

EARL WHITEHORNE,  
Editorial Director  
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Technical Editor  
S. J. RYAN,  
Merchandising Counsellor

# Radio Retailing

The Business Magazine of the Radio Industry

WILLIAM ALLEY  
Managing Editor

Editorial Staff  
OVID RISO  
HARRY PHILLIPS  
C. GRUNSKY, San Francisco  
PAUL WOOTON, Washington

## Radio Retailing for OCTOBER, 1928

**SALES—**

"260 Years of Merchandising"  
by Ray V. Sutcliffe 58  
*What the Hudson Bay Company of Canada has learned from more than two centuries of selling.*

**MANAGEMENT—**

"Let's Have the Courage of Our Convictions"  
by Earl Poling 52  
*This mid-West music dealer calls on the trade to stop the uneconomic waste of too many home demonstrations.*

**PROMOTION—**

"The Election Is Coming" by Ovid Riso 54  
*Visualizing a few ways of selling radio to those who are most interested in the political campaign.*  
"Window Displays with a Unique Appeal" 64

**TRENDS—**

"This New Field for Musical Merchandise" 65

**THE EDITORS SAY—**

"Give It a Trial" 49  
"Television Experiments Should Be Encouraged" 68

**READERS SAY—**

"What to Do with Trade-ins" 73

**PARTS—**

Experimental Data for Dealers 97  
Directory of Parts and Manufacturers 101

**MANUFACTURING—**

Manufacturers and Markets 103  
New Radio Patents and Trademarks 105

**BROADCASTING—**

"What the Reallocation Means to the Radio Trade" by O. H. Caldwell 50  
*The new broadcasting set-up explained and its meaning to the trade interpreted by Commissioner Caldwell.*

**LEGAL—**

"Court of Appeals Sustains Decision on Clause Nine" by William Alley 56  
*What this decision means to the tube industry, with statements from both sides of the controversy.*

**TELEVISION—**

"Sound and Vision Synchronized by Radio" by Henry W. Baukat 61  
*WGY broadcasts first television drama.*  
New Television System Developed on Pacific Coast 99

**SERVICE—**

Practical Service Methods 70

**MARKET CONDITIONS—**

"All Territories Report Good Business" 107

**NEWS—**

New Products Announced this Month 74  
What the Trade is Talking About 81  
News of the Month Illustrated 80  
New Phonograph Records 86  
Seen at the Radio World's Fair 85  
News of Jobbers and Distributors 88

### They Liked It

"Editor, RADIO RETAILING:  
"I read with interest the article 'The Truth About Television' by Mr. Felix in the August issue of RADIO RETAILING. I'd like to express my personal appreciation of that article to both you and Mr. Felix, and to thank him particularly for the exactness of the statements where the developments of these laboratories are concerned."  
JOHN MILLS,  
Director of Publications.  
Bell Telephone Laboratories, Inc.,  
463 West St., New York.

---

"Editor, RADIO RETAILING:  
"Just a word about the write-up 'The Truth About Television' by Edgar Felix in the August issue of RADIO RETAILING. While at the Chicago Radio Show we were unable to take in any television demonstrations due to lack of time. There have been a number of questions that have come up since the show. We found them wonderfully answered, as well as other very valuable information in the above named item. We just have to write our appreciation for this. You always have items of value to any dealer, be he large or small."  
629 West Ninth Street, Traverse City, Mich. J. T. MOULTON,  
Moulton Radio Studio.

Member Audit Bureau of Circulations and Associated Business Papers

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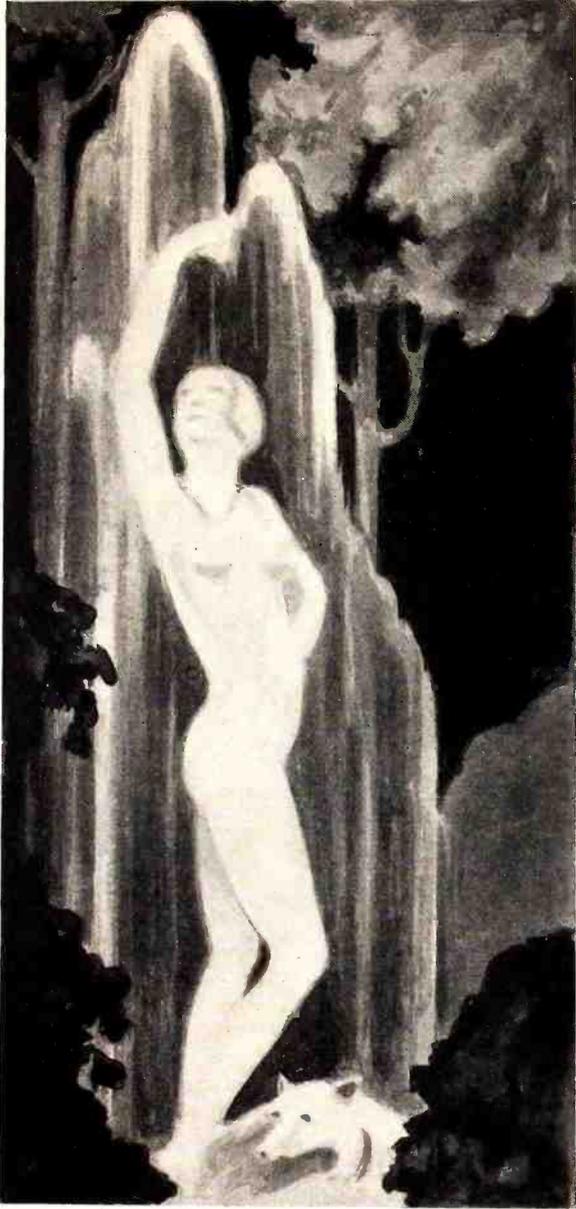
WASHINGTON, National Press Bldg.  
CHICAGO, 7 South Dearborn St.  
PHILADELPHIA, 1600 Arch St.  
CLEVELAND, Guardian Bldg.  
ST. LOUIS, Bell Telephone Bldg.  
SAN FRANCISCO, 883 Mission Street  
LONDON, E. C. 8 Boulevard St.

**Gold Seal**  
**RADIO TUBES**

**NEW**  
Screen-Grid  
A-C  
Tubes  
now in  
production

Made Right  
Packed Right  
Sold Right  
*and having the biggest  
season in their history*

**Gold Seal Electrical Co., Inc., New York & Chicago**  
Also Manufacturers of Gold Seal Electrical Appliances



*Beautiful  
Faithful  
Outstanding*

 **Slagle Radio**

**Slagle Radio Company**  
FORT WAYNE, INDIANA

DIVISION UNITED STATES CORPORATION

# TIE UP WITH THE BIG NEWCOMBE-HAWLEY LINE!

## DYNAMIC CONE MODELS

Unsurpassed tone quality and volume. Fine cabinet work. Excellent finish. All models furnished for battery or light socket operation.



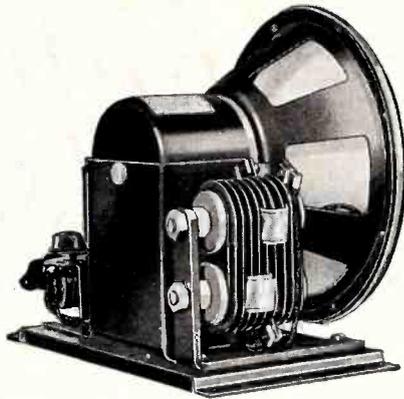
Table

With D. C. or A. C. Dynamic Cone Reproducer. Wide enough to hold most radio receivers.



Small Console

For the smaller receivers. With Dynamic Cone Reproducer.



The Heart of Newcombe-Hawley Dynamic Cone Reproducers



Radio-Phonograph Combination

With Dynamic Reproducer, electric turntable pickup and space for set.



Portable

Satinwood front. With Dynamic Cone Reproducer.



Portable

Burl walnut cabinet. With Dynamic Cone Reproducer.



Large Console

For large R. C. A. Model 18 and other large sets. With Dynamic Reproducer.

## AIR COLUMN MODELS



Console

With Newcombe-Hawley 72-inch air column and Nathaniel Baldwin unit.



Portable

Equipped with Nathaniel Baldwin unit. 56-inch air column. Bronze metal case.



Portable

A beautiful portable reproducer in burl walnut cabinet.



Table

For large receivers such as R. C. A. Model 18 A. C. sets. Unit mounted behind grill. Requires little space.

Send for complete catalogue

Newcombe-Hawley, Inc.

201 First Ave., North, St. Charles, Ill.

# NEWCOMBE-HAWLEY RADIO REPRODUCERS

# \$15,000,000

## Will You Share in the PROFITS?

The retail value of Sonatron radio tubes which will be sold in the next year will reach—and pass—\$15,000,000.00! In this huge volume of business Sonatron dealers find their assurance of continued prosperity and maximum profit from their tube business.

The World's Largest Radio Tube Line, backed by an advertising campaign that has had no counterpart in tube advertising, will place Sonatron dealers in an enviable position. If you wish to share in the profits of Sonatron's fifteen million dollar record year, write for Sonatron's proposition.

### SONATRON TUBE COMPANY

108 W. Lake Street, Chicago, Ill.  
16 Hudson Street, New York, N. Y.  
88 Eighth Avenue, Newark, N. J.

*A  
Great  
New  
Plant*



# SONATRON

## THE WORLD'S LARGEST RADIO TUBE LINE





Balkite A-7 in a rich, hand-carved, walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.

## What's behind the price of the Balkite A-C



Balkite A-5 (table model). Walnut cabinet by Berkey & Gay.

Balkite A-3 the same, in an all metal case.

\$175.00 to \$450.00

*All models are identical in operation; the only difference is in the cabinet. Prices are slightly higher west of the Rockies.*

CABINETS  
BY  
Berkey & Gay

No buyer, dealer or jobber questions the excellence of the Balkite AC receiver. Often times, however, they do want to know why the price.

The best answer is a precisely similar situation in the automobile field. Everybody knows that there is a great deal more difference between a fine car and moderately-priced car than meets the eye. The difference, which corresponds to the difference in the price, is in the "concealed value"; to the buyer, it is in the quality of service he will get over a period of time.

Balkite AC is in exactly the position of the fine car. No attempt is made in this set to compete in the lower-priced market, already admirably served by other radio. Balkite is for the man who

wants a fine quality of service over a period of years; who is willing to spend his money for engineering refinement in a radio exactly as he would in a fine car.

Every dealer has such prospects. Yet this field is wide open; if you didn't sell such a prospect a Balkite, what would you sell him?

Needless to say, from the point of the dealer, he is better off selling Balkite to a prospect than any other radio, because the profit he makes is real, not a book-profit. Service doesn't cut into it.

Engineering refinement in Balkite AC has solved the problem of radio service. Sell Balkite and share the profit. Fansteel Products Company, Inc., North Chicago, Illinois.

FANSTEEL  
Balkite Radio

## Why Radio Dealers Enthusiastically Endorse the CeCo Line

**1—Because there are no finer** clearer, more generally satisfactory radio tubes in the world than CeCo. They make possible an improvement in tone quality, sensitivity and all-round set performance that is remarkable. Thousands of dealers use them in demonstrating sets.

**2—There is a CeCo Tube** for every possible radio need. They include tubes for A.C. Sets, battery-operated sets, and full wave and half wave rectifiers—detectors, amplifiers, power amplifiers, screen grid tubes and special purpose tubes of every description.

**3—They are priced right.** The CeCo price range compares favorably with any other standard, high grade tube prices in the country.

**4—CeCo Tubes sell.** There are millions in use. They are advertised nationally in magazines and in newspapers, and over the air. The CeCo message is being broadcast in an interesting and unusual broadcast program over 18 Stations of the Columbia Chain reaching many millions. When demonstrated they sell themselves.

**5—CeCo Tubes make friends,** new and satisfied customers—and valuable prospects for other and higher priced merchandise.



Dealers will find the attractive profit-making CeCo trade proposition will interest them. Write for full particulars and information if you are not now handling CeCo Tubes. If you are handling CeCo Tubes, write us for business-bringing dealer helps, printed matter, window and counter displays, etc.



Listen to the broadcasting of CeCo Couriers over the Columbia Chain—18 Stations—on the air every Monday evening at 8 o'clock (Eastern Time).

# There's a CECO



## Tube for every Radio



TYPE K  
A special super-sensitive  
radio frequency tube.  
List Price . . . . . \$3.00



**N**O MATTER WHAT TYPE or kind of radio receiving set—whether for A.C. or battery operation—there is a CeCo Tube made for use in every socket.

A dealer handling CeCo Tubes is in a unique position. He can meet every tube demand from the one line; he is assured of customer satisfaction by their proven performance, which brings repeat business, and the liberal CeCo discount means greater profits—a combination of advantages unequalled with any other standard brand.

**CeCo MANUFACTURING CO., Inc.**  
702 EDDY STREET, PROVIDENCE, R.I.

# PACENT

**Phonovox**



**\$13.50**

*The Finest Pick-up—the  
greatest value on the  
market today!*

Simple—easy to attach—switches  
from radio to records without  
changing a tube

**A Whole New Market is Wide Open  
and Waiting... Don't Miss It!**

**Compare these features  
with any other pick-up**

- 1.** Only pick-up that can use fibre needle without loss of volume.
- 2.** Changes from radio to records without removing a tube.
- 3.** Wonderful beauty of tone—more freedom from distortion under volume than any other pick-up.
- 4.** Counter-balanced tone arm—keeps needle in perfect contact with record without scratchy reproduction.
- 5.** Swinging tone arm attachment permits installation of De Luxe Model 105-A (which has no tone arm) on phonographs with right or left tone arm.
- 6.** Pacent engineered throughout. Scientifically designed, excellent materials, perfect workmanship.

**H**ERE'S a piece of radio phonograph merchandise that appeals instantly to everyone—that everyone can afford to own—that has larger sales than all other pick-ups combined. It's the Pacent Phonovox.

First in the field it is still, far and away, the leader in tone quality, attractiveness of appearance and in its sound engineering and workmanship that characterizes every Pacent product.

Get your full share of this profitable pick-up business by handling the best. Its attractive business builds customers and acts as a splendid sales stimulant for records.

Glance at its outstanding features listed at the left. Get full information and samples today.

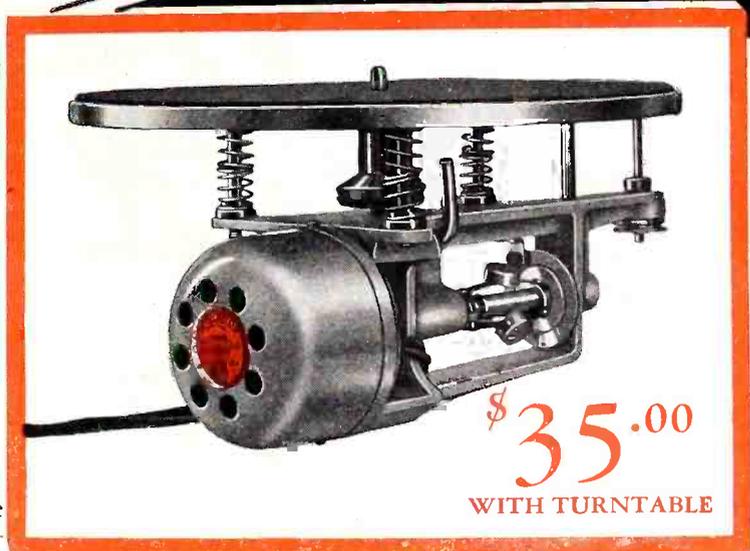
# PACENT

## Phonomotor

There is no finer Electric  
Phonograph Motor  
than this

*Induction type—no brushes,  
no sparking, long wearing.  
Absolutely silent*

Spring suspended shock proof turntable, felt cone friction drive, oversized burnished ball bearings—these are a few of the features that make it the quietest phonograph power plant on the market.



**\$35.00**  
WITH TURNTABLE



**Electrovox**

Here's Electric Phonograph  
Reproduction at its **\$75.00**  
Best at a cost of . .

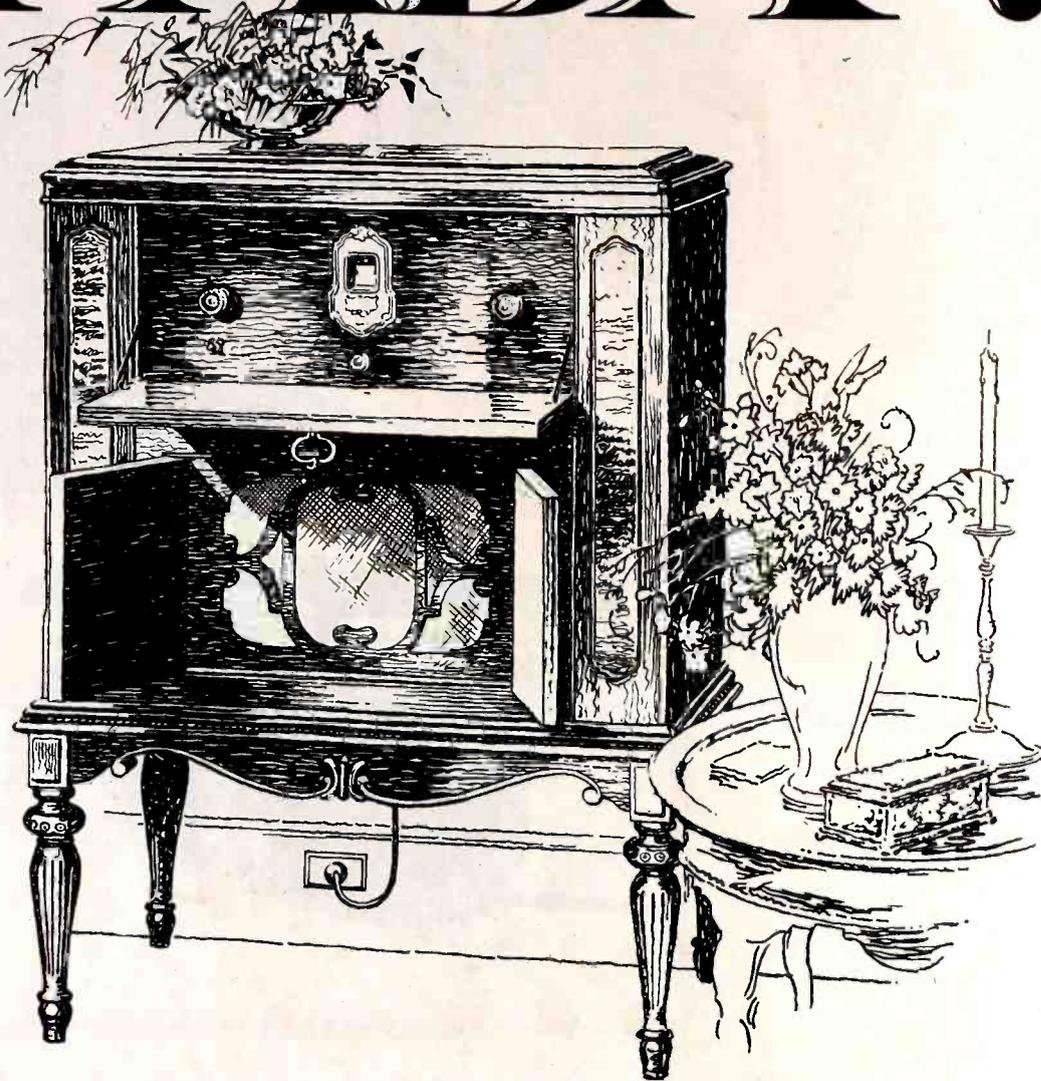
**T**HE PACENT ELECTROVOX is a complete electric phonograph—when coupled with a radio set! A genuine equivalent in tone and volume of the finest electrical record rendition in the most expensive instruments. Beautifully finished cabinet, electrically operated, easy to install—nothing to get out of order. A great value and a fast seller. List \$75.00.

*Write or see your jobber today about these well known profitable Pacent accessories.*

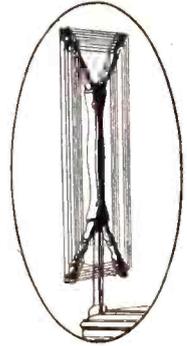
**PACENT ELECTRIC COMPANY, Inc., 91 Seventh Avenue, New York City**

Manufacturing Licensee for Gt. Britain and Ireland: Igranic Electric Company, Bedford, Eng.

# FADA "70"



*Disappearing loop antenna nests in top of cabinet when not in use.*



## THE DOMINATING FEATURE OF THE RADIO WORLD'S FAIR!

**A**LL who saw Fada "70" at Madison Square Garden acclaimed its beauty. The hundreds who heard the Fada "70" demonstrated at the Hotel Astor were convinced that it is the finest radio made—regardless of price.

Fada "70" dominates the quality radio market—just as it dominated the radio show—another "profit windfall" for Fada dealers!

The Fada franchise is just like a sound security—it's always increasing in value—getting better each year. For information regarding your territory, write or wire—

We claim, and are ready to prove, that the Fada "70" will show superior performance over any other standard make of radio receiver, regardless of price.

**F. A. D. ANDREA, INC., LONG-ISLAND CITY, N. Y.**

# GOOD NEWS TRAVELS FAST



# De Forest

## PERFECTED AUDIONS

**W**HEN a great scientist emerges from his laboratory after months of thorough research and painstaking tests and proudly presents tubes so decidedly improved in clarity, volume and length of life . . . the good news naturally travels fast.

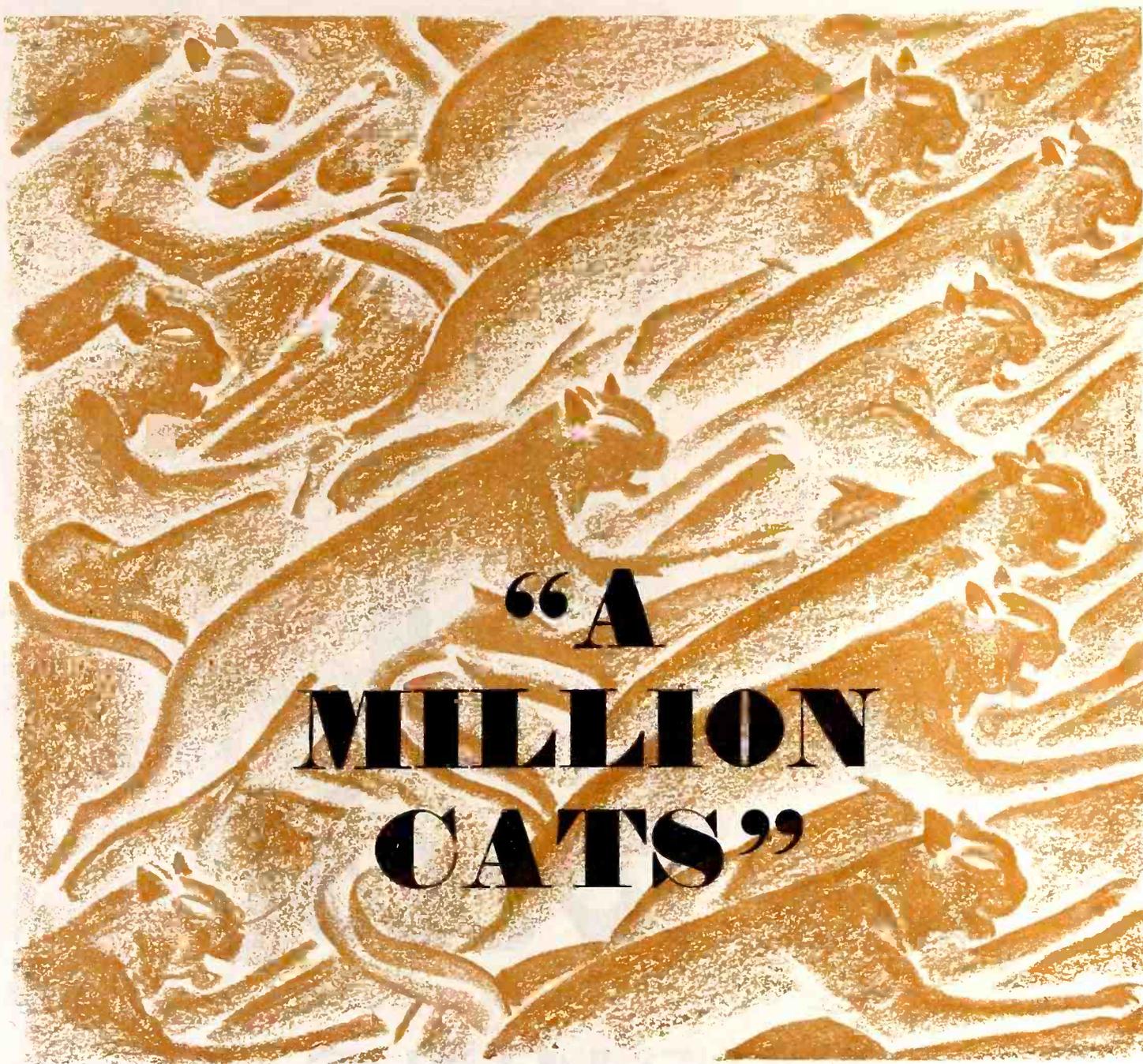
That the radio world has been waiting for better vacuum tubes is convincingly proved by the unparalleled endorsement of the De Forest Perfected Audions.

The De Forest organization is rapidly gaining national consumer confidence

with its dignified and sane merchandising program. We are seeking dealers who have faith in an honor-built product; built up to a quality standard—not down to a price—tubes that will give the radio owner unmistakably better reception and greater economy in the long run. De Forest Audions build prestige and profit.

*Write for Full Particulars.*

**DE FOREST RADIO CO.**  
**JERSEY CITY, NEW JERSEY**



## “A MILLION CATS”

¶ Once upon a time there was a small boy who heard a terrible noise in the attic which sounded like a difference of opinion between some cats. ¶ He rushed downstairs and exclaimed: ¶ “Mother, there’s a million cats in our attic!” ¶ “Why, Johnny, there couldn’t possibly be a million.” ¶ “Well, anyway, there’s our cat and another.” ¶ The radio industry has seen a similar phase of exaggeration in the excess of zeal with which various manufacturers have praised their wares, with the result that the public



today is taking all verbal claims with a grain of salt. ¶ Experience, like the boy's mother, teaches us that super-heated claims set the claimer back instead of forward. ¶ Kolster is content to let its widespread advertising *report what buyers are saying of Kolster* . . . "Kolster is a fine set." ¶ This, together with the voice of the merchandise itself, is building substantial Kolster success for dealers everywhere.

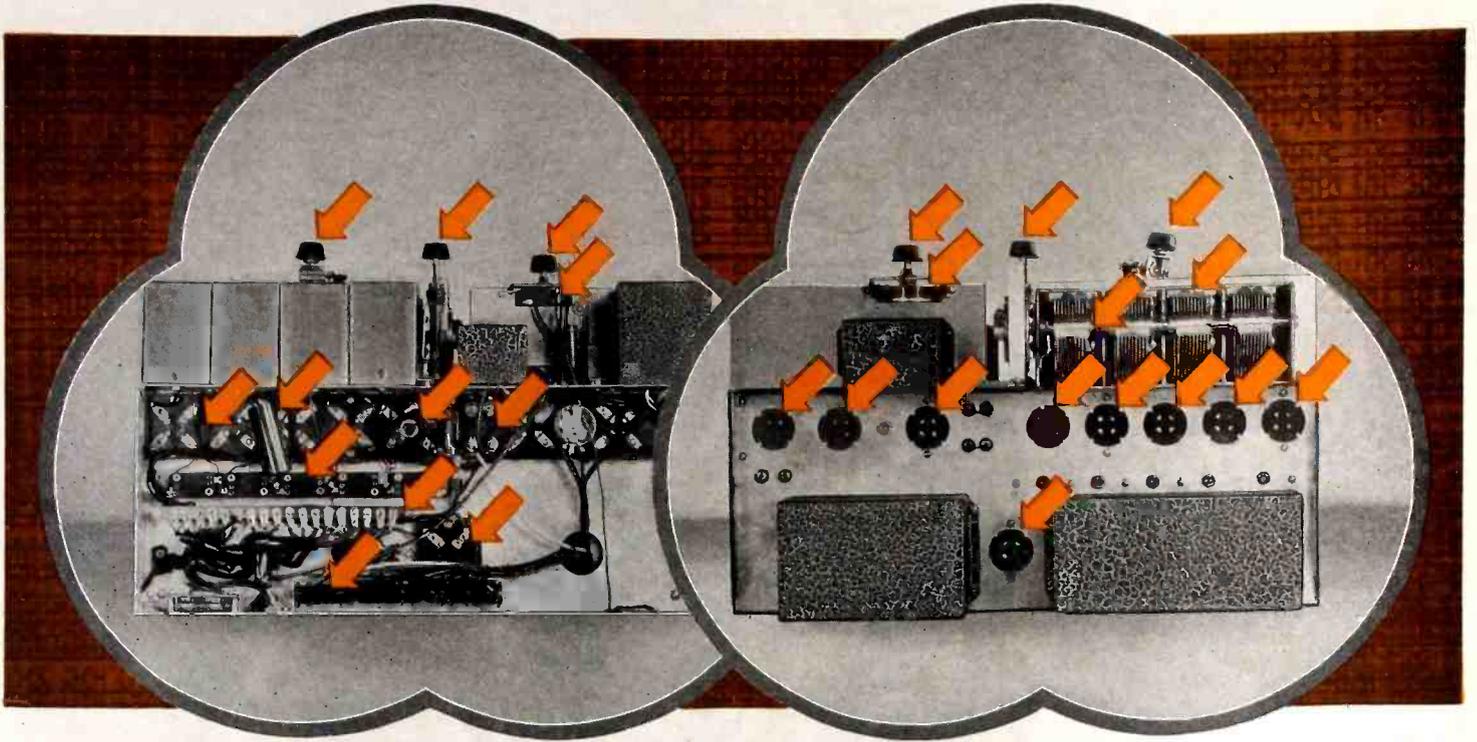


**Seventh Annual  
Chicago Radio Show**

COLISEUM, CHICAGO

October 8th to 14th  
inclusive

Booths No. 1, 2 & 8  
Section B E



Chassis of Day-Fan eight-tube receiver showing some of the parts insulated with Bakelite Materials. Made by Day-Fan Elec. Co., Dayton, Ohio

## Bakelite Materials provide superior insulation for the Day-Fan Eight-Tube Receiver

A RADIO receiver can retain its original selectivity, volume and clarity of tone, only so long as the insulation of vital parts retains its dielectric strength unimpaired. It is because the insulation value of Bakelite Materials is unaffected by extremes of temperature, by adverse climatic conditions or by age, that they are so universally used by the makers of fine sets such as the Day-Fan Receivers.

Bakelite Laminated Sheet and Tubes, and Bakelite Molded parts are used in the Day-Fan eight-tube Receiver. These applications include:

*Balancing Condenser Strip—  
Tube Racks—Fuse Block Strip  
—Resistor Coil Core—Resistor*

*Terminal Strip—Stator Mounting Insulator—Tuning Coil Core—Condenser Container—Condenser—Rheostat—Switch—Dialing Knobs.*

The use of Bakelite Materials for insulating the vital elements of the Day-Fan, and practically all other fine radio receivers, is conclusive evidence that the leading radio manufacturers rely upon them to safeguard

the performance of the instruments which they make. Dealers are merely benefiting by the experience of the whole radio industry when they make sure that the sets and parts which they sell are Bakelite Insulated. Write for Booklet 39, "Bakelite in Radio."



### BAKELITE CORPORATION

247 Park Ave., New York, N. Y., Chicago Office: 635 West 22nd St.  
BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin St., Toronto, Ontario, Canada

# BAKELITE

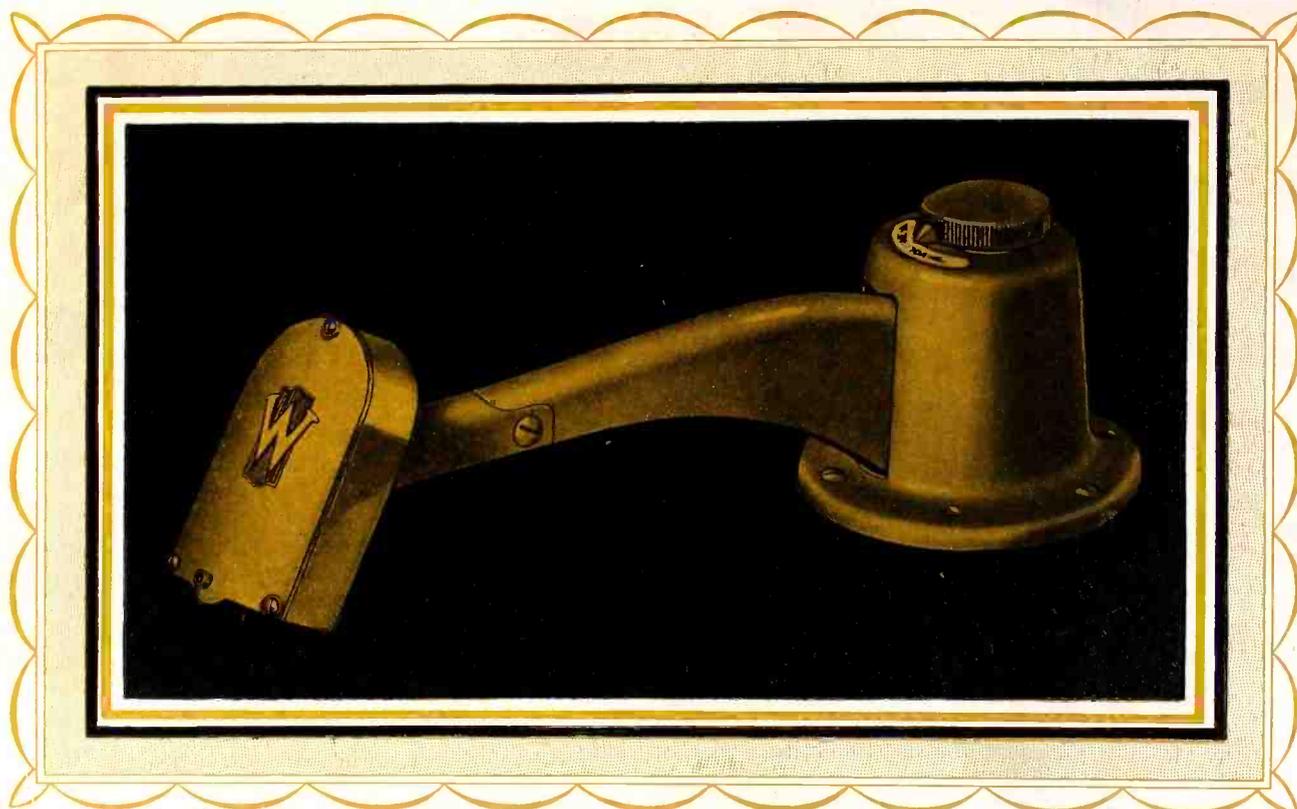
REGISTERED

U. S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

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



Announcing the  
**WEBSTER ELECTRIC PICK-UP**  
*... built to Precision that Insures Fidelity of Tone*

Because of the faithfulness with which it reproduces the entire musical scale, and the minute detail in which it preserves the finer harmonics and timbre of the various instruments, the Webster Electric Pick-up was one of the outstanding products exhibited at the recent Radio Trades Convention.



Since its initial showing at Chicago, where the most exacting comparisons were made, there has been a constantly increasing interest shown in it by wholesalers and dealers throughout the country. The construction of the Webster Electric Pick-up embodies the most painstaking attention to microscopic detail. This is what is responsible for its remarkably life-like reproduction.

Each part is matched and finely balanced. A frictionless stylus bearing permits absolutely free travel of the needle in the record groove. The pick-up head is encased in a dead metal, die cast housing, which is a decided factor in the elimination of objectionable resonance. The supporting arm is of the cantilever type, suspended in snugly fitting bearings that are free from rattles and lost motion.

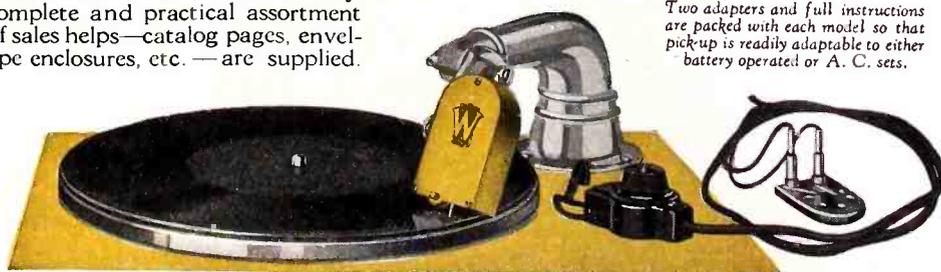
The sum total of this precision construction is an insurance of absolute tone fidelity. However, there is only one way in which you can prove to yourself the finer tone qualities of the Webster—that is by an actual comparison, side by side, with others in the field.

The Webster Electric Pick-up is available in two models. Model 1 A includes pick-up head, supporting arm with a volume control incorporated in the base—an exclusive Webster feature—and necessary adapters. The Model 1 B includes pick-up head, separate volume control, and necessary adapters. Model 1 A is priced at a list of \$17.50, while Model 1 B is priced at a list of \$12.50. A very complete and practical assortment of sales helps—catalog pages, envelope enclosures, etc.—are supplied.

