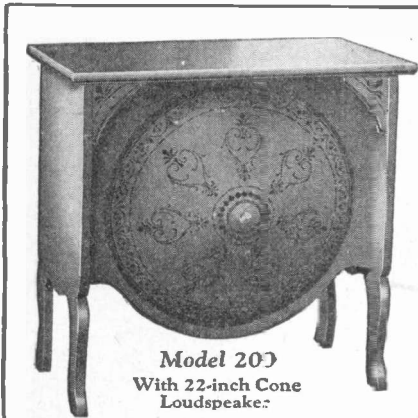
\$ 15⁰⁰

(West of Rockies,
\$18.00)

An astonishingly low price for this 22-inch Windsor Cone Loudspeaker mounted on sounding board and supplied with easel. Can be hung on wall or stood on table or floor.



This Amazing New Cone Speaker Hangs on Wall or Stands on Table!



Model 20
With 22-inch Cone Loudspeaker

This Windsor Cone Loudspeaker Console is equipped with a 22-inch Windsor Cone Loudspeaker. Its top is 30" x 17" and is 29" high. The battery shelf provides ample space for batteries, charger, battery eliminator and other equipment. Beautifully finished in either Mahogany or Walnut. Price only . \$ 29⁰⁰

(West of Rockies, \$35)

NOW the radio world enjoys a new sensation—a 22-inch cone loudspeaker mounted on a sounding board and equipped with an easel back so that it can be hung on the wall, stood on a table, or placed on the floor.

And this is the famous Windsor Cone Loudspeaker that reproduces *all* the tones as they are broadcast. From the deepest throated pipes of the largest organ to the softest note of a crooning lullaby—from full volumed brass of a band playing "The Stars and Stripes Forever" to the last faint note of "Home Sweet Home" played by a master violinist—*every* tone, *every* sound is reproduced with perfect fidelity in all its beauty, just as it entered the microphone.

This wall and table model Windsor Cone Loudspeaker has no equal in value in the world of radio. When compared with the average cost of cone-type loudspeakers of even smaller size and without the sounding board and easel back, the cost of this Windsor model is amazingly low.

Write or wire at once for illustrations and prices covering all models of Loudspeakers and Loudspeaker Consoles comprising the extensive Windsor line, together with the *unusually liberal trade discounts*. The extensive magazine and newspaper advertising campaign appearing this season will send many radio enthusiasts into your store to see and hear these remarkable cone and horn loudspeakers combined with fine furniture.

Electrical Department

WINDSOR FURNITURE COMPANY

World's Largest Manufacturers and Originators of Loudspeaker Consoles

1436 CARROLL AVE. . . . CHICAGO, ILLINOIS

Los Angeles Branch, 917 Maple Ave.

In this Windsor Console is combined both the Windsor Moulded Composition Horn Loudspeaker and the 18-inch Windsor Cone Loudspeaker. The top is 30" x 17" and stands 29" high. Ample battery and equipment space is provided by large shelf in rear. Price finished in Walnut or Mahogany. \$ 48⁰⁰

(West of Rockies \$55)



Model 302
With Moulded Composition Horn Loudspeaker and 18-inch Cone Loudspeaker



Velvet Radio Speakers bring a definite contribution to Radio reproduction in more than mere beauty—for the rich rounded vibrant tones are natural as life itself—it's "just as if you were there!"

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.
Chicago, Ill.

"Just as if you were there!"

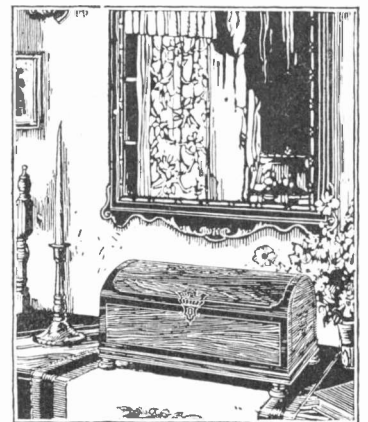
MOST any Speaker brings you something of Radio's joy—but until you've really heard a "Jewel Case" with its resonant tonal beauty, tonal completeness, naturalness, you've missed the fullest joy! There are so many claims in Radio we only ask you this—*just believe your own ears* when you listen to recreations of music, speaking, or singing so natural you scarcely realize the living authors are many miles away. That is Velvet Radio joy!

[No. 21 \$45.00]



A rich musical background for the pleasures of the card game—with the "Jewel Case".

Manufactured by
The Borkman Radio Corporation
Salt Lake City, Utah
Kalamazoo, Mich.



"The Jewel Case" is a musical instrument—supreme in tonal beauty and power—but it is as well, a beautiful piece of handicraft.

Velvet Radio Speakers



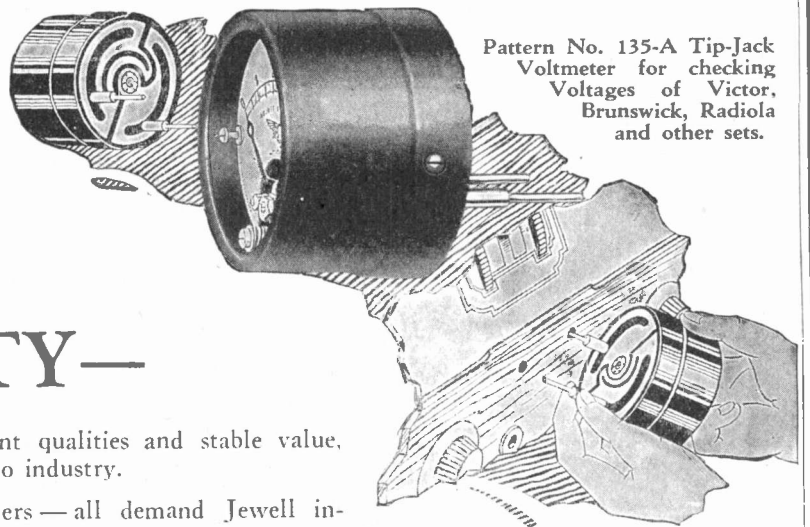
DEALERS
PROFIT BY
JEWELL'S
POPULARITY—

Jewell instruments, by their inherent qualities and stable value, have rightfully taken the lead in the radio industry.

Amateurs, manufacturers, set builders—all demand Jewell instruments.

You can't afford to have disappointed customers leave your store because you are unable to supply them with what they want.

Write us for a supply of circulars describing our various popular radio instruments.