Both models are packed in attractive self-selling counter display cartons—one Model 1 A to a carton and three Model 1 B to a carton—a small enough quantity to permit a constant stock yet secure quick turnover. The usual wholesale and retail discounts apply.

The manufacturer is of long and reputable standing in the electrical field. Many of the leading jobbers have already placed their orders for this remarkable new pick-up—if your jobber has not already done so, order direct.

**WEBSTER ELECTRIC COMPANY**  
 RACINE, WISCONSIN



*Two adapters and full instructions are packed with each model so that pick-up is readily adaptable to either battery operated or A. C. sets.*

**Webster**  
*Electric*  
**Pick-up**

# \$500,000 to introducing a NEW NAME a Great National

THINK of it! . . . Over half-a-million dollars to be invested by the Yale Electric Corporation to make November and December record-breaking profit months for its dealers . . . \$500,000 for advertising and selling, including seven startling color-pages in the Saturday Evening Post—dramatic big-space newspaper advertisements in 59 key cities—sensational radio programs over 21 important stations—striking window-displays and selling helps! . . . All tying in with a great \$10,000 Prize Contest that will send sales soaring and put plenty of rich sugar-frosting on the Dealer Cake!



The New \$1,000,000 BOND Plant in Jersey City

Over 90,000,000 people—every section of the country—will be reached by this sweeping effort!—Week in and week out during the intensive two-months' drive this vast audience will be told about the amazing new features which have been added to the line—of the huge million-dollar plant which Yale has erected in Jersey City—of the new trademark which has been adopted: "BOND!"—This change of brand-name has recently been put into effect to avoid confusion with other products bearing the name "Yale."



will embody all the distinctive features which have given Yale products in the past their preeminence. And, in addition, new improvements which will still further enhance their value and appeal.

## \$10,000 in Prizes to the Public!

So that the entire country may come to know thoroughly all the remarkable features of YALE-BOND Flashlights and Batteries and learn to identify them by their new name, we shall launch on November 1st the *Greatest Contest for Slogans ever Conducted by Any Concern in the Flashlight or Battery Industry.*—\$10,000 in prizes will be distributed among 1183 people—those who submit the best slogans on the features of YALE-BOND Flashlights or Mono-Cells which they consider most important.

# be spent by YALE and a NEW LINE through PRIZE CONTEST!

## \$2500 in Additional Awards to Dealers!

*Every Retailer has a Good Chance to Win!*

In addition to the \$10,000 customer prizes, we have appropriated \$2500.00 for Dealer Prizes, to be distributed among those retailers extending the best cooperation during the Contest period. Any dealer in the country may enter this contest and any dealer—large or small—has an equal chance to win one of the big Cash Awards!—No puzzling tricks to it!

### Contest planned directly to bring Customers into Your Store!

In each of the newspaper and magazine advertisements and in the radio broadcasting, only five of the six principal YALE-BOND features will be described. To learn about the sixth or "mystery feature," the public will be directed to a counter card depicting this feature which can be seen only in the store of an authorized YALE-BOND dealer.

Also, we have prepared a special Contest Window Display—supplied

free to authorized YALE-BOND Dealers—which is considered the most arresting and compelling thing of its kind ever put out. And here again the public is directed to come into your store to learn about the "mystery feature."

Moreover, in all the advertisements and in the window display, the public is directed to secure Contest Blanks through the dealer.

### Special Jobbers' Salesmen Contest—\$2500 in Awards!

We don't want to leave the hard-working representatives of the jobbers out of the prize-winning. And so we have planned a special contest for Jobber Salesmen, also with big Cash Prizes. Full details will be supplied upon request.

No expense has been spared in the whole campaign. Nothing has been overlooked to make it a big success for the dealer and the jobber.—A wonderful new line of BOND Colored Flashlights has been brought out as additional bait for holiday business.—Special advantages are being offered

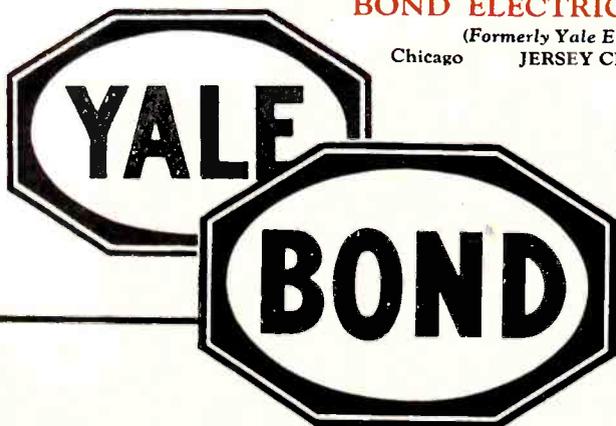
to all dealers handling YALE-BOND Radio "B" Batteries. — Millions of people all over the country will be keyed up to a high pitch of excitement over the big prize awards. It's up to you now to cash in to the fullest extent. Mail the coupon for further particulars.



### BOND ELECTRIC CORPORATION

(Formerly Yale Electric Corporation)

Chicago      JERSEY CITY, N. J.      San Francisco



Manufacturers of  
RADIO "A," "B"  
and  
"C" BATTERIES  
STORAGE AND  
DRYBATTERIES  
FLASHLIGHTS  
MONO-CELLS



BOND ELECTRIC CORP.  
Jersey City, N. J.

Dear Sirs: Please send us full information about the "15,000 YALE-BOND Flashlight Feature Slogan Contest," with information as to how we can tie in.

Name .....  
Address .....  
City .....  
State .....



# How Local is National Advertising?

NATIONAL advertising, big figures, large advertising budgets, are all well and good—but the thing for you as a retailer to decide is how much of that national advertising affects you in your city.

Does it go into the homes of *most* of the people you want to sell?

The dealer who sells products advertised in the American Weekly is assured of concentrated local circulation that has a *direct* bearing on his sales—circulation that *directly* influences *his* customers in *his* city.

For example: There are 10,997 families in Stockton, California, of whom 9,223 buy The American Weekly. Of the 6,768 families in New London, Connecticut, 5,308 buy The American Weekly. 11,513 out of 17,877 families in Gary, Indiana, buy The American Weekly. Over 85% of the families in Omaha, Nebraska buy it, 61% in Providence, R. I., 69% in Everett, Washington, and 83% in San Antonio, Texas. The list is endless. The 5,646,898 readers of The American Weekly are grouped to the dealer's advantage in every worthwhile trading area in the United States.

## What is The American Weekly?

The American Weekly is the magazine distributed through the sixteen great Hearst Sunday newspapers circulating from these centers—Atlanta, Baltimore, Boston, Chicago, Detroit, Los Angeles, Milwaukee, New York, Omaha, Pittsburgh, Rochester, Syracuse, San Antonio, San Francisco, Seattle, Washington—blanketing the buying power of America!

The next time a manufacturer's representative talks advertising ask him to show you how many homes in *your* city his advertising appeals to!

Remember this: If The American Weekly is on the list, you are assured of the greatest advertising force in America—a force that embraces America's largest national advertisers—from soaps to automobiles, from foods to clothing—a *national* medium with powerful *local* sales influence—a force that moves goods from *your* store!

### Branch Offices:

Wrigley Bldg.  
Chicago  
5 Winthrop Square  
Boston  
753 Bonnie Brae  
Los Angeles  
222 Monadnock Bldg.  
San Francisco  
1138 Hanna Bldg.  
Cleveland  
101 Marietta Street  
Atlanta  
11-250 General Motors Bldg.  
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THE AMERICAN  
Greatest  
Circulation  
in the World  
A WEEKLY

Main Office: 9 East 40th Street, New York City

# a SUPREME will make money for You

The Supreme is the only instrument in the world that makes oscillation tests on all radio tubes. This is the only accurate method of finding the actual value of a tube. The Supreme shows by meter readings the exact working condition of any tube from 1½ to 15 volts, including screen grid, heater type, and rectifier tubes. It is the *only* known instrument that shows output of rectifier tubes.

The Supreme self-contained power plant, deriving its power direct from any A.C. line, makes the oscillation tests possible. Every radio engineer and service man will appreciate this exclusive Supreme feature.

The Supreme radiator sends out a modulated wave. Simply plug into A.C. line. No more wasting valuable time waiting on broadcast stations; always at your service and finer adjustment assured.

The Supreme heavy duty rejuvenator provides scientific method of rejuvenation of any thoriated filament tube. Will reactivate up to 12 tubes at one time without removal from set. Pull a plug—the Supreme does the rest.

Condensers can be balanced or synchronized—not by the former tedious methods—but with both meter reading and audible click. Easy, and much more accurate.

All continuity tests can be made from socket on either A.C. or D.C. sets.

The Supreme will give direct reading amplifying power of tubes and will show actual working condition of all tubes.

It will give plate voltage readings with or without load; will test voltage and current of all radios, including those using the latest tubes such as 210 and 250; will give grid circuit readings up to 100 volts; will test output of trickle charges, or any output up to 2½ amps.

In fact, the Supreme will give you everything that any other testing instrument or all other testing instruments combined will give, and in addition will provide the many really important features that are obtainable *only in the Supreme*.

Marvelous as is the Supreme, it is extremely simple. Plainly marked push buttons provide for instant selection of all meter scales. It is as simple as it is thorough; as rapid as it is accurate.

Three *Weston* meters, mounted in Bakelite cases, are built in both models:

- 1 voltmeter, three scales of 0/10/100/600, 1000 ohms per volt.
- 1 Mil-ammeter, of 125 mills and 2½ amps.
- 1 A.C. Voltmeter, three large scales of 0/3/15/150.

Every competent radiotrician knows that this meter equipment insures maximum accuracy.

Use the Supreme in making installations of new sets. Balance the radio frequency tubes. Assure your customer maximum results from his purchase. Saves time for you; the set stays sold; your customer is pleased. That means a direct, immediate saving or profit for you and the creation of good-will that builds business.

Use the Supreme in your service work. One man does the work of three and does it more accurately and easily, because it substitutes scientific analysis for guess-work.

Put the Supreme to work; you'll find it the biggest money-maker on your pay-roll. Comes in two Models, 99A and 400A.

## Send No Money

We don't want you to buy the Supreme until you have convinced yourself that it is all we say it is; until you have actually tried and tested it in your daily work! We want you to use it in your business for six days before you buy!

Order the Supreme that best suits your needs, by signing the coupon below. When it arrives, DEPOSIT with your express agent either the cash price or DEPOSIT the down payment and sign the trade acceptances for the balance. If you are not entirely satisfied, or if in your judgment it is not all or more than we claim for it, return it within 6 days to your express agent in good condition, prepay the return charges, and your deposit will be promptly returned to you. Our confidence in the Supreme, our knowledge of what it will do, prompts us to make this unusual offer.

## A Complete Set Tester Model 99A



The ideal instrument for the busy service man. Light in weight, compact, accurate, thorough, and complete. Comes in a well-constructed, leather grained, brass bound, traveling case with compartment for tools etc. All necessary adapters and accessories furnished.

Only \$28.50 cash and 8 trade acceptances for \$10.00 each, due monthly. Cash price, \$97.65.

A real money-maker for the service-man.



## The De Luxe Model 400A

A complete portable laboratory; comparable in results and efficiency with the most expensive stationary laboratory equipment. An instrument worthy of the most skilled radio engineer, and still so simple that the average service-man can obtain perfect results easily and quickly.

Comes in a handsome, brass bound traveling case, which is complete and convenient in its appointments. Contains a swinging tube shelf providing absolute protection and instant accessibility to tubes. Has adequate and easily accessible compartments for all tools, accessories, and supplies. Complete set of tools and materials, from electric soldering iron to screw-driver, is furnished, each located in its proper place in the case.

Instrument lifts out of traveling case for store or laboratory use.

The 400A will play radios with open transformers and will give condenser, choke coil output, and capacity outputs on radios not wired for that purpose.

Access is provided to all apparatus through pin-jacks. Will test condensers for breakdown. Contains various fixed condensers from .001 to 2 mfd., a 30 ohm rheostat, a 500,000 ohm variable resistance, and an audio transformer, for instant use and various combinations.

Only \$38.50 cash and 10 trade acceptances for \$10.00 each, due monthly. Cash price, \$124.65.

The most thorough, convenient, and practical apparatus in the radio field.

## Request for 6 Day Trial

Date .....

Department RR-2.

SUPREME INSTRUMENTS CORP.,  
Greenwood, Mississippi.

Please ship me the Supreme Instrument I have checked below.

Upon delivery of the instrument I will deposit with the express agent either the cash price OR I will deposit the down payment and sign trade acceptances (installment notes) on the basis of the following prices and terms:

Supreme Portable Radio Laboratory No. 400A—Price \$38.50 cash and ten trade acceptances (installment notes) for \$10 each, due monthly. Cash price, \$124.65.

Supreme Set Tester, No. 99A—Price \$28.50 down and eight trade acceptances (installment notes) for \$10 each, due monthly. Cash price, \$97.65.

It is agreed that the deposit made with the express agent shall be retained by him for six days. If, within that time, after testing the instrument I am not entirely satisfied, I have the privilege of returning the instrument to the express agent in good condition with the seal unbroken (see note below) and all tools and parts intact. Upon such return and upon the prepayment of return express charges, the deposit I have made with the express agent will be promptly returned to me.

Signed .....

Firm Name .....

Address .....

City ..... State .....

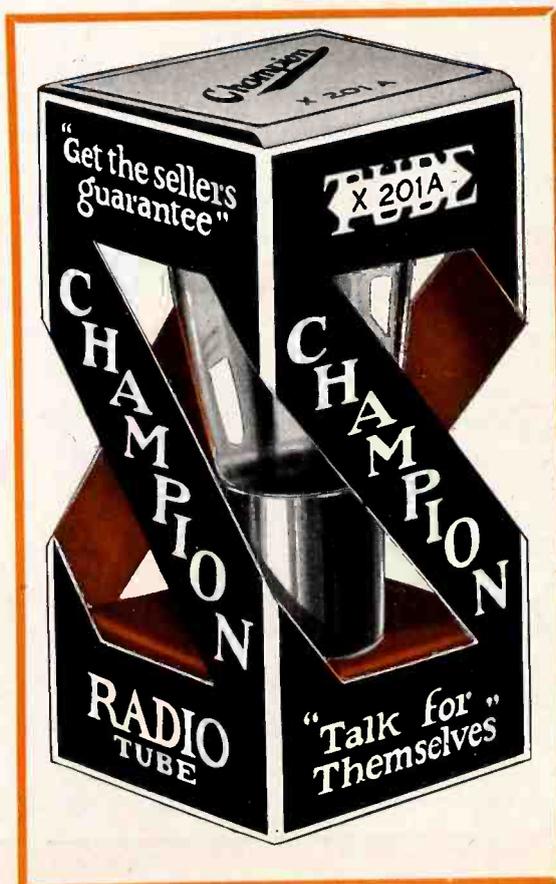
Please include three or more trade references, including at least one banker, with this coupon.

NOTE: The seal on the panel of the instrument covers the master screw in the assembly. It is never necessary to disturb this and it does not in any way prevent or restrict the use of the instrument.

**SUPREME INSTRUMENTS CORP., GREENWOOD, MISS.**

# Equipment Packages!

The New Way  
to Make Your  
Tube Business  
Easier and More  
Profitable



**Y**OUR biggest sales problem has been intelligently studied and solved!

Champion has developed a Standard Equipment Package of tubes for every popular make of radio set.

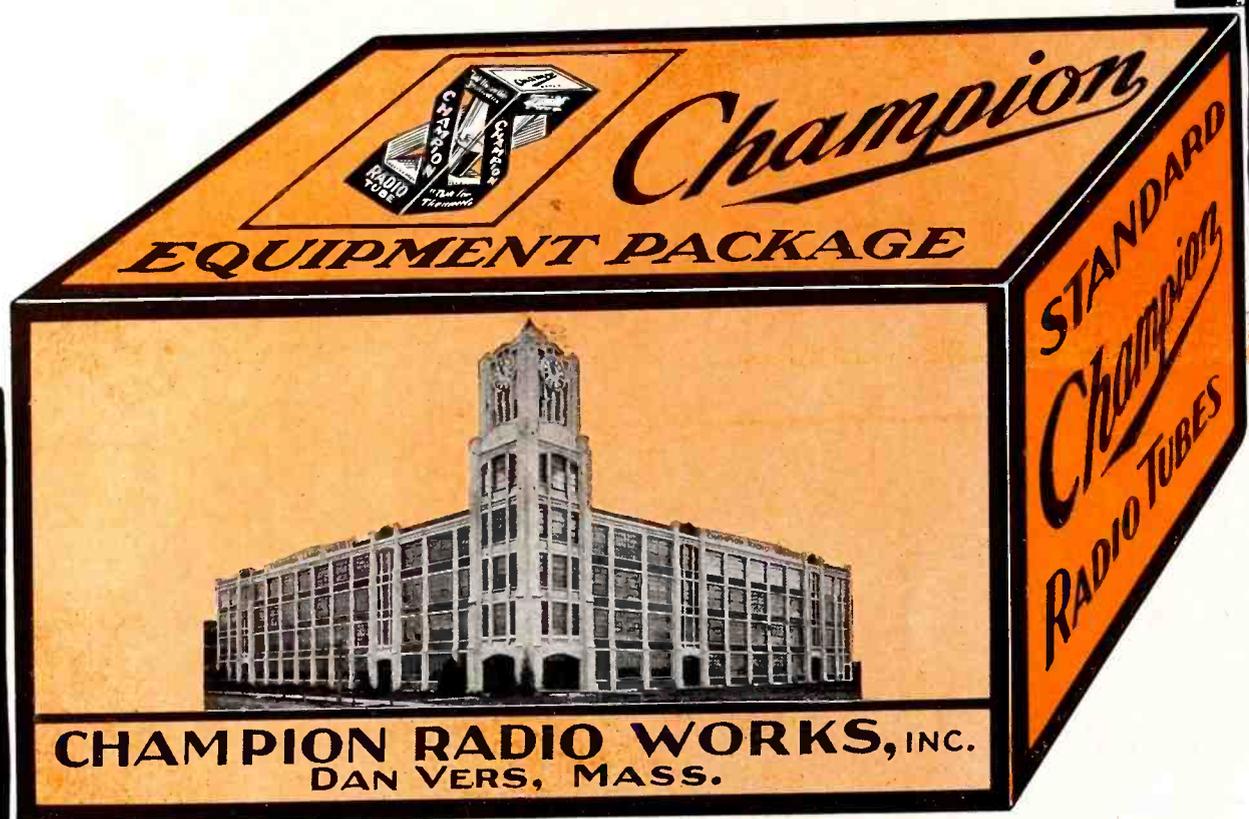
This new departure conveys confidence. It saves sales effort. It carries direct to the radio set purchaser the convincing assurance that his set is being equipped with standard tubes.

Each individual tube in its unique Champion box. Each set of tubes packed in a sturdy, strikingly designed shipping carton. Every set accompanied by a specific printed guarantee, sealed in the carton.

There is nothing on the market like Champion Equipment Packages.

Think what this can mean to you! Whenever you sell a radio set you can sell a complete guaranteed set of tubes already assembled for delivery.

There's a convenient Champion Chart that tells at a glance the proper package to sell!



FOUR OF THE POPULAR CHAMPION COMBINATIONS

Champion EQ1	Champion EQ2	Champion EQ3	Champion EQ4
4—Type 226	5—Type 226	4—Type 226	5—Type 227
1—Type 227	1—Type 227	1—Type 227	1—Type 171-a
1—Type 171-a	1—Type 171-a	2—Type 171-a	1—Type 280
1—Type 280	1—Type 280	1—Type 280	

Stock Champion Equipment Packages for your best-selling sets and profit by this newest Champion sales service.

CHAMPION RADIO WORKS, Inc. DanVers, Mass.

We invite you to visit the *Champion Exhibit*, at the *Chicago Radio Show* —Booths FF4 and 5

TUNE IN!

Champion Radio Programs are broadcast over stations:

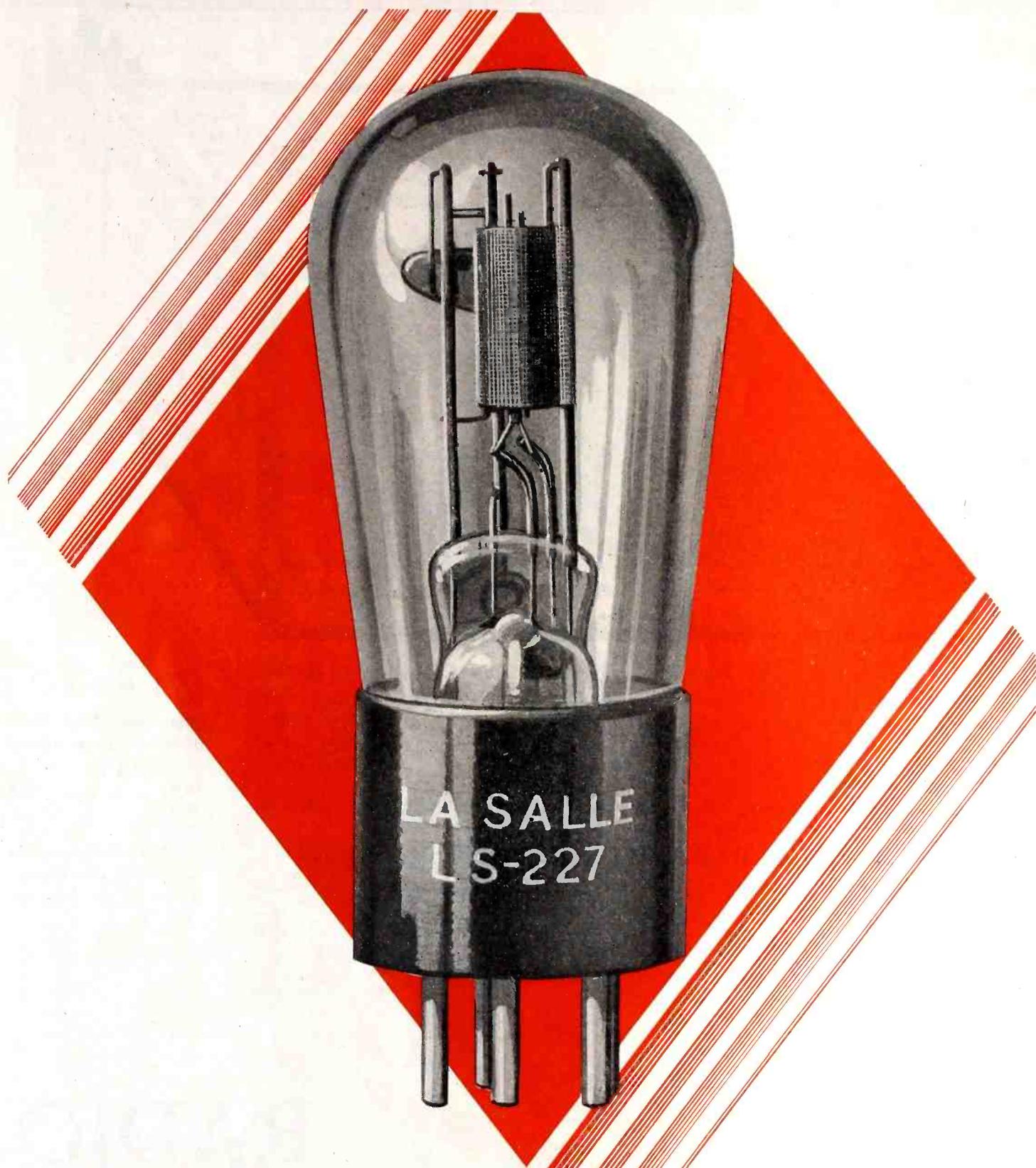
- WBZ . . . . Springfield
- WBZA . . . . Boston
- WSYR . . . . Syracuse
- WIAD . Philadelphia
- KDKA . . . Pittsburgh
- KYW . . . . . Chicago

# Champion

## RADIO TUBES

Send me one of your new Champion Equipment Package Charts and full information.

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



**La Salle**

**WHY  
ARE  
LA SALLÉS  
SELLING SO  
RAPIDLY  
?**

**I**F YOU could see how La Salles are made—under the laboratory principle of manufacturing, every tube tested, every operation an inspection, then you would know why La Salle is the highest quality tube. And we alone do not make that statement.

*One of the largest retailers of quality merchandise in America reports:*

"Out of all radio tubes tested (our proving plant tests every precision product we sell) La Salle uniformly proved the highest quality."

*A very prominent set manufacturer said:*

"La Salle Tubes come nearer the ideal than any tube on the market. They help bring out the qualities of our radio set better than any other."



LASALLE RADIO CORPORATION  
149 West Austin Avenue · Chicago, Illinois  
Division of MATCHLESS ELECTRIC COMPANY

*Consumers by the thousands have said:*

"You are absolutely right about La Salle giving clearer reception at greater range over a longer period of time" . . . "La Salle has given me over 1600 hours of use and still going strong" . . . "May I add that La Salle is more than what you have claimed for it—it is the best tube on the market. You merely claim for it higher vacuum and therefore higher quality, but it is the highest quality. I get more satisfaction."

And La Salle is within the reach of everyone. It sells at no greater price than ordinary tubes. Aren't the reasons obvious why La Salles are selling so rapidly? . . . Just write for our Distribution Plan. You may write us in full confidence. We shall respect it.

**HIGH VACUUM  
RADIO TUBES**

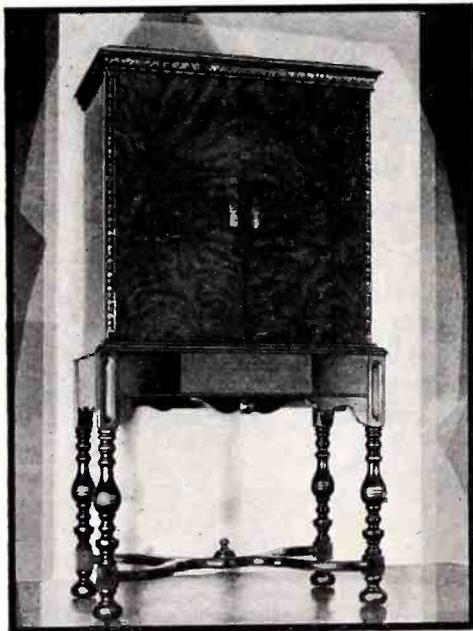
# Graybar (RADIO)

**THE ONLY RADIO RECEIVING SET BACKED BY 59 YEARS ELECTRICAL EXPERIENCE—**

**G**RAYBAR has earned its place in the radio field. It is a name that represents the oldest electrical experience, the oldest merchandising experience and the most complete

group of electrical equipment for the home!

Write now for valuable territory still open. Graybar Electric Co., 416 Lexington Ave., New York, N. Y.



**GRAYBAR 340**

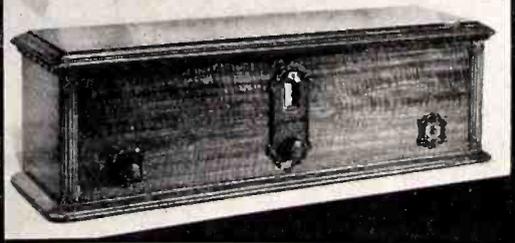
— The long-awaited single control A.C. Super-Heterodyne. Eight-tube set. Built-in dynamic speaker. Artistic 5-ply walnut veneer cabinet. Three-quarter revolving doors. Illuminated dial. List, less Radiotrons \$375.00

**GRAYBAR 320**

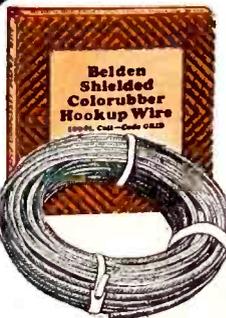
— Single control, tuned radio frequency circuit. Six-tube A.C. receiver. Illuminated dial. Built-in magnetic speaker. 5-ply walnut veneer cabinet, high-lighted finish. Three-quarter revolving doors. List, less Radiotrons \$195.00



**GRAYBAR 330** — Single-control A.C. Super-Heterodyne. 5-ply walnut veneer cabinet. Illuminated dial. Eight-tube set. List, less Radiotrons \$175.00



**GRAYBAR 310**—Leader among A.C. receivers. Single control, illuminated dial, six-tube, tuned radio frequency circuit. 5-ply walnut veneer cabinet. List, less Radiotrons.....\$115.00



# The Belden Line is backed by a Big Advertising Program!

MILLIONS of readers are reached every month by Belden advertising in the Saturday Evening Post, Popular Science Monthly, Radio News, Citizens Radio Call Book, Radio Broadcast, Radio Engineering, and other publications of national circulation.

Belden Radio Accessories are known in millions of homes. Radio Dealers feel the force of this publicity and enjoy fast turnover of Belden Accessories.

Capitalize Belden popularity! Tie up with the Belden line. It's the sure way to boost your sales. Do it now!

**Belden Manufacturing Company**

2308-A S. Western Avenue . . . Chicago, Ill.



# ATWATER KENT

## RADIO



**MODEL 40 A. C.** The 1929 improvement on the famous Model 37. More powerful, more sensitive. New sealed power unit. **FULL-VISION** Dial. Satin finished in dark brown and gold or deep golden bronze and gold. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, \$77.

**MODEL 41 D. C.** Satin finished in brown and gold or golden bronze and gold. **FULL-VISION** Dial. For 110-120 volt direct current. Requires five D. C. tubes and two power tubes. Without tubes, \$87.



**MODEL**  
**40**

**\$ 77**

(without tubes)

# ATWATER KENT RADIO

## The Sales Power of Good Will

**B**Y adhering to the principles of quality materials and good workmanship the Atwater Kent Manufacturing Company developed a product of merit.

In the merchandising of that product these established principles of business success have been applied.

Good management  
Sound financing

Knowledge of the market  
Co-ordinated selling plans

A world-wide public has accepted the product. Into nearly 2,000,000 homes Atwater Kent Radio has brought real enjoyment—a contribution to better living.

So, a good product, well merchandised, has built this tremendous business. Sixteen and three-quarters acres of factory buildings are tangible evidence of a success built on public good will.

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

*On the air—every Sunday night—Atwater Kent Hour—listen in!*

ONE Dial Receivers licensed under U.S. Patent 1,014,002  
Prices slightly higher west of the Rockies



**"RADIO'S TRUEST VOICE."** Atwater Kent Radio Speakers: Satin finished—some in dark brown and gold, some in deep golden bronze and gold. Models E, E2, and E3, same quality, different in size. Each **\$20**



**MODEL 42 A. C.** Similar electrically to Model 40, with addition of automatic line voltage control. Many refinements in cabinet design—crowned lid, panelled corners, ball feet. FULL-VISION Dial with over-size numbers. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, **\$86**



**MODEL 44 A. C.** Extra-powerful, extra-sensitive, extra-selective. Crowned lid. Panelled corners. Ball feet. Automatic line voltage control. Local distance switch. FULL-VISION Dial with over-size numbers. Requires seven A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, **\$106**



**MODEL 52 A. C. SET.** Combining electric receiver and speaker in satin-finished compact cabinet. For 110-120 volt, 50-60 cycle alternating current. Requires 1 rectifying and 6 A. C. tubes. Without tubes, **\$117**

# They're In Demand!

— three **ACME SPECIALS** that will boost your fall profits

## A REAL "B" POWER UNIT



TYPE  
B-280

**D**ELIVERS 40 mills at 180 volts. No variable controls to give trouble, nothing to get out of order—operates a 5, 6 or 7 tube set. A beautifully finished dependable "B" power unit. Uses UX-280 or CX-380 tube, lists at \$22.50 less tube. Order a dozen today—they'll sell fast.

## THE ACME DRY CHARGER

**T**HE best charger for the money you can sell—and there's a big slice of profit for you. Charges  $\frac{3}{4}$  amp. on low side, 2 amp. on high side. Has no acids, no bulb, no liquids of any kind—a truly dry charger—the best dry rectifier on the market. Lists at only \$12.00—they sell fast—order today.



TYPE  
D-2

## THE FAMOUS ACME CONTROL SWITCH



**H**ERE'S the switch that makes the best hook-up obtainable for a set using a charger on the "A" battery. When installed, the power supply becomes one complete unit, operating from the light socket. They sell fast at **LIST \$3.00**. Get a supply today. **\$3.00**

—and don't forget



**T**HE new ACME A.C. Sets—the Sets That Sell The Millions, are going over big. They're going over because they're well built—attractive—carefully engineered,—and built to sell at a price that will sell the millions, and still give a big dealer profit. Dealers who want to sell more radios than they ever have before are stocking up on the new ACME A.C. sets now. Write for Bulletin 99 today.

**THE ACME ELECTRIC & MANUFACTURING CO.**  
1440 Hamilton Ave. Cleveland, Ohio

Established 1917

Member R.M.A.

# Just any old trolley won't do

**MODEL 502-3** — Fitted with our dynamic speaker, equipped with a standard dry disc rectifier and powerful transformer for operation from AC 110 v., 60 cycle house current. No other auxiliary apparatus required.

Constructed of beautifully figured walnut plywood in two-tone effect — rubbed to a velvet-like finish. Its rugged construction is designed to carry the weight of the present day electric sets. Made in two sizes — 29 in. high, 32 in. wide, 14 in. deep and 29 in. x 27½ in. x 18½ in. — \$70.00 list.



**MODEL DC 507** — Equipped with our dynamic unit. Finished in a beautiful two-tone walnut to match the popular sets. Small in size 13¼ in. high by 12¼ in. wide by 11½ in. deep. Operates from 6-volt storage battery or 6-volt battery eliminator. List, \$50.00.

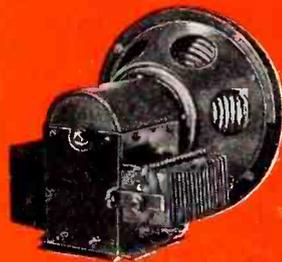
**Model A 506**—Same cabinet as above. Ready to operate from any A.C. 110-volt 60 cycle lighting circuit. List, \$60.00.

**Model A 508**—Like above, except that it's made to operate from a D.C. lighting circuit. List \$55.00.



### Dynamic Unit Chassis

**AC Model A 510** — For A.C. light socket operation, equipped with dry disc rectifier and powerful transformer 110 v., 60 cycle. List, \$40.00. In Baffle Box, \$2.50 extra.



**T**O REACH your destination you must catch the right one! And to do that you must know where you're going.

So it is with Radio Speakers! And here, your objective is larger profits through volume sales. Hence O'Neil Radio Speakers are the right ones for you to sell!

They are made by a pioneer in the manufacture of Radio Reproducers. So they are made right! Being attractive in appearance, moderately priced and unusually faithful in reproducing every tonal shade and voice color of the artist—without rattle or distortion throughout an entire broadcast—O'Neil Speakers sell and stay sold! These qualities also make the O'Neil line a popular and fast selling one.

The Model DX 505 is a good one to know about. It is an especially good looking cabinet equipped with the O'Neil Dynamic Speaker—a hard to beat combination! To hear and see it means to want it. And like all O'Neil Speakers it sells itself.

If you are interested in making money by handling quality products you will be interested in "the famous O'Neil Speakers." We should be pleased to send you a copy of our Illustrated Catalog describing the complete line of O'Neil Magnetic and Dynamic Speakers. They list from \$14.75 upwards. Better write today—there is a jobber near you to supply your needs.

## O'NEIL Manufacturing Corporation

—the famous O'NEIL Radio Speakers  
West New York, New Jersey

# O'NEIL\*

## DYNAMIC SPEAKER

\* O'NEIL speakers are licensed under the Lektophone Patents.

Why the  
*Landslide* to

**FREED-  
 EISEMANN**  
*The Magnifying Tone*  
**RADIO**



**Dynamic Eighty-Five in Adler Royal Console Cabinet**

The famous Freed-Eisemann Dynamic Eighty-Five, with Dynamic Speaker, in F-9 Adler Royal Console Cabinet—as supplied by dealers, less tubes, for \$282.50. Eight-tube, All-Electric Receiver, embodying the most recent advances in the art and utilizing CX 350 or 250 Amplifier Tube.

**The Great Eighty**

All-Electric, 8-tube (7 and Rectifier) Table Model Receiver. Made in models for D. C. or A. C. Current (25-40-60 Cycle). Cabinets available in hammered silver effect, shadow silver, or hand-decorated; wood cabinets in walnut. Freed-Eisemann Magnetic Speakers in matching finish. Priced (except for hand-decorated sets) \$125.00. Magnetic Speaker, \$30.00.

Because the tone is unrivaled—the line is complete—the cabinets are beautiful—the prices are low—and the public believes in a name famous since broadcasting began. Biggest season in our history. Get aboard!

FREED-EISEMANN RADIO CORPORATION  
 BROOKLYN, NEW YORK

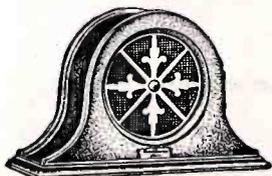
*“Builders of Fine Radio Since Broadcasting Began”*



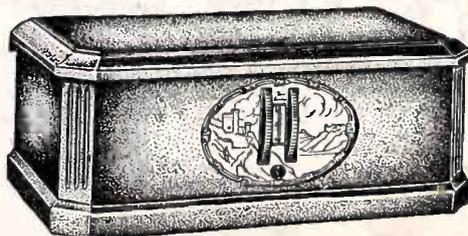
**Dynamic and Magnetic Speakers**

**Dynamic Eighty-Five in Hamilton Console**

This combination is supplied by dealers for \$290.00. The Receiver is the famous Freed-Eisemann Dynamic Eighty-Five, and housed in the cabinet is the Freed-Eisemann Dynamic Speaker. The cabinet is a particularly beautiful two-toned walnut veneer by Hamilton, with sliding doors, and maple overlays.



**A.C. & D.C.**





Learn All About  
Berkey & Gay  
Radio Furniture

For full particulars write,  
wire or phone the Radio  
Allied Manufacturers  
Corporation, 1340 South  
Michigan Avenue, Chicago,  
Illinois—Radio Furniture  
Sales Division of the Berkey  
& Gay Furniture Company



## Dominate the Radio Furniture Business With the Greatest Name in Furniture

The new line of Berkey & Gay Radio Furniture, each piece bearing the famous Berkey & Gay Shop Mark, has a definite sales value to the dealer which is possessed by no other similar merchandise . . . The public has known the Berkey & Gay name for 75 years—knows

that it represents the last word in design, workmanship and finish . . . Cabinets bearing this name will sell more easily at higher average profits—will turn your capital faster and please your customers better than any other line of radio furniture on the market today.

**BERKEY & GAY** *Radio Furniture*

# The Season's Biggest Selling Arguments

**The Boston Post**  
**The Daily News**  
**Press**  
**Moines Reg**  
**KANSAS CITY STAR**  
**ST. LOUIS POST**  
**The Evening Bulletin**  
**Newark N**  
**NEW YORK**  
**ald**  
**Tribune**  
**Daily**  
**Detroit News**  
**TIMES UNION**  
**NEW YORK**  
**THE SATURDAY EVENING POST**  
**LEVELAND PL**  
**IN**  
**PS**

**THE LITTLE GIANT OF THE AIR**

**\$69.00**  
 (Less Tubes)  
 All-Electric  
 MODEL Q-15

**NEW**

**New! Power - Clarity - Simplicity**

Two of the new models in radio represent merely a change in cabinet design or a minor improvement to the receiver. The new Freshman models mark a basic advance in radio systems.

Radios Model Q-15 offers in a single set all the features of the day of simplified radio.

And what does simplified mean? It means that the receiver and speaker are built into a single cabinet and are operated by one set of controls. This is a tremendous simplification of one piece of apparatus. It means that the receiver and speaker are built into a single cabinet and are operated by one set of controls. This is a tremendous simplification of one piece of apparatus.

In fact, all that can be said is that Model Q-15 is a radio that will give you the best of both worlds. It will give you the best of both worlds.

**CLAS FRESHMAN, INC.**

**MODEL Q-15 \$69.00**

**MODEL N-12**  
**MODEL N-14**

**FRESHMAN YOUR ULTIMATE RADIO**

**FRESHMAN YOUR ULTIMATE RADIO**

**FRESHMAN YOUR ULTIMATE RADIO**

A big national magazine and newspaper campaign is carrying the new and immensely significant message of "Freshman Simplified Radio" to the entire nation.

# POWER - CLARITY SIMPLICITY

**I**N the new Freshman idea of Simplified Radio you have the season's greatest sales feature—an argument your customers can understand.

Intelligent simplification of any piece of mechanism adds to its efficiency and reduces first cost, operating cost and upkeep.

Freshman engineers have simplified radio to its essentials.

Freshman Simplified Radio, plus quality construction and workmanship throughout, offers *all* in clarity, power and economy that can truthfully be promised for radio today.

Simplified Radio is an *exclusive* Freshman sales feature. Make the most of it. We will be glad to send you a Freshman Franchise Application Blank. Write or wire for it.

**CHAS. FRESHMAN CO., INC.**  
NEW YORK · CHICAGO · LOS ANGELES · KANSAS CITY



**MODEL N-12**  
(Walnut Cabinet)  
Model N-14 (Mahogany Cabinet)  
ALL-ELECTRIC  
with Peerless Dynamic Speaker  
using UX-250 Power Tube  
List Price—Less Tubes : \$195.00



**MODEL Q-15**  
"The Little Giant of the Air"  
ALL-ELECTRIC  
Using the new UX-222 Shielded  
Grid Tube  
List Price—Less Tubes . \$69.00  
*All prices slightly higher  
west of Denver*



**NEW UX-222**  
**SHIELDED GRID TUBE**  
*a Freshman Exclusive Feature*

The fourth element, which gives this shielded grid tube its name, performs a dual function. It effectively controls "feed back" and it provides a 5 to 7 greater radio frequency amplification than the older and more familiar three-electrode type tube.

# FRESHMAN

YOUR ULTIMATE RADIO

# New Profit Maker!

If you want to establish your store as headquarters for an outstanding Radio Receiver — now is the time to investigate. Mail the coupon below and get full information about the new

## **PRESIDENT** *All-Electric Radio* by **S. FRESHMAN CO. Chicago**

Advance showings among leading dealers have already resulted in volume orders being placed for the President. Retail demonstrations have brought instant sales—satisfied owners are creating quick repeat business. There is every indication that the President will assume a commanding position in the Radio Industry.

**Electric Phonograph Pick-up Combination**  
*Other Startling Features!*

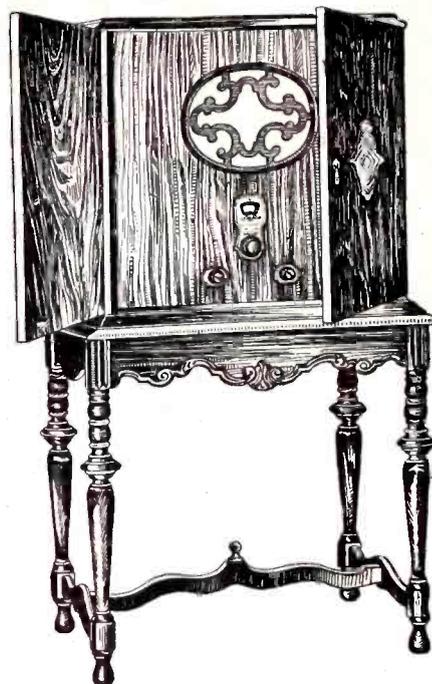
### Amazing Low Prices

Pure rich tone! Power! Range! Selectivity! You can prove them all with the President. Eight tubes, including rectifier, Meissner circuit. Rigidly mounted chassis, fully shielded. A. C. hum is eliminated. Push-pull amplification. Illuminated single dial control. Built-in phonograph jack. One knob controls phonograph and radio. Line voltage regulation—95 to 140 volts. One master switch controlling current to radio receiver and dynamic speaker. Licensed by Radio Corporation of America, and other affiliated companies. Handsome walnut console model, with built-in full dynamic speaker to retail at \$149.50. Beautiful walnut table model to retail at \$60.00.

## Mail Coupon for Dealers' Proposition

Liberal margin and full dealer co-operation. Dealer appointments now being made in open territory. Send now for complete facts about the President.

**S. FRESHMAN CO., 225 N. Michigan Ave., Chicago**



**\$149.50**

less tubes

Built in—Full

**Dynamic Speaker**



**\$60.00** less tubes

**Dynamic Speaker Power**

S. FRESHMAN CO.  
225 N. Michigan Ave., Chicago

Please send me full particulars about your dealers proposition on the PRESIDENT All-Electric Radio.

Name .....

Firm Name .....

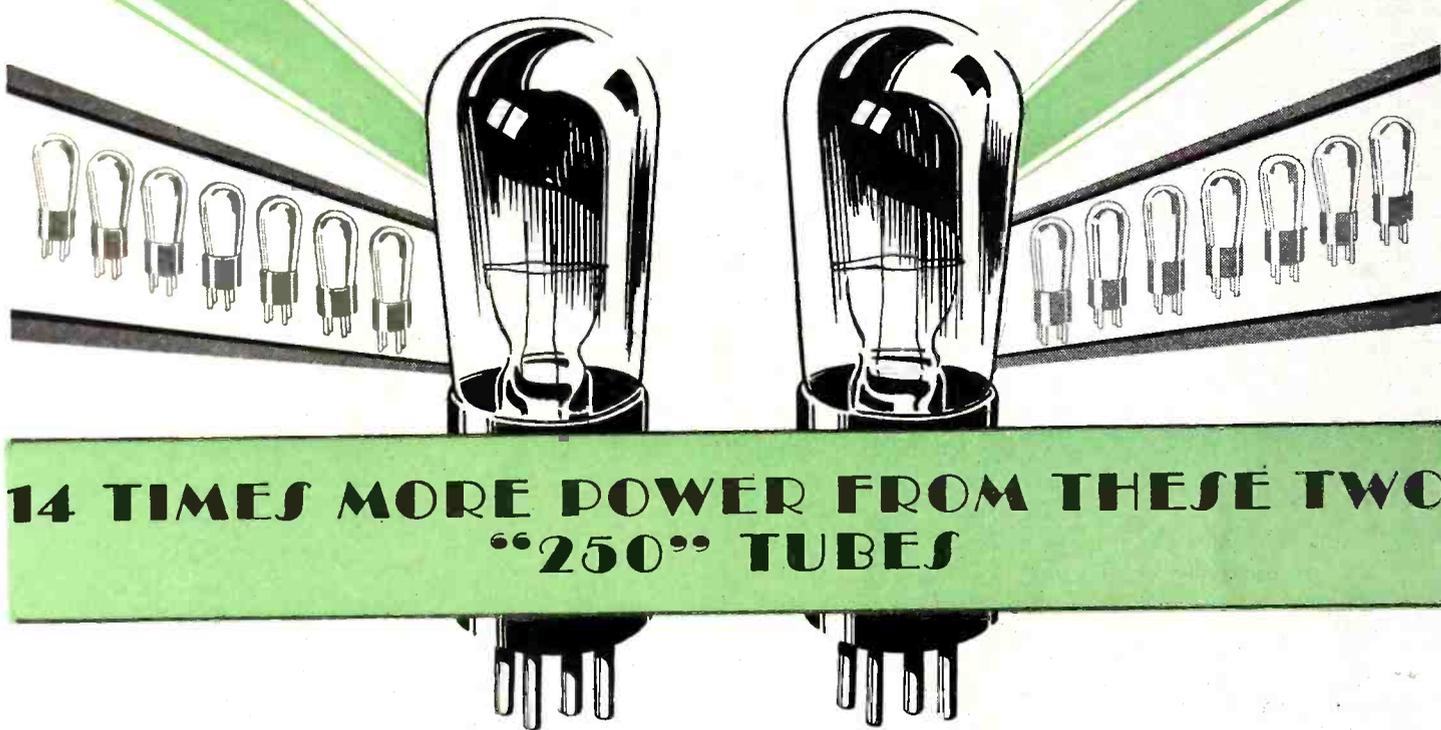
Address .....

City ..... State .....

# SPLITDORF'S

## AMAZING NEW DEVELOPMENT

### BROADCASTS SALES AND PROFITS



**14 TIMES MORE POWER FROM THESE TWO "250" TUBES**

than was ever before available from the conventional radio set using a single "171" tube.

In the senior models—COMO and SALEM—the Splitdorf Radio Corporation has incorporated two "250" heavy duty tubes and a double dynamic loud speaker.

#### *The Twofold Result*

Volume and tonal quality far overshadowing all radio achievements of the past. Even one of these powerful "250s" gives 7 times more power—and tonal clarity in proportion—than the generally used "171" tube. Four other Splitdorf models each carry one "250" tube.

Figure out for yourself what this pioneer Splitdorf engineering achievement will mean to Splitdorf dealers in sales volume.

Write for details and trade terms. Wide range of receivers from \$135 to \$850.

The secret of merchandising success is to feature what the buying public wants the most—and which nobody else supplies!

THE "250" TUBE IS IT.



# SPLITDORF

## RADIO

SPLITDORF RADIO CORPORATION Subsidiary—Splitdorf-Bethlehem Electrical Co., NEWARK, NEW JERSEY

# MAGNAVOX "Dynamic" SPEAKERS



### The Cordova

110 volt, 60 cycle AC. Combining rectifier and power amplifier. Takes place of last audio stage in set. Handsome walnut cabinet. List \$175.



### The Beverly

Gracefully proportioned cabinet finished in light mahogany.  
For A-Battery Operation . . . \$55  
For AC Operation . . . . . \$70  
Units only; DC \$35; AC \$50.



## DYNAMIC

Only a dynamic speaker can give you studio realism . . . the rich, full, undistorted beauty of music . . . with power volume.

Credit Magnavox for this advance in radio. Magnavox created and sponsored the Dynamic. Half a million owners now enjoy Magnavox speakers. Leading set manufacturers use them as built-in equipment. Let these facts guide you.

### THE MAGNAVOX COMPANY

Oakland, California Chicago, Illinois

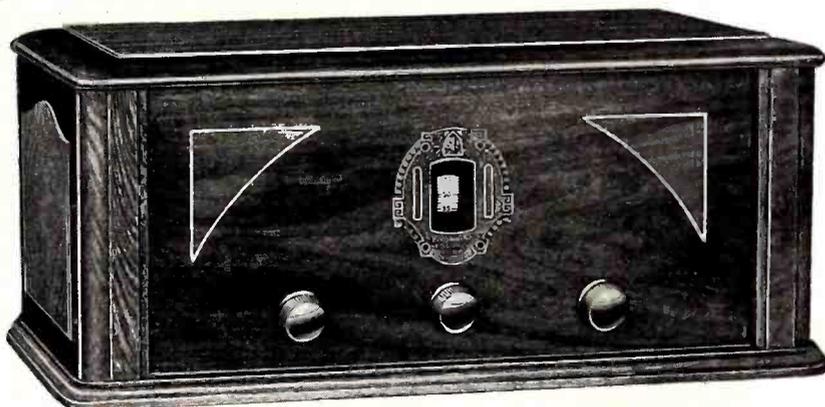
# The MECHANICAL MASTERPIECE

NEW 1929

# Browning-Drake

## EIGHT IN LINE

Eight tubes in line—aluminum construction throughout—all power equipment an integral part of chassis—this year's masterpiece of mechanical precision.



Special Browning-Drake circuit, famous for tone quality and distance—cabinet of selected walnut with hand-rubbed Duco finish

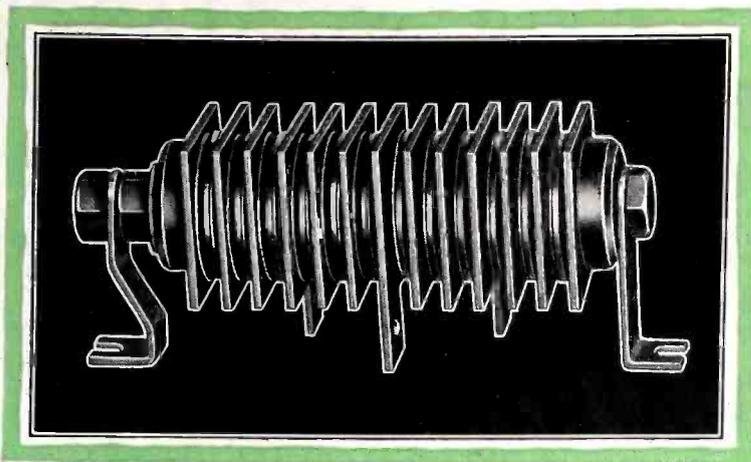
—List \$135.00.

**I**N radio sets, as in most everything else, you get about what you pay for. The cheapest is never the best.

Your customers are willing to pay a little more and get a Browning-Drake. Refinements, which make for beauty, power, and tone quality, are obtained through precision assembly, rather than mass production. Among those who appreciate and require the best, Browning-Drake is the outstanding choice.

*Quality never fails to satisfy*

# BROWNING TRADE MARK DRAKE



The B-L Rectifier, B-24, illustrated at left, is a new member of the B-L family. It is a full-wave unit with an output capacity of from 1 to 3 amperes at 8 to 12 volts. It is equipped with special horizontal mounting brackets for dynamic speakers, etc. List price, \$6.00.

Pat. applied for

## Adopted as Standard

Wherever dependable, low-voltage rectification is necessary — as in dynamic speakers, power devices, chargers, etc.—B-L Rectifiers will operate efficiently, quietly and without attention. Because of their proved reliability and unfailing performance many of the largest dynamic speaker and power device manufacturers have adopted them as standard in their new equipment.

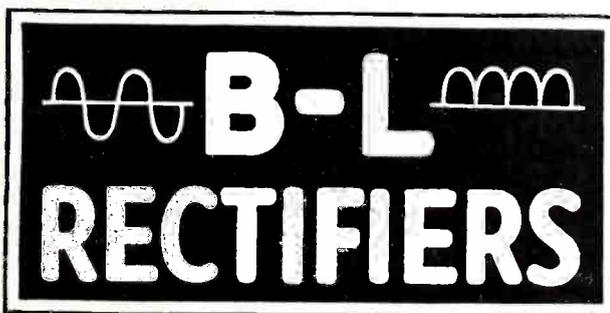
Built of metal and composition discs, B-L Rectifiers are *bone dry...noiseless...durable* and *compact*. They are long lived...nothing to get out of order. Install them and forget them.

Furnished in standard capacities—single or full wave, or built to your specific needs. Outline your requirements and we will send samples and full information. An interesting booklet describing the characteristics and some of their applications is yours for the asking. Write today.

**Jobbers**—Some desirable territories open. **Dealers**—Order from your Jobber, or write us direct. **Manufacturers**—Send for information on B-L Rectifying Elements for your power equipment.

Manufactured by

**The BENWOOD-LINZE CO.**  
St. Louis, Mo., U. S. A.



Pat. applied for

D-24, B-L Rectifying Unit is full-wave rectifier for supplying direct current to excite magnetic field coils of dynamic speakers. List price...\$6.00.

B-12 and B-16, B-L Units, are full-wave rectifiers with an output of 1 to 3 amperes at 6 to 8 volts. For trickle chargers, dynamic speakers and "A" power devices. List price, B-12...\$4.50, B-16...\$5.00.



Pat. applied for

Pat. applied for

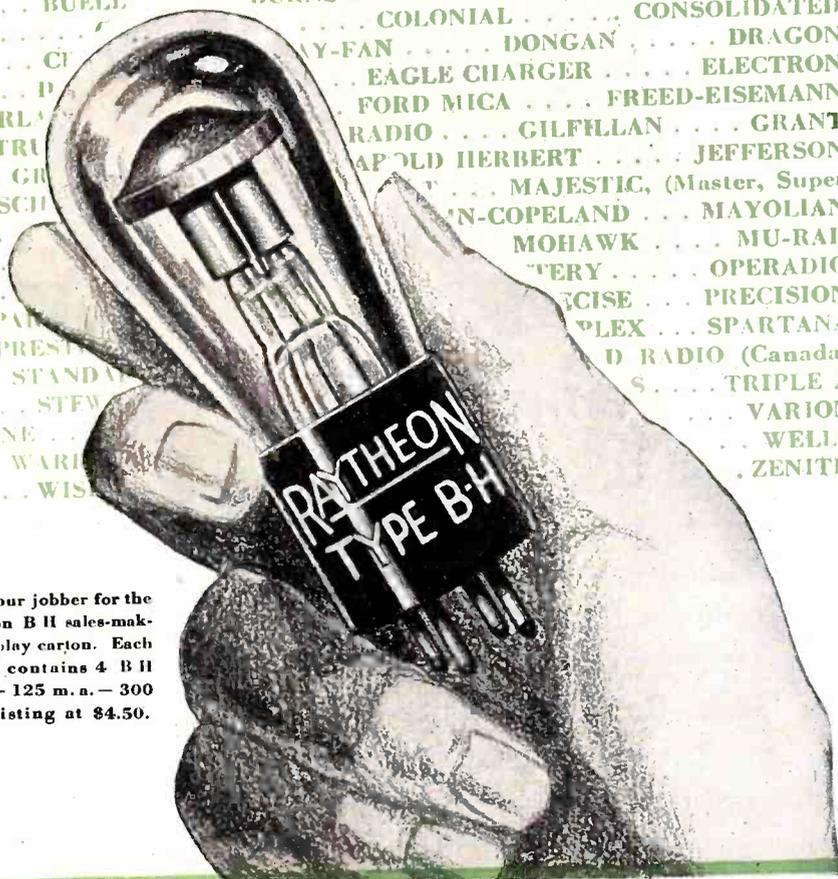


C-110, B-L Rectifying Unit is a single-wave rectifier for replacing charger bulbs. Furnished with either Edison or double-contact screw base. List price; C-110.....\$4.00 C-210.....\$4.00 C-310.....\$4.00

# and STILL IT SELLS!

*Because it is the Only Tube that Fits the Millions of "B" Eliminators Now in Use — For Example —*

ACME	ACME ELECTRIC	ALL-AMERICAN	AMPLEX	APCO
APEX	ARBROPHONE	ARCO	BATTERYLESS	BENJAMIN
ELECTRIC	BOSCH	BREMER-TULLY	BRIGGS-STRATTON	BUCK-
WALTER	BUELL	BURNS	BUSH & LANE	CASE
CHAMBERLIN		COLONIAL	CONSOLIDATED	
CORNELL		DAY-FAN	DONGAN	DRAGON
DUBILIER		EAGLE CHARGER		ELECTRON
EPOM		FORD MICA	FREED-EISEMANN	
GENERAL INSTRU		RADIO	GILFILLAN	GRANT
GREBE		APOLD HERBERT		JEFFERSON
JORDAN-CARISCH			MAJESTIC, (Master, Super	
and Standard)			N-COPELAND	MAYOLIAN
METRODYNE			MOHAWK	MU-RAD
MUTER			VERY	OPERADIO
OZARKA			PRECISE	PRECISION
PREMIER			PLEX	SPARTANA
SPARTON			D RADIO (Canada)	
STERLING			S	TRIPLE A
UNITED ENGINE				VARION
WALKER				WELLS
WHITE				ZENITH



Write your jobber for the Raytheon B H sales-making display carton. Each carton contains 4 B H Tubes — 125 m. a. — 300 volts, listing at \$4.50.

**WHEN** the A. C. sets came out last year it looked mighty dark for the "B" Eliminator business. Yet when the figures for the season came in A. C. represented less than 25% of the total sets sold.

The public take their time and are reluctant to change their radio sets as long as they feel that they are getting satisfactory performance.

When we say there are millions of Raytheon B H tubes in use and millions will be replaced we mean just that! The sale of these tubes

today compares very favorably with the sales a year or two years ago when "B" Eliminators were at their height.

Remember, Raytheon B H is the only replacement tube for over a hundred leading makes of "B" Eliminators. Make sure you are prepared to get your share of this business.

**RAYTHEON MANUFACTURING COMPANY • CAMBRIDGE, MASS.**

# Raytheon B H

LONG LIFE RECTIFYING TUBE

# Sensation of the New York Show!



110 v. A.C. List Price \$42.50  
8 v. D.C. \$30.00  
110 v. D.C. \$35.00

## Announcement

The recent consolidation of the Greene-Brown Mfg. Co., and Electrical Research Laboratories provides unsurpassed resources for the production of highest quality radio products. Watch for early future announcements of several truly outstanding products—representing radio engineering achievements and at quantity production prices that will create a sensation.

### The Greater Erla Line also includes:

"Erla Duo Concerto"  
Phonograph Combination  
Erla Automatic Line  
Voltage Regulator  
And



A B C POWER UNITS



Beautiful Walnut  
Cabinet—add to  
list \$15.00



## DUO DYNAMIC SPEAKER

Here is a dynamic speaker that sells instantly on demonstration.

Your ear will quickly convince you of its perfectly undistorted acoustical reproduction. Compare its performance with any speaker regardless of price—then note the favorable price of the Erla, made possible by large quantity production.

LET YOUR OWN EARS PROVE IT



### Erla Electric Pickup

A highly sensitive electro magnetic pickup for use in connection with radio receivers.

The Erla Electric Pickup gives maximum volume and will faithfully transfer from record to amplifier everything on the record.

A demonstration will convince you of its superior performance.

ELECTRICAL RESEARCH LABORATORIES  
2500 COTTAGE GROVE AVE., CHICAGO, ILL.

# OPERADIO

**THE LINE COMPLETE!**  
*Dynamic and Air Column*  
**SPEAKERS**  
**\$15.00~to~\$275.00**



**The Bloc Type Tone Chamber**

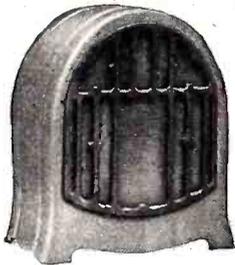
Designed to give accurate reproduction. The tone chamber is an exponential air column cast in a solid monolithic bloc of a new light weight material, "Vocalite" which is absolutely inert, non-vibrating and unaffected by any climatic conditions. Air columns 30 to 84 inches.



**The Operadio Dynamic Unit**

Incorporates decisive improvements in power reproduction. Manufactured under special Operadio designs to handle the output of the largest sets built regardless of the stages of power amplification used, without trace of distortion, blasting or rattling. 6 Volt D. C. \$35; 110 Volt D. C. \$40; 110 Volt A. C. \$50

**OPERADIO** offers a complete line of Speakers to meet every requirement—at every price level. Air column speakers of the successful **Blge Type** in three beautiful **Table Models** and one **Dynamic Table Model** and three **Handsome Cabinet Models** equipped with air columns of various lengths or with **Operadio Dynamic units**, either type with or without amplifier. Dealers find **Operadio** the greatest profit builder... with unusual turnover.



**The Westminster**

The newest and finest of the Operadio Air Column Speakers. May be connected to any set and will handle the output of any standard amplifier system up to and including the 171 tube. Has a 61 inch air column. **PRICE, \$35.00**



**The Senior**

**Price \$25.00**

The New Senior is the most popular model, improved in performance with many refinements of design and finish. It will deliver satisfactorily the output of any set up to and including five and six tube neurodynes, superheterodynes, etc. using the 201-A type tubes. Great volume, range and sensitivity. The Junior has a 30 in. air column; Senior a 54 in. air column. The Junior—2 colors—\$15.00



**The Geneva**

A table model Dynamic Speaker, scientifically constructed with a sounding board giving maximum baffle effect. Beautiful in design and finished in rich walnut. Furnished with the Operadio Dynamic Unit. 6 volt D. C. \$55; 110 volt D. C. \$60; 110 volt A. C. \$70



**The Barcelona**

A very attractive speaker table of Spanish design equipped with 54 in. air column. A beautiful cabinet that is also designed to accommodate any standard radio set.

Price, \$42.50

Manufacturers

**OPERADIO MFG. CO.**  
 St. Charles, Ill.

Greater Chicago District



**The Bel Canto**

Obtainable with an 84 in. air column or Dynamic Unit, 6 volt D. C. or 110 volt D. C. or A. C. [with or without an Operadio four or five tube amplifier]. Amplifier may be used in combination with either air column or Dynamic Units.

Price Range, \$80.00 to \$275.00

—Pacific Coast prices slightly higher

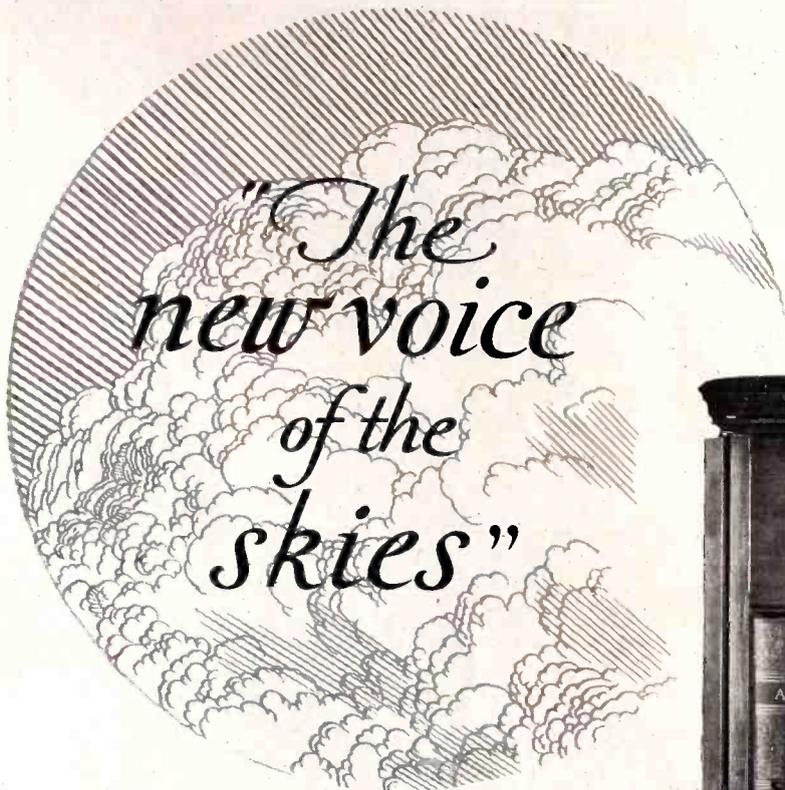


**The St. Charles**

A beautiful cabinet model Dynamic Speaker which will handle and give tremendous volume with undistorted tone fidelity. Recommended for sets employing power tubes or equipped with separate amplifiers using power tubes. 6 volt D. C. \$70; 110 volt D. C. \$80; 110 Volt A. C. \$90

Sales Department

**The ZINKE COMPANY**  
 1323-25 S. Michigan Ave.  
 CHICAGO, ILLINOIS



*The* **EDISON RADIO**  
and **RADIO-PHONOGRAPH**  
*combinations....*

At the Radio World's Fair in New York—the great Madison Square Garden was a maze of brilliant exhibits. Three vast floors crowded with the latest developments in Radio.

Yet the crowds sought out the Edison Exhibit! Climbed a flight of 27 stairs to get to it! Crushed and milled around it day and night! The show interest centered there.

And interest turned to buying! Dealers signed up! Consumers pressed us with orders! Eloquent proof that expectations were amply fulfilled.

Why not have this interest in the Edison Radio bring buying prospects to your store. Why not let the beauty of Edison Cabinets and the perfection of Edison performance make sales for you. Why not tie up to the greatest name in all industry.—Edison.

*Write us or the nearest jobber for dealer discounts.*

**THOMAS A. EDISON, INC., ORANGE, N. J.**



**Model C-2. Radio with Electric  
Phonograph**

Generally conceded the most beautiful moderate-priced combination at the show.

*Completely electrified.* Contains, in addition to the Edison Radio, an Edison electrically amplified phonograph, electrically driven. Has the only electric pickup that plays all types of records—both hill-and-dale and needle-type. The cabinet of blended walnut finish, with ornamental panels of burl maple, fits pleasingly into any interior and harmonizes with other furniture.

**Price, including Dynamic Speaker,  
less tubes: \$495**

TRADE MARK  
*Thomas A. Edison*

**Edison Phonograph Distributing Co.**

**ATLANTA**  
155 So. Forsyth St.

**DENVER**  
1636 Lawrence St.

**ORANGE, N. J.**

**BOSTON**  
96 South St.  
**KANSAS CITY**  
1215 McGee St.  
**PITTSBURGH**  
909 Penn Ave.

**CHICAGO**  
3130 So. Michigan Ave.  
**MINNEAPOLIS**  
608 First Ave. N.  
**RICHMOND**  
1204 East Main St.

**DALLAS**  
500 Elm St.  
**NEW ORLEANS**  
128 Chartres St.  
**SAN FRANCISCO**  
1267 Mission St.

**CLEVELAND:** B. W. Smith, Inc., 2019 Euclid Ave.  
**OGDEN:** Proudfit Sporting Goods Co., 2327 Grant Ave.

**PHILADELPHIA:** Girard Phonograph Co., Broad and Wallace Sts.  
**ST. LOUIS:** Silverstone Music Co., 1114 Olive St.



## Don't Miss The Joy Of These Cabinets

MODEL 113—A popular and convenient type of cabinet for radio arranged for speaker installation below. Doors and front are of carefully selected walnut and butt plywood with maple overlays and decorations. The set compartment is 9-in. high, 25-in. wide and 12-in. deep with space for speaker 25-in. height. Speaker equipment optional. Overall height 45 inches.

MODEL 105—A console for use with any set larger than 9 3/4-in. high, 22 1/4-in. wide and 12-in. deep. The doors are of matched butt walnut plywood inlaid with maldou burl. Speaker equipment optional. Overall height 50 1/2 inches.

**R**ADIO MASTER CABINETS permit you the joy of selling the best.

Creations of a master—designed by one of America's foremost furniture designers—executed in rare, beautiful woods by artist craftsmen—built with honest sturdiness that preserves the beauty.

They are a delight on the sales floor—irresistible to the buyer—a joy to sell—and profitable, too.

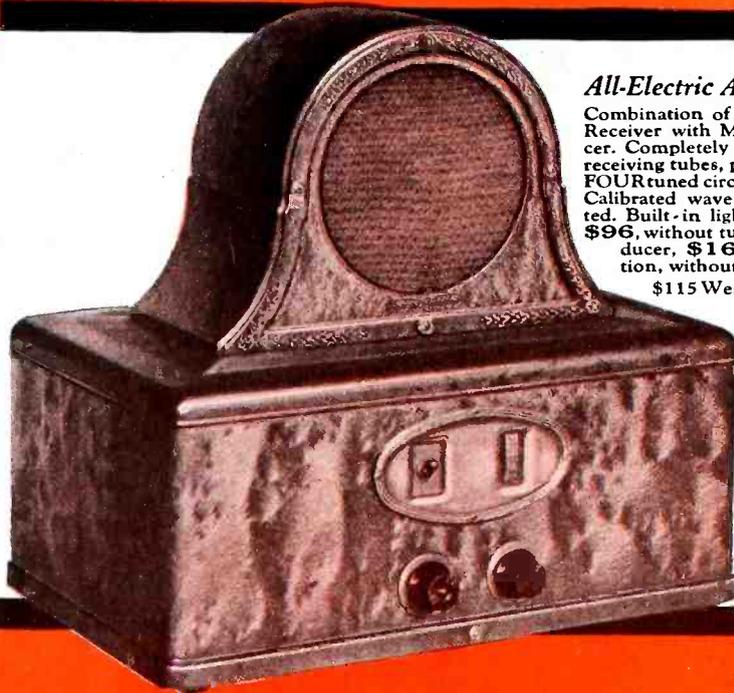
Send for complete information—you'll like to sell them.

**THE RADIO MASTER  
CORPORATION  
BAY CITY, MICHIGAN**

*Cabinet by*

# RADIO MASTER

**ONE OF THE  
WARD INDUSTRIES**



**All-Electric A. C. Combination**

Combination of Model 801-A Series B Receiver with Model 435-A Reproducer. Completely self-contained. Seven receiving tubes, push-pull power stage. FOUR tuned circuits. ONE dial control. Calibrated wave-length dial illuminated. Built-in light socket aerial. Price, \$96, without tubes. Attachable reproducer, \$16. Combination, without tubes . . . **\$112**  
\$115 West of Rockies.



Model 801 Series B—Same as 801-A Series B, but not equipped for attachable reproducer. Without tubes . . . . . **\$96**  
\$98.50 West of Rockies.

Model 806 Series B—Same as 801 Series B. Operated by battery or eliminator. **\$69**, without tubes.  
\$71 West of Rockies.



*Stewart-Warner*  
**Reproducer—Model 435**  
New type magnetic cone speaker with new tone depth and beauty . . . . . **\$16.50**  
\$17.25 West of Rockies.

# STEWART-WARNER

*All-Electric A.C. Radio*

**REALISM in RADIO**

THRU THE  
*Electric Ear*  
TRUE TONE BY TEST

Nation-wide advertising now is telling the millions about the marvelous new Stewart-Warner set, which brings Realism. Handle this wonder line and make more money. Be the radio leader in your town.

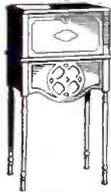
This set is perfected by the exclusive Stewart-

Warner Electric Ear test, giving it surpassing tone trueness. Get full details about today's greatest radio value.

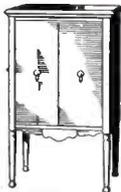
Our new Nation-Wide Acceptance Plan opens new fields. Secure this franchise. Territories going fast. Write or wire today.