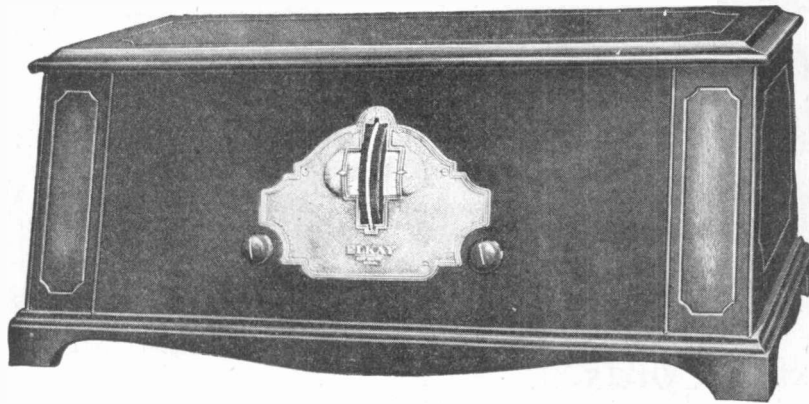
Pattern No. 135-A Tip-Jack Voltmeter for checking Voltages of Victor, Brunswick, Radiola and other sets.

Each of the two prods on the revolving back plate of No. 135-A are adjustable to varied horizontal or vertical spacing of the two tip jacks installed in the radio panel by set manufacturers. After prods are plugged in the scale is brought to its normal horizontal position. No other make of instrument has this important adjustment convenience.

Jewell Electrical Instrument Co.

1650 Walnut St., CHICAGO

"26 Years Making Good Instruments".



(Licensed Under Patents Granted and Pending)
Six Tubes—\$125 List

THE NEW



RECEIVER

A "Truphonic" [TRUE TONE] Reproducer

The new Elkay embodies the Donle Truphonic System of audio amplification, and the Elkay Synauto Radio Frequency principle two momentous improvements in radio.

Truphonic means true tone amplification. The Donle System unit comprises three balanced stages of audio, entirely free from interstage coupling or distortion within the stages. A pure note entering this amplifier comes out a pure note—from the first point of audibility evenly up to the greatest volume it is possible for the tubes to supply. If good music is on the air, the Elkay will get it!

The Synauto principle, an Elkay patent, pours oil on the troubled waters of tuning! You may have noticed in your experience that if you set your dial for good volume on the low waves, you had to readjust the rheostats when switching to the higher waves to get volume. And if later you tuned back into the lower waves without turning down the filaments you were greeted with squeals.

The Elkay Synauto principle smooths out the entire dial from 200 to 580 meters. Switch where you will, the clarity and volume will be even. Besides these outstanding advantages, the new Elkay has the following:

—neat, centralized Uni-Control the flexibility of three dials, all under your thumb.

—the Elkay Tube Equalizer System of interchangeable, automatic rheostats; any combination of tubes can be used. In addition to the splendid new tubes now to be had, before this radio season is over there will be special R. F., Detector, Audio and Output tubes on the market. Elkay owners will be able to use these tubes without alteration of hook-up.

—both the R. F. stages and the Detector are entirely shielded against "strays."

—"floating" sockets mounted on Bakelite sub-panel; all important insulated and wearing parts genuine Bakelite.

—all connection from a common cable, plainly tabbed.

—in a beautiful sloping-front cabinet of brown, antique Duco finished natural grain mahogany. —\$125 list. Write for exclusive franchise.

Elkay Equalizers and Suppressors

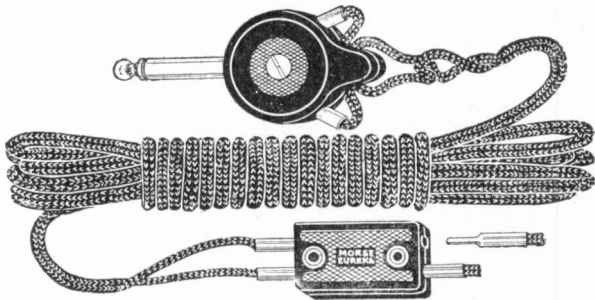
Elkay Tube Equalizers are sold independently of Elkay Receivers. They are in handy cartridge form, just the thing for experimenters' and fans' use in trying out new circuits. There is a value for every tube made. List price, 50c; mounted, 75c.

Elkay Suppressors, also of cartridge design, for the grid circuit, suppress regeneration and facilitate tuning. 100 to 1800 ohm values. List price, 75c; mounted, \$1.00. Quantity prices to manufacturers on Suppressors and Equalizers.

THE LANGBEIN-KAUFMAN RADIO CO., Dept. M, 62 Franklin St., New Haven, Conn.

Morse Eureka

TRADE MARK



**Extension Cords
for Loud Speakers**

A fast moving product
for live wire dealers

Prices including Plug. Cord and con-
nector attractively packed.

- 20 ft. long.....\$1.25
- 30 ft. long..... 1.50
- 40 ft. long..... 1.75
- 50 ft. long..... 2.00

Manufactured by
Frank W. Morse Co.
289 Congress St., Boston, Mass.

We made it for you!



EVERY one of your radio cus-
tomers will be pleased to have
one of these "I Want to Know"
booklets—chock full of the latest,
up-to-the-minute radio information.

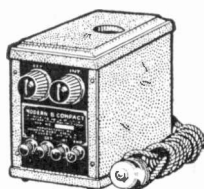
Write Today—the supply is limited

WHOLESALE EXCLUSIVELY
LUDWIG HOMMEL & CO
929 PENN AVENUE PITTSBURGH, PA.

**Small—Powerful
Efficient—Quiet**

Modern "B" Compact

For Six Tubes
3 B+ Voltages
2 Variable Controls



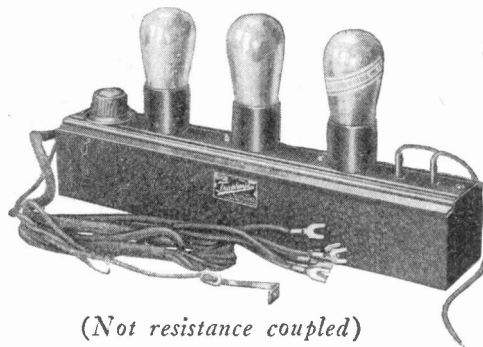
\$30.00

The Modern
Elec. Mfg. Co.

Toledo
Ohio

**A
Power Amplifier**

at \$20



An
entirely new
type of
Amplification

(Not resistance coupled)

**Acclaimed by all who hear it
the most-perfect by far of all
radio reproduction—**

The entirely new type of amplification known as the *Truphonic Power Amplifier* actually surprises people who hear it for the first time—and even the second, fifth or tenth time.

Radio engineers, musical critics, broadcasting artists, radio announcers, set manufacturers, radio dealers, and the set owning public say that the Truphonic gives the most faithful of all radio reproduction. And not only better reproduction, but in greater volume.

The Truphonic Power Amplifier, in a word, is a simple compact instrument that is attached to *any* set. Connections to the battery and one simple connection to the set can be made in a few minutes—even by the most inexperienced. The audio tubes are transferred from the set to the Truphonic, one extra tube (either 201A or power tube) is inserted, speaker plugged in—that's all there is to it. The rest is praise from your customers and profit for the cash register.

**Can you sell
such an instrument?**

For those customers who are not buying a new radio set this year, here is your chance to render a real service and make a good profit—without competition.

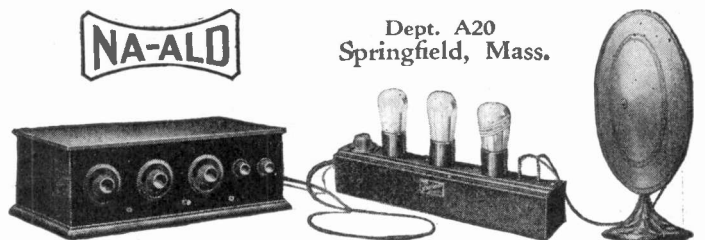
The Truphonic is the only quickly attached amplifier on the market operating directly from the detector tube output. Order from your jobber and get your Truphonic sales going in your territory as soon as possible.

The Truphonic is also provided in knockdown form, with a special socket panel providing for the use of 6 sockets or 7 sockets as a constructional unit of advanced design—for the set builder. Write for further information.

ALDEN MANUFACTURING CO.



Dept. A20
Springfield, Mass.



*Radio's
Best
Sellers*



- For Christmas -



**The New Brach
CONTROLIT**

Most Attractive Gift in
Radio Field

RETAILS FOR \$6

BE READY FOR THE DEMAND!

Controlit is the latest Brach Radio Specialty and, a Radio Necessity.

Controlit eliminates all switches from "B" Battery Substitute and Trickle Charger and places complete, automatic control of set and power supply in one switch — the set switch itself.



**The New Brach
TOTEM-POLE
ANTENNA**

Will prove a ready seller in large or small towns. It is a real innovation.

Here is an aerial antenna that gives most complete reception and unusual clarity to radio.

It is the size of a small flag pole, can be readily attached to roof or side or window ledge of house and does away with all unsightly wires and makeshifts.

Totem-Pole Antenna with 100 feet wound wire and fasteners complete.

**Sells for
Only \$10**



**Stock All Types of
BRACH LIGHTNING
ARRESTERS**

For the Christmas season

And supply that certain demand for gifts connected with radio.

Dealers know they are safe in recommending Brach Arresters. A \$100 Insurance Guarantee goes with every one of them.

**Retail Prices
As Low As \$1**

Another Trade Winner!

**The New Brach
DRIP-PROOF
HYDROMETER**



To the Hydrometer with the famous Chaslyn Balls is combined the drip-proof feature which insures full protection against battery acid falling on and injuring parquet floors, rugs or clothing.

After testing battery, the Hydrometer can be washed without danger from dripping acid.

Order a goodly number for your trade.

Retails at only \$1

Every Dealer Should Sell Loads of

**BRACH "MASTER"
and other**

AERIAL OUTFITS

Sell a whole outfit — wire, lead-in, insulators, lightning arrester — everything to the last screw — all in one compact package — no hunting for parts — no trifling sales — all in one sale — just pass the box across the counter!



**Brach Master
Aerials
\$3.50**

**Other Aerials
\$4 to \$5.50**

Brach
**Radio
Products**

L. S. BRACH MFG. CO., Newark, N. J.

L. S. Brach of Canada, Ltd., Toronto, Can.

Audiola "Baby Grand" Making Sales grow fast

AUDIOLA



Baby Grand \$250.00

Dealers should give greatest consideration to the value of this "Baby Grand" as a radio sales maker. This is the only one in Radio. It's going great. It attracts instant attention. Many people are buying it who intended at first to buy a smaller set. This "Baby Grand" fits in a corner where a console really belongs.



Console Type

No. 627-C-6 tube—\$185
No. 527-C-5 tube—\$120

Table Type

No. 627-T-6 tube—\$100
No. 526-T-5 tube—\$ 70

The "Baby Grand" was a big hit at the recent Radio Show, Chicago. Dealers pronounced it a huge success.

Stock Audiola Consoles now. We guarantee never to dump an Audiola set on the market.

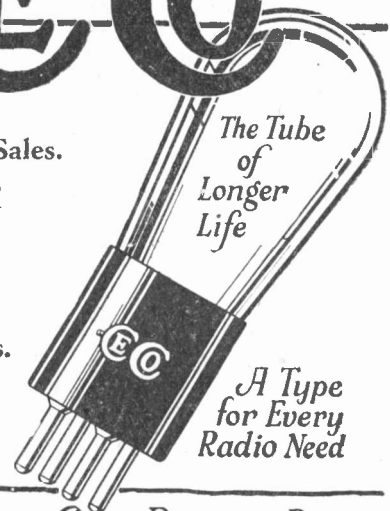
Audiola 1927 sets sell and stay sold. Beauty, simplicity of operation and tonal quality.

AUDIOLA RADIO CO.
430 So. Green St., Chicago

Sell Tubes that Make Good!

ECO

Quick Sales.
Assured
Profits.
Repeat
Business.



The Tube
of
Longer
Life

A Type
for Every
Radio Need

Makes a Good Receiver Better
Write for Complete Data Sheet
C. E. MFG. CO. Inc. . . . PROVIDENCE . R. I.

HARTUNG CLIPS

Continuous Circuit
-Bulldog Grip

Complete Stocks for Quick Delivery to You

Your jobber can supply you with Hartung Clips on short notice. Our distributors carry complete stocks of the full line of Hartung battery, radio and test clips at the locations listed below. Tell your jobber to order direct from the nearest warehouse point.