STEWART-WARNER SPEEDOMETER CORPORATION, Chicago

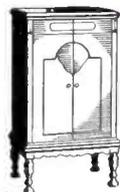
22 years in business — world-wide service — 50 million dollars in resources — 4th successful radio year



No. 1  
\$42.50



No. 2  
\$52.50



No. 3  
\$62.50



No. 4  
\$72.50



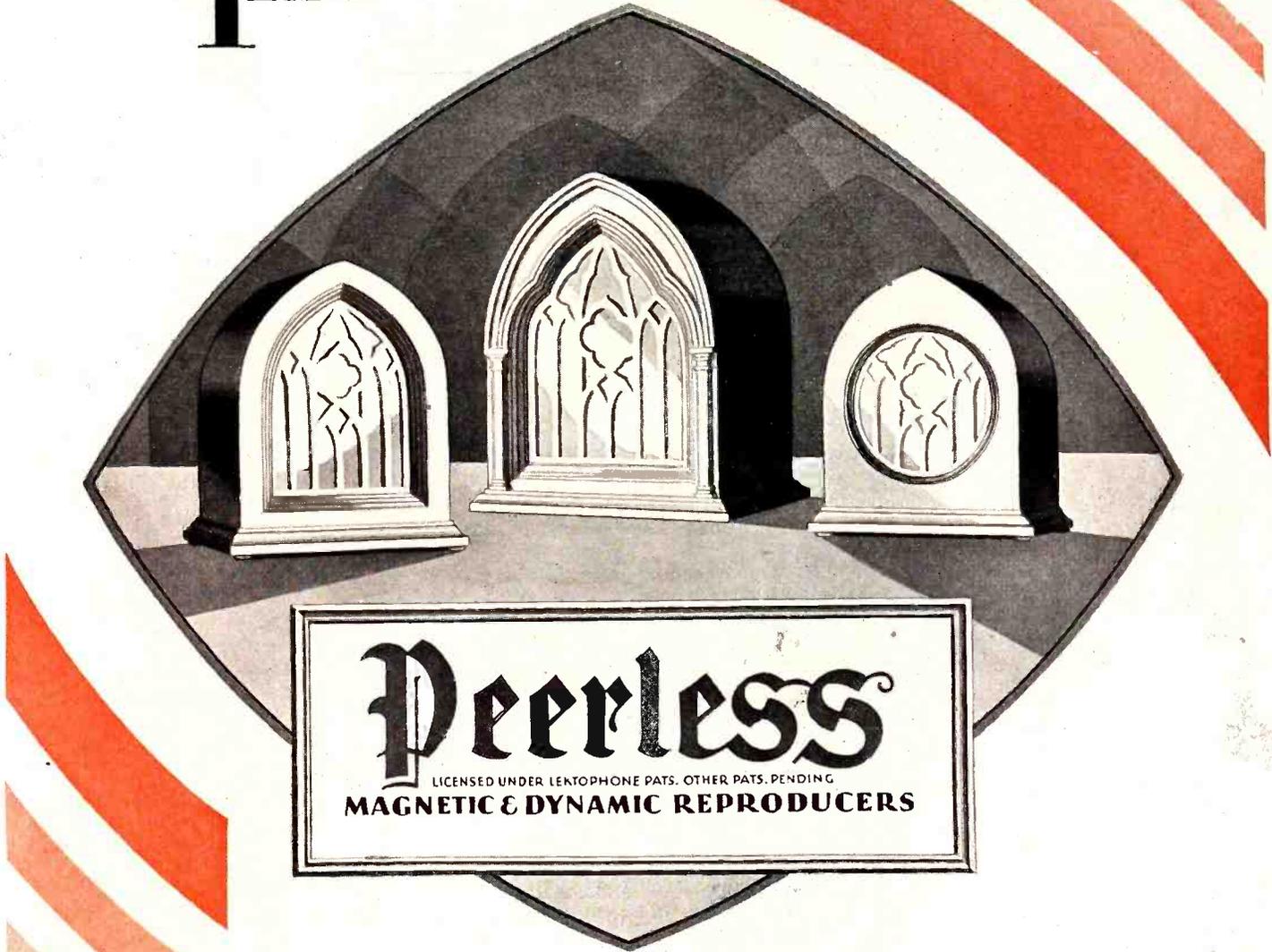
No. 5  
\$87.50

Complete line of approved Console Cabinets, made exclusively for Stewart-Warner by Buckeye Manufacturing Co., Springfield, Ohio

# STEWART-WARNER

*The Voice of Authority  
in Radio*

# The Triumphant Trio



## Peerless

LICENSED UNDER LENTOPHONE PATS. OTHER PATS. PENDING

MAGNETIC & DYNAMIC REPRODUCERS

**I**N all radio history no radio speaker has achieved the peak of popularity now enjoyed by the complete Peerless line. The Peerless Magnetic Reproducer (No. 7-A now \$30) last year was the industry's largest selling independent radio speaker. Today the new Peerless Dynamics (the 17-A at \$65 and 19-A at \$75) predominate in dynamic speaker sales everywhere. More Peerless Dynamic chassis are built into high grade radio receiving sets than any other speaker.

Correct electrical design, an amazingly rugged mechanical construction, beautiful cabinets—these attributes explain the Peerless appeal.

Have you heard Graham McNamee on the Peerless Demonstration Record? Also tune in on the Red Network or Pacific Network or KOA Denver and KSL Salt Lake City (4:00 M. T.) any Sunday at 1:30 Eastern Time—hear the Peerless Reproducers in their half-hour of harmony.

# Behind Sylvania, Dealers

## THE Sylvania FORESTERS

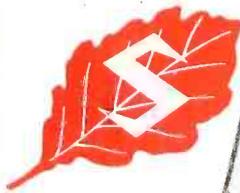
through the courtesy of the  
**SYLVANIA PRODUCTS CO.**  
who make  
**SYLVANIA RADIO TUBES**  
at **EMPORIUM, PA.**

**SYLVANIA PRODUCTS COMPANY**  
**Sylvania**

**THE Sylvania FORESTERS**  
THEY NEVER DISAPPOINT!

**Display Mat**

**Literature**



## Newspaper Advertising

**B**ACK of Sylvania's leadership in quality is a consistent advertising and merchandising campaign that gives Sylvania dealers larger volume, quicker turnover, more profits with less effort!

Supplementing the Sylvania Foresters, whose popular program is broadcast every week to nearly 20,000,000 radio listeners—all tube users—is an intensive newspaper campaign using over fifty leading dailies. Colorful display material and folders link this national advertising right to the "point of purchase"—the dealer's store.

The complete Sylvania Advertising and Merchandising Plan will be forwarded on request. Write today.

**SYLVANIA PRODUCTS CO.**  
Emporium, Pa.

# Sylvania

RADIO TUBES

# Radio Retailing

The Business Magazine of the Radio Industry

McGraw-Hill Publishing Co., Inc.  
JAMES H. MCGRAW, *President*  
EDGAR KOBAK, *Vice-President*

EARL WHITEHORNE  
*Editorial Director*  
WILLIAM ALLEY  
*Managing Editor*

Vol. 8

OCTOBER, 1928

No. 4



## Give *IT* a TRIAL

THE Federal Radio Commission has just issued two important orders—the one on reallocation of broadcasting stations, the other a restriction upon chain broadcasting. Each will occasion sweeping changes in the present organization of radio broadcasting and each so intimately concerns the radio industry and the listening public as to deserve very serious consideration.

The new allocation plan has obvious merit. It is entitled to a fair trial. And those who would rush to condemn it because of some condition that appears to make them trouble should first stop and analyze the plan according to its national significance. For, the task of the Commission in making a reallocation, while highly complex in its radio and legal aspects, has nevertheless had two simple and appealing purposes—

*First, the Commission has sought to provide an arrangement of the broadcasting structure that will give the best possible radio service to all the people of the United States.*

*Second, as required by law, the Commission has accurately divided these facilities equally among the five zones and proportionally to population among the States within each zone. And it has succeeded in placing some 600 stations on 165 cleared channels, free from heterodynes and interferences.*

IT IS inevitable that some communities should feel that the changes involved in their own broadcasting facilities are mistaken and injurious. But the fact that such changes will contribute to the improvement of general broadcasting conditions throughout the nation and therefore to their own communities, should be carefully weighed. If the plan, as a whole, affects the entire United States beneficially, then each locality will share in the improvement. Local aspects of the reallocation order should therefore be carefully analyzed as a part of the broader picture before the whole program is condemned.

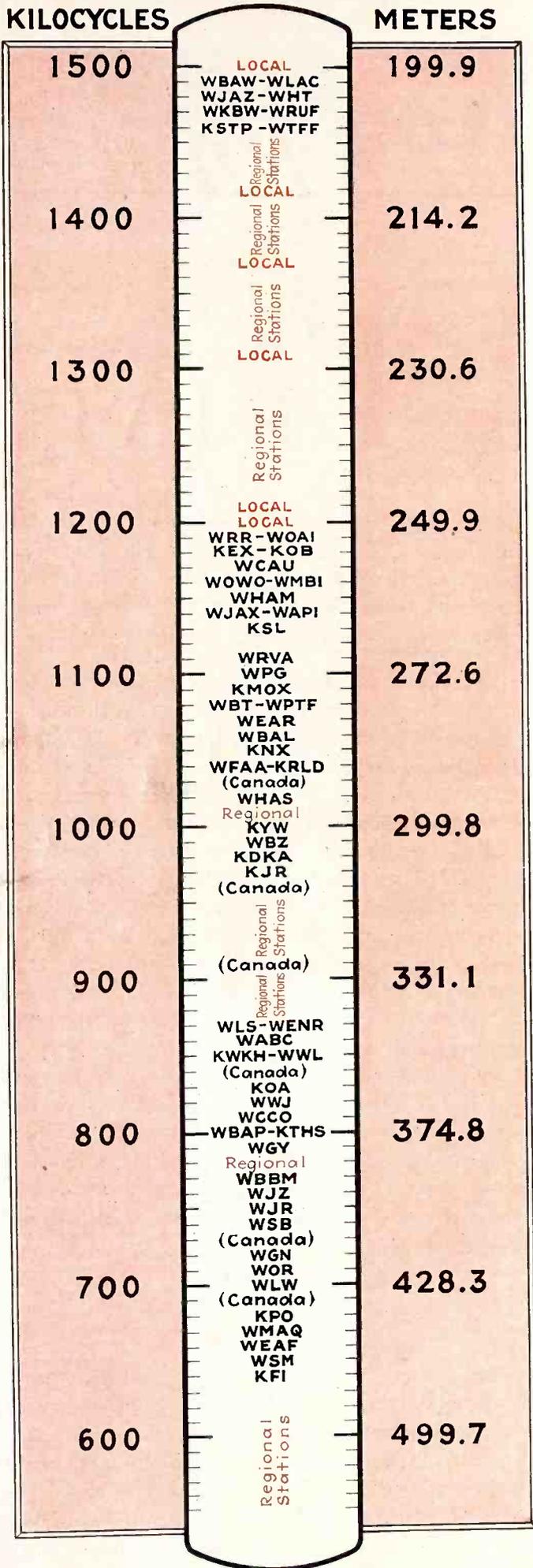
The Commission admits that the reallocation plan is not yet perfect nor in final form. It will be subjected to practical experimentation and such revision as may be required. But, in the ultimate, the new "clear chan-

nel" plan of the Commission providing eight high-power and twenty-five local, clear channels in each zone, should work out to the public interest. And, that, naturally will redound to the benefit of broadcasters and manufacturers and retailers of radio as well.

THE other order which limits high-power stations located within three hundred miles of each other, is not so clearly in the public interest nor in the interest of the radio industry. No one need argue the importance of chain broadcasting. These metropolitan programs have won great popularity and established themselves in a position of leadership in the advancement of the broadcasting art. They have been probably the greatest single influence in winning public approval and a universal acceptance that radio entertainment is today a finished service. Clearly such metropolitan broadcasting from the centers of musical talent is vital to the progress of radio and any curtailment of chain programs should be immediately and emphatically protested.

It would of course be physically possible for sections denied chain service from high-power stations, as now located in present chains, to be served under the order, by substituting additional low-power local stations at intervening points. But this apparently would not be economically possible, because of the added costs of the necessary wire networks, already involving annually millions of dollars of expense. And if the imposition of such a burden should check the advancement of chain broadcasting, it would be nothing less than a calamity.

OTHERWISE, the new allocation plan appears to be wise and beneficial. It should have a fair and unselfish acceptance until its effect can be proven. For the advantages of regulation cannot be enjoyed unless the industry is willing to abide by its restrictions also. The Commission has been conscientious in its effort to establish the best possible reorganization of broadcasting under the conditions imposed by law and by the stubborn scientific facts of radio. The industry should support the Commission.



National and local channels under the new allocation

# What the Broadcasting

## Means to the

*Stabilization of the industry and a wide expansion of the market for good receiving sets foreseen*

FOR months the radio trade and the radio public have clamored for a reduction in the number of broadcasting stations on the air. Everyone has recognized that we have too many stations operating simultaneously, and that these excess stations cause interference among themselves and prevent their own programs from being heard without heterodynes, except locally. As a result, radio has been "spoiled" over large areas, and the business of the radio trade has been definitely limited while this condition has continued.

On September 11, however, the Radio Commission announced its new allocation, effective November 11, which permits *only 165 stations* of 250 watts and above, to be operating at any moment during hours of darkness. *All existing stations will be continued but on a basis of time-sharing*, which accomplishes the equivalent result of only 165 stations on the air.

Ninety-five per cent of the listener's dial will then have high-grade radio—radio reception of a quality never before obtainable by the American public.

Forty "rural-service" channels have been absolutely cleared for high-power transmitters in all sections of the nation, to serve the vast remote and farm populations surrounding these natural distributing centers.

Forty other channels have been set aside for 500-watt regional stations—with separations of 1,200 to 1,000 miles between such stations—thus insuring good reception by distant listeners up to the very limits of each station's range.

Sixty million people will at once benefit from these changes. For these sixty millions of our population live 75 miles or more from any broadcaster furnishing regular programs. It is these remote millions, on farms and ranches, in the mountains and on lonely islands along our coasts, and in thousands of towns, villages and cross-road settlements, for whom radio programs will now be made available, and these, of course, are the people to whom radio broadcasting means most as a source of news, inspiration and entertainment.

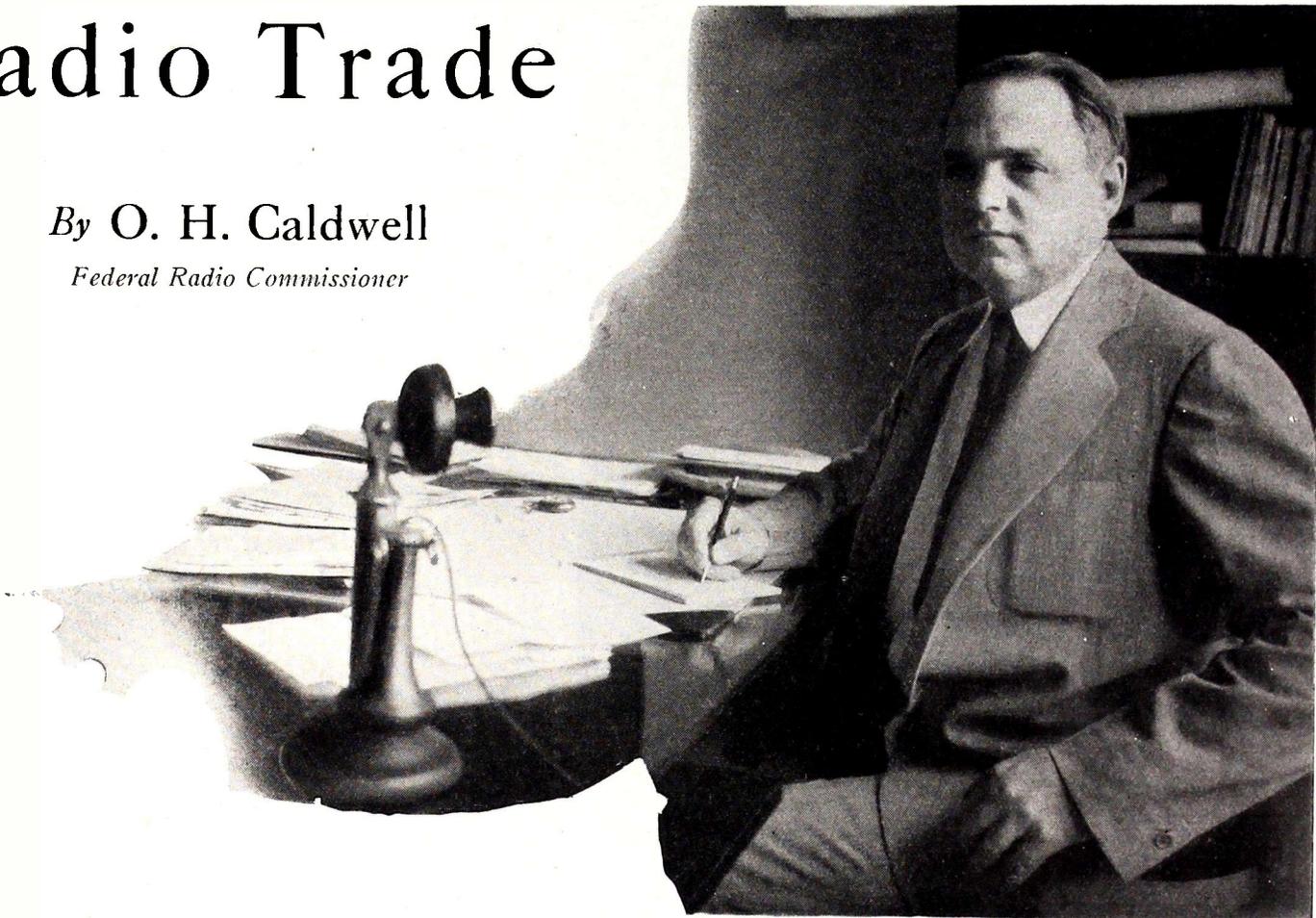
Vast new markets for receiving sets are thus bound to open up, following upon the November allocation. Millions of homes will be prospects for receiving sets (and high-quality sets, too), which before could not get an evening of satisfactory programs. At a step, the radio market will thus be doubled. And, considering present

# Reallocation

## Radio Trade

By O. H. Caldwell

*Federal Radio Commissioner*



saturation in the older fields, sales should triple as the trade's selling machinery is geared up to reach this vast but far-flung market of millions of remote listeners.

This stabilizing of the business of the radio trade will also have its counterpart in the situation of the broadcasters. For, with good reception of programs assured, and with a permanent place in the ether accorded each deserving station, broadcasting managements will be freed of business uncertainty and can devote full attention to making better programs. And in turn, such new standards of entertainment will result in even greater popularity of the radio with the present general public, and so benefits will fall again on the radio trade—manufacturer, jobber and dealer.

In order to bring about these improvements, and introduce order into the broadcasting chaos, the Commission was faced with two alternatives, either (a) the abolition of several hundred stations, or (b) the use of such expedients as time division and restriction of power on some of the channels in order to provide opportunity for the continuation in existence of approximately the present number of stations. The Commission having chosen course (b), I consider that the new allocation is the best that can be worked out.

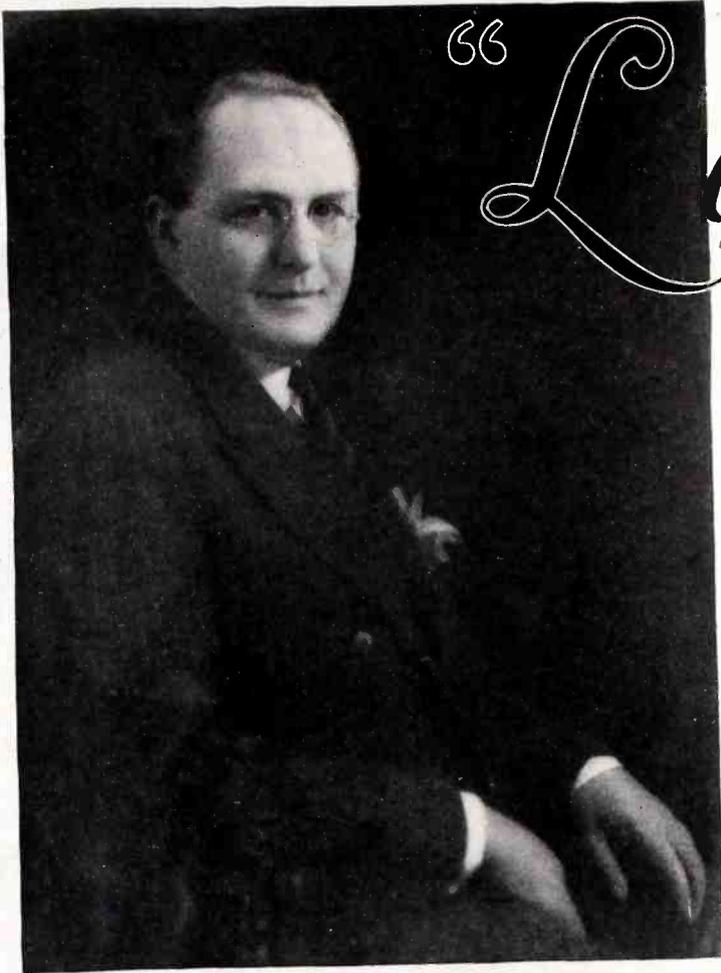
In the few days since the allocation plan was announced, there have been some objections expressed which in general boil down to two: (a) the frequencies of

most of the stations are changed, (b) there are considerable curtailments of power and time of operation of stations in the fourth zone. The objections would apply to any allocation which would comply with the radio law and which would introduce any material improvement over the present very bad conditions. It is in fact the particular merit of this allocation that it has gone as far as possible to minimize these objections and still comply with the requirements of law and nature.

The Commission's order establishing the basis of the new allocation shows that an exact equalization of the broadcasting channels among the zones has been attained. This is a gratifying realization of what is by far the most important feature of the 1928 Davis Amendment to the Radio Act.

Of the 80 channels made available for clear reception, 40 have been assigned to "national" stations with a minimum power of 5,000 watts and a maximum to be determined by the Commission. On these 40 channels, only one station will be permitted to operate at any time during night hours, thus insuring clear reception of each station's program up to the extreme limit of its

*(Please turn to page 79)*



66

# Let's Have of Our

*The experience of the Windsor - Poling Company in closing 95 per cent of its sales right in the store shows that home demonstrations can be eliminated.*

EARLE POLING, president of the Windsor-Poling Company, Akron, Ohio, is a music merchant of long-standing ability and experience. He comes from a family intimately associated with the music business. Mr. Poling has served as a traveling representative for a well-known phonograph manufacturer as well as in his present executive capacity. His knowledge, therefore, of the retailer's problems is a comprehensive one and qualifies him to speak with authority.

LET'S have the courage of our convictions on this vital matter of home demonstrations. Most of us radio merchants know that, nine times out of ten, there is no actual need for free "trials" in the front parlor. We know also that our featuring of the gratuitous use of a dealer-owned radio outfit by practically anyone who requests it, not only is costly business but encourages indecision and plays right into the hands of the poor credit risk and professional "radio rider."

Granted that radio sets from now on must be sold, and that volume sales are necessary, will this method of selling in the home fill the bill? Is it economically sound for the dealer? Can the average small dealer afford to carry the additional stock required for a sales operation of this character?

If the dealer must "hold the bag," and go broke doing

so, then, ultimately, the manufacturer he represents will suffer also. Electric refrigerators and ranges are likewise household devices—yet they seldom, if ever, are placed in the home "on trial." A substantial down payment invariably is obtained before these appliances leave the store.

It is reliably reported that the washing machine and cleaner industry is finding the free-trial plan harder and harder going—that dealers' net margin is worse than negligible, and that all concerned are casting about for a less burdensome way of securing a common-sense volume (or quota) which will

permit of normal retail selling methods that will return at least six per cent net on gross sales.

But the pity of it is that in the case of radio receivers, this dangerous, forced-draft, policy is so unnecessary. It has been demonstrated time and again—I will cite my own experience presently—that dealers who possess the necessary intestinal fortitude can close 90 per cent of all worthwhile prospects from the sales-room floor, or in their demonstration booths.

All that is needed is concerted local dealer action and the courage to say "No."

What we are getting into when we invite home trials is well illustrated by the following actual gem of reasoning which fell from the lips of a woman prospect in my store the other day. Supplementing her demand for a free demonstration, at home, she continued:

# *the Courage* CONVICTIONS!

By Earle Poling

President, The Windsor-Poling Company,  
Akron, Ohio

"Of course I realize that it would be a great mistake for me to buy the *first* radio demonstrated in my home. After I made the purchase I might hear some other set I liked better."

Where does dealer integrity or confidence in a manufacturer's reputation find lodgement in a selling policy that breeds this kind of a reaction? Why do we have elaborately equipped stores if selling is to be a matter of catch-as-catch-can?

But that is not the worst of it. My experience has been that the home trial-buyer invariably selects a cheap set of mediocre performance. He has no technical background from which to judge correctly either mechanical perfection or tonal merit. It is up to the responsible manufacturer and the courageous dealer, therefore, to create this high standard of values and this cannot be controlled by prolonged hit-and-miss family councils after a series of free home trials, provided at the expense of every radio dealer in town.

Take my own case as a typical example. Ninety-five per cent of all radio set sales are closed in the store. We tell our prospects that home demonstrations are no longer necessary, that, ultimately and indirectly, the customer pays for this costly accommodation and is the loser thereby; that nothing will be learned in the living-room that he or she does not already know, that they can, and *must*, trust to the reputation of the Windsor-Poling Company for a square deal, that we will, and do, make good any reasonable complaint.

Here is another slant to this subject. Over 50 per cent of all our past home demonstrations have missed fire. Why? Because that type of a prospect wasn't sincere in the first place.

Selling radio is largely a matter of building confidence. The person who demands a home trial has little confidence in the set, the dealer or himself. He has not been properly sold in the store. My leading salesman sold his last fifty installations, all floor closings, because his intimate knowledge of

tone requirements, of the set he was selling, and of the character of the house he represents, enabled him to build up, in the prospects' mind, then and there, that necessary amount of—let us phrase it—"buying confidence."

Do not misunderstand my attitude. By the preceding I do not imply that a dealer should not get out and hustle for business. Go after the unknown, the latent prospect, aggressively and with *every ounce of energy you possess*. But sell him as one who has a commendable piece of merchandise in which he has such confidence as to its performance that the mutual

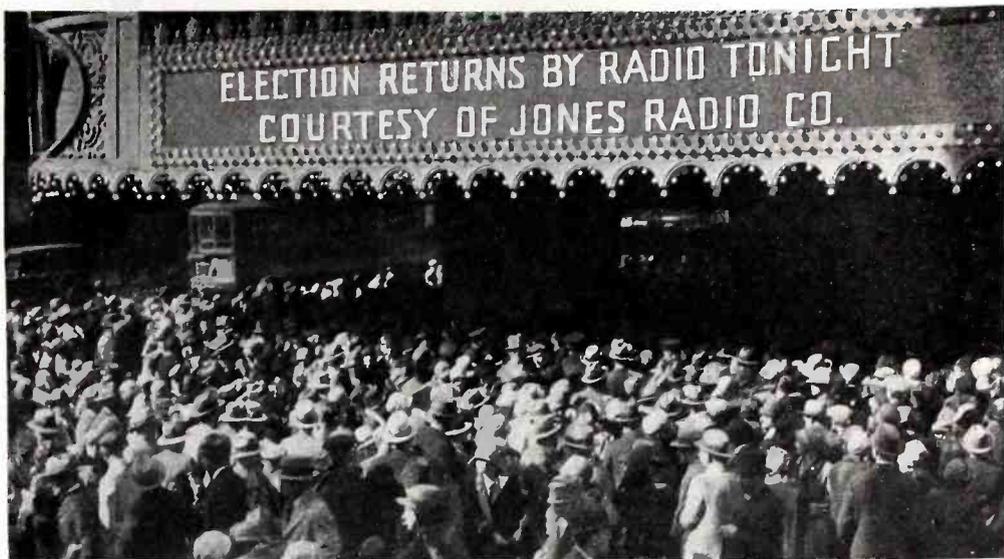
cost of a home demonstration is entirely unnecessary, in fact unthinkable, now that radio has attained its present highly developed state.

The time to stop this wasteful demonstration practice is *right now*; before the retail factor of this industry of ours reverts to a condition of which it was beginning to shake itself clear. Just as the advent of the perfected line-power set, and of better reception conditions, is making possible the doing away with this fallacious step in the selling process, along comes an agitation for its re-establishment.

Individually, and collectively, let's create a new standard of radio salesmanship and a higher level of confidence in the finality of store demonstrations. Let's do a *courageous* selling job. The public would soon see the point.

*"WE TELL our prospects that home demonstrations are no longer necessary; that, ultimately and indirectly, the customer pays for this costly accommodation and is the loser thereby; that nothing will be learned in the living room that he or she does not already know; that they can, and must, trust to the reputation of the company for a square deal; that we will, and do, make good any reasonable complaint."*

# The ELECTION



*Are you taking  
nity to sell radio  
interested in the*

*Theatre audiences like to get the election returns. Many dealers have found that it pays well to arrange with local show houses for the installation of a radio set to broadcast election reports from the stage. This has invariably resulted in a vast amount of publicity and many good leads.*

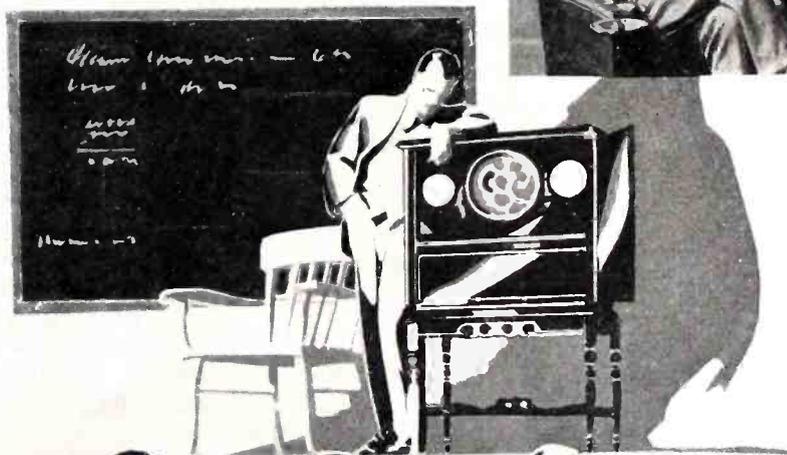
**R**ADIO is playing an active, if not a deciding, part in the presidential election this year. Both parties are waging intensive campaigns by radio, and the speeches of both candidates have been carried into the homes throughout the country over nationwide hook-ups of broadcasting stations.

How can you make the best use of this broadcasting of political activity? By concentrating your sales efforts on those who are most vitally interested in the



*Throughout the campaign, political clubs are headquarters for hundreds of party workers. A radio set is of real use here.*

*Every modern school and high school should have a radio set. If it hasn't, the election campaign is your opportunity because a set is invaluable in history, civics and current events classes.*



elections and the preceding campaigns—office holders, party workers, civic leaders, club women, state, Federal and local employees, and people with similar connections and political affiliations.

Here are some things you can do:

1. *Build up an effective mailing list.* Search the voting lists; the local official records; the political club rosters; the telephone book—and compile a list of all those who may in any way be interested in the election campaign and their results.



# is Coming!

advantage of this opportunity to those who are most vitally interested in a political campaign?

The campaign is of vital interest to the chief executives of any community and their offices should be equipped with the best way to follow the progress of the campaign—and that is by radio.



(Left)

This year, women are taking a more active part in politics than ever before. Women's groups and organizations are in action on both sides and they want the latest campaign news. Sell them a radio.

(Below)

Civic organizations are intensely interested in matters of community government, and with political talks on the air every night, they are excellent prospects for radio sales.

2. Plan a direct-mail advertising series. Show how a radio set will keep them abreast of political activities and bring them, in their own homes or offices, the reports of political news simultaneously with its occurrence.

3. Get in touch with local clubs, schools and theatres. Offer to install a radio set, either temporarily or permanently, to receive the broadcasting of events of political interest. The leads this will give you makes it very much worth-while.

Election day will be here November 6 and the campaigns will be over. On these pages are illustrated places where, and people to whom, radio sales can be made on the basis of the political campaign. Make the most of this opportunity.



# *Court of Appeals* **Sustains Decision** *on Tube Clause*

*Higher court upholds opinion of District Court that Clause Nine of RCA license agreements restricted sale of tubes—reopens market for tube manufacturers.*

**T**HE United States Circuit Court of Appeals for the Third Circuit, sitting at Philadelphia, handed down a decision on September 11, sustaining the previous decision of the Delaware District Court that Clause Nine of the licensing agreement between the Radio Corporation of America and its licensees violates the Clayton "restraint-of-trade" law.

This decision means that the licensees of the Radio Corporation will no longer be required to purchase from it the number of tubes necessary to make radio receiving sets initially operative. Radio receiving set manufacturers, in the future, therefore, may either purchase tubes in the open market or ship their sets without tubes, permitting distributors or dealers to equip the sets with whatever make of tube they desire. Clause Nine will be stricken from the records, then, unless the case is carried to the United States Supreme Court and results in a reversal by the Supreme Court of the decisions of the two lower courts.

The suit against the Radio Corporation, alleging that Clause Nine operated in restraint of trade and tended toward monopoly, was brought jointly by Arthur D. Lord, receiver-in-equity for the DeForest Radio Company, Northern Manufacturing Company, United Radio and Electric Company and the Televocal Corporation, and by Harry Chirelstein, president of the Sonatron Tube Company.

Judges Woolley and Davis, of the Court of Appeals, concurred in the decision, while Judge Buffington handed down a dissenting opinion.

**Q**UOTING from the Court of Appeals decision, "The conclusion reached by the District Court was based upon three propositions which it found were established by the evidence. These are that Paragraph Nine constitutes: (1) A contract for the sale of goods, (2) on condition that the purchaser should not use or deal in the goods of a competitor or competitors of the seller, and (3) the effect of such contract for sale or such condition was 'to substantially lessen competition or tend to create a monopoly in' radio vacuum tubes. . . . We think that the evidence justified that finding. . . . The decree is affirmed.

"The correctness of the court's conclusion depends upon whether these three propositions are sustained by the law and evidence, for Section Three of the Clayton Act requires that they be established in order to bring Paragraph Nine of the agreement within the inhibition of that Act.

**"1.** The defendant says that Section Nine of the agreement does not contain a contract for the sale of goods within the meaning of Section Three of

the Clayton Act, but is simply a license agreement with lawful covenants, and conditions of the license.

"The paragraph, however, tells its own story. It expressly provides that, 'The Radio Corporation hereby agrees to sell to the licensees and the licensees agree to purchase from the Radio Corporation, the number and only the number of vacuum tubes to be used as parts of the circuits licensed hereunder and required to make initially operative the apparatus licensed under this agreement.' . . . By whatever term the defendant calls the provisions contained in Paragraph Nine, they seem to us to express in apt language a contract for the sale of goods within the meaning of Section Three of the Clayton Act. . . .

**"A** PATENTEE, the defendant says, has the exclusive right to make and sell to licensees for their use in completing the licensed apparatus manufactured by them, any element of the patented combination even though that element is free from patent monopoly. . . . The vacuum tubes are an element in the electrical circuits licensed under the contracts. It is these circuits as such, and not the single, unpatented elements, that are protected.

"While the defendant has the exclusive right to manufacture, lease and sell the combination, it does not have the right to withhold from the manufacture, use and sale by others, a single one of the elements, composing the circuits, which is no longer protected by a patent. The inclusion in a patented combination of an unpatented element does not give the patentee of the combination a monopoly of each element.

"A patentee may sell his patented product at any price he desires, to whomsoever he will and under whatever restrictions he conceives to be advantageous, provided he does not violate the law in doing so.

"Consequently, we think that the learned District Judge properly held that this license agreement is a contract for the sale of goods and that its inclusion in a license agreement for a combination does not remove it from the inhibitions of the Clayton Act, which applies to goods 'whether patented or unpatented.'

**"2.** Was the contract for the sale of vacuum tubes made on condition that the purchasers should not use or deal in the goods of a competitor of the seller? The District Judge found that there was no 'explicit condition or agreement to that effect,' but that the evidence before him was conclusive that the practical effect of Paragraph Nine was to prevent the licensees from using or dealing in tubes other than those sold by the defendants. . . .

“3. Was the effect of the contract to substantially lessen competition or did it tend to create a monopoly? The defendant intimates that it had a large part of the tube business before the contract was made, but the plaintiffs say that their business and the business of others generally has decreased and been taken by the defendant. . . . The District Judge found that the effect of the contract, condition, agreement or understanding was to substantially lessen competition and tended to create a monopoly. We think that the evidence justified that finding.”

### *Counsel Explains Significance of Decision*

IN AN exclusive statement to *Radio Retailing*, Samuel E. Darby, Jr., of counsel for the plaintiffs, said, “The decision of the Third Circuit Court of Appeals puts an end to Clause Nine and its evils. It guarantees to the radio tube manufacturing industry its constitutional right of free trade.

“It reaffirms to radio tube manufacturers their right to manufacture radio tubes on which patents have expired and which anyone is legally free to manufacture.

“The public is now free, by this decision, to go to any radio store and purchase whatever tubes they prefer without being compelled to take R.C.A. tubes whether they want to or not.

“The most important factor about the decision is that it puts tubes back on a competitive basis as distinguished from a monopolistic basis, thus insuring the public maximum efficiency of tubes at minimum prices.

“It insures to the public a satisfactory supply of tubes which can be purchased in the open market and insures to tube manufacturers redress for loss of business suffered through the application of this clause. The tube manufacturers who have been damaged by the operation of this clause can now reduce their damages to an amount expressed in dollars and the law provides that the amount ascertained shall be trebled. The plaintiffs will now proceed in the present litigation to compel the Radio Cor-

poration of America to pay the damages, trebled by law, which the plaintiffs have sustained.”