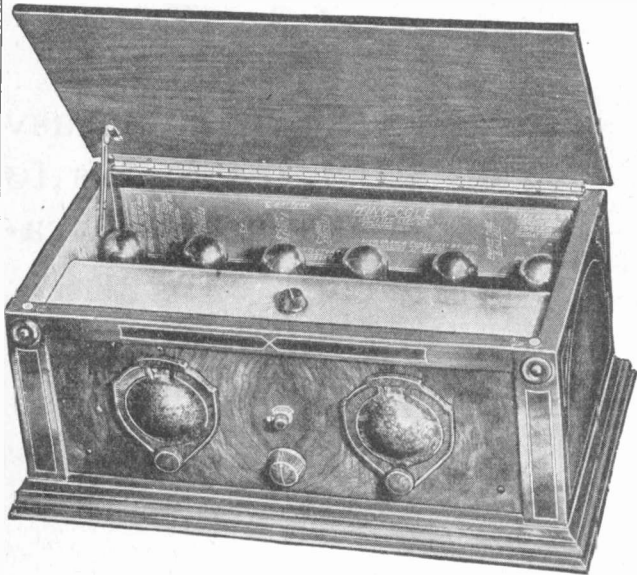
New Price Reductions Now in Effect

New York: Arkay Sales Co., 5 Columbus Circle.
Boston: G. K. Thompson, 25 Huntington Ave.
Cleveland: Henger-Fairfield Co., 1531 W. 25th St.
Atlanta: F. B. Keith & Co., 808 Walton Bldg.
Chicago: L. A. Chambers Co., 522 So. Clinton St.
Minneapolis: Balch-Franklin Co., 409 N. Y. Life Bldg.
Kansas City: Walter I. Ferguson Co., 208 Baltimore Bldg.
San Francisco: West American Sales Co., 516 Van Ness Ave.

C. F. Hartung Co.

728 E. 61st St., Los Angeles, Cal.

King Cole SIX



The Wonder Set of the Season

The Last Word in Tone Quality,
Ease of Tuning and Selectivity.

Cabinet—Matched Burl Walnut of selected quality. Compact design—only 22 inches wide. 5-ply Burl Walnut Panel to match cabinet.

Shielded—a feature with many advantages, in line with latest radio developments. All units of the set except tubes are dust proof.

Controls—Two Vernier "port type" dials. Knob and switch finished in walnut to harmonize with cabinet. Easy, accurate tuning. Battery switch has soft and loud position. Volume control gives any degree of volume smoothly, without crowding tubes to point of oscillation. An extra control within the cabinet makes it possible to tune in distant stations beyond reach of the ordinary set.

Power—Plenty of surplus power to bring in distant stations in volume sufficient to operate cone type loud speaker. Fine tone qualities are still maintained when full volume is being used.

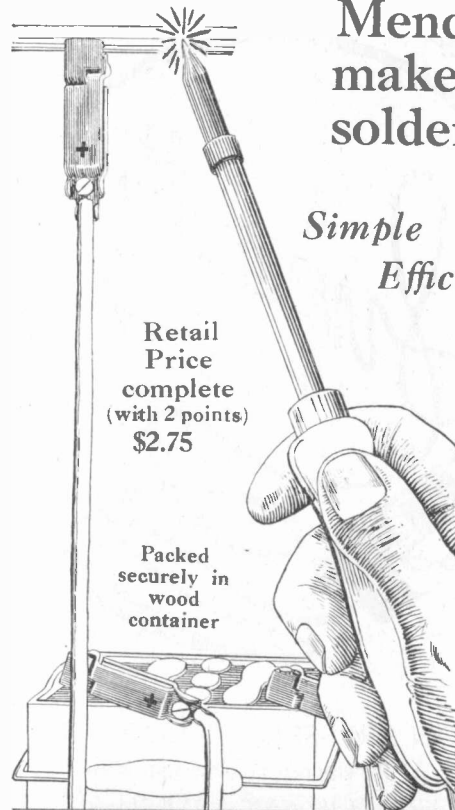
Selectivity—Greatest selectivity without being "critical." Will tune out undesired stations with minimum dial movement.

Reliable, well financed distributors and dealers will find our proposition attractive.

\$100.00

EAST OF ROCKIES; \$107.50 WEST OF ROCKIES
ANYLITE ELECTRIC COMPANY
Fort Wayne, Indiana

Moto-Ray Quick-Hot Metal Menders make amateur soldering easy



Simple
Efficient
Economical

Retail
Price
complete
(with 2 points)
\$2.75

Packed
securely in
wood
container

The Electric Welding Principle
Applied to Soldering

QUICK-HOT operates from any low voltage wet battery circuit, heats instantly when circuit is closed because of high resistance in carbon point, thereby preventing current waste.

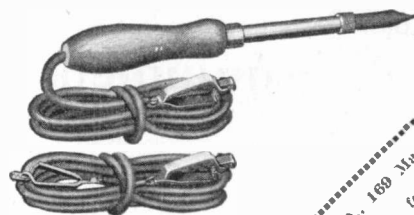
Quick Hot solders through paint, grease, oil, dirt and moisture and on inverted and perpendicular surfaces. With a Quick-Hot you can reach points where the old-fashioned soldering iron cannot be handled efficiently.

There's profit for you in selling Quick-Hots and using them for your repair work.

Buy your sample from us.

Place your quantity order with your jobber.

Moto-Ray Mfg. Co., Inc.
169 Massachusetts Ave., Boston, Mass.



We have an excellent
Jobbers' proposition.
Jobbers write us for
details

.....
MOTO-RAY MFG. CO., 169 Mass. Ave., Boston, Mass.
Here is my check order for \$1.50. Send me prepaid as sample Intro-
ductory offer for dealers and jobbers only, one metal member as
My Jobber's Name is
My Name
My Address



\$1.95
LIST

The price makes it easy to sell headphones to people who only occasionally use them

Plenty of people would like a good pair of phones for use in tuning in. Many others would like them for distance-getting; still others don't like to use the speaker after the rest of the household has retired for the night.

The famous Superette at this popular price makes it easy for you to sell those people.

The Superette is a high quality headset in this popular priced field. It is made with meticulous care and tested with precision instruments before entering our shipping department.

Jobbers and Dealers! Here's a worth-while proposition upon which to pick up many extra profits. Write today for literature and particulars.

NEWTON PRESSED STEEL & MFG. CO.
13 Hawthorne St., Newton, Mass.

Also manufacturers of the NEW TONE Headset selling at \$3.

ELECTRICAL SUPPLIES — **RADIO**

Don't place your Christmas Holiday order until you have seen the latest issue of Harry Alter's "POCKETBOOK," a 240 page catalog showing a complete line of Electrical and Radio goods, with a special section for Holiday Goods.