To which, Ernest R. Reichmann, co-counsel for the independent tube manufacturers, adds: “The only worthwhile market for tubes is the set market. I doubt that a tube manufacturer could long exist if excluded from that market.

“On the other hand, all new developments in radio, television for example, require tubes. The independent tube manufacturer will now be a decidedly helpful factor in speeding these experiments.”

### *Sarnoff Declares Case Will Be Appealed*

DAVID SARNOFF, vice-president and general manager of the Radio Corporation of America, was also asked for a statement with respect to the decision. Mr. Sarnoff said:

“Clause Nine was inserted in our license agreement upon the advice of counsel and in reliance upon an earlier decision of Judge Morris in the same Circuit in another case involving substantially the same question of law, which decision, as we understand it, has now been reversed in the present proceeding.

“We shall ask to have the case reviewed by the Supreme Court. Meanwhile, pending the final outcome of the litigation, we shall of course obey the intimation of the court and refrain from enforcing the clause in question.

“This will involve no change of present policy, as we had already ceased to enforce this clause some months ago, until the extent of our rights could be clearly and finally determined.

“The decision applies only to Clause Nine, which relates to the use of Radio Corporation tubes in sets manufactured under our patents. It does not otherwise affect the licenses which we have given to the other set manufacturers. The Circuit Court of Appeals itself was careful to point this out in its opinion. The other provisions of the licenses will continue in full force, just as in the past.”

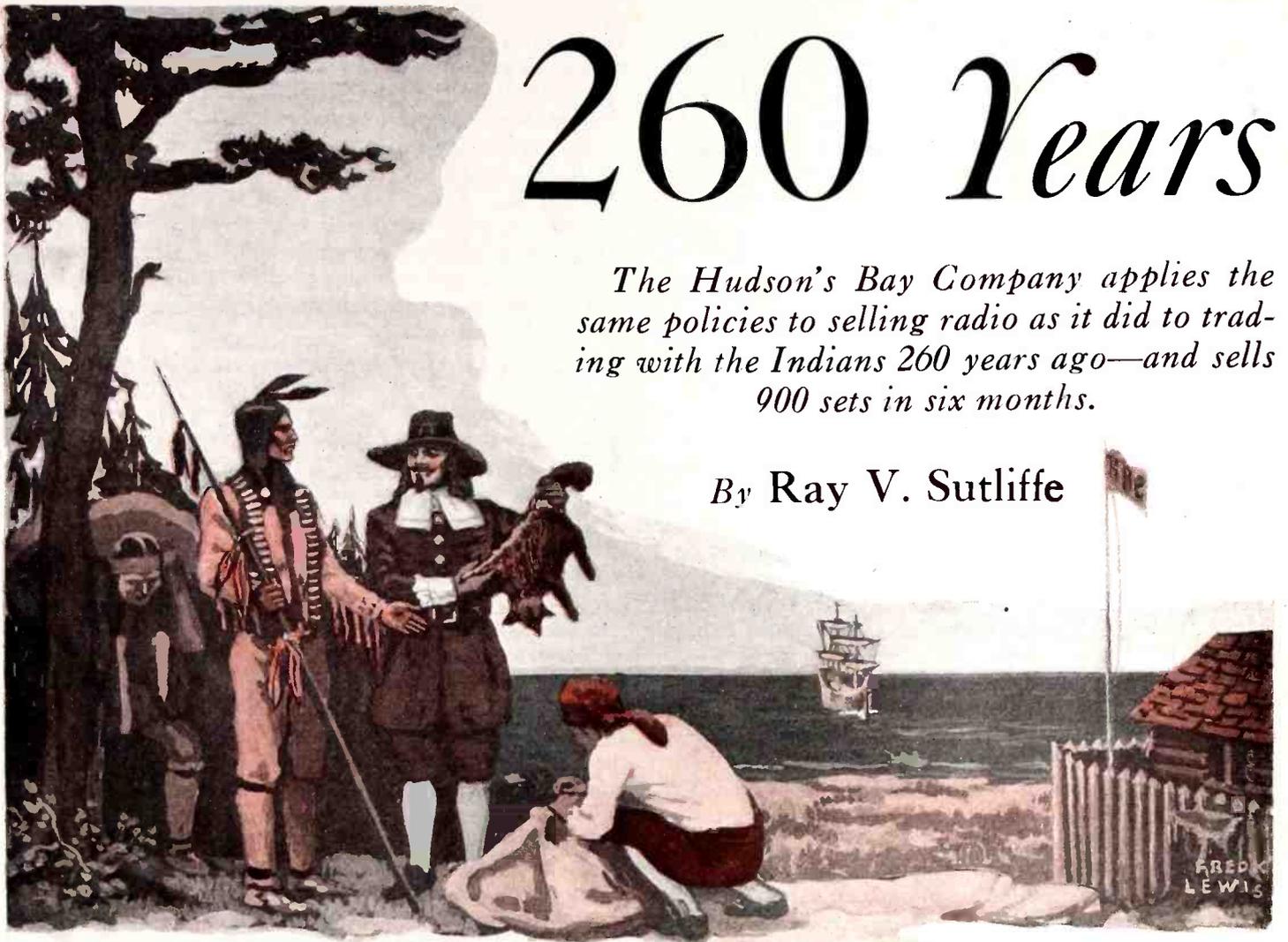
## The New Allocations

*of radio broadcasting stations announced by the Federal Radio Commission to go into effect November 11, will be a feature of next month's issue of "Radio Retailing." It will give you the complete new broadcasting set-up revised and corrected up to November 1.*

# 260 Years

*The Hudson's Bay Company applies the same policies to selling radio as it did to trading with the Indians 260 years ago—and sells 900 sets in six months.*

*By Ray V. Sutcliffe*



OVER two and a half centuries ago, when Charles II granted to "the Governor and Company of Adventurers of England trading into Hudson's Bay," title to that enormous territory which is drained by all the waters flowing into Hudson Bay and Strait, that monarch little thought that he was launching an enterprise destined to become one of the world's great commercial organizations.

It is a far cry from bartering with the Indians for furs at the mouth of Rupert's River in 1668, to the sale of radio sets to fastidious ladies in a magnificent modern department store. Yet the Hudson's Bay Company has achieved both feats with equal success.

Last season, the musical goods department of its Winnipeg store sold over 900 radio outfits. It accomplished this by following the same fundamental principle established by the company's first board of governors in 1668: *Play fair with the buyer.*



*The radio department of the Winnipeg store of the Hudson's Bay Company, which did a business of \$130,000 last season at a net profit of seven per cent.*

"With an organization as large, as well regarded and as old as ours," says manager A. J. Wright, "the customer must be satisfied, cost what it may. But the gratifying thing about this policy is that it also spells volume business, and at a net profit for the department in excess of 7 per cent.

"And we learned about it from the Indians."

In one important respect, the problems of

# of Merchandising

Merchants Who Have Made Radio Pay—No. 20



trading with the untutored Indians of the Arctic Circle and of selling radio to the citizens of Winnipeg are, it was explained, quite similar. In both instances, there is the element of doubt, of uncertainty as to the final outcome, to be surmounted. Radio is on trial, just as originally, were the white man's intentions. Both cases have been met, and conquered, by applying the same formula—*keep faith*.

This policy is best exemplified in Hudson's Bay well-known money-back guarantee. If, for any reason, the customer does not wish to keep the set, the purchase price is at once refunded and no questions are asked. Actually, Wright remembers but two instances during his three years' radio experience with this concern where this was demanded.

Forty per cent of all radio sales for the season of 1927-28 were made during the holiday period. A special offer, in effect only from November 15 to December 28, did the trick. Five per cent of the estimated business for these six weeks was devoted to newspaper advertising. This copy, and envelope stuffers to the com-



pany's mailing list of over 20,000 names, carried the following announcement concerning its special Christmas Radio Club offer:

#### H. B. C. CHRISTMAS RADIO CLUB OFFER

*Free Exchange Privilege*—Should a member decide at any time to exchange the set originally purchased, full value will be allowed on one of higher value. This change will be made without additional installation cost.

*Life Insurance Clause*—Should a club member die during the life of the contract, the set becomes the property of the beneficiary and the contract is cancelled. Should a member become sick during the life of his contract, extended terms may be obtained.

*Special Terms*—During the life of this offer, sets may be purchased at 10 per cent cash, the balance payable in twelve monthly installments. (Note, regular terms are 20 per cent down and ten months in which to pay the remainder.)

*Membership Fee*—One dollar entitles you to membership in the H. B. C. Christmas Radio Club. Pay it

now and bind the contract. This initial dollar will be applied on the purchase price. Pay the balance of the down payment any time before December 15.

*Installation Charge*—No charge is made for the installation labor on any set over \$100."

This last inducement, it should be stated, is a company policy which is effective the year 'round.

#### ROTATES ADVERTISING

From October to April, Wright is allowed approximately four per cent of gross sales for advertising. Last season he carried six makes of sets. Three of these were manufactured in the "States" and three in Canada. He has found it distinctly advantageous to concentrate newspaper publicity on one set at a time. He specializes, therefore, for seven days on one make and the following week on another make until the cycle has been completed.

"This policy is less confusing to the reader than a 'catalog' piece of copy. It makes possible doing a more effective writing job," he declared, after explaining the necessity, and wisdom, of Hudson's Bay carrying a rather extensive selection of standard makes.

#### POLICIES THAT INCREASE NET

Three policies were credited with being largely responsible for the favorable net profit showing:

(1) *Home demonstrations are seldom given on sets selling for less than \$250.* "The people know that our receivers will bring in Minneapolis and, under fair conditions, Milwaukee, Chicago and Davenport, and they know that there is always open to them redress, practically on their own terms, if everything is not all right. That is why we can get out of this costly evil. Not over one set to every fifteen sold is demonstrated in the home."

(2) *Outside canvassers, save on definite live, store leads, are not used.* If a home contact must be made it is done by a floor salesman.

(3) *Installations and outside servicing are on a contract basis.* Hudson's Bay has an arrangement with a third person whereby he receives an average compensation of \$2 for every aerial erected and set connected—the company provides the material. Service calls are covered on a time-and-material basis. In this connection, it is of interest that Mr. Wright is using as his service agreement with customers, the limited coupon plan which was written up in the February, 1928, issue of *Radio Retailing*. He has adopted this Three Schuster's Stores (Milwaukee, Wis.) system in its entirety and with eminently satisfactory results. There is one characteristic limitation which all department store managers must observe. This condition is particularly rigid, Mr.

Wright thinks, in the case of his company, with its far-flung

trading posts, its vast land enterprises and its chain of eleven department stores. That limiting rule is this: The selfish interest of the department must be subordinated to the good of the organization as a whole.

This means, said the man who closed, with the assistance of six clerks, over \$130,000 worth of radio business last season, that forced selling or even slightly exaggerated claims cannot be indulged in. It means that the expediency of the moment or special deals are taboo.

"If it were possible to summarize the reasons for the business which this department has enjoyed during these past six months," said Wright, "I would do so in these words: *We have equitable and fair policies and we stick to them.*"

Regarding general radio conditions in Canada, Mr. Wright said: "We have such a short summer up in this neck of the woods that everybody wants to get out and play just as soon as the weather permits. Compensating this tendency however is the heavy holiday business and the absence of your obnoxious 'dumping.' I attribute this latter condition to the fact that few United States sets are sold here other than those made by large and reputable manufacturers."

A set which sells in the "States" for \$55 must be priced at \$76 in Canada. This is in order to cover the 27½ per cent duty, a 5 per cent sales tax and a 10 per cent patent license fee. Hudson's Bay average sale was for \$160. Five companies—Canadian-Marconi, Rogers, DeForrest-Crosley, Westinghouse and Canadian General Electric—have pooled their patents and are licensing manufacturers under a 10 per cent, 17-year agreement.

#### CONDITIONS IN CENTRAL CANADA

The A.C. tube, while growing in popularity, was not a major factor in Winnipeg last winter—it didn't have time to get going. Wright estimates that 30 per cent of all the sets he sold were thus equipped, and that 25 per cent of all sets were purchased by farmers, trappers or miners.

Reception conditions are from fair to excellent. There are two local stations and a choice of from ten to thirty other programs. Static and heterodyning do not seem to be quite as bad as in the United States.

So far it has not been possible to extend the radio buying season beyond the middle of April.

The public is buying sets during the winter months, however, at a steadily increasing rate.

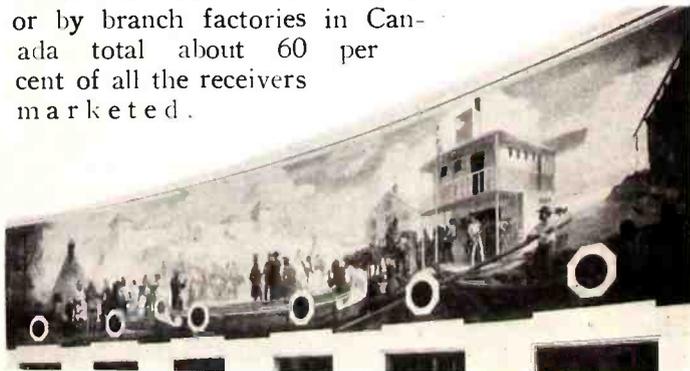
Radio sets made in the United States

or by branch factories in Can-

ada total about 60 per

cent of all the receivers

marketed.



# Sound and Vision Synchronized via Radio

*First "television drama" by radio forecasts future possibilities of simultaneous reception of voice and pictures*



**A** REMARKABLE engineering achievement was accomplished September 11th at the studio of radio station WGY, Schenectady, N. Y. This station established itself as the first to present a drama by television, transmitting sound and vision simultaneously on separate radio channels. The play was "The Queen's Messenger,"

a one-act drama written 30 years ago by J. Hartley Manners. The television version was the same in every respect as the stage offering. The presentation was made possible by recent developments of Dr. E. F. W. Alexanderson which have resulted in simplified television transmitting apparatus in a convenient and portable form. Dr. Alexanderson is consulting engineer of the General Electric Company.

The camera consisted of three units—a cabinet containing a 24-hole disc and a 1,000-watt lamp as a light source, and two smaller cabinets, each housing a photoelectric tube with amplifier. All three cabinets were mounted on tripods, enabling the operator to raise, lower or tilt the light source to suit the height or position of the performer.

In the presentation of "The Queen's Messenger," three cameras were used, a camera for each of the characters in the drama, and a third for the introduction of "props," close-ups of hands and other visual effects. This third camera was necessary because, at the present time, only the head of one person can be shown with one camera. For example, when a character in the play offered to pour wine for another character, the third camera was utilized to pick up the hands with bottle

*How the first "television drama," synchronizing sound and vision, was broadcast. A separate microphone and television "pick-up camera" were needed for each character. It was possible to record only the faces of each subject. A third camera, in the foreground, picked up the other visual effects necessary.*

*Mortimer Stewart, director of the play, is seen operating the control panel that was used to switch the cameras and microphones from character to character as necessary. The television receiver used to "monitor" the broadcast is seen on the right.*

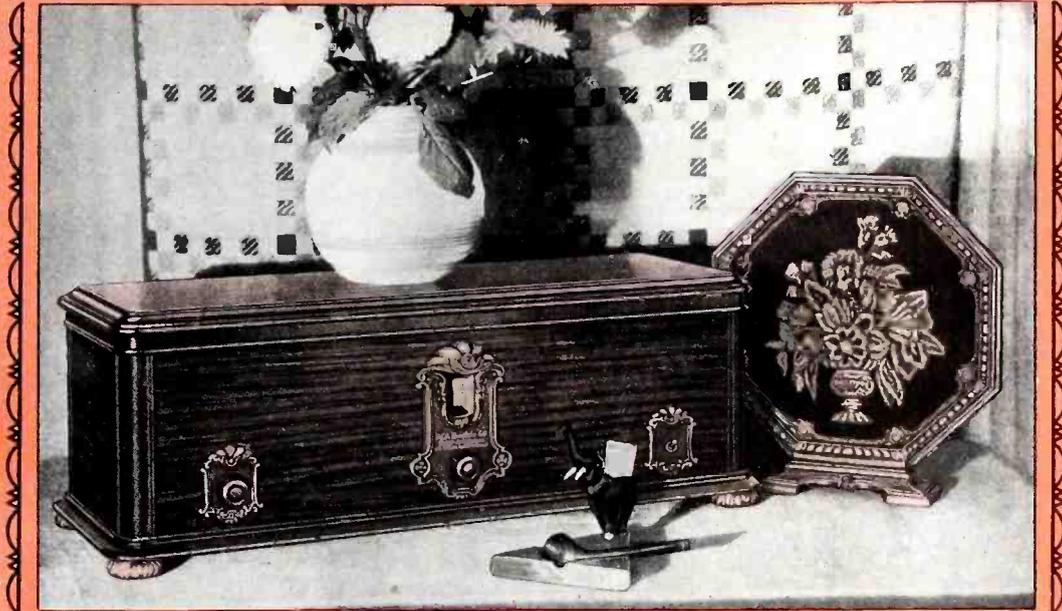
and glass as the wine was poured. Each actor worked in front of a white screen, a background which gave definiteness to his or her features.

Inasmuch as the image in the television receiver is the red of the neon lamp, special problems in make-up were presented that the red image might have definition and clarity. Bright, shiny surfaces cannot be used as they produce a disturbing glare in the image causing a suffusion of light that destroys the sharpness of the image. The particular play used was selected because it involved the use of only two characters.

The director, standing between the two characters, as shown in the photo at the top of this page, governed the radio output by means of a small control box with two knobs. With one of these knobs he brought any one of the three cameras into the circuit, depending upon which character was speaking. The second knob enabled him to fade the images in and out, very much as the fadeout is used in motion pictures. In front of the director was a television receiver, shown in the lower picture on this page, in which he could at all times see the image as it was going on the air and so check the performance accordingly. In addition to the television "cameras," a

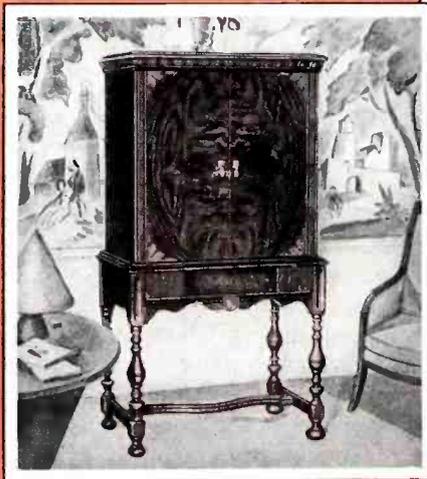
*(Please turn to page 79)*

# New RCA Super-Heterodynes at prices within reach

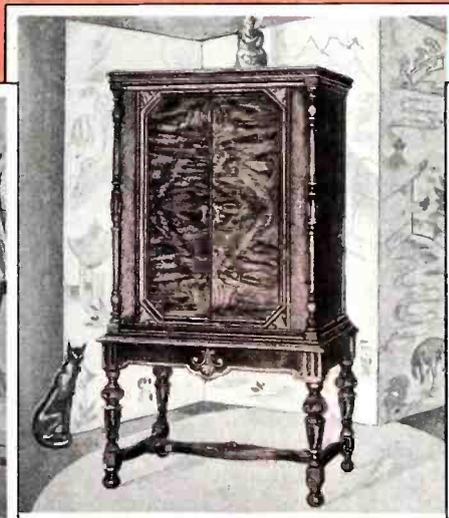


**RCA RADIOLA 60**—The famous super-selective and sensitive RCA Super-Heterodyne, now with the new A. C. tubes, for simplified house-current operation. Remarkably faithful reproduction. Ideal for congested broadcasting areas—highly sensitive for places remote from broadcast stations. Illuminated single dial. Two-toned walnut veneered table cabinet. \$175 (less Radiotrons)

The new RCA Loudspeaker 103 is shown with the new "60"



**RCA RADIOLA 62**—Cabinet model of the new RCA Super-Heterodyne. The enclosed Dynamic Speaker is an improved model of the incomparable RCA Reproducer. Superior fidelity of reproduction over the entire musical range never before achieved in radio. Beautiful cabinet of walnut veneer with maple inlays. \$375 (less Radiotrons)



**RCA RADIOLA 64**—De luxe model of new RCA Super-Heterodyne. Special automatic volume control bringing in weak and strong stations at any desired even degree of volume. Needle meter for accurate tuning. Amazing fidelity of reproduction hitherto unrealized in radio. Enclosed in finely finished cabinet of rich design. \$550 (less Radiotrons)



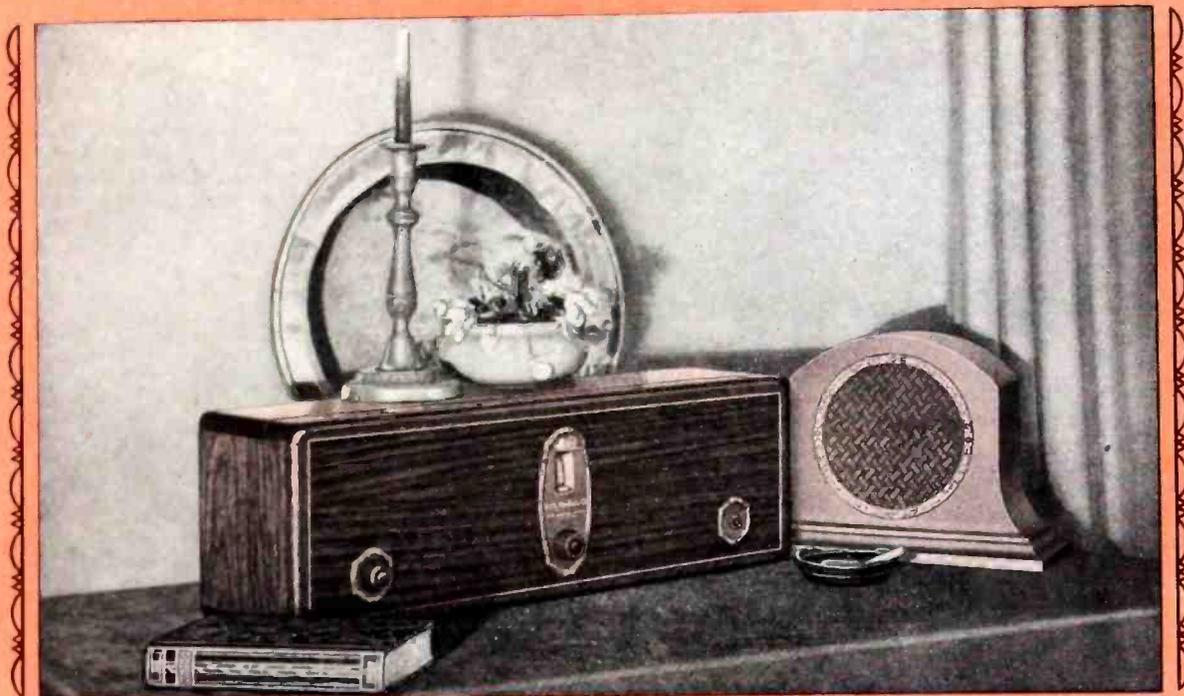
**RCA RADIOLA 30A**—Custom-built cabinet model of the famous RCA Super-Heterodyne with RCA Loudspeaker. At the new price this is an unusual value in fine radio receivers. Operates directly from the house current. \$285 (with Radiotrons)

RADIO CORPORATION OF AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

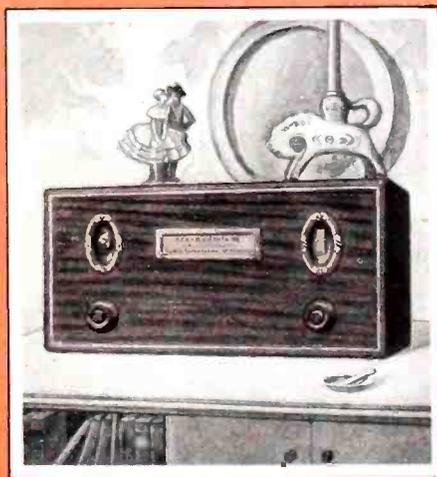
# with new Dynamic Speakers of millions of buyers



RCA RADIOLA 18—Most popular type of Radiola ever built. It is entertaining a million listeners every night. A finely designed receiver of broad range and capacity for simplified A.C. lighting-current operation. Wonderful tone fidelity. Mahogany cabinet, walnut finish. \$95 (less Radiotrons).



RCA RADIOLA 51—The nationally popular "18," with A. C. electric operation, in a specially designed cabinet with RCA Loudspeaker enclosed. All ready to connect to aerial and ground, and bring in the best that's on the air. \$195 (less Radiotrons)



RCA RADIOLA 16—Designed to give the finest radio entertainment in homes not wired for electricity. Battery-operated. A receiver known for its wonderful performance and long life in thousands of homes all over the country. \$82.75 (with Radiotrons)



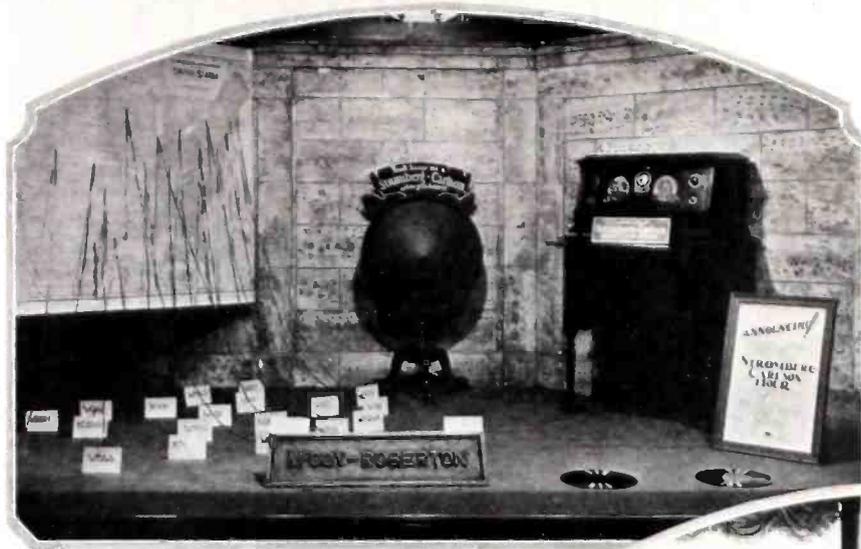
This sign marks the leading dealer in every community.

RADIO CORPORATION OF AMERICA · NEW YORK CHICAGO SAN FRANCISCO

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

# Displays with a UNIQUE Appeal



MAP SHOWS STATIONS (left)

Ribbons from the popular stations to cards in the foreground listing their call letters is the way the McCoy-Roberton Company, Milwaukee, illustrates the variety of nationwide entertainment made possible by radio.

THE POLITICAL CAMPAIGN (below)

The Sherman-Clay Company, Portland, Ore., ties up its windows with the presidential campaign by balancing the Republican elephant and the Democratic donkey on each side of a radio set.

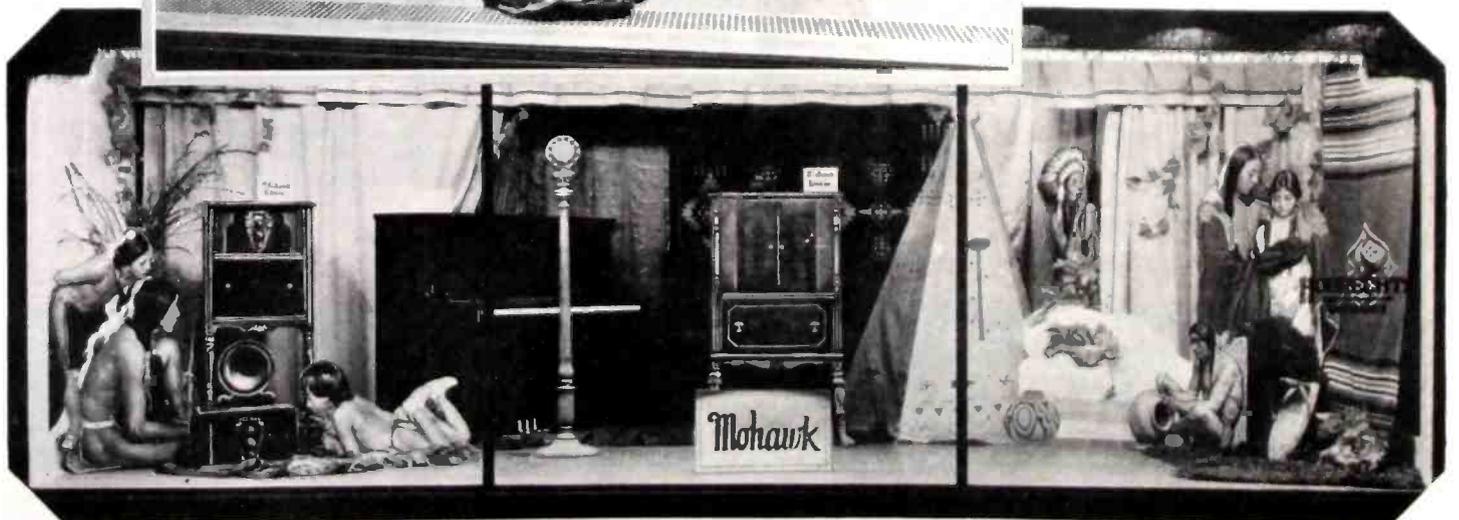
DISPLAYING SPEAKERS (below)

A well-arranged display of speakers, giving the appearance of quantity, without crowding, is this window of the Crown Light Company, Hartford, Conn. Balance and symmetry, and distinct visibility of each speaker, are features of the window.



POPULARIZING A TRADE NAME (below)

This unusual display by the J. C. Hobrecht Company, Sacramento, Cal., effectively illustrates the trademark of the receivers on display.



# *This NEW Field for Musical Merchandise*

*The radio trade is developing rapidly as a major outlet  
for musical products—how "Radio Retailing"  
covers this new trend*

WITH the combination of radio and phonograph in one instrument has come the acceptance by the trade of the fact that the radio and the phonograph are closely allied. We have seen the music trade swing over almost in its entirety to the sale of radio. Now we are beginning to see the development of radio stores as outlets for musical merchandise.

Stores that have hitherto sold only radio products, or which have carried radio as their major line are being forced into the phonograph field through the sale of the radio-phonograph combination. That this will lead to a further development of the radio trade as music outlets is the opinion of keen students of merchandising who have analyzed the situation.

Accordingly *Radio Retailing*, keeping pace with this new trend, has inaugurated a new department devoted to announcements of the new phonograph records as they are brought out by the leading record manufacturers. It will be a permanent monthly feature of *Radio Retailing*. Also, in this issue, will be found specifications and photographs of the newest combination radio-phonograph instruments.

## RECORDS

IN MAKING a decision to put in a line of records to supplement a stock of radio-phonograph combinations, there are several things to consider which will be helpful to the uninitiated. First of all classify your market. Is your trade American, negro, or foreign? If foreign, whatever nationality predominates, you are sure to be able to sell them the corresponding records. If negro, they prefer jazz and blues. If American, the classification is more difficult because of the variety in taste, and you will have to depend to a great extent on the record salesman and your own knowledge through experience.

Then classify your market according to their life's work. Are they laborers, farmers, intellectuals? The record appeal to the various classes is sometimes widely divergent. Analyze your clientele and feature the type of record which you believe most nearly meets their taste.

## CHOOSING THE PHONOGRAPH LINE

In the choice of a phonograph line, the selection idea holds true to an even greater extent than in the case of

records. Because your investment and your sales resistance is greater, it is far more important that you adhere closely to well-known lines. Consider, primarily, the future prospects of the company in the industry. Ask yourself this question, "Is this company in a position to help me grow and is it in a position to keep abreast of the business trends in bringing out new models, meeting public demand, etc.?" In buying the different models of

phonographs, the classification of your market will determine the grade. Do not be talked into buying a quantity of machines or a lot of high priced machines. Feel your way. Put in a representative stock according to your capital.

Do not overlook portables. A complete stock of these handy little phonographs in various colors tone up your display and are readily sold. Because of the small amount invested, this line can be

made a source of substantial profit. Quick turnover and summer volume when properly handled make it a valuable line. As an opening wedge to further sales of larger machines this portable instrument serves as contact.

It should never be sold without a variety of records if sold on a time payment basis. A dozen records at the time of purchase would do more to keep it sold profitably and the payments coming in than whatever loss of business might be due to the increased cost. Because of its portability the credit restrictions should be rigid and the initial payment at least 33 $\frac{1}{3}$  per cent.

## BAND AND STRING INSTRUMENTS

A LINE of band and string instruments, if well known, are substantially guaranteed and properly merchandised, are sources of seasonal profit. In this type of musical wares, the most popular include ukuleles, banjos, guitars, mouth organs, cornets, trombones, saxophones, etc. The ukulele is especially good for summer sales if properly merchandised. A combination radio and music store in San Antonio, Texas, for instance, employs a native Hawaiian who gives a certain number of lessons with every ukulele bought.

There are other good specialities on the market for building a music trade, but from the success of experiments already effected it has been proven that the first step toward increasing your net after you have reached maximum radio volume is a line of musical merchandise.

# Specifications and Illustrations of

RADIO RETAILING has here listed the first specification table of radio and phonograph combinations ever published. This service is without charge of any kind to the manufacturers listed. All manufacturers were sent questionnaires and if there is any lack of representation it simply means lack of co-operation from the manufacturer.

Manufacturer	List Price	Type of Motor	Type of Reproducer	Make of Electric Pick-up	Power Amplifier Used	Type of Radio Set	Type and Number of Tubes	Make of Radio Set	Cabinet Material	Weight in Pounds	Overall Dimensions in Inches
All-American Mohawk Corp. 4201 Belmont Ave., Chicago, Ill.	\$245.00 425.00	Spring Electric	Magnetic Dynamic	RCA RCA	No No	TRF TRF	2-227, 1-171A, 3-226 2-227, 2-171A, 4-226	Own Own	Walnut Walnut		
Amrad Corp. Medford Hillside, Mass.	875.00	Electric	Dynamic	Am. Bosch	Yes	Neut.	4-226, 1-227, 1-250	Own	Walnut	339	56 1/2 x 32 x 18 1/2
Argus Radio Corp. 257 W. 17th St., New York	298.50 498.50	Electric Electric		Own Own	Yes Yes		3-226, 1-227, 1-171A, 1-222 3-226, 1-227, 1-250, 1-222	Own Own	Walnut Walnut	100 100	45 x 28 x 14 40 x 35 x 14
Bremer-Tully Mfg. Co. 656 Washington Blvd. Chicago, Ill.	485.00	Electric	Dynamic	Amplion	Yes	TRF	8 Tubes	Own	Walnut		18 x 28 x 45
Brunswick-Balke-Collender Co. Chicago, Ill. *Includes tubes.	395.00* 945.00 995.00	Electric Electric Electric	Magnetic Dynamic Dynamic		No Yes Yes	TRF Superhet. Superhet.	Radiola No. 18 Radiola No. 28 Radiola No. 28	RCA RCA RCA	Walnut Walnut & Mahog.	190 340 371	49 1/2 x 29 1/2 x 16 1/2 40 x 50 x 25 40 x 56 x 26 1/2
Case Electric Corp. Marion, Ind.	98 to 500	Electric	Dynamic		No	Neut.	5-226, 1-227, 2-171	Own	Walnut	350	45 x 46 x 18
Columbia Phonograph Co. 1819 Broadway, New York	600.00 900.00	Electric Electric	Dynamic Dynamic	Kolster Kolster	Yes Yes	TRF TRF	4-226, 1-227, 1-250 5-226, 1-227, 2-250	Kolster Kolster	Walnut Walnut	230	40 x 33 1/2 x 23 40 x 30 x 24
Edison, Thos. A., Inc. Lakeside Ave., West Orange, N. J.	495.00 1,100.00	Electric Electric	Dynamic 2-Dynamic	Edison Edison	Yes Yes	TRF TRF	4-226, 1-227, 1-250 4-226, 1-227, 2-250	Edison Edison	Walnut Walnut		48 1/2 x 28 1/2 x 18 48 1/2 x 43 x 20
Fansteel Prod. Co. North Chicago, Ill.	950.00	Electric	Dynamic		Yes	Neut.		Balkite	Walnut		31 1/2 x 49 1/2 x 18 1/2
Gilfillan Bros., Inc. 1815 Venice Blvd. Chicago, Ill.	590.00	Electric	Dynamic	RCA	Yes	Neut.	5-227, 2-210	Own	Walnut	260	47 x 20 x 27
Grigsby-Grunow Co. 4546 Armitage Ave., Chicago, Ill.	275.00	Electric	Dynamic	Majestic	Yes	TRF	4-226, 1-227, 2-171	Own	Walnut	200	46 x 28 x 19
Howard Radio Co. 4949 N. Crawford Ave. Chicago, Ill.	295.00 445.00 495.00 1,500.00	Electric Spring Electric Electric	Dynamic Dynamic Dynamic Dynamic	Paent RCA RCA RCA	Yes Yes Yes Yes	Neut. Neut. Neut. Neut.	8-Tubes 6-Tubes 6-Tubes 6-Tubes	Own Own Own Own	Walnut Walnut Walnut Walnut		
Leutz, C. R., Inc. 195 Park Place Long Island City, N. Y.	1,450.00	Electric	Dynamic		Yes	TRF	4-222, 1-200A, 2-240, 2-250	Own	Walnut	450	60 x 50 x 30
Minerva Radio Co. 154 E. Erie St., Chicago, Ill.	300.00 } 375.00 } 450.00 }	Electric	Dynamic	Minerva	No	RFL	4-226, 1-227, 2-171	Own	Walnut	146	52 x 23 x 15
Newcombe-Hawley, Inc. 201 First Ave., N. St. Charles, Ill.	237.50	Electric	Dynamic			Set not included.			Walnut	160	50 x 32 1/2 x 29
Phono-Craft Corp. (Div. of Sparks-Withington) Jackson, Mich.	875.00	Electric	Dynamic	Eria-Paent	Yes	Equasonne	8-heater type	Own	Walnut	285	40 x 22 x 51
Pooley Co. 1600 Indiana Ave. Philadelphia, Pa.	255.00 1,150.00	Electric Electric	Dynamic	Own Own	No Yes	Made for	A. K. Models 37, 38, 40, 42,	44	Walnut Walnut		43 1/2 x 32 x 16 1/2 49 x 31 x 24 1/2
Simplex Radio Co. Sandusky, Ohio	145.00				Yes	TRF	4-226, 1-227, -210			50	9 x 10 1/2 x 18
Slagle Radio Co. Fort Wayne, Ind.	750.00 850.00	Electric Electric	Dynamic Dynamic		Yes Yes		8-227, 2-171 8-227, 2-250	Own Own	Walnut Walnut		30 1/2 x 20 x 55 32 1/2 x 21 1/2 x 54
Sonora Phonograph Co. 50 W. 57th St., New York		Electric Electric Electric	Dynamic Dynamic Dynamic	Sonora Sonora Sonora	Yes Yes Yes	TRF TRF TRF	7 tubes special sonora	Own Own Own	Walnut Walnut Walnut		48 x 35 x 21 50 x 42 x 22 50 x 42 x 22
Stromberg-Carlson Tel. Mfg. Co. 1060 University Ave. Rochester, N. Y.	1,205.00	Electric	Magnetic	Own	Yes	Neut.	6-201A, 1-210	Own	Walnut	450	21 x 44 x 50
Victor Talking Machine Co. Camden, N. J. Note—Radiola No. 18 used.	250.00 285.00 425.00 750.00	Spring Electric Electric Electric	Magnetic and Special Horn	None None RCA RCA	No No No Yes	TRF TRF TRF TRF	4-226, 1-227, 1-171A 4-226, 1-227, 1-171A 4-226, 1-227, 1-171A 4-226, 1-227, 1-171A	RCA RCA RCA RCA	Walnut or Mahogany Walnut Walnut		53 1/2 x 29 1/2 x 17 53 1/2 x 29 1/2 x 17 54 x 29 1/2 x 16 54 x 30 1/2 x 17 1/2
Watson Town Table & Furn. Co. Watson town, Pa.	195 to 210	Electric	Dynamic	Paent	No	Set not included			Walnut	240	56 1/2 x 33 x 18
Zenth Radio Corp. Chicago, Ill.	625.00 850.00	Electric Electric	Dynamic Dynamic				8 tubes 10 tubes	Own Own	Walnut Walnut	177 264	49 1/2 x 30 x 18 46 1/2 x 41 x 22 1/2

These two models complete except for radio receiver.



# Radio-Phonograph Combinations



AMRAD CORP.,  
Medford Hillside, Mass.



VICTOR TALKING MACHINE CO.,  
Camden, N. J.



THOMAS A. EDISON  
INC.,  
Lakeside Ave.,  
West Orange, N. J.



ZENITH RADIO CORP.,  
Chicago, Ill.



PHONO-CRAFT CORP.,  
Div. of Sparks-Withington Co.,  
Jackson, Mich.



STROMBERG CARLSON TEL. MFG. CO.,  
1060 University Ave.,  
Rochester, N. Y.



COLUMBIA PHONOGRAPH CO.,  
1819 Broadway, N. Y. C.



SONORA PHONOGRAPH CO.,  
New York



BRUNSWICK-BALKE-COLLENDER CO.,  
Chicago, Ill.



SLAGLE RADIO CO.,  
127 Wallace St.,  
Fort Wayne, Ind.



CASE ELECTRIC CO.,  
Marion, Indiana

# Radio Retailing

A McGraw-Hill Publication

OCTOBER, 1928

Vol. 8, No. 4

# TELEVISION

## Should Be

### *Help, Don't Hinder, Television*

TELEVISION experimentation should not be discouraged. It should be developed and guided. It is no use to tie a handkerchief over our eyes and try to tell ourselves that television is unimportant. Television is an accomplished fact today; crude, but accomplished, nevertheless.

The public should not be led to believe that there is nothing to this television development. The public should be told the truth. And the truth is that television is rapidly achieving a definite place, but that, in its present stage of progress, it is a subject for experimenters only. Those who know enough of the science of radio to build their own television receivers are the only ones to whom television is possible at this time. But this definite trend should be encouraged by everyone in the industry and guided along the right lines.

Finally, the public should be informed that there is no possibility of satisfactory and universal home television for several years to come, and that, when it does come, it will not replace, or make obsolete, present types of aural radio receivers. Television will require its own separate apparatus.

\* \* \*

### *It Won't Be Long Now*

THE spirit of Christmas will soon be in the air and with it will come the universal urge to buy. And with that will come a good sales-making opportunity for radio. If it is important to do one's Christmas shopping early, how much more important it is for the dealer to be prepared for it.

Plan your campaign now. Don't wait until the last minute. An effective advertising campaign, tied up with a direct-mail follow-up, and with possible outside direct selling cannot be efficiently planned in one or two days. Now is the time to think about it.

\* \* \*

### *Feminine Interest in Radio*

AN UNUSUAL number of feminine visitors was one of the significant trends noticed at this year's radio show at New York. Women, both alone and with their families, were present in such numbers as to make the fact noticeable.

This is tangible evidence of the increasing interest that is being taken in radio by the "better halves" of American families. Women now exert as much influence in the purchase of radio sets as their husbands do.

How the radio industry is meeting this feminine appeal by improvement in the external appearance of receivers was another outstanding feature of the show. Refine-

ment in the cabinet design of this year's sets over the receivers on display at last year's show stood out prominently in comparisons of the 1928 show with previous shows. The feminine desire for beauty, and the exquisite cabinetry with which the trade is meeting this new demand, are the significant thoughts one carried away from the 1928 Radio World's Fair.

\* \* \*

### *Get Ready for Business*

REPORTS for the first half of the year from all sections of the country and from the various fields of industry all indicate an excellent business situation and point to an equally remarkable fall season. First of all, general business barometers all show a confidence-inspiring trend. Figures available from 320 large manufacturing and merchandising corporations show that profits were five per cent better so far than for the first half of 1927. The Treasury has announced that assets of national banks in the United States are now nearly \$2,000,000,000 larger than last year. Life insurance companies report that a greater amount of new business has been done than for the corresponding period last year, the volume for the month of July alone amounting to \$700,539,000.

Our correspondents on the various sales fronts say, as reported on the business barometer page of this issue, that early fall business already shows increases of from 50 to 100 per cent over last year.

With these cheerful facts as a background we look forward very optimistically to the final three months of the year—usually the biggest three months in point of sales.

So, Mr. Radio Dealer, gird your loins with contract blanks and sales books; fortify your store with displays and stock, and oil up the old cash register.

\* \* \*

### *Join a Trade Association*

EVERY radio merchant and distributor who is not already a member of his local radio association should consider very seriously the advisability of doing so. The benefits accruing from organized activities are many and well known, but in general the three most important, from your standpoint, are:

1. You help to boost your own industry and thus indirectly help yourself;
2. You receive a lot of valuable business information and sales ideas from your association; and
3. You become acquainted with your fellow radio dealers and this leads to better conditions of competition.

Each one of these three reasons could be greatly elaborated upon, but every dealer recognizes their truth. So join your local radio association now.

# Experiments Encouraged

## The Industry Determines Values

WHO establishes the purchasing habits of the radio consumer—buyer or seller? In any new industry, it is probably the manufacturer and the dealer who create the background of values.

When the phonograph made its appearance in the market, the music industry encountered little difficulty in convincing the ultimate user that the ability of this device accurately to reproduce tonal values was truly marvelous and that \$250 was little enough to pay for the privilege of winding a clock spring every other minute. The same situation applied to radio in the early twenties.

Naturally, and quite properly, prices have fallen and values increased with respect to radio receivers. Trade control over value standards is just as potent today, however, as it ever was. The radio industry still retains within its power the ability to create—or destroy—values. If the public is told that a certain price is too much to pay for a good radio set and that the extended free trial home demonstration is its right and privilege, it will act accordingly—at the expense of manufacturer and dealer alike.

The consumer is entitled to his full dollar's worth, but let us be careful that we do not, of our own accord, unnecessarily cheapen his respect for radio and its value to the home.

\* \* \*

## Hotels for Local Shows?

LAST February, the Dayton Radio Trade Association, Dayton, Ohio, held its local radio show in a hotel. Apart from the fact that this live organization of radio dealers found February a very satisfactory month for holding a consumer show, extending as it did the buying season, the hotel offered many unique advantages over the customary auditorium, according to William Biddle, president of the association.

The primary object in using the hotel was to provide facilities for the actual demonstration of sets without inconveniencing other exhibitors. Each radio firm was allotted one or more rooms, for which there was a flat charge of \$24 per room. This sum covered the necessary signs and the erection of an aerial as well as a three-day occupancy privilege. Exhibitors were not given the keys to their rooms until the final payment had been made. Receipts from this source just met expenses.

Approximately 20,000 persons attended the show during its two day and three evening sessions. Admission was free. Two floors were required to take care of the requirements of Dayton's 34 local dealers. Every room was taxed to its capacity at all times. A directory of exhibitors was posted in the lobby, on each floor, and at the information desk.

"Surprising demonstration results were obtained,"

"The Truth About Television"  
Christmas, Feminine Interest  
Good Business, Values

and other things discussed  
by the editors

stated Mr. Biddle, "despite the close grouping of the antennas. I attribute the heightened public interest in our show to the fact that each set actually could be heard. Sales were reported as approximately ten per cent ahead of our previous show, where no listening facilities were available."

\* \* \*

## For a June to June Fiscal Year

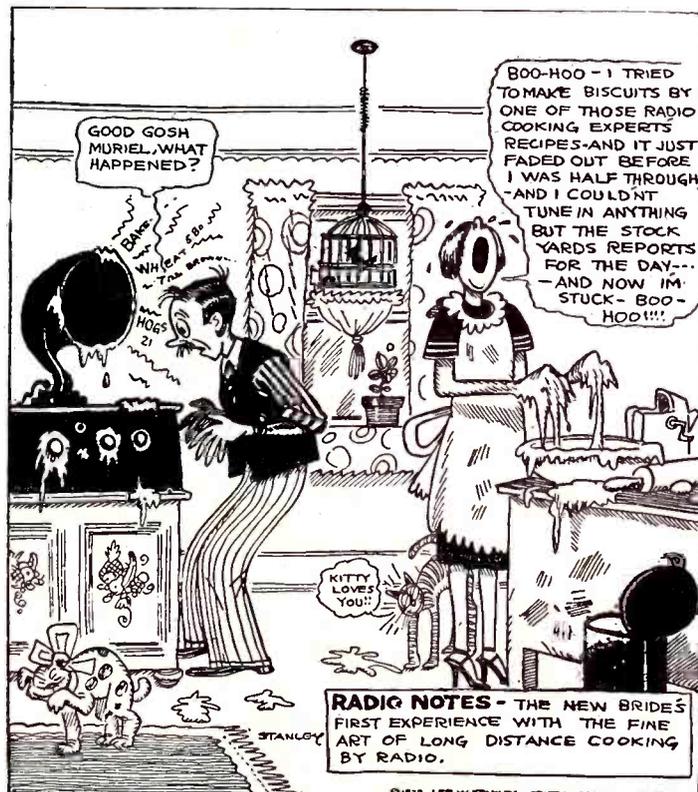
JANUARY first finds the radio dealer at the height of his selling activity—an inconvenient date to take inventory and the wrong time to crystallize business statements and formulate deductions therefrom.

Many merchants now are dating their fiscal year from June to June. This practice has obvious advantages.

A statistical review of the past 12 months' business, as of June, will give a truer picture of what has happened, and will constitute a better foundation on which to plan future policies, than one taken at a time when the curve of volume is at its peak.

June is the logical time for the radio dealer to close his books and balance his stock.

## THE OLD HOME TOWN



# Practical Service Methods



*Service school conducted in the Crosley factory to give employees a better understanding of the work.*

## Installing and Servicing A. C. Sets

By W. W. Jablon

**T**HE location of the A.C. receiver deserves consideration from the standpoint of practical and operating efficiency. It is desirable that the receiver be located so that connections from the aerial, ground and reproducer approach the instrument in the most direct manner and that it should be readily accessible for tuning. They should not run parallel (for any great distance) with the house-lighting lines, otherwise an a.c. hum may result.

The most uniformly successful means for intercepting broadcast signals is an outdoor aerial which may be 50 to 100 feet long, including lead-in. It should be erected in the most advantageous location obtainable. No. 14 single or stranded copper wire, tinned or enameled, is most suitable for a good aerial while No. 14 rubber-covered stranded wire is preferred for the lead-in.

Next in efficiency is an indoor aerial, which may consist of an insulated wire strung around the molding, or baseboard of the room, or through a number of rooms. A short indoor aerial used during the summer months will be found sufficient for reception of local stations and will considerably reduce various annoying static disturbances.

Generally receivers are equipped with two antenna posts marked "long" and "short." A long outdoor aerial should be connected to the antenna post marked "long." Where there is a minimum of interference distance reception will be improved by connecting the long aerial to the "short" antenna post. A short outdoor or indoor aerial should be connected to the "short" antenna post.

A good ground connection is essential for the efficient performance of the receiver. Almost any metallic circuit leading to the earth, will generally give satisfactory results, provided a good, clean and tight connection is made at the point of contact with the ground wire. It is advisable, however, to use a cold-water pipe or radiator to which an approved ground clamp can be attached and a No. 14 wire soldered or securely fastened to it. It may be noticed that the operation of the A.C. set is not affected when the ground connection is removed as formerly, in battery-operated receivers. This is due to the capacity ground being obtained through the power supply unit. A good ground connection should always be used, however, to minimize the possibility of a hum and give added operating stability.

The reproducer posts are marked plus and minus since it is necessary with some reproducers to attach the connecting cords to the receiver binding posts with the correct polarity. It is very important to use a good reproducer capable of carrying the full rated output of the power audio amplifying tubes and reproducing the full range of frequencies.

The reproducer may be located in any part of the room and not necessarily close to the receiver. Additional reproducers may be employed if desired, in different parts of the house.

After the proper location of the receiver has been selected and the necessary aerial, ground and reproducer connections have been made, the tubes should be inserted into the receiver sockets which should correspond

*Conducted by*

HENRY W. BAUKAT

*Technical Editor*

to the markings on the tube bases. Care should be taken that the correct type of tube is placed in each socket. An error such as inserting a 226 tube into a 171 type socket would mean the immediate burning out of the tube. The detector tube type 227 has five prongs which are unevenly spaced to insure correct insertion in the socket. The full-wave 280 rectifier tube should be inserted in the power unit. With the "off-on" switch of the receiver in the "off" position plug the power supply cord into the house-lighting circuit.

#### SERVICING THE A.C. RECEIVER

The popularity of the A.C. receiver can be traced not only to its simplicity of operation, but also to the fact that it is as fool-proof and trouble-proof as careful, painstaking construction permits.

Formerly with battery-operated radio receivers sources of trouble not in the receiver itself were too numerous for the average layman to determine and service correctly. Since radio's most common complaints were due to run-down storage and dry B-batteries, it was soon evident that a voltmeter and messy hydrometer were necessary accessories and even this extra equipment did not prevent batteries going dead in the midst of an interesting program. Even with the advent of the B-power unit, which rapidly replaced the dry B-batteries, the consumers' service troubles did not end since many so-called "eliminator" devices utilized variable voltage regulators requiring frequent adjustment, which, if done with accuracy, necessitated the use of an expensive high resistance voltmeter only owned by a regular serviceman. Condensers in the first power units were frequently punctured, due to overstrain caused by incorrect operation of receiver. Also resistances would burn out or would not hold the voltage constant under load. In design of the present A.C. receivers the power pack has been constructed with an extra large safety factor, making servicing troubles practically nil and there are no variable controls, requiring adjustments.

When installing an A.C. receiver the voltage and frequency of the house-lighting circuit must first be determined. If there is any doubt concerning the power supply, communicate with the electric lighting company, who will gladly supply the information.

In most localities a 110-volt 50-60 cycle alternating current prevails. However, at certain times the line voltage may fluctuate as much as ten volts below or above normal and in the latter case such an occurrence may result in materially shortening the life of the A.C. tubes. Well constructed A.C. receivers guard against excessive line voltages by means of a switch for high and low voltages. By securing the correct setting for the line voltage control switch when making an installation A.C. tube trouble will be eliminated.

#### TIME LAG FOR HEATING TUBES

In an A.C. receiver there will be no reception for approximately thirty seconds after the switch is turned on, due to the fact that the tubes must first reach their proper operating temperature. Generally a "Hum-Adjuster" is provided to eliminate or reduce to a minimum any electrical hum that may be heard. To accomplish the adjustment, first tune the receiver out of range of a broadcasting station and then slowly turn the adjusting screw by means of a screw-driver, to the right or left until the hum entirely disappears or is faintest. If, after obtaining the best possible adjustment, an

annoying hum is still present, it may be due to a poor electrical surface on the tube prongs or an unbalanced 226 type tube. In such cases the detector or first audio or power tubes should be removed from their sockets and the tube prongs cleaned and the tubes replaced. If this does not remedy the trouble then the first audio tube should be removed from its socket and replaced by a tube from one of the radio frequency sockets. Changing this tube may require another adjustment of the hum-adjuster. It is also advisable to try reversing the plug in the A.C. socket for best results.

#### MAINTENANCE

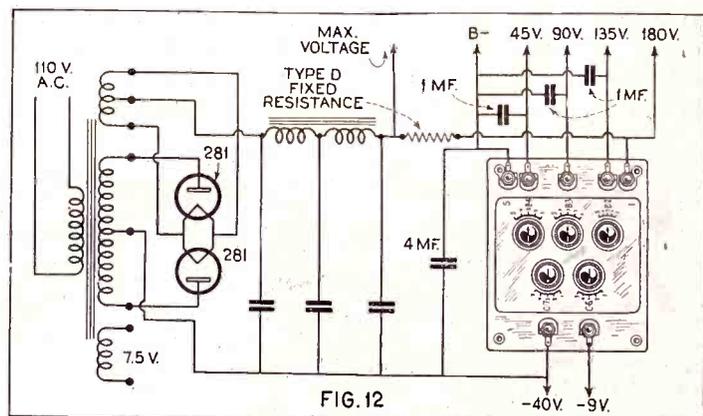
The A.C. receiver, once installed correctly, should require no attention unless the receiver is physically or electrically damaged through misuse. The tubes are the only items in a well-constructed A.C. receiver which need replacing and they will give satisfactory operation over a long period of time under normal conditions. In some localities, fluctuations in the electric power supply line voltage when heavily taxed during the evenings, may cause the volume in the reproducer to increase and diminish. The small lamp sometimes used to illuminate the dial is usually a miniature base Mazda Type T-3 indicator 6-volt, 0.15 ampere bulb and can be obtained at any electrical supply store.

### Exact Adjustment of Voltages Without Meters

The flexibility of "B" units is governed largely by the resistance network or voltage divider employed. If this network consists entirely of fixed units of resistance the output voltages will necessarily be fixed at certain values required by the receiver for which the network was designed.

One or more variable units in the resistance network will make a B-power unit more flexible. By making all the output voltages variable the unit may be used with any receiver and will provide the exact voltages required for any conditions of operation. Such an arrangement approaches the ideal although in the past it has had certain drawbacks. For instance, it has been necessary to employ an expensive high-resistance voltmeter to determine the proper adjustment of the different voltage controls. Also, where five or six different B and C voltage values were required the several individual variable resistance units usually employed required considerable mounting space and added both to the cost and complexity of the unit.

The Electrad Truvolt Divider which has just been



Full wave rectifier connections for divider

placed on the market is a resistance network unit which will make any power unit adaptable to the requirements of any receiver, without the drawbacks usually attendant in the use of variable output voltages.

This new divider, employs a wire-wound resistance element with five sliding contacts to provide five variable B and C voltages, and fixed taps for the B and 180 volt terminals. The resistance unit is inclosed in a bakelite case which is adequately ventilated. On the front of this case are located the five knobs that control the variable voltages, and also the terminals for connection to the filter output and to the receiver. Thus this single unit not only includes the complete resistance network but also serves as both control and terminal panel for the power unit.

The five control knobs are calibrated and a chart is provided which shows the exact setting for each of the controls to supply various voltages required by any of the conventional four, five, six, seven and eight tube receivers. Also, detailed information is given on the proper settings for the knobs to meet any unusual voltage requirements, as in receivers employing special tube combinations, etc. In thus eliminating the necessity for meters one of the greatest drawbacks of variable voltage supply units is done away with.

Service men will find this a very good unit to use in the shop as a test bench fixture. It can be used with B batteries as well as with a rectifying tube.

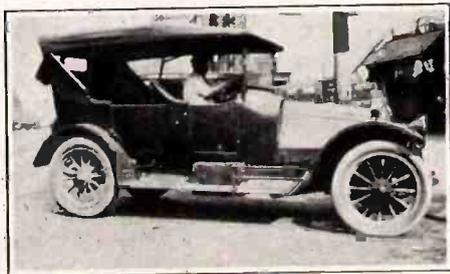
### Antique Car Converted Increases Business

Jauch & Discus, live Atwater Kent dealers of Streator, Illinois, wanted increased business. They were already using men for outside solicitation and having excellent results. Special window trims were used satisfactorily. Promotional schemes paid well but yet they decided more business could be obtained if an attractive delivery truck was had. Taking the old bus to a local body manufacturer, they told them what they wanted and the result is pictured below.

The truck is equipped with a model 32, using a ball antenna and the frame for ground. Special compartments, easily accessible, contain tools, batteries, tubes, and extra reproducers. Padded straps hold cabinets firm at all times.

The truck is on Main Street fourteen hours a day and the set is in operation all the time that the weather permits it to be.

Painted in a color scheme to match the front of the store building and using gold leaf lettering, it is quite an attraction as well as profitable advertising scheme. All service calls and installations are made in the truck and it is proving to be such an increased business getter that Mr. Jauch is planning on adding another.



Before



After

### Engineer Believes Field of Screen-Grid Tube Is in Short-Wave Receivers

In spite of much talk there is nothing startling to be gained—at least in the broadcast band of radio frequencies—by the use of screen-grid tube, when selectivity, frequency range, tonal quality, and reliability are considered. This is the opinion of Ray H. Manson, chief engineer of the Stromberg-Carlson Telephone Manufacturing Company, in discussing some recent developments in vacuum tubes for radio receivers.

The screen-grid type of tube, according to Mr. Manson, has been much used in Europe because receivers there are taxed on the number of tubes employed and convenience of operation (such as single-dial control) is of secondary importance. "American three-element tubes," he says, "are preferred by those to whom one or two more tubes in a set is not a matter of tax worry. As recent sets take their current from the house lighting circuit, the saving of current by one or two less tubes is inconsequential.

"Most of the gain of the screen-grid tube is obtained at the expense of selectivity and frequency range. Then too, regeneration accounts for some of the high amplification obtained, and regeneration creates audio distortion as well as howls that disturb receivers near the regenerating set. Screen-grid tubes are not interchangeable with present tubes in a receiver, but an entire receiver must be built around them.

For these reasons Mr. Manson believes that the real field of the screen-grid tube is in the short-wave type of receivers and not in the regular broadcast band.

### Take Along a Testing Set and Sell While Servicing

The sales opportunity which presents itself during practically every service call is a well known fact, but does the average dealer appreciate how really golden this opportunity is when worked to the utmost of its possibilities? One way of working it is with a testing outfit, according to Harold Snow of Seldon, Ill., because it creates that feeling of confidence in the dealer's ability—so necessary as a basis for suggesting a new power tube, a special detector tube, new batteries, or other parts.

"I sold at least twenty modern speakers so far this year," he states, "by always making it a point to take one into the house with me on every service call. The use of such a simple instrument as the "compara switch," which permits me to make a quick change from the customer's speaker to my sample, has proved invaluable in this activity.

"I allow \$2 for the old speaker and scrap it," he continues, "or better still I sell an extension installation to the kitchen, bedroom or veranda, on the strength of the suggestion that he or she use the original speaker in this location."

Snow sells on an average one new speaker to every nine service calls and disposes of one or more tubes, by explaining to the customer the meaning of the instrument readings on practically every visit.

# What To Do with Trade-Ins

## Some Uses for the Trade-in Set

Editor, *Radio Retailing*:

THE article of C. L. Dennis on "What's the Solution to Trade-ins?" is fine so far as it goes but he does not offer any real foundation for the poor dealer. If the following suggestions, which the writer has trained dealers to follow with success, are worth printing, go to it.

Take all the trade-ins you can, and use them to clinch new sales in this way—When John Henry comes into your store he comes for one of two things—"Buy" or "Look." Most of the callers come to buy. If after you have used all your gas you still are without his name on the dotted line, there are but two reasons why you have failed—your merchandise does not please or the price is too high. Right here is the place to tie Mr. Customer up in your bag. Ask him point blank:

1. "Don't you like this radio better than any you have seen?"
2. "Is the price too high for you?"

(Ans. to No. 1)—If he does not like your radio quite as well as some other, say to him—"All right, Mr. Henry, let me do you a favor while you take a little more time to look into the purchasing of a radio. Allow me to make you a present of any set you choose of my high-grade used radios. Use it until you have decided on your new set."

(Ans. to No. 2)—If the price is too high, just smile and say to Mr. Henry—"All right, you have been square and fair with me by telling me just how you stand so I am going to give you a real radio. Just step in this roomful of used sets and pick the one you wish."

He must have tubes, batteries or socket power supplies, aerial, etc. From these, for which he pays cash, you realize a good part of your allowance.

You block out in each case the other fellow's chance and in each case a follow-up call in two weeks just to see how he is getting along and another in two more weeks by showing him a new set, makes your sale and brings the old "squawk" back in the fold to go out on another mission or be relegated to the scrap pile.

Tie no strings to your gift except a little paper for Mr. Henry to sign and give his address, saying, "If you ever wish to dispose of this set, please bring it back to me."

This plan has been the making of some very keen radio sales and it works.

A. B. CAMPBELL.

Rochester, N. Y.

## Makes Allowances for Accessories

Editor, *Radio Retailing*:

I READ with great interest the article by Mr. C. L. Dennis in the August issue, on "What's the Solution to Trade-ins?"

I find it almost impossible to duck this issue which confronts all radio dealers, particularly small dealers like ourselves in a small town, where we have to hustle to compete with large stores in nearby cities.

Here are a few facts and figures I have to offer which may be of some help to other dealers:

Since Jan. 1st, last, 30 per cent of our sales have involved trade-ins; too high a percentage and we are trying to cut it down. However, we have not lost money by trading. If we take in five or six-tube sets, we allow usually \$10-20 if they are standard factory-built sets. If the customer has a good five-tube set, storage battery, B-eliminator, tubes and speaker, we figure about \$30-35 allowance and can usually turn same for approximately \$50-60. If we have to take in a 2-3-4-tube set (home made) we usually allow about \$5, take them apart in our spare time and use up the good material for replacement work. Usually we can get back the \$5 on the two audio transformers. On B-eliminators we figure \$5-15 allowance depending on make and age; have turned a number over for \$20-25. On speakers we figure approximately \$1-5, depending on whether horn or cone type; usually can dispose of these for \$2-10. On used storage batteries we allow \$2-3 and can get \$5-6 for them, according to make and age.

We always figure to break even on trade-ins and in most cases have made a profit on them. What is more, we have turned them over as fast as traded in and have not been obliged to run any special sales or advertising.

The secret is, "trade low and sell high," and turn over the second hand stuff fast, *not leaving your profit or capital piled up in the backshop.*

F. IRWIN BICKFORD.  
North Shore Radio Co.

Swampscott, Mass.

## Sells Customer's Old Set

Editor, *Radio Retailing*:

YOU asked for ideas regarding trade-ins that might be of assistance to other merchants. We all agree that that end of the business is a real sore eye since the new electric radio has become so popular.

We have studied trade-ins for a long time, have experimented with every plan and system offered by other merchants, only to find that we were still "carrying the load." We finally worked out the following plan very successfully. I will relate one case as an example of our plan:

I had a very good customer who purchased a new Freed-Eisemann last year, paying \$268.50 for it. He was very well pleased until he saw the new all-electric Freed-Eisemanns. I informed him that the new sets sold for \$215. He was surprised at the low cost compared with his set, only 11 months old, and asked what I would allow him on his set. I told him that I couldn't take it in and make an allowance but I would deliver the new job at once for half cash and take his note for the balance in 30 days. During the life of the note I would place his set on the floor for sale at his figure, which was \$100, and in event of sale of his set there would be a salesman's commission of ten per cent deducted for our efforts.

This was all satisfactory; we delivered his new set and took his old set, which was eventually sold for \$75. We also sold the customer new accessories, etc.

The people seem to fall for this policy and we are not losing on our sales. We will not allow the customer any cash trade-in on old sets, but we will put their old set on the floor and sell it for them.

What we need in this business is more teamwork, more standard prices and less misrepresentation by merchants. Why not sell the merchandise on its own merits?

A customer knows better than to try and get a better price on his old set in this territory. Every town could do the same if they would quit their price-cutting under the guise of allowances on old stuff. It is poor business and no one profits but the customer. The man that won't take in a set loses a lot of business because customers will naturally go where they can get something, and the man that takes them can't last very long because he is making no profit. With profits tied up in old sets we are merely working for the manufacturer, reaping no harvest for ourselves.

O. R. HAGANS.

Victor, Col.

## Refuses All Trade-ins

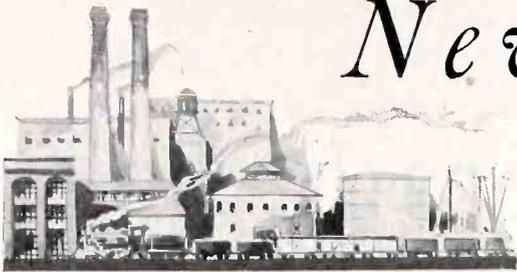
Editor, *Radio Retailing*:

IN YOUR August number Mr. Dennis asks the question, "What is the solution to trade-ins?" Our answer is, "Don't trade in." We have steadfastly refused to accept any radio in trade for a new one and have advised our customers to donate the old set to some deserving party or some institution, such as the Old People's Home, et cetera. This suggestion has very often been accepted.

No doubt we have lost some sales due to this but we feel that in the long run we are ahead of the game.

GEORGE H. SANDER.  
Commercial Superintendent,  
Public Service Company  
of New Hampshire.

Manchester, N. H.



# New Products for

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

## Sonora Receivers, Combinations and Phonographs

The Sonora Phonograph Company, Inc., 50 West 57th Street, New York City, announces its new line of radio receivers, radio phonograph combinations and phonograph models.



MODEL A-40

A combination model with a six-tube set which actually employs 9 tubes and operates on 110-volt; 60-cycle current and is also supplied for 25-cycle current. It has an automatic start and stop device.



MODEL A-36

An A.C. radio receiver operating on 110-volt, 60-cycle current. It is a 7-tube set employing 11 tubes, and operates without antenna for local stations. It is of the William and Mary period and has recessed doors of crotch walnut, panelled in American walnut.



MODEL A-20

This is the new Sonora "Melodon," an electric phonograph. It operates on 110-volt, 60-cycle current. It may be also used for radio reproduction in combination with radio sets. It is equipped with automatic start and stop, non-preset device. The cabinet is of early Renaissance design; of butt walnut and crotch Australian walnut.



MODEL A-14

Models A-14 and A-12 are two phonograph models identical in character but different in cabinet design. Model A-14 is Heppelwhite, model A-12 is of conventional design. Both instruments have non-preset, full automatic stops. They have special Sonora double diaphragm reproducer and ball-bearing tone rams.



MODEL A-50 (left)

A dynamic, 10-in., cone speaker which can be employed with standard design radio sets equipped with output transformer. It requires 110 volts, 25 or 60-cycles.

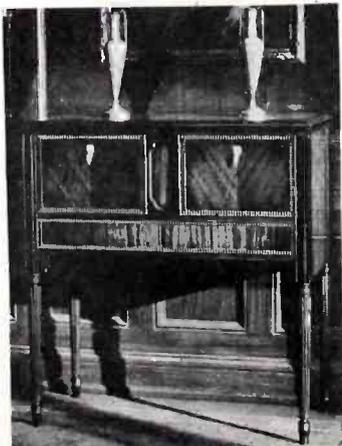


MODEL A-46

This is a radio-phonograph combination of the treasure chest type. It has Spanish grained leather canopies and bases of various designs. The radio receiver is a 7-tube set employing a full complement of 11 tubes and operates on 110-volt, 60 cycles. The phonograph automatically starts and stops all records without being preset.

MODEL A-32 (right)

This is a radio receiver with the same characteristics as model A-30, the only difference being in cabinet design.



MODEL A-30 (left)

A popular-priced, 6-tube radio set which actually employs nine tubes. It operates on 110-volt, 60 cycles. It has a self-contained speaker. The cabinet is of Australian walnut and rosewood overlay.

MODEL A-44 (right)

Another combination set, of English Renaissance in character with grained butt walnut panels and oak bull overlays. The electrical apparatus and characteristics are exactly the same as in Model A-46.



# Dealers to SELL

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



## New Line of Columbia Receiving Sets

The Columbia Phonograph Company, 1819 Broadway, New York City, has brought out on the market a complete line of radio sets.



MODEL C-3

This is a highboy type of cabinet of early English design finished in walnut, and is 45½ in. x 21½ in. x 16 in. The set has 6 tubes, A.C. operated, 100 to 120 volts, 40 to 60 cycle, single control and illuminated dial. It has a magnetic type cone speaker. Intended list price is \$200. The same model can also be had for direct current and is known as Model C-7.

MODEL C-4

Model C-4 is a highboy type cabinet of the Georgian period and is 47 in. x 23 in. x 16 in. It is finished in walnut and has an illuminated dial. It has a built-in dynamic cone speaker. The set 7 tubes, A.C. operated, 100 to 120 volts, 40 to 60 cycle, single control. Its list price is \$285.



MODEL C-1 (below)

This table model is 12½ in. x 24 in. x 15½ in. The cabinet is walnut finished and of English period design. The radio set has six tubes operating on A.C. 100 to 120 volts, 40 to 60 cycle, and has a single control with illuminated dial. It has 3 stages of tuned radio frequency and a tuned detector. This model can also be had for direct current and is designated as Model C-6. Retail price, \$140.

MODEL C-2 (below)

Model C-2 is a table set of oriental walnut veneer and is 11½ in. x 25 in. x 14½ in. The set has seven tubes and operates on from 100 to 120 volts, A.C., 40 to 60 cycles and has single control with illuminated dial. There are 4 stages of radio frequency amplification. The list price is \$160.



MODEL C-5

Model C-5 is a highboy cabinet of the English eighteenth century period and is 48 in. x 24 in. x 19 in. The set has 7 tubes A.C. operated, 100 to 120 volts, 40 to 60 cycles, single control and illuminated dial. It has a dynamic power speaker. Its list price is \$350.

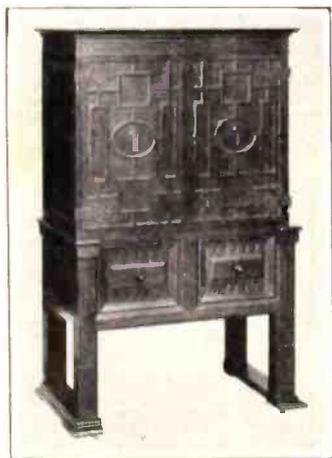


## New Victrolas and Electrolas

Of outstanding interest in the new line of combination Electrola-Radiolas which the Victor Talking Machine Company, Camden, N. J., is bringing out this fall is Model 9-54, an instrument which represents the last word in both radio and instruments reproducing sound from records. It is housed in a Renaissance cabinet of walnut veneer, trimmed with rusty wrought iron fixtures. Its radio unit is the latest Radiola 64 super-heterodyne receiver, which brings to the public for the first time automatic volume control. The instrument can be pre-set for any volume, thus eliminating the effects of fading on distant stations. It uses eight UY-227, one UX-250 and two UX-281, tubes, and has a new power amplifier and an eight inch cone reproducing unit. It operates on 110 volts, 60 cycles. The Victrola unit is the latest development of the Victor

laboratories. Twelve records, either ten or twelve inch, may be played interchangeably, the records changing automatically within twenty-six seconds. A record may be rejected at any time by touching a convenient button; may be repeated any number of times or may be stopped at any time during playing. The volume is at all times under control, and music may be varied from a whisper to full orchestra volume. A transfer switch makes it possible to play records in groups automatically or singly. A two way switch permits instant change from electrical reproduction of recorded music to radio reception. The intended retail price is \$1,350.