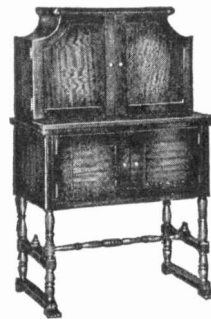
Your best source of supply.

Dealers: write for it today.

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave. CHICAGO ILL.

Sell Udell Radio Cabinets

A good example of our stock line of Radio Cabinets and Tables is No. 746 illustrated at left.



UDELL covers a complete range in design, finish and price. See our permanent displays—spaces 1029-31 American Furniture Mart, Chicago; space 314, New York Furniture Exchange, 206 Lexington Ave. Write for complete catalog R-86 and dealer's discounts.

We also build special Radio Cabinets under contract.

Write your requirements.

THE UDELL WORKS, INC.
28th Street at Barnes Ave.,
INDIANAPOLIS, IND.

Employment "Opportunities"

JOBS and MEN—For Plant and Office: Technical, Executive, Operative and Selling: See "SEARCHLIGHT"

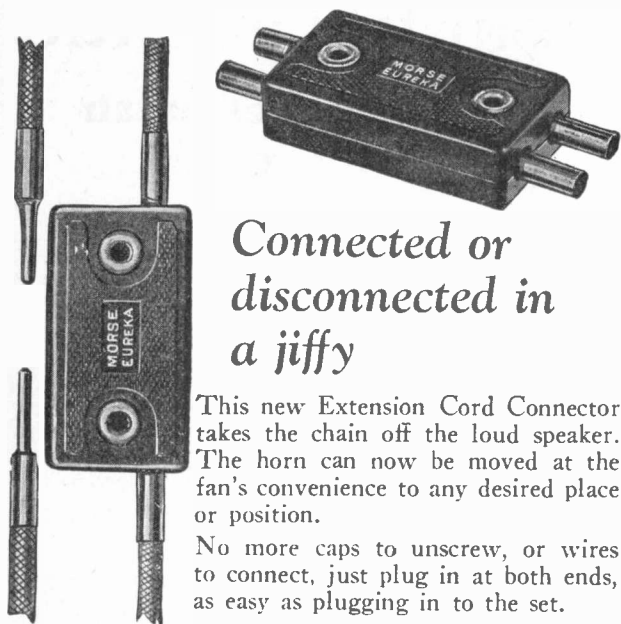
Equipment "Opportunities"

TO BUY, SELL, RENT and EXCHANGE—Used and Surplus New Equipment and Material—See "SEARCHLIGHT"

Business "Opportunities"

OFFERED and WANTED—Contracts, Capital, Plants, Properties, Franchises, Auctions—See "SEARCHLIGHT"

For "Opportunities" of every kind: "Think SEARCHLIGHT First!"



Connected or disconnected in a jiffy

This new Extension Cord Connector takes the chain off the loud speaker. The horn can now be moved at the fan's convenience to any desired place or position.

No more caps to unscrew, or wires to connect, just plug in at both ends, as easy as plugging in to the set.

Morse Eureka Specialties are the radio products of distinction. If you want a fast moving, low-priced article that every radio fan will recognize as a convenience, send for details. A liberal discount is offered with this new specialty.

Write immediately

FRANK W. MORSE COMPANY
289-291 Congress St. BOSTON, MASS.

\$10 Loud Speaker

You can sell, at \$10, the most satisfactory loud speaker that money can buy—the new, improved Dulce-Tone, the perfected radio-talking-machine-speaker.

Set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES COMPANY

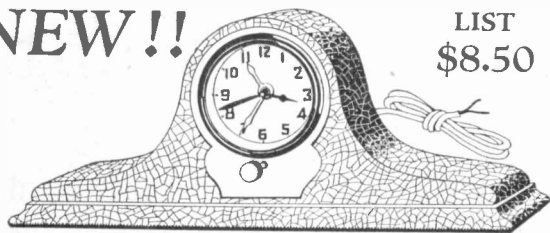
Dulce-Tone Division
Formerly named THE GENERAL PHONOGRAPH MFG. CO.
309 Taylor St., Elyria, Ohio



Fully guaranteed to you and your customers. Nationally advertised in the Saturday Evening Post, Literary Digest and Liberty.

Write for sample and dealer's prices.

NEW!!



LIST \$8.50

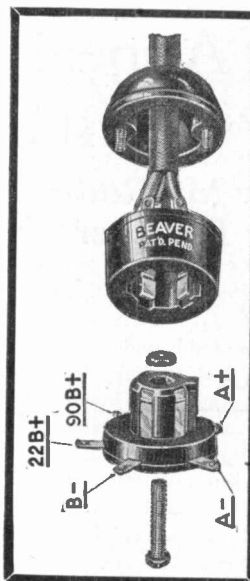
Time-Lite—The Radio Control Clock
Starts and Stops Set Automatically

- (1) STARTS, STOPS and RE-STARTS radio automatically at any specified time.
- (2) Automatically shuts off the set if forgotten—saves tubes and batteries.
- (3) Brings in programs automatically at any time, day or night.
- (4) Consumes no electric current, clock keeps accurate time, as easy to attach as changing tubes, costs nothing to operate.
- (5) Mechanically correct—yet beautiful in design and finish.

WELL WORTH THE PRICE AS A CLOCK ALONE

Mfg. by
TIME-LITE CLOCK CORP.
New York City

Exclusive Wholesale
MUSICAL PRODUCTS DISTRIB. CO.
22 W. 19th St.,
New York, N. Y.



Patents Pending
\$1.50 LIST

Packed in individual containers, ten in a striking counter display box. Order a carton of ten from your jobber today and watch them sell!

BEAVER Radio Connector Plug

Neater and Safer
A fool-proof and handy device for connecting batteries.

One fool-proof connection for all battery leads! It enables the user to disconnect all batteries from the set at will by simply pulling the plug.

Set builders and set owners alike are your prospects for this new device.

Molded of bakelite, it is as everlasting as it is good looking.

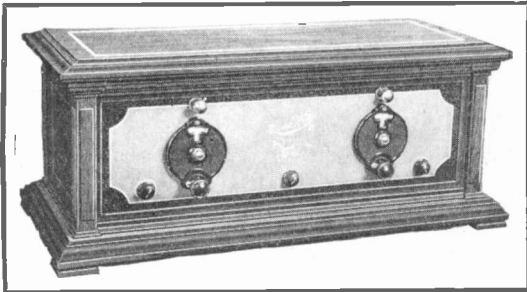


Some territories still open for manufacturers representatives.