Victrola Radiola Model 7-11 is in Eighteenth Century English design. It incorporates a Radiola No. 18, six T.R.F. A.C. receiver, with a magnetic cone

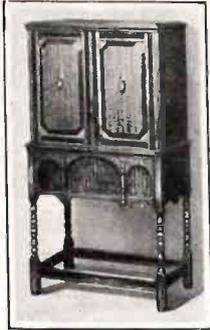


MODEL 9-54



MODEL 7-11

## Victrolas and Electrolas (Continued)



MODEL No. 7-26

type reproducer. It has a wall type cabinet, finished in walnut or mahogany veneers. It stands 53½-in. high, 29½-in. wide and 17 in. deep. It is equipped with an automatic eccentric groove brake. Outside metal fittings are of antique brass finish, while the inside fittings are in gold lacquer. Four 12-in. record

albums, two for 10-in. records and two for 12-in. records, with sides and ends bound in colored buckram, gold stamping, are placed two on each side as can be seen in the illustration. It has an orthophonic type sound box. The intended retail price with spring motor, \$250, with induction disc electric motor operating 110-volt, 60-cycle current, \$285.

Electrola Radiola Model 7-26 is a wall type cabinet in early English style. It contains the Electrola together with a Radiola No. 18 and an improved magnetic cone type reproducer in conjunction with a specially developed short horn. The cabinet is finished in walnut veneers and is 54-in. high, 29½-in. wide and 16-in. deep. Both the Electrola and Radiola operate from 110-volt, 60-cycle current. One amplifier serves both the phonograph and radio. A transfer switch permits instant change for either operation and the phonograph has a non-set, automatic, eccentric groove switch. The metal back of the cabinet

provides antenna for local reception, although connection is made for regular antenna when desired. Inside metal fittings are of antique brass finish, and outside fittings antique silver finish. It has four 12-inch record albums, each album backed with differently colored leather. A concealed compartment lamp operates automatically. The intended retail price with the induction disc motor, \$425.

Another model known as Electrola Radiola Number 9-16 is also a wall type cabinet of early English style. It contains the Electrola in its highest development, combined with a Radiola 18 receiver. Also a power amplifier and cone reproducer with special Victor acoustic stabilizer. The cabinet is constructed of walnut solids, quartered oak veneer panels and decorative white holly and ebony inlays and overlays. It stands 54-in. high, 30½-in. wide and 17½-in. deep and operates practically the same as model 726. The metal fittings are of light Flemish brass finish. Eight rec-



MODEL No. 9-16

ord albums, four 10-in. and four 12-in. with backs of different colored leather are furnished. The intended retail price with induction disc motor is \$750. The Radiola 18 receiver uses four UX-226, one UX-227, one UX-250 and three UX-281 tubes. —*Radio Retailing*, October, 1928.

## Cabinets

The Musical Products Distributing Company, Inc., 22 West 19th St., New York, N. Y., is marketing a line of Radio-Art cabinets. The number 52 cabinet is 32 in. x 18 in. x 47 in., is made of walnut and is listed at \$51. The No. 481 is a modern console of rosewood veneer, is 33 in. x 17 in. x 43 in., and lists at \$51. The No. 489 is an antique oak Tudor lowboy. It is 28 in. x 16 in. x 43 in., and lists at \$55. No. 75, illustrated below, is a walnut Tudor highboy. This is 33 in. x 19 in. x 55 in., and lists at \$79. No. 487 is a Tudor highboy of carved oak. It is 34 in. x 18 in. x 58 in., and lists at \$85. —*Radio Retailing*, October, 1928.



## Cabinet Reproducer

The illustrated cabinet reproducer is the latest model to be placed on the market by the Vitalitone Radio Corporation, 88 University Place, New York City. This is referred to as "The New Art Cabinet Model 100." The intended retail price is \$27.50. —*Radio Retailing*, October, 1928.



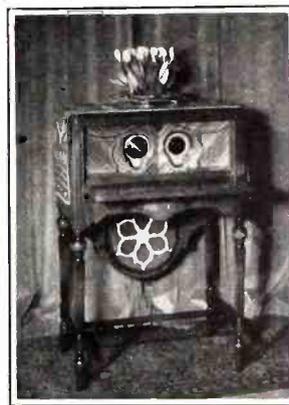
## Automatic Phonograph

The illustrated automatic phonograph is being made by J. P. Seeburg Piano Company, 1510 Dayton Street, Chicago, Ill. It has an electric pick-up and amplifier and will play any standard 10 in. phonograph record, rendering eight selections either continuously or as selected. It repeats the series automatically without attention. Overall dimensions are 59½ in. high, 41½ in. wide, and 26½ in. deep. The shipping weight is 500 lb. A small, 1/20 hp. motor operates the machinery, which is all of ball bearing construction. It can be had either coin operated or self-playing, according to the desire of the purchaser. Standard models are equipped with coin operating mechanism. —*Radio Retailing*, October, 1928.

## Reproducers

The Windsor Furniture Co., 1420 Carroll Ave., Chicago, is offering a new all-wood reproducer with a balanced heavy reed unit and special tone filter. Model No. 260, a table reproducer, is furnished in solid walnut, antique finish and brown and gold stippled finish. The intended retail price is \$30.

A reproducer unit is also made. It comes complete with tone filter in chassis form with plain wood case, size 9½ in. square by 6 in. deep. The intended retail price is \$15. —*Radio Retailing*, October, 1928.



## Console Cabinet

The new model 18, made by the Red Lion Cabinet Company, Red Lion, Pa., is a compact cabinet of the console type, with built-in reproducer. When closed, both the radio dial-board and the reproducer are entirely concealed. The reproducer, located below the receiver case, automatically folds up horizontally under the case when the shelf is closed over the dial board. This cabinet is designed for Atwater Kent sets and will take any of the A.C. models as well as the A.K. model E 3 speaker.

The Red Lion Cabinet Company also has two new numbers known as desk model 40 and secretary model 121. —*Radio Retailing*, October, 1928.

## Shielded Grid Tube

The Shieldplate Tube Corporation, 4049 Diversy Ave., Chicago, Illinois, is placing on the market type SP-122 A.C. shield grid tube. This is made and designed in the laboratories of Walter R. Armstrong, and is said to have very superior features. It operates on 2.25 volts, A.C., and has an amplification constant of 300. The heater current is 1.75 amp., and plate potential 135 volts. The shield grid potential is 45 volts, and the control grid bias -1 to -1.5 volts. The intended retail price is \$7 each. It is equipped with a five-prong base. —*Radio Retailing*, October, 1928.

## De Luxe Console

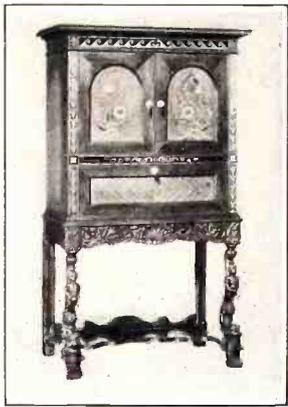
A. H. Grebe & Company, Inc., 109 West 57th Street, New York, announces its latest de luxe model, containing a superpower amplifier, dynamic speaker and a synchrophase A. C. set. The superpower unit consists of two 250 tubes as amplifiers in a push-pull circuit and two type 281 rectifier tubes. The synchrophase A.C. 6 is a single-dial, six-tube, all electric receiver. It is finished in grain walnut with matched burl walnut paneled doors. —*Radio Retailing*, October, 1928.



## Radio Tables

The A. L. Smith Iron Works, Chelsea, Mass., present a line of radio and utility tables and consoles in harmonizing colors. The console model table has an open speaker compartment with ample room for power units. Prices range from \$14 to \$47.50. —*Radio Retailing*, October, 1928.



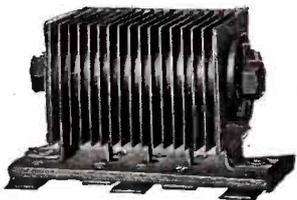


### French Cabinet

The Aston Cabinet Manufacturers, 1223 West Lake St., Chicago, has added to its line the illustrated French design cabinet of five ply walnut, lacquer satin finish, imported inlays of genuine mother-of-pearl in a background of ebony and satinwood. The doors have ivory pulls and a sliding tray is provided for the radio set. The back of the cabinet is fitted with a removable framed woven wire cloth window for the emission of back waves. Reproducer baffle board installed if desired. It is 67½ in. high, 38½ in. wide and 21½ in. deep; the set compartment is 8½ in. high, 28½ in. wide, 16 in. deep, and the reproducer compartment is 25 in. high, 32½ in. wide and 16½ in. deep. The intended retail price is \$475.

They also have a cabinet in the Gothic period design. It is made of five-ply walnut, lacquer satin finish, with sunken panel frame doors, and a lower compartment with full length drop door. The solid walnut legs are fluted and a sliding tray is provided for the radio. The back of cabinet is fitted as above model and a reproducer baffle board will be installed if desired.

The overall size is 63 in. high, 37 in. wide by 22 in. deep; the set compartment is 10 in. high, 30½ in. wide and 16 in. deep; and the reproducer compartment is 19 in. high, 30½ in. wide by 16½ in. deep. The intended retail price is \$275.—*Radio Retailing*, October, 1928.



### A-Eliminator Replacement Rectifiers

During the past two years there have been hundreds of "A" power units sold. In eleven different makes of eliminators, the Elkon type M-16 rectifier was used as standard factory equipment. Most of these eliminators have been out long enough now to need to have the rectifier replaced.

The following are the eliminators in which the Elkon M-16 rectifier should be used: Bernard, Majestic, Philco, Elkon, Knapp, Webster, Fada, Mayolian, Sentinel, Metro, General Instrument. List price, \$7. Manufactured by Elkon, Inc., Port Chester, N. Y.—*Radio Retailing*, October, 1928.

### Modern Cabinets

The illustrated Model 818 cabinet made by the Superior Cabinet Company of Muskegon, Michigan, and distributed by Studner Brothers, Inc., 67 West 44th Street, New York City, has five different woods in it. The center panel on the doors is of nicely figured Carpathian elm. On either side is a piece of nicely figured zebra wood, and the top and bottom are of figured oriental walnut. This entire case is finished very light in color and highly polished. The front apron has the center portion made of East India rosewood with walnut on either side, and the treatment a beautiful blending of wood. Overall dimensions of the cabinet are 44½ in. high, 23½ in. wide, and 15½ in. deep.—*Radio Retailing*, October, 1928.

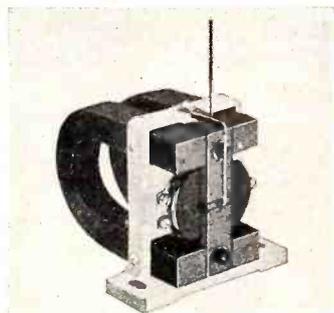


### Grill Cloth

Radio grill cloth in six different constructions and from 45 to 46 in. in width, is being manufactured by the Tendall Fabrics Corporation, Pawtucket, R. I. This fabric is golden brown in color. Prices, samples, etc., can be secured by writing to the New York office at 200 Madison Avenue, New York City.—*Radio Retailing*, October, 1928.

### Reproducer Unit

The Duo Magnetic Manufacturing Company, 215-217 Fulton Street, New York, is producing a reproducer unit based on the principle of a highly perfected current-carrying coil having non-resonant frequency characteristics, which convert the incoming audio frequency oscillations into powerful magnetic lines of force. These coils vibrate a specially designed mounted armature suspended between the exactly matched pole pieces of a compound arrangement of accurately aligned special Tungsten steel magnets. Great sensitivity and volume is claimed by the manufacturer for this new unit.—*Radio Retailing*, October, 1928.



### Magnetic Speaker

Here is the latest magnetic speaker made by the Radio Corp. of America, New York City. Every semblance of a mechanical device has been effectively eliminated from the encasement. The wooden frame and pedestal are molded to resemble hand-carved oak. This frame is stronger than one actually carved out of wood and it is not susceptible to variations in temperature or moisture which might crack or warp an ordinary wood frame. A beautiful tapestry medallion conceals the mechanism of the 103 speaker and completes the decorative design of the instrument. The list price is \$37.50.—*Radio Retailing*, October, 1928.



### Metallic BH Type Rectifier

This new product, although made of the same elements as the more familiar Elkon rectifiers, is shaped like a tube and has a standard tube base. Electrically it has the same characteristics as the standard BH type tubes, but with a guaranteed life of 5,000 hours. It is designed solely as a replacement unit and fits all types of tube sockets. Packed in a metal can—3 to a display container, although there is space for 4. List price, \$6. Manufactured by Elkon, Inc., Port Chester, N. Y.—*Radio Retailing*, October, 1928.



### Price Corrections

In the August issue of *Radio Retailing* on page 85, types 8 and 12 reproducers made by the Ultratone Manufacturing Company, 1046 West Van Buren Street, Chicago, Illinois were described. Unfortunately special prices were given instead of retail prices. Retail prices are as follows: No. 12, \$22.50; No. 8, \$15.00.—*Radio Retailing*, October, 1928.



### A. C. Superheterodyne Console

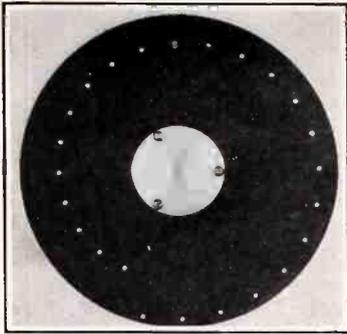
The Radio Corp. of America, 233 Broadway, New York City, has just added the following console model to its line. Radiola 62 employs the same superheterodyne circuit and Radiotrons as Radiola 60 together with the additional feature of a built-in dynamic speaker. This new dynamic speaker incorporates refinements and improvements resulting from the extensive research work of RCA laboratories and those of their associated companies since the first dynamic type of speaker was introduced by the Radio Corporation in 1925 (speaker model 104). Superior response over the whole range of musical tones is provided with an evenness and smoothness of operation never before obtained from any speaker. The list price of Radiola 62, without Radiotrons, is \$375.—*Radio Retailing*, October, 1928.



### Power Pack Condensers

Higher plate voltages now used in high-power amplifiers, call for condensers with higher operating voltage-characteristics. Developments have been extremely rapid and we think nothing now of using 600 volts or more with two 210 power tubes in push-pull, or the new 250. In order to provide condensers with ample factors of safety for this high voltage use, Tobe Deuschmann Company, Cambridge, Mass., has developed a new 1,100 line, with safe working voltage of 1,100 volts D.C. and recommend these condensers for use with 210 push-pull amplifiers and similar high-voltage equipment.

The list prices are: No. 1101—1 mfd., \$5.50; No. 1102—2 mfd., \$10, and No. 1104—4 mfd., \$17.50.—*Radio Retailing*, October, 1928.



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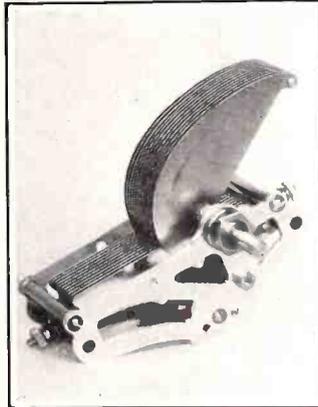
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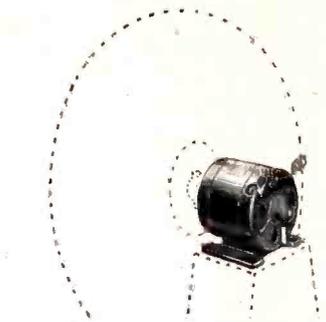
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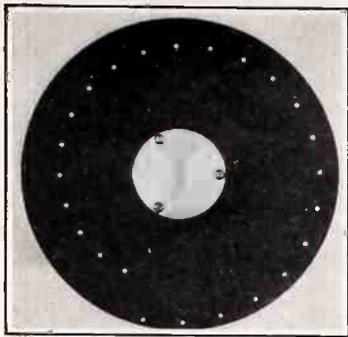
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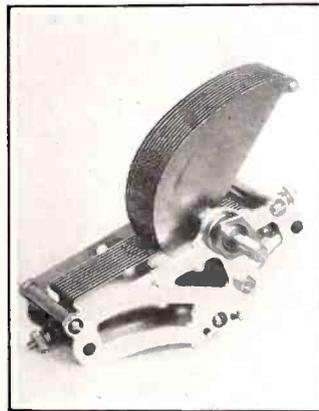
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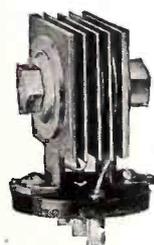
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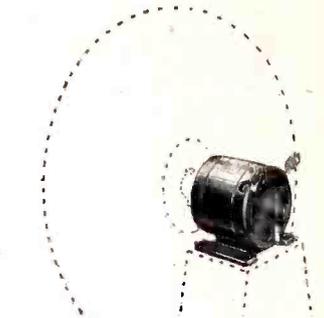
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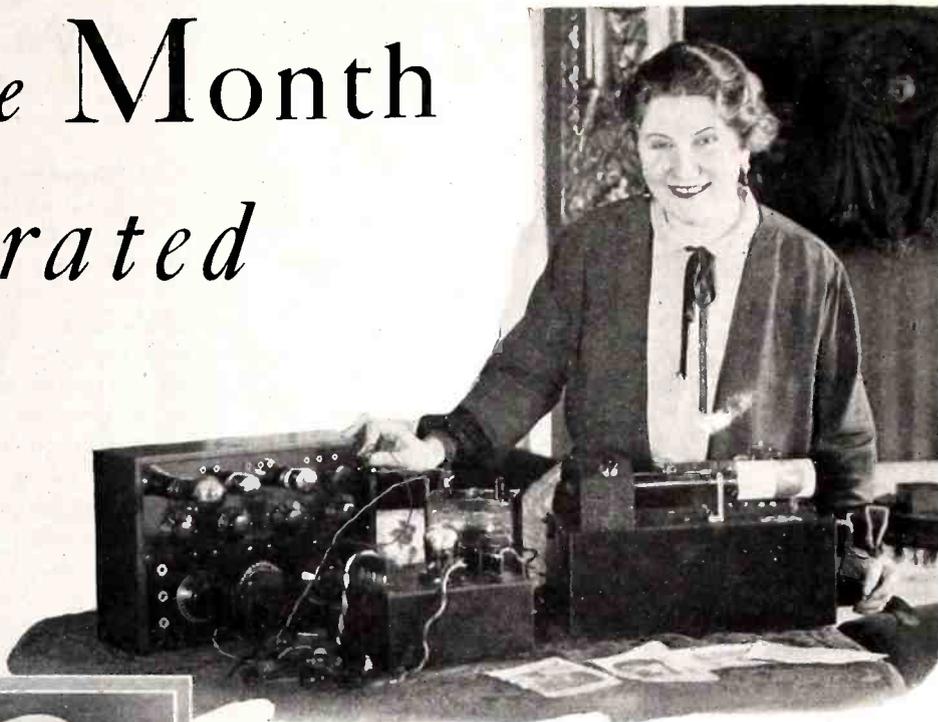
# News of the Month

## *Illustrated*

### RADIO PHOTOS IN GERMANY

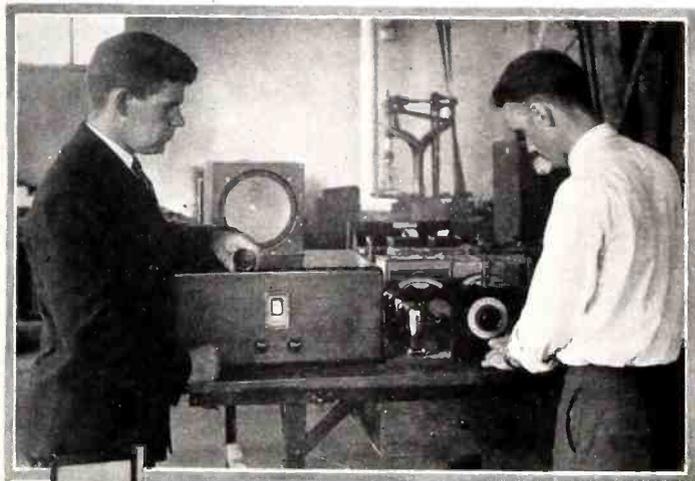
(right)

Transmission and reception of still pictures by radio is popular in Germany. Here's a typical radio picture recorder in use abroad. It is very similar to the methods which have been developed in this country.



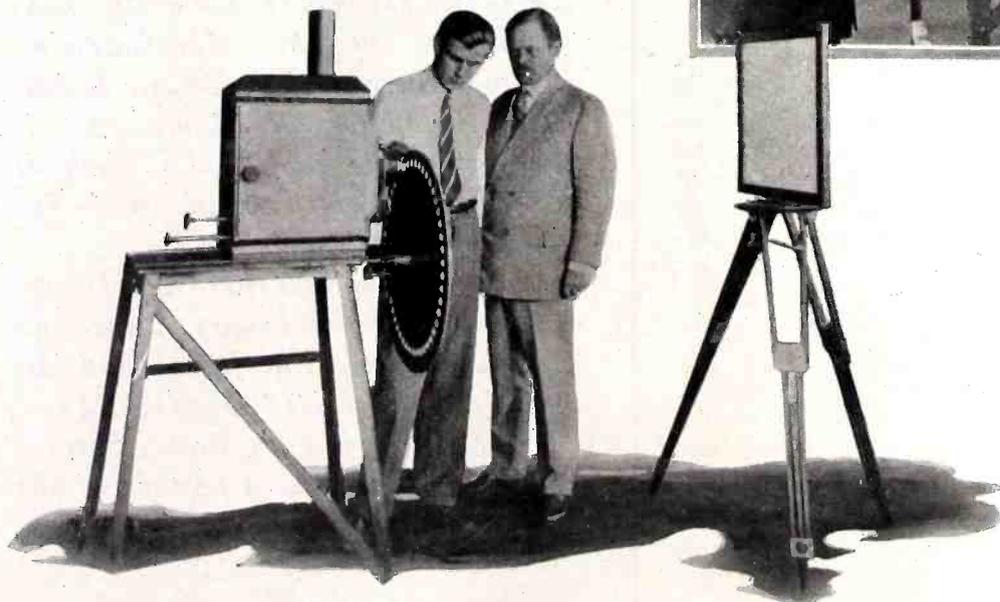
### RADIO ACCOMPANIES BYRD (left)

One of the newest model receivers of the Federal Radio Corporation, Buffalo, N. Y., has been chosen by Lieut. Thomas B. Mulroy, (right), chief engineer of Commander Richard E. Byrd's South Pole expedition, for Lieut. Mulroy's personal use in his cabin aboard ship. On the left is Tommy Breen, of the Silas E. Pearsall Company, New York distributors for Federal, who made the installation.



### TO SEARCH FOR SECOND EOORNIS (right)

The All-American Mohawk Corporation, Chicago, has organized an expedition to explore Malay, Borneo and other parts of the Far East to prove the practicability of radio in tropical climates. Left, Theodore Seelman, who will lead the expedition, and right, W. J. Schnell, of the All-American Mohawk laboratories, testing one of the receivers which will be used by the expedition.



### TELEVISION IMAGES PROJECTED ON SCREEN

(left)

Taking a leaf from the book of the movies, Dr. E. F. W. Alexanderson recently succeeded in throwing television images upon a screen about a foot square. This feat was performed for the first time in the laboratories of the General Electric Company at Schenectady, N. Y. Dr. Alexanderson (on the right) is shown examining the apparatus, which is an adroit combination of motion picture and television machines.

# What the Trade is Talking About

## Radio World's Fair Breaks All Records

With an attendance well over 290,000, the annual Radio World's Fair at Madison Square Garden, New York City, held the week of September 17, proved that public interest in radio affairs still continues undiminished. The attendance was more than 40,000 in excess of the attendance at the previous shows held in the city.

Demonstrations of various systems of television were made so that the public would have some means of learning the exact status of this new development. Intense public interest was displayed and, so far as can be learned, the public reaction, generally, was to the effect that television is still too crude to be satisfactory for home consumption.

Outstanding differences between this year's show and last year's were the complete dominance, this year, of A.C. receivers, and the striking improvements in cabinet design.

Programs were broadcast from the show throughout the week by various New York stations, the ceremonies on the opening night being led by Thomas A. Edison and Henry Ford.

The fifth annual Radio Industries Banquet was held, as usual, during radio show week and was attended by more than 2,000 representatives of the industry. An innovation this year was the fact that only radio manufacturers were permitted to sponsor features on the banquet program, thus keeping the banquet and the nationwide program exclusively within the ranks of the radio industry.

The Radio World's Fair, as usual, had the official approval of the Radio Manufacturers' Association, and was under the management of U. J. Hermann and G. Clayton Irwin, Jr.

THE RADIO MASTER CORPORATION, Bay City, Mich., has opened an office in New York City at 130 West 42nd Street.

## Federated Holds Meeting at New York

The Federated Radio Trade Association held its first meeting in New York on September 19, coincidentally with the regular monthly meeting of the Talking Machine and Radio Men, Inc., the New York organization of radio and music dealers which has recently become affiliated with the Federated.

Harold J. Wrape, president of the Federated, was the principal speaker. He outlined the work of the Federated in correlating the activities of dealers and jobbers and their organizations throughout the country.

Irwin Kurtz, president of the Talking Machine and Radio Men, presided, and gave official approval of *Radio Retailing's* slogan, "A Radio in Every Office," saying that his organization would do all in its power to put the slogan into practice.

## Minnesota Dealers Hold Market Week Sessions

Two separate gatherings of radio dealers were held in Minneapolis, Minn., recently in connection with Twin City Market week. Over three thousand merchants from this section of the country visited the Twin Cities at this time and during the course of the week they were addressed by forty speakers on advertising, merchandising, window display and show card writing.

The first gathering was held August 6 at the Radisson Hotel and was attended by several hundred radio dealers and their wives. This convention was held under the auspices of the Lucker Sales Co., local Sparton distributor and was addressed by Capt. William Sparks of the Sparks-Withington Co., Jackson, Mich. The purpose of the gathering was to interpret in easily understood terms the results attained by the new circuit, and the Sparton organiza-

tion has undertaken the task of personally instructing every dealer in the United States.

The second gathering was held Aug. 7 at the Nicollet Hotel and was under the auspices of the Roycraft Company, wholesale radio distributors of this city. Approximately 175 dealers attended this meeting, which was called to order by Roy E. Cohen, president of the company. Among the principal speakers were E. B. Coots, sales manager of the Grigsby-Grunow Co., Chicago, and H. Blish of the Harger Blish Co., Des Moines. Both speakers emphasized a marked increase in radio distribution in the past year and predicted a banner season. In the evening the delegates were tendered a dinner and theatrical and athletic entertainment.

## Reverse GE-De Forest Ruling

The validity of a patent owned by the General Electric Company, Schenectady, N. Y., for a process for making filaments of radio tubes and incandescent lamps out of tungsten wire, has been upheld in the United States Court of Appeals at Philadelphia. This reverses a decision handed down some months ago by Judge Morris of the Federal Court of Delaware.

When the case of the General Electric Company against the De Forest Radio Company was tried before Judge Morris, he dismissed it on the ground that the entire patent was invalid, but the Court of Appeals, though sustaining the dismissal as to "products claims" in the patent, set aside this decision on the process claims.

W. H. BISHOP, formerly sales manager of the Blackman Distributing Company, New York City, has been made special sales representative in the metropolitan New York district by the Grigsby-Grunow Company, Chicago.

## Splendid Program Featured at Radio Industries Banquet



Adhering to the type of entertainment which broadcasters say listeners want, the program of the Fifth Annual Radio Industries Banquet at the Hotel Astor, New York City, on September 18, featured musical entertainment and limited the speeches to two, one by Paul Klugh, toastmaster, and the other by Bruce Barton, of Barton, Durstine and Osborn, ad-

vertising agency, who was the main speaker. Over 2,000 guests were present and the program, which was broadcast on a coast-to-coast hook-up included such artists as Mme. Schumann-Heink, Paul Whiteman and Moran and Mack, better known as the Two Black Crows. Commissioners Caldwell, Lafount and Pickard were present.



## Hear Radio Industries Banquet Program at Chicago Radio Dinner

Chicago radio men, to the number of eighteen hundred, held a banquet at the Hotel Stevens on September 18, under the auspices of the Midwest Radio Trade Association, coincident with the Fifth Annual Radio Industries banquet at the Hotel Astor, New York City. The New York "\$100,000" program

was brought to the Stevens by direct wire. Local radio stars supplemented this feature.

At the dinner, it was announced that "The Voice of the World" had been awarded first prize in the association's slogan contest and would be adopted as its official slogan.

### Chicago Radio Show October 8 to 14

The Sixth Annual Chicago Radio Show will be held at the Coliseum, Chicago, Ill., October 8 to 14, inclusive. Each year, since 1923, the annual Chicago show has focussed the attention of the public of that territory upon radio and has served to revive the Middle West's interest in radio.

As in previous years, the Chicago show has the official support of the Radio Manufacturers' Association and is managed by U. J. Hermann and G. Clayton Irwin, Jr. Advance indications point to unusual consumer and dealer interest in the show this year, and if the success of the New York show, which is under the same management, is any criterion, the attendance at this year's Chicago show will break all records.

### Eby Licensed by R. C. A.

The H. H. Eby Mfg. Company, Philadelphia, Pa., has been licensed by the Radio Corporation of America to manufacture and sell power audio amplifiers and power units. The development of a combination power audio amplifier and power supply unit by the Eby engineering staff has been in progress for the past year and the plans for merchandising them have now been completed by patent negotiations and the granting of this license.

### Carl D. Boyd Joins Slagle

Carl D. Boyd, a well known figure in both the radio and electrical fields, has been made director of sales of the Slagle Companies, Fort Wayne, Ind. Mr. Boyd was formerly associated with the Kellogg Switchboard and Supply Company, Chicago; the French Battery Company, Madison, Wis.; and the United States Electric Corporation, of which he was vice-president and general manager.

For several years, he has been a member of the Radio Manufacturers Association, having served as a vice-president for a number of terms, as well as on the directorate.

The affairs of both the Slagle Radio Company and the Slagle Manufacturing Company, which is engaged in the produc-

tion of an automatic electric ironer, will be under the direction of: L. S. Slagle, president and treasurer; Paul K. Romey, vice-president and general manager; W. L. Swindler, secretary; Carl D. Boyd, director of sales; J. B. Hess, assistant sales manager; and Harold E. Bristol, manager, advertising and sales promotion.

### DeJur Absorbs Amsco

The DeJur-Amsco Corporation is the new name of an organization resulting from the absorption of the facilities of the Amsco Products Corp., by the DeJur Products Co., Inc.

The new organization will manufacture variable condensers, resistances of all types, radio frequency chokes, tip jacks and sockets. A new development laboratory, equipped with the latest condenser and resistance-measuring devices will be installed to augment the equipment now at hand.

THE DAVEN CORPORATION, Newark, N. J., has appointed Paul A. Kober as television engineer. Mr. Kober has been engaged in television work for four years with the General Electric Company and for a year and a half was an assistant to Dr. E. F. W. Alexanderson.

S. FRESHMAN, formerly with the Charles Freshman Company, Inc., announces the production of a new all-electric radio receiver—the President. The S. Freshman Company is located at 225 North Michigan Avenue, Chicago, Ill.

THE NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION, New York City, will hold its Fall meeting during the week of October 29, at Briarcliff Lodge, Briarcliff, N. Y.

THOMAS A. EDISON, INC., Orange, N. J., has added Paul McGee to its staff as chief radio inspector. Mr. McGee was a member of the 1925 McMillan Arctic expedition, serving as chief radio officer.

THE INTERNATIONAL RESISTANCE COMPANY, Philadelphia, has moved to its new and modern home at 135 North 22nd Street.

### R.W.A. Discusses Finance Plan

A plan whereby dealer time-payment sales would be financed through a special corporation, under the control of the Radio Wholesalers' Association, was the chief topic at the recent meeting of the board of directors of this organization. This meeting was held at the Stevens Hotel, Chicago, under the chairmanship of Peter Sampson. An arrangement for providing all kinds of business insurance, at attractive rates for its members, also was reported favorably. Ernest Ingold, of San Francisco, was elected to serve as a director representing Zone Eight.

Executive Secretary H. G. Erstrom reported that the following firms have recently joined this national association of radio jobbers:

Triangle Electric Company, Chicago; Radio Sales and Supply, Denver; Ernest Ingold, Inc., San Francisco; H. G. Schultz Company, Detroit; Detroit Electric Company, Detroit; C and D Auto Supply Company, Cincinnati; Aitken Radio Corporation, Detroit; Kruse-Connell Company, South Bend; North American Radio Corporation, New York; Standard Battery and Electric Company, Waterloo, Iowa; and Williams Hardware Company, Streator, Illinois.

### \$1,000 for a Slogan Offered By Music Industries

A slogan contest to help music dealers build their sales is being conducted by the Music Industries Chamber of Commerce.

The Chamber is looking for a slogan which will induce everyone to play a musical instrument. Slogans such as "Say It With Flowers" and "Save the Surface and You Save All" are already famous in other fields and a slogan for use in the music field is now sought. A suggested slogan is "Play for Pleasure and Profit."

The contest is open to anyone and pamphlets for distribution by dealers will be furnished at the actual printing cost of \$6 per thousand. With imprint of dealer's business card, the charge is \$8.50 per thousand.

The rules are as follows: There is no

limit on the number of entries from any one contestant nor on the length of the slogan; entries may consist either of words alone or of words in combination with a symbol, or words arranged in a distinctive type of lettering; music organizations may submit a joint entry. The judges will be S. F. "Roxy" Rothafel, Dr. Frank Crane and Frank Presbrey.

Entries for this contest, which closes December 1, 1928, should be sent to the Chamber at 45 West 45th Street, New York City.

### Stages "Automatic Week"

"National Zenith Automatic Week" conducted last month by Zenith dealers and distributors throughout the country proved to be successful and effective. An advertising campaign involving special sections and full-page newspaper tie-ups with dealers and jobbers helped put across this week in record shape. Daily demonstrations in the windows and salesrooms of each dealer placed the story of automatic tuning before the public eye in a unique and forceful manner.

### Transmitting Television

Television transmission, using apparatus recently developed by the Pilot Electric Manufacturing Company, Brooklyn, N. Y., has been put on a regular schedule by station WRNY, New York City. Television will be transmitted during the first five minutes of every broadcasting hour.

### Sending Still Pictures

Station KSTP, St. Paul, Minn., has been added to the chain of stations transmitting radio pictures through the Cooley Rayfoto process as a regular part of their program. This feature will be on the air on Mondays and Thursdays at 10:10 p.m., and on Wednesdays and Saturdays at 1:01 p.m.

"RADIO AS AN ADVERTISING MEDIUM" is the title of a booklet issued by the Metropolitan Life Insurance Company, New York, on the experience of companies that have used this medium. Copies of the booklet will be sent to dealers who ask for it.

THE DEFOREST RADIO COMPANY, Newark, N. J., has added three directors to the Board. They are Powel Crosley, Jr., president of the Crosley Radio Corporation, Cincinnati; Vincent Bendix, president of the Bendix Corporation, South Bend, Ind., and P. Chauncey Anderson of the law firm of Pendleton, Anderson, Iselin and Riggs, New York City.



Burton Greene and George A. Pearson approving the merger of the Electrical Research Laboratories and the Greene-Brown Company.

### Two Chicago Companies Consolidate

Another consolidation in the radio field was recently effected when the Electrical Research Laboratories, Inc., Chicago, and the Greene-Brown Manufacturing Company of the same city, merged.

The first named company was recently licensed by R.C.A. to make, besides certain types of radio receivers, combination radio-phonographs and dynamic amplifiers. The Greene-Brown Company is the maker of power units, and with the combined manufacturing facilities of the two concerns greatly increased economy of production will be obtained.

The new company has taken the name of the Erla Company with general offices at 2500 Cottage Grove Avenue, Chicago, where the Electrical Research Laboratories have been located for a number of years.

The officers are: President, George A. Pearson, formerly president of the Electrical Research Laboratories, Inc.; vice-president, Burton Greene, formerly president of the Greene-Brown Company; secretary, Fred Wellman, formerly secretary of the Electrical Research Laboratories, and treasurer, Louis Frankel, formerly secretary and treasurer of the Mohawk Corporation of Illinois.

THE KOLSTER RADIO CORPORATION, Newark, N. J., states that Dr. F. A. Kolster and his staff have completed the development of new methods of sound recording on film for use in phonographic recording and for phonograph reproduction. The new invention is applicable, also, to the recording and reproduction of talking motion pictures.

THE JENSEN RADIO MANUFACTURING COMPANY, Oakland, Calif., has been licensed by the Lektophone Corporation, Jersey City, N. J.

### To Broadcast Football Games Over N.B.C. Chains

Sixteen intercollegiate football games will be covered by the National Broadcasting Company during the gridiron season this year. Two games will be broadcast each week, over stations WEAF and WJZ and associated stations. The exact schedule, however, is not available as we go to press.