BEAVER MACHINE & TOOL CO., Inc.
Newark, N. J.

Give the "Lone Wolf" your full attention

Royal Blue panel finish a feature



The "Lone Wolf" receiver is as distinctive and as much in a class of its own among other receivers as the lone wolf of the timberland. It was so named before its origination because it was made to be recognized at a glance and to be remembered for its superiority in respect to highest quality.

Selectivity and volume, and above all, tonal quality, cannot be equalled in far more expensive receivers.

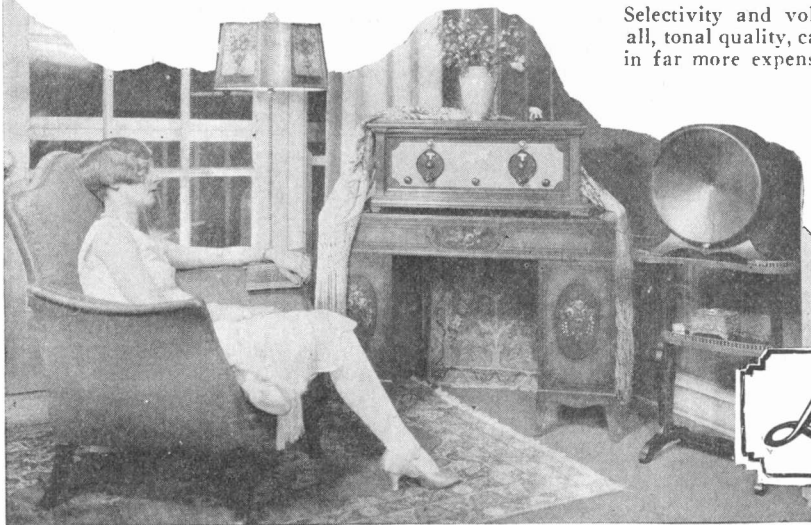
Performance

The Lone Wolf six-tube R. F. receiver is unexcelled for its selectivity and performance. Bass note tone quality is a special outstanding feature when used with cone type speaker. R. F. tubes and A. F. tubes separated and entirely shielded from each other. No wiring exposed. The Lone Wolf is an entirely new development in field of audio amplification.

Beauty

The Cabinet is made of heavy walnut, having in-laid ends and top. The bronze panel is finished in royal blue with gold plated trimmings. It is most attractive in effect, making a highly decorative piece of furniture. There is just that difference, just that greater touch of beauty that makes the Lone Wolf a feature display for any radio stock.

Every dealer interested in increasing sales volume should give immediate attention to this truly wonderful receiver. Write at once for attractive dealers discount and sales plan.



4725 Clifton Avenue Chicago, Illinois

The Holiday Appeal The Holiday Profit!

*in the New Mu-Rad
Super Six Receiver*



The set that will make your sales increase with leaps and bounds! People are looking for the new Mu-Rad! Thunderous volume, controllable to whisper, beautiful tone qualities, faithful reproduction and one dial control are powerful selling factors. We are backing your sales with productive advertising, quality merchandising and sane, fair and square policy. Get your orders in now!

Write for Proposition

MU-RAD
RADIO CORPORATION
Dept. R, ASBURY PARK, N. J.

Business Wants

THE *Searchlight* Section of this paper represents a meeting place for men and concerns who have immediate business "wants" to fill—the section covers

Agencies Wanted
Agents Wanted
Books and Periodicals
Business Opportunities
Civil Service Opportunities
Contracts Wanted
Desk Room for Rent or Wanted
Educational
Employment Agencies
Employment Service
Foreign Business
For Exchange
For Rent
For Sale
Franchises
Labor Bureaus
Miscellaneous Wants

New Industries Wanted
Office Space for Rent or Wanted
Partners Wanted
Patent Attorneys
Patents for Sale
Plants for Sale
Positions Vacant
Positions Wanted
Property for Sale
Representatives Wanted
Salesmen Available
Salesmen Wanted
Spare Time Work Wanted
Sub-Contracts Wanted
Tutoring
Vacation Work Wanted
Work Wanted

"SEARCHLIGHT"

Another Money-Maker for Dealers

Every Set Owner Needs One



Beede Storage Battery Tester \$1.50 List

Wide-awake dealers everywhere are making sales and friends with the Beede Storage Battery Tester. It is simple to convince every set buyer that the dry method of battery testing is best. It is cleaner, safer and more accurate. This meter makes it possible to test any single cell or all three cells. It shows distinctly when to charge and to stop.

Beede Storage Battery Tester, handsome nickel case, two inches diameter, with flexible cord terminal; guaranteed accurate.

Midget Swivel Jack, \$2.50

Small, compact, accurate Voltmeter. Does not interfere with tuning knobs on Superhets, Radiolas or Brunswicks. A precision instrument of very high resistance.

There's a "BEEDE" Meter for Every Battery Need

Order from your jobber—Liberal Discounts—Catalog on request.

BEEDE ELECTRICAL INSTRUMENT CO.

Factory: Pénacook, N. H.

N. Y. Sales Office: 136 Liberty St.

John L. Madsen, Manager

BEEDE METERS

New THOMAS Box Type Loop



Unequaled { In Price
In Reception
In Appearance

This is a highly efficient receiver on any 5 tube or superheterodyne using .0005 condensation. Guaranteed as to workmanship and high quality of materials. Turns on 6-in. radius—flue for small spaces. 29-in. high. Beautiful hand rubbed, dark walnut finish harmonizing with any furniture. Collapsible. Strong, attractive individual cartons.

Compare this excellent new loop with others. Write for one and for complete information.

LIST PRICE, \$7.50

IDEAL PRODUCTS CO.

Manufacturers of THOMAS Loops

221 North Desplaines St., Chicago

We Pay Dealers CASH!

For Servicing

Premier says "dealer-cooperation" with cold cash! Keep some NET out of your profits by our definite cash allowances for "trade-ins" and servicing.

Console—5 tube T. R. F. in two-toned walnut finish cabinet. List \$117. Net cost, after allowances, only \$45.20.

Send for NEW DEALER PLAN

Premier Radios are built entirely of Premier-made parts in our own factory. That means a one-profit price, and bigger values.

For Old Sets taken in Trade

PREMIER ELECTRIC COMPANY

Dept. 124, Grace St. at Ravenswood Ave., Chicago.

Send full information of your cash allowance plan for trade-ins and servicing to

Name _____

Address _____

The FINE-ARTS FULL SIZE CONE SPEAKER Retail \$15.00



Designed right—Built right
Priced right—Guaranteed

Beautiful in appearance—amazing in its tonal qualities. Designed by Frank D. Lewis, pioneer Cone Speaker scientist—and built by the Plaza Music Company, with twenty years of experience in manufacturing and merchandising musical products.

The specially designed powerful unit will take any voltage you can give it. The one-piece seamless diaphragm is made of a specially treated fabric which is absolutely immune to all atmospheric changes. The frame is a fine aluminum and is finished in a rich antique bronze and russet.

It gives full \$35 value for \$15.

Size: Height 15 1/4 inches
Diameter 17 1/4 inches

JOBBERS: Write for our proposition

PLAZA MUSIC CO.
10 WEST 20th ST. NEW YORK

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
 Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
 Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
 Proposals, 40 cents a line an insertion.

INFORMATION:
 Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
 Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
 1 to 3 inches.....\$6.65 an inch
 4 to 7 inches..... 6.40 an inch
 8 to 14 inches..... 6.20 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

SALESMEN AVAILABLE

MR. MANUFACTURER or Distributor. Can you use a sales manager with eight years' successful work hiring and training men for resale through department stores and central stations in metropolitan New York selling electrical washing machines and vacuum cleaners? I have come in personal contact with buyers and managers of these outlets. Position must warrant over \$5,000 yearly to interest me. SA-23, Radio Retailing, Tenth Ave. at 36th St., New York.

SPECIALTIES

Dealers! Don't turn away customers who want short wave and transmitting supplies. Write for our "Ham-List" and discounts. We job a complete line. Curtis Sales Company, 1109 Eighth Ave., Fort Worth, Tex.

FOR SALE

Engraving Machines
 Deckel engraving type 1LH and improved American Pantograph machines at low price. Machines are in perfect condition. Kimo Co., 237 Greenwich St., New York, N. Y.

RETAILERS AND JOBBERS WANTED

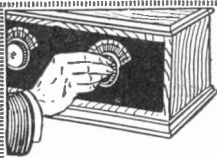
For Excellent "Tacoma" Radio Crystal Prices to Retailers c.o.d.: Mounted, \$3.25 per carton of 25 Crystals. Unmounted, \$1.95 per carton of 25 Crystals. Each crystal packed in a separate container. Special price to wholesalers.
COUSIN TRADING CO., Tacoma, Wash.

Radio Tubes

Approximately 5000, each guaranteed, packed in cartons, brass bases, tips, 5 to 6 volts, .28 amps., \$.025 each in lots not less than 1000, lots less than 1000, \$.30 each. Cash.

ROSENTHAL'S

N. W. Cor. 7th and Berkley Sts., Camden, N. J.



TUNE IN for Big PROFITS!

Dealers jump at this live line of radios and accessories, including Bremer Tully, Balkite, All American, G. E. Tungar, Thorola, Majestic, Utah, R. C. A. Tubes, nationally advertised parts, batteries, chargers, etc. Send for catalog and attractive dealer's proposition. Exclusive territories to responsible dealers. Wholesale only. Quick sales and splendid profits assured. Don't pass this up. Write today.

NEW ENGLAND MILLS COMPANY
 Distributors of Nationally Advertised Radio Lines
 855 Washington Blvd., Chicago, Ill.
 Dept. 91F

LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for Oct. 1, 1926.

State of New York }
 County of New York } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of McGraw-Hill Publishing Company, Inc., Publishers of Radio Retailing, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 10th Ave. at 36th St., New York, N. Y. Editor, O. H. Caldwell, 10th Ave. at 36th St., New York, N. Y. Acting Managing Editor, W. C. Alley, 10th Ave. at 36th St., New York, N. Y. Business Manager, M. E. Herring, 10th Ave. at 36th St., New York, N. Y.

WANTED

Surplus stock of Radio Sets

Must operate 100% and have the right price.

In reply give full particulars.

W-22, Radio Retailing
 Guardian Bldg., Cleveland, O.

W E P A Y C A S H
Liquidate Your Surplus RADIO STOCK
 Highest prices paid for surplus radio cabinets, sets and parts. Any quantity.
 What have you to sell?
GENERAL RADIO SET CO.
 74 Cortlandt St., N. Y. C.

W E P A Y C A S H
Liquidate Your Surplus RADIO STOCK
 Highest prices paid for surplus radio cabinets, sets, and parts. Any quantity.
 What have you to sell?
ROYAL SURPLUS CO.
 228 Jelliff Ave., Newark, N. J.

LEGAL NOTICE (Cont.)

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Publishing Company, Inc., 10th Ave. at 36th St., New York, N. Y. L. D. & A. J. Baldwin, Trustees, 27 Pine St., New York, N. Y. A. J. & L. D. Baldwin, Trustees, 27 Pine St., New York, N. Y. The Grosvenor, Inc., 27 Pine St., New York, N. Y. H. W. Blake, 10th Ave. at 36th St., New York, N. Y. F. R. Low, 10th Ave. at 36th St., New York, N. Y. Mason Britton, 10th Ave. at 36th St., New York, N. Y. Anne Hugus Britton, Hill Building, New York, N. Y. Grace W. Mehren, 53 Fairview Ave., So. Orange, N. J. J. Malcolm Muir, Trustee, 10th Ave. at 36th St., New York, N. Y. D. C. McGraw, 10th Ave. at 36th St., New York, N. Y. J. H. McGraw, 10th Ave. at 36th St., New York, N. Y. J. H. McGraw, Jr., 10th Ave. at 36th St., New York, N. Y. C. W. McGraw, 370 Seventh Avenue, New York, N. Y. H. W. McGraw, 10th Ave. at 36th St., New York, N. Y. J. H. McGraw, J. H. McGraw, Jr., and Malcolm Muir, Trustees, 10th Ave. at 36th St., New York, N. Y. F. S. Weatherly, 271 Clinton Road, Brookline, Mass. E. S. Wilsey, 10th Ave. at 36th St., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

McGRAW-HILL PUBLISHING COMPANY, INC.

C. H. THOMPSON, Secretary.

Sworn to and subscribed before me this 29th day of Sept., 1926.

[Seal.] **MARTIN J. WIEMER.**

Notary Public Queens County Certificate No. 1819. Certificate filed in New York County No. 272.

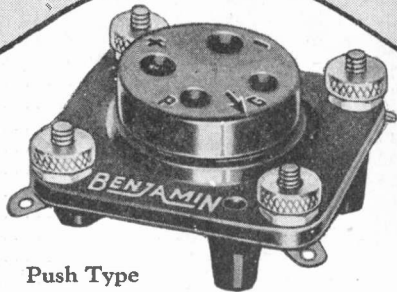
(My Commission expires March 30, 1928.)