Following is a list of the games and the dates: October 13, Yale vs. Georgia and Notre Dame vs. Navy; October 20, Harvard vs. Army and Notre Dame vs. Georgia Tech; October 27, Dartmouth vs. Harvard and Yale vs. Army; November 3, Ohio vs. Princeton and Dartmouth vs. Yale; November 10, Navy vs. U. of Michigan and Army vs. Notre Dame; November 17, U. of Chicago vs. U. of Illinois and Yale vs. Princeton; November 24, Harvard vs. Yale and Princeton vs. Navy; and on Thanksgiving Day, November 29, Cornell vs. Pennsylvania and Penn State vs. U. of Pittsburgh.

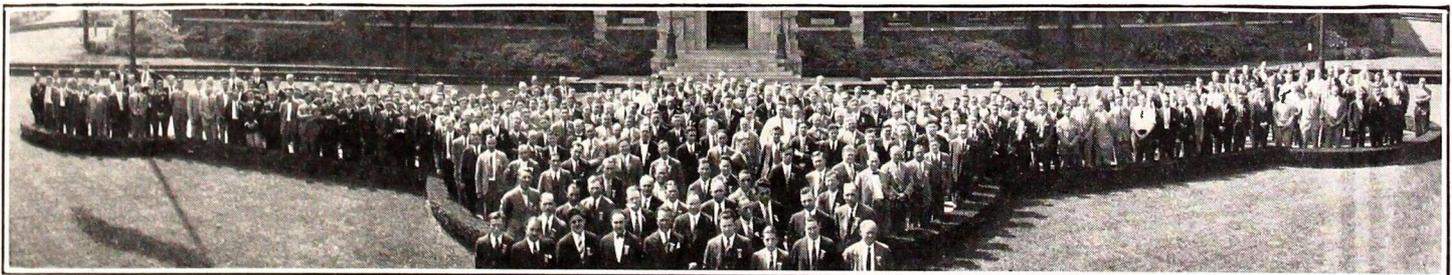
THE NATIONAL ASSOCIATION OF MUSIC MERCHANTS will hold the only meeting of its Board of Control, prior to the 1929 convention, at the Hotel Drake, Chicago, on October 21 and 22. Among the subjects to be discussed will be the change in the annual dues from \$15 a year to \$10, and the contemplated return to the former set-up of the National Association which embraces in its membership only active and associate members. In addition, a large number of important matters will be brought up for action.

THE RADIO CORPORATION OF AMERICA, New York City, has completed arrangements with the Commercial Investment Trust Corporation, New York City, for the handling of time payment paper for authorized R. C. A. dealers throughout the country. The new plan is the result of the combined efforts of the Radio Corporation and the Investment Company to produce a finance plan which will enable dealers to offer time payment facilities on a sound basis and advantageous terms.

EDWARD J. MEHREN, vice-president and editorial director of the McGraw-Hill Publishing Company, publishers of *Radio Retailing*, has been appointed editor of the *Magazine of Business*, which recently came under McGraw-Hill control through the consolidation of that organization and the A. W. Shaw Company of Chicago. He will remain as vice-president and editorial director of the McGraw-Hill Company.

THE FOX COMPANY, San Antonio, Tex., is now carrying the Kolster line.

### Northern New Jersey Dealers Make Pilgrimage to AK Factory



A special Pennsylvania train carried these 350 northern New Jersey A. K. dealers on a pilgrimage to the Atwater Kent factory in Philadelphia on August 29. The trip was made under the auspices of B. & O. Radio, Inc., E. B. Latham & Company, and New Jersey Radio, Inc., three Newark distributors, and the Atwater Kent Company.

The executives of the A. K. Company and those of the three distributing concerns alternated in putting across to the dealers their five-minute messages on the "1,000,000 Atwater Kent Sets This Year" program of the A. K. Company. The afternoon and evening were given over to characteristic Atwater Kent entertainment.



### CeCo's Fourth Annual Outing

Two hundred and seventy-five employees of the CeCo Manufacturing Company, Inc., Providence, R. I., attended the fourth annual outing at Lake Pearl, Wrentham, Mass., twenty miles outside of Providence. Five buses and twenty-five private cars, forming a parade, carried the CeCo-ites to the grounds.

### Graybar's New Merchandising System Announced

More than fifty Graybar sales distributing managers located in all parts of the country, as well as executives from the general offices at New York, recently attended a series of meetings lasting one week, at the Sea View Golf Club, Absecon, N. J.

A new national system of dealer franchises involving the allocation of exclusive sales rights for Graybar radio receiving sets to dealers in the United States, was made public by George E. Cullinan, vice-president and general sales manager of the Graybar Electric Company.

The new dealer plan will create a merchandising system aimed to increase the service to the customer. Under the plan, the appointment of dealers to handle these receivers will be made on a purely territorial basis, with each dealer fully protected under the national system of wholesale distributing houses maintained by the company.

THE TALKING MACHINE AND RADIO MEN, INC., held their regular annual outing and games at Briarcliff Lodge, Briarcliff Manor, New York, on Wednesday, September 12, 1928. The bus ride, athletic events, swimming and dancing made up an interesting program of the day's events. The officers of the association are: Irwin Kurtz, president, Al Galucci, treasurer and Ed G. Brown, secretary. Otto Goldsmith was chairman of the entertainment committee.

J. C. STANLEY has returned to the sales staff of the Federal Radio Corporation, Buffalo, N. Y. He will cover practically the same territory as he previously traveled, including Minnesota, Wisconsin, the Dakotas, Iowa, Nebraska and Colorado.

PERCY RAWLINS KIMBERLY, president and general manager of the Kimberly Radio Corporation, Chicago, died on August 28, from injuries received in an automobile accident. Mr. Kimberly had been identified with the radio and music industries since 1901. He organized his own company in 1923, serving as its head until his death.

J. A. WILLIAMS, father of Fred Williams, vice-president and sales manager of the Raytheon Manufacturing Company, Cambridge, Mass., died at his home at Henry, Ill., on August 22, at the age of 76.

### Radio Shows

**October 8-14:** Sixth Annual Chicago Radio Show, Coliseum, Chicago, Ill.

**October 10-13:** Tampa Radio Show, Municipal Auditorium, Tampa, Fla.

**October 15-20:** Detroit Radio Show, Convention Hall, Detroit, Mich.

**October 16-19:** Rhode Island Radio Show, Elk's Auditorium, Providence, R. I.

**October 21-29:** Fourth Annual New Orleans Radio Show and Exposition, New Orleans States' Building, New Orleans, La.

**October 22-27:** Norfolk Radio Show, City Auditorium, Norfolk, Virginia.

**October 29-November 3:** Fall Meeting of the National Electrical Manufacturers Association, Briarcliff Lodge, Briarcliff, N. Y.

### Music Industries Executive on Trip to West Coast

Delbert L. Loomis, executive secretary of the National Association of Music Merchants, is now on the Pacific Coast telling music dealers of the work of the Association. He has delivered addresses at Los Angeles, San Francisco and Portland, Ore.

Several other stops are planned before returning to Chicago on October 21 for the Board of Control meetings. They include Tacoma, Wash., where he will speak at noon time on October 12, and Seattle, Wash., where he will talk that evening, as well as Spokane, Wash., at which place he is due October 17.

In addition to these meetings, Mr. Loomis plans to make several personal calls upon a large number of the members of the trade.

THE MCGRAW-HILL PUBLISHING COMPANY, New York, publisher of *Radio Retailing*, and the Bragdon, Lord and Nagle Company, New York, publisher of *Textile World*, the oldest paper in its field, have become affiliated. The Bragdon, Lord and Nagle organization will continue in the hands of the men who built it and operate as a separate division of the McGraw-Hill Company. Mr. Lord and Mr. Bragdon will become members of the board of directors of the McGraw-Hill Publishing Company and Mr. Bragdon joins its executive committee. With the addition of this new paper, the McGraw-Hill publications now number twenty-three.

THE POSTAL TELEGRAPH COMPANY has begun the operation of a telephoto and facsimile message service, under the name of photograms, between New York, Atlanta, Boston, Cleveland, Chicago, St. Louis, Los Angeles and San Francisco. Regular telegraph messages transmitted by this "photogram" process will be delivered to the addressee in facsimile and will cost one and one half times the ordinary commercial telegraph rate. The other photogram service provides for transmitting pictures, documents, advertisements, etc.

### San Francisco Stages Fifth Radio Show



With the attendance reaching a figure at least forty per cent above the high record of last year, the 1928 radio show at San Francisco recently came to a successful conclusion. Dynamic reproducers and attractive furniture were the two features which dominated the exhibit. A uniform decorative scheme, with radio towers and illuminated antennas overhead, was carried out.

# Roaming Around the New York SHOW



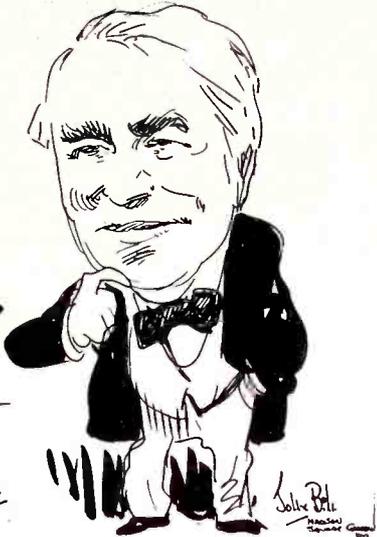
G. CLAYTON IRWIN -  
MANAGER OF  
THE WORLD'S  
GREATEST  
RADIO SHOW -



POWELL CROSLLEY, SR.



OSCAR GETZ  
VICE PRES. STEINITE



THOMAS A. EDISON - COMES IN  
FROM WEST ORANGE TO SEE  
WHAT THE BOYS ARE DOING -  
AND THEN OPENS THE SHOW -



THE PAPA  
OF LOUD  
SPEAKERS  
(YOU OUGHT  
TO SEE  
THE  
MAMMAS)

HENRY C. FORSTER  
- UTAH DYNAMICS -



R.W. COTTON -  
SAMSON ELECTRIC CO.  
CANTON, MASS -

I BELIEVE  
IN BIGGER  
AND BETTER  
AMPLIFIERS

C. A. SCOVILLE -  
VICE PRESIDENT  
STROMBERG-CARLSON -



CLARENCE EARL, SR., PRESIDENT  
OF THE CHARLES FRESHMAN CO.

WHEN  
DO WE  
START  
THE SHOW,  
MR. EARL?



A PERFECT IMITATION OF  
"FRISCO" BY FRED WILLIAMS  
V.P. & GEN'L SALES MGR. OF  
"RAYTHEON"



LAKE SUPERIOR  
"SPORT" HERMANN.



A. J. KENDRICK, V.P. & GEN'L. MGR.  
SONORA - SPENDS MOST ALL HIS  
TIME CATCHING THE NEXT  
TRAIN -



HAROLD WRAPPE -  
PRESIDENT OF THE FEDERATED -  
GOT IN FROM ST. LOUIS WITH A  
PRETTY COLD - WENT AWAY  
WITH THREE MORE



FRED W. ROMBACH  
V.P. WATSONTOWN (PA).  
TABLE AND FURNITURE CO.



CAPTAIN BILL SPARKS -  
PRES. SPARKS - WILMINGTON -

THE NEW  
CIRCUIT

# This Month's Phonograph Records

Listing the new records of the leading manufacturers

## Latest BRUNSWICK Records

Brunswicke-Balke-Collender Co.,  
629 So. Wabash Avenue,  
Chicago, Ill.

Record No.	Title and Recorder
4037	Pickin' Cotton—Arnold Johnson and His Orchestra
	Suppose Nobody Cared—Charlie Davis and His Orchestra
4030	Bandanna Babies Magnolia's Wedding Day—Lew Leslie's Blackbirds Orchestra
4029	The Bum Song Hallelujah, I'm a Bum—Francis Luther
4035	King For A Day I Can't Give You Anything But Love—Harry Richman
4028	Got Everything Four or Five Times—King Oliver and His Dixie Syncopators
4033	There's A Rainbow 'Round My Shoulder Sonny Boy—Al Jolson
58113	Angelia Mia Come Le Rose—Trio Salerno
196	When the Saints Go Marching Home I Shall Not Be Moved—Frank, Jas. McCravy
211	The Orphan Girl Poor Little Orphan Boy—Buell Kazee
240	Willie, The Weeper Sioux Indians—Marc Williams
248	Blue Yodel Away Out On the Mountain—Frank Marvin
249	Blue Yodel Number 2 In the Jail House Now—Frank Marvin
250	The Bluefield Murder George Collins—Harvey and The North Carolina Ramblers
251	There is Power In the Blood I Would Not Be Denied—McGhee and Welling
252	Tennessee Mountain Gal Melancholy Yodel Blues—Jack Major
3707	Shim-Me-Sha-Wabble The New Twister—The Original Wolverines
3933	Sergt. Jock McPhee Granny's Highland Hame—Sandy MacFarlane
3970	Dream House Darling—Abe Lyman's California Orchestra
3980	Georgia Porgie—Arnold Johnson and His Orchestra
	Old Man Sunshine—Cummins and His Biltmore Orchestra
3981	Dream House Sweet Ella May—The Yale Trio of Yale University
3986	What D'Ya Say? I'm On the Crest of a Wave—Johnson and His Orchestra
3987	Yellow Dog Blues Tishomingo Blues—Duke Ellington and His Orchestra
3988	Ginger Bread Brigade Mother Goose Parade—Vaughn De Leath
3989	Imagination Original Dixieland One Step—Red Nichols and His Five Pennies
3990	Missouri Squabble Black Maria—Carroll Dickerson's Savoy Orchestra
3991	Goodbye, My Lover, Goodbye That Good Old Country Town—Kanawha Singers
3992	The Sidewalks of New York Medley of Old Timers—Hurdy-Gurdy
3993	Was It a Dream Chloe—Louis Katzman and His Salon Orchestra
3994	You're a Real Sweetheart Down Where the Sun Goes Down—Abe Lyman's California Orchestra
3995	Sleepy Baby Was It a Dream?—Abe Lyman's California Orchestra
3996	Chiquita Out of the Dawn—Bernie Cummins and His Orchestra
3997	Joe Turner Blues When Erastus Plays His Old Kazoo—Johnny Dodd's Black Bottom Stompers
3998	Every Tub Showboat Suffle—King Oliver and His Dixie Syncopators

3999	Get Out and Get Under the Moon Oh! You Have No Idea—Edith Evans
4000	Royal Garden Blues A Good Man Is Hard to Find—The Original Wolverines
4001	There'll Be Some Changes Made I've Found a New Baby—Chicago Rhythm Kings
4002	Lonely Little Blue Bird Blue Grass—Lopez and Casa Lopez Orchestra
4007	Official West Point March West Point Football Songs—U. S. Military Academy Band
4008	I'm On the Crest of a Wave—Harry Richman What D'Ya Say?—Richman and Williams
4009	Take It Easy Black Beauty—The Washingtonians
4010	When Summer Is Gone If I Lost You—Lee Sims
4011	When Sweet Susie Goes Steppin' By Nagasaki—Six Jumping Jacks
4012	In Sunny Hawaii Honolulu Sweetheart of Mine—Royal Hawaiians
4013	Jungle Blues Room 1411—Bernie Goodman's Boys
4014	Doin' the New Low Down Digga Digga Do—Hotsy Totsy Gang
4015	Jeannine, I Dream of Lilac Time Lonely Little Bluebird—Allen McQuhae
4016	Someday, Somewhere Chiquita—Nick Lucas
4017	Someday, Somewhere Jeannine—Regent Club Orchestra
4024	Polly Wolly Doodle If I Only Knew—Wendell Hall
15181	The School of the Fauns Shepherd's Hey, a Morris Dance—Cleveland Orchestra
15182	One Sweetly Solemn Thought I Need Thee Every Hour—Morrisey and Munn

15183	Bird Songs at Eventide Love Was With Me Yesterday—Richard Pirelli
20066	Alexander's Ragtime Band The Darktown Strutter's Ball—Vincent Lopez and His Casa Lopez Orchestra
20069	Improvisation Contrasts—Lee Sims
50142	Forza Del Destino Solenne in quest'ora—Martha-Solo Profugo—Chamlee and Bonelli
253	Ben Dewberry's Final Run The Brakeman's Blues—Frank Marvin and His Guitar
255	Indiana On the Banks of the Wabash Far Away—Kanawha Singers
4019	Think of Me Thinking of You My Window of Dreams—Chester Gaylord
4020	When Polly Walks Through Hollies Ten Little Miles from Town—Ben Bernie and His Hotel Roosevelt Orchestra
4021	Parade of the Wooden Soldiers Ragging the Scale—Anglo-Persians
4022	The Whole World Is Waiting The Shadow Song—The Blackstone Trio
4025	Sweet Ella May When You're Smiling—The Clevelanders
4027	Peter on the Sea Oh! Mary Don't you Weep—West Virginia Collegiate Institute Glee Club
15186	For You By the Bend of the River—Grace Moore
77008	In the Village March of the Sardar—International Concert Orchestra

## Latest COLUMBIA Records

Columbia Phonograph Co.,  
1819 Broadway,  
New York

Record No.	Title and Recorder
160-M	Moment Musicale Caprice in G Major—Leff Pouish-noff
159-M	Annie Laurie The Little Irish Girl—Fraser Gange
157-M	Pavane Pour Une Infante Defunte —Parts 1 and 2—Myra Hess
158-M	Perpetuum Mobile Wienglied—Naoum Blinder
161-M	From the Conebrake Chant Negre—Sascha Jacobsen
1519-D	In the Garden When They Ring the Golden Bells—William McEwan
50090-D	Impromptu Ave Maria—Efrem Zimbalist
50087-D	Tosca: Te Deum—Cesare Formichi Thais: Oasis and Finale—Cesare Formichi and Grace Holst
50086-D	Damnation of Faust: Dance of the Sylphs Damnation of Faust: Rakoczy March—Sir Hamilton Harty and Halle Orchestra
50088-D	The Londonderry Air Andante from Quartet in G Minor—London String Quartet
50089-D	Danse Orientale Cavatina (Raff; Op. 85, No. 3)—Arthur Catterall
1515-D	Out of the Dawn Sweetheart Lane—Henry Burr
1518-D	Sweet and Low Home Sweet Home—Columbia Mixed Chorus
50085-D	Dollar Princess Your Dance Is a Love Memory—Dajos Bela and His Orchestra
1537-D	The Cat and the Dog Fair and Warmer—Harry Reser
1552-D	Why Do I Love You? So Dear—Constance Mering
1499-D	The Sidewalks of New York Old Time Waltzes—Johnnie Sylvester

38000-F	Virgins of the Sun When the Indian Cries—Orquesta Tipica Incaica
38001-F	Pas D'Espagne Down the Mother Volga—Russian National Balalaika Orchestra
1553-D	Roses of Yesterday Blue Night—Paul Whiteman Orch.
1525-D	Jungle Blues A Jazz Holiday—Ted Lewis
1521-D	Blue Shadows Raquel—Leo Reisman Orch.
1550-D	'Round Evening Sonny Boy—Jan Garber and His Orchestra
1538-D	Lady Whippoorwill Right Out of Heaven—Ben Selvin and His Orchestra
1531-D	Ten Little Miles from Town Out of the Dawn—Paul Ash Orch.
1536-D	Two Lips My First Love—Fred Rich Orch.
1524-D	What a Night for Spooning When Eliza Rolls Her Eyes—Harry Reser's Syncopators
1555-D	That Old Sweetheart of Mine Don't You Remember Sally—The Columbians
1532-D	I Love You Truly—Guy Lombardo and His Royal Canadians Starlight and Tulips—Thelma Terry and Her Play Boys
1541-D	Joline—Tracy-Brown's Orchestra I'm Waiting for Ships That Never Come In—Charles Kaley Orch.
1539-D	Farewell Blues My Gal Sal—Charleston Chasers
1540-D	Right or Wrong It's Never Too Late To Be Sorry—Art Gillham
1523-D	It Goes Like This Half-Way to Heaven—Cliff Edwards
1533-D	For Old Times' Sake You're the One—Oscar Grogan
1520-D	Moonlight Madness If You Don't Love Me—Pete Woolery
1554-D	I'm a Reformer Hallelujah—Joe Browning
1535-D	Jeannine I Dream of Lilac Time Revenge—Don Roberts
1534-D	Doin' the New Low Down Digga Digga Doo—The Diplomats
1556-D	Dirty Hands! Dirty Face! The Little Brown Shoe—De Leath

## Latest EDISON Records

Thomas A. Edison, Inc.,  
Orange, N. J.

Record No.	Title and Recorder
52367	Mr. Hoover and Mr. Smith I Love to Dunk a Hunk of Sponge Cake— <i>The Happiness Boys</i>
52365	Two Lips Just a Night for Meditation— <i>Al Friedman and His Orchestra</i>
52366	Pell Street Bells Dream House— <i>B. A. Rolfe and His Palais d'Or Orch. Golden Gate Orchestra</i>
52348	When I Meet MacKay The Boss 'o th' Hoose— <i>Glen Ellison</i>
52337	Bessie Excerpts from "Theme Varie" and "L'Avalanche"— <i>Felix Vivier</i>
52350	All Go Hungry Hash House Sally Goodwin— <i>Ernest V. Stoneman and Dixie Mountaineers</i>
60077	Granada—Serenata Asturias—Leyenda— <i>Spanish Spring Ensemble</i>
52373	Laugh, Clown, Laugh Just Like a Melody Out of the Sky— <i>Henrietta Kamern</i>
52368	In My Bouquet of Memories My Window of Dreams— <i>Paul Largay</i>

52371	Out of the Dawn I'm On the Crest of a Wave— <i>The McAlpineers</i>
52355	Le Cygne Tarantelle— <i>Cornelius Van Vliet</i>
52336	What a Pity! Fidgets— <i>Murray Kellner's Dinner-Music Ensemble</i>
52361	Sweet Sue—Just You You're Drifting Away from Me— <i>J. Donald Parker</i>
52374	Chiquita Is It Gonna Be Long— <i>Vaughn De Leath</i>
52375	Just Like a Melody Out of the Sky Because My Baby Don't Mean Maybe Now— <i>Jerry White</i>
52376	Chiquita Girl of My Dreams— <i>Henrietta Kamern</i>
52372	Laugh, Clown, Laugh There'll Never Be Another You— <i>Jack Stillman's Orchestra</i>
80897	Reverie Hejre Kati—Scenes de la Csarda— <i>Carl Flesch</i>
52370	Hills Quadrille Soldiers' Joy Hornpipe— <i>John Baltzell</i>
57032	Mutter-Segen (A Mother's Blessing) Mein Bluemelein (My Flowerette)— <i>Arion Male Chorus</i>
52379	Remember Me to Mary Ten Little Miles from Town— <i>Dick Robertson</i>

52377	Butcher's Boy Barbara Allen— <i>Frank Luther</i>
52378	You're a Real Sweetheart Once in a Lifetime— <i>Duke Yellman and His Orchestra</i>
80896	Nocturne in F Sharp Major Valse in C Sharp Minor— <i>E. Robert Schmitz</i>
52382	On the Shores of Honolulu Sleepy Honolulu Town— <i>Palakiko's Hawaiian Orchestra</i>
60074	Volvere.. Volvere (I'll Return) Queja Pampera— <i>Milla Dominguez</i>
52384	The Bum Song, Allelujah I'm a Bum— <i>Eddie Kirk</i>
52396	Serenade from "Les Millions d'Arlequin" Dreams of Love (Notturmo)— <i>La Petite Concert Ensemble</i>
52385	Jeannine, I Dream of Lilac Time Memories of France— <i>The McAlpineers</i>
52383	Ten Little Miles from Town Anything You Say— <i>Oreste and His Queensland Orchestra</i>
32387	Swanee Blue-Jay Drowsy Moonlight— <i>Frank Wallace and His Guitar</i>
52388	I Can't Give You Anything But Love Nobody But Baby— <i>Vaughn De Leath</i>
52369	The Old Maid and the Burglar There'll Come a Time— <i>Ernest V. Stoneman and His Dixie Mountaineers</i>

## Latest VICTOR Records

Victor Talking Machine Co.,  
Camden, N. J.

Record No.	Title and Recorder
21597	Stradella—Overture—Part 1 Stradella—Overture—Part 2— <i>Victor Symphony Orchestra</i>
21598	La Golondrina— <i>Rudy Wiedoeft-Arnold Brilhart</i> Rubenola— <i>Rudy Wiedoeft</i>
35932	Gems from "Cavalleria Rusticana" Gems from "Pagliacci"— <i>Victor Opera Company</i>
21111	Amapola La Borrachita— <i>Jesse Crawford</i>
21600	Ain't It a Shame Watermelon— <i>Utica Institute Jubilee Singers</i>
21607	"Mr. Hoover—Mr. Smith" Sing, Sister, Sing— <i>Happiness Boys</i>
21615	Two Lips Half-Way to Heaven— <i>Johnny Hamp's Kentucky Serenaders</i>
21599	Three O'Clock in the Morning Oriental— <i>Paul Whiteman Orch.</i>
21601	Sweet Ella May There'll Never Be Another You— <i>Jacques Renard and His Coconut Grove Orchestra</i>
21611	Milenberg Joys Shim-Me-Sha-Wabble— <i>McKinney's Cotton Pickers</i>
21606	When Love Comes Stealing A Kiss Before the Dawn— <i>The Troubadours</i>
21605	That's What I Call Keen— <i>Eddie South and His Alabamians</i> I'm More Than Satisfied— <i>Fox Trot All Star Orchestra</i>
21610	Happy Days and Lonely Nights— <i>Charlie Fry and His Million Dollar Pier Orchestra</i> Tell Me You're Sorry— <i>Don Bestor and His Orchestra</i>
1343	Ah! Sweet Mystery of Life The Song of Songs— <i>Richard Crooks</i>
6840	Blue Danube Waltz—Part 1 Blue Danube Waltz—Part 2— <i>Josef Lhevinne</i>
6776	Kathleen Mavourneen Love's Old Sweet Song— <i>John McCormack</i>
6841	La Romanesca Sierra Morena— <i>Master Yehudi Menuhin</i>
6842	Impromptu in A Flat Major Leggiero Invisible— <i>Sigrid Onegin</i>
8097	Trovatore—Miserere (Act 4)— <i>Ponselle-Martinielli-Metropolitan Chorus and Orchestra</i> Forza del Destino (Act. 2)— <i>Ponselle-Pinza-Metropolitan Chorus and Orchestra</i>
1340	The Old Rugged Cross Mother's Prayers Have Followed Me— <i>Marion Talley</i>
9235 to 9240	Symphony No. 7 in C Major. In Album M-33— <i>London Symphony Orchestra</i> [Schubert]
9241 to 9245	Quartet No. 6 in D Minor—In Album M-34— <i>Budapest String Quartet</i> [Schubert—Death and the Maiden] Stephen Foster Melodies—In Album C-2—9246 to 9249

9246	"Open Thy Lattice, Love"—"Uncle Ned"—"Village Maiden"— "Beautiful Dreamer" "Ring de Banjo"—"Oh! Lemuel!" "Nelly Bly"—"Oh! Boys, Carry Me 'long"—"Lou'siana Belle"— "De Camptown Races"— <i>Nat Shilkret and the Victor Salon Group</i>
9247	"Nelly Was a Lady"—"Jeanie With the Light Brown Hair"— "Oh! Susanna"—"Come Where My Love Lies Dreaming" "Hard Times Come Again No More"— "Angelina Baker"—"Gentle Annie"— "Old Dog Tray"— "Some Folks Like to Sigh"— <i>Nat Shilkret and the Victor Group</i>
9248	Old Black Joe My Old Kentucky Home— <i>Nat Shilkret and the Victor Salon Group</i>
9249	Massa's in de Cold Ground Old Folks at Home (Way Down Upon de Swanee Ribber)— <i>Nat Shilkret and the Victor Salon Group</i>
21580	Black Beauty Jubilee Stomp— <i>Duke Ellington and His Cotton Club Orchestra</i>
21581	Three Ways—Part 1 Three Ways—Part 2— <i>Rev. F. W. McGee</i>
21582	When the Saints Go Marching In Ezekiel Saw de Wheel— <i>Pace Jubilee Singers</i>
21584	The New Tulsa Blues— <i>Bennie Moten's Kansas City Orchestra</i> The Petters' Stomp— <i>Clifford Hayes' Louisville Stompers</i>
21585	Bay Rum Blues Sweet Bunch of Daisies— <i>El Watson</i>
21574	My Little Old Home Town in New Orleans Dear Old Sunny South by the Sea— <i>Jimmie Rodgers</i>
21573	Louise, I Love You Why Do You Make Me Lonesome?— <i>Tal Henry and His North Carolinians</i>
21575	The Boarding House Bells Are Ringing One Dark and Rainy Night— <i>Carolina Twins</i>
21576	Who'll Be to Blame? I Have Been Redeemed— <i>Macedonia Quartet</i>
21577	Jaw Bone Get Along Home, Miss Cindy— <i>Pope's Arkansas Mountaineers</i>
21578	What Will I Do, For My Money's All Gone Sweet Summer Has Gone Away— <i>Uncle Eck Dunford-Ernest Stoneman</i>
35931	Three O'Clock in the Morning Aloha Oe—Waltz— <i>Walter Kolomoku's Honoluluans</i>
21592	Ballyhooch—Parts 1 and 2— <i>Joseph D. O'Donnell-Nancy Van</i>
21593	1. Donnegal Hornpipe 2. The Cliff Hornpipe— <i>Killarney Trio</i> 1. Boys at the Lough 2. Tom Clark's Fancy Reel— <i>Edward V. Reavy</i>
21594	1. The Kerry Reel 2. Shannon Shores 1. Ginger's Favorite 2. Bogs of Allen— <i>Michael J. Cashin</i>
21595	When Shall I Again See Ireland? The Exile's Return— <i>Colin O'More</i>
21596	Haste to the Wedding Bryant's Favorite Hornpipe— <i>John J. Kimmel</i>

21612	Fhir A' Bhata A' Bhirlinn Bharrach— <i>Finlay Campbell</i>
21613	Irgain Namara A Mhairi Bhan— <i>Finlay Campbell</i>
21614	Na Cnoic's Na Glinn Iarrtas An Triath— <i>Finlay Campbell</i>
21632	What D'Ya Say? Blue Shadows— <i>Hamp's Serenaders</i>
21571	I Can't Give You Anything But Love I Must Have That Man— <i>Grace Hayes</i>
21631	King for a Day You're a Real Sweetheart— <i>Sam Coslow</i>
21630	My Angel Out of the Dawn— <i>Jesse Crawford</i>
21633	Some Day—Somewhere Neapolitan Nights— <i>The Troubadours</i>
21643	Flower of Love— <i>Weems Orch.</i> Lonesome in the Moonlight— <i>Nat Shilkret and the Victor Orchestra</i>
21651	"Taint So, Honey," Taint So Deep River Blues— <i>Willard Robison</i>
21650	Heartbroken and Lonely Crazy Rhythm— <i>Johnny Marvin</i>
21654	Revenge Dolores— <i>The Troubadours</i>
21652	Out of the Tempest The First Kiss— <i>George Olsen</i>
21627	The Days of Forty-Nine Home on the Range— <i>Jules Allen</i>
21586	Will the Circle Be Unbroken? You'll Never Miss Your Mother Till She's Gone— <i>Billings-Robison</i>
21587	Medley of Old Time Songs— <i>Alec's String Band</i> Hot Time in the Old Town— <i>Jerry's Novelty Orchestra</i>
21624	How Firm a Foundation He Will Never Cast You Out— <i>Moody Bible Institute Trio</i>
21625	Rose Conley— <i>Grayson and Whitter</i> Ommie Wise— <i>G. B. Grayson</i>
21626	The Running Blues The Moonshine Hollow Band— <i>Georgia Yellow Hammers</i>
21653	Watermelon Smilin' on the Vine— <i>Johnny Marvin</i> Going Back to Dixie— <i>Peg Moreland</i>
21634	The Rose of Heaven Silver Threads Among the Gold— <i>Walter Kolomoku's Honoluluans</i>
21569	Destiny Cecile— <i>Rudy Seiger's Shell Symphonists</i>
21641	Memphis Stomp Goofer Feathers Blues— <i>Memphis Stompers</i>
21642	Wait Until Your Chance Comes Saul of Tarsus— <i>Rev. E. D. Campbell</i>
21583	Four or Five Times— <i>McKinney's Cotton Pickers</i> Blue Harmony— <i>Clifford Hayes' Louisville Stompers</i>
21664	Kassie Jones—Part 1 Kassie Jones—Part 2— <i>Furry Lewis</i>
21672	Mistreatin' Blues It Won't Be Long Now— <i>Stokes</i>
21666	Ten Little Miles from Town High Hat— <i>Jesse Crawford</i>
21668	The Bride's Lament Jack is Every Inch a Sailor— <i>Frank Crumit</i>
21392	Dream House Maybe You'll Be the One Who'll Be the One to Care— <i>Hickman Orch.</i>
21670	Baby Doll If You Want the Rainbow— <i>Ted Weems and His Orchestra</i>
21667	There's a Rainbow 'Round My Shoulder She Didn't Say "Yes," She Didn't Say "No"— <i>All Star Orchestra</i>

# News of Jobbers and Distributors

## New Kellogg Distributors

The Kellogg Switchboard and Supply Company, Chicago, announces the appointment of the following distributors: Berrodin Auto Supply Company, Philadelphia, Pa., covering Philadelphia, southeastern Pennsylvania, and southern New Jersey; Atlantic Radio Company, Boston, Mass., New Hampshire, Rhode Island, and eastern Massachusetts; Henry J. Rowerdink, Rochester, N. Y., western New York state; Krauss Sales Corporation, St. Louis, Mo., all but the extreme western part of Missouri, north central and northeastern Arkansas, and southern and central Illinois; Kiefer Electrical Supply Company, Peoria, Ill., Peoria, Illinois and several surrounding counties; Magic Auto Supply Company, Hartford, Conn., eastern and central Connecticut; Clemons Auto Supply Company, Eau Claire, Wis., northwestern Wisconsin; Haynes and Chalmers, Bangor, Me., state of Maine, except the southwestern section; and the Collins Kelvinator Corporation, Los Angeles, Calif., southern California.

## Reinhard Bros. Conduct Series of Meetings

At the conclusion of a series of nine meetings of dealers representing Reinhard Bros., Minneapolis radio house, H. H. Reinhard, head of the concern, stated that radio business in the northwest promised to break all records during the coming fall and winter. The series of meetings began in Aberdeen, S. D., July 17 and included sessions at Huron, La Crosse, Grand Forks, Fargo, Minot, Duluth and Minneapolis.

Altogether several hundred dealers attended the gatherings which were addressed by executives of Reinhard Bros. Co., and P. A. Ware, merchandising manager of Atwater Kent Mfg. Co., Philadelphia. At all of the meetings dealers were enthusiastic over general conditions. Mr. Reinhard presided at the concluding meeting which was attended by Minnesota dealers.

## Washington Distributor Holds Dealer Meetings

The Carroll Electric Company, of Washington, D. C., and Baltimore, Md., recently held enthusiastic convention meetings of Freed-Eisemann dealers in the Washington and Baltimore territories. Harry Carroll and Arthur Carroll addressed the Washington meeting, while Louis Carroll presided at the Baltimore rally. Harold Berman of the Freed-Eisemann sales promotion department spoke at both meetings on merchandising, and gave technical descriptions of the new developments and refinements in the latest Freed-Eisemann models.

H. C. SCHULTZ, INC., Detroit, Mich., Sonora distributor, has moved its Cleveland branch to East 17th and Paynes Avenues, where new quarters have been erected. The building is modern in every respect and has ten times the floor space of the former establishment.

ALEXANDER'S, INC., New York City, has been appointed distributor in the metropolitan district by the Shamrock Manufacturing Company, Newark, N. J.



## A Majestic Figure

Majestic?—and how! He's Paul B. Lanus, president of the Rocky Mountain Radio Corporation, Grigsby-Grunow distributors of Denver, Colo. The use of this unusual tire cover on each salesman's car was a part of an advertising and publicity campaign.

## Johnson Electric Co. Holds Crosley Meeting

W. L. Sayre, representative of The Crosley Radio Corporation, Cincinnati, Ohio, was the principal speaker at the dinner meeting recently held at the Hotel Utica during a convention of about 45 dealers from many points in central New York held by the Johnson Electric Company of Utica, New York.

Mr. Sayre explained the salient features of the various sets and reproducers making up the Crosley line. He also explained the advertising and sales plans of his company and held individual conferences with the various dealers during the day.

Howard Davenport and E. D. Cookingham of the Johnson Company also addressed the dealers. C. W. Woodhouse addressed the group on service problems.

The American Bosch Magneto Corporation, Springfield, Mass., has made no change in its distributing organization on the west coast for the coming year with the exception of a new appointment in Spokane, Washington, that of the Spokane Battery and Ignition Company, and the addition of the Los Angeles branch of the Electric Corporation, supplementing the Portland, Ore., and Seattle, Wash., branches.

THE UNITED RADIO CORPORATION, Rochester, N. Y., has arranged with the Markel Electric Products, Inc., 145 Seneca