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They Buy by the Name

When a Product is Well Named and Well Known



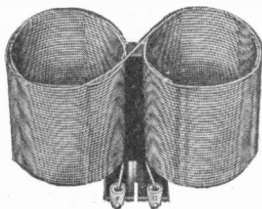
Push Type

Cle-Ra-Tone Spring-Supported Shock-Absorbing Sockets

Stop Tube Noises—Anti-Microphonic. The greatest aid to non-noisy operation. One-piece suspension spring and contact member. Positive tube to terminal connection.

ALL BENJAMIN RADIO PRODUCTS ARE OF THE SAME HIGH STANDARD AS THE FAR-FAMED CLE-RA-TONE SOCKETS

EVERYDAY consistent good performance in radio operation is backing up the widespread national advertising of Benjamin Radio Products. Thus by increasing thousands of set users and builders the name and fame of these radio products are being spread. Other than this there can be no greater assurance of dealer satisfaction and success in handling any radio product.



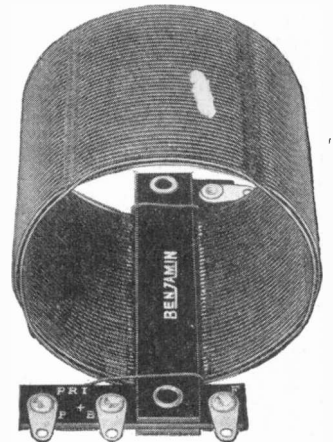
BENJAMIN

"Lekeless" Transformers

Uniform high inductance, low distributed capacity and low resistance. The external field is so slight that it permits placing coils close together without appreciable interaction.

Improved Tuned Radio Frequency Transformers

Proved through exhaustive and comparative tests to be the most efficient coil for modern radio sets. Better in all important features and characteristics. Space wound. Basket weave. Cylindrical. Highest practical air dielectric. Gives wonderful sharpness in tuning, better volume and purer tone.



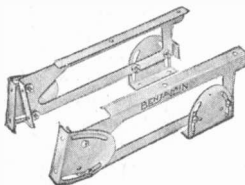
BENJAMIN

2½-inch Diameter Transformer

Compact. Especially desirable for crowded assembly. Eliminates interfering "pickup."

3-inch Diameter Transformer

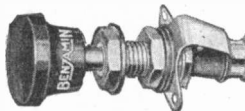
Capacity coupling reduced to lowest degree. For use with .00035 Mfd Condensers.



BENJAMIN

Brackets

An aid to simplification in set construction. Supports sub-panel, with room underneath for accessories and wiring. Plain and adjustable.



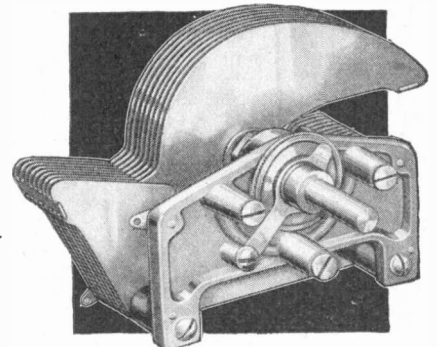
BENJAMIN

Battery Switch

Quick, positive, clean-cut make and break. When it's "in" it's "off," eliminating danger of wasteful use of battery.

Straight Line Frequency Condensers

No crowding of stations. The broadcast range is spread evenly over the dial. Stations come in without interference, and tuning is much easier. Adjustable turning tension. Low loss characteristics give a definite and distinct radio reception. Beautiful in appearance—a credit to the looks and efficiency of any set. Finished in dull silver. Made in three sizes: .00025 Mfd.; .00035 Mfd.; .0005 Mfd.



Rewards for Radio Reasoners

Awards for novel and original hook-ups, modifications of existing circuits; trade names; slogans.

Write our nearest office for full details

Benjamin Electric Mfg. Co.

120-128 South Sangamon Street

New York: 247 W. 17th St.

Chicago

San Francisco: 448 Bryant St.

Manufactured in Canada by the Benjamin Electric Mfg. Co., of Canada, Ltd., Toronto, Ontario

POWER!



\$12.50

"The World's Most Powerful Battery Charger"

The tremendous charging power and constant efficiency of the APCO "A" Battery Charger have made it the choice of over 100,000 satisfied owners.

Charging at the rapid rate of 7½ amperes per hour, it is the most powerful charger in the world—and lengthens the life of the battery. It operates without noise. There are no bulbs to burn out, no jars to fill, nothing to get out of order.

At \$12.50 this APCO represents the most charger for the money.

APCO direct-to-dealer plan protects and assures full profit. APCO Products are sold only through APCO Franchise Dealers.

Territory is being rapidly allotted. Write today for our proposition.

OTHER APCO RADIO PRODUCTS



Model No. 299
APCO Full Automatic
"A" Battery Converter.
Price, \$19.50



Model No. 265
APCO "B" Battery
Eliminator, Open
Model.
Price, \$22.50



Model No. 274
APCO Raytheon Rectodyne
"B" Battery Eliminator.
Price, \$32.00



Model No. 233
APCO "A" Battery
Trickle Charger.
Price, \$8.50



Model No. 266
APCO Rectodyne
"B" Battery Eliminator.
Price, \$29.50



Model No. 270
APCO Twin Tube
Double Filament
-201-A type.
Price, \$2.00



Model No. 289
APCO Wet "B" Battery
Charger.
Price, \$4.00

New APCO 7-Tube Set.
A marvel for unusual
distance tuning and
clarity of reception. Has
an equalized tone chamber
with built-in cone.
Totally shielded with
copper. Comes enclosed
in solid walnut cabinet.
Two dial operation.
Complete — ready to
plug into lamp socket.

APCO MANUFACTURING COMPANY

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unmatched-

in tone

—at anywhere *near* its price! Dealers everywhere acclaim it! And big national advertising—with bigger neighbor-to-neighbor advertising—has put the fact across to the public.

in sales

A demonstration makes a sale! Competition with other speakers sells the RCA Loudspeaker 100. It sells for all sets—and is the only type of speaker even to talk about with the new power-tube sets. With a big market of new sales and replacement of old speakers, it can keep your business moving fast from now to Christmas.

RCA
LOUDSPEAKER
100, List

\$35.



RCA
LOUDSPEAKER
104

—the remarkable power
speaker that is remaking
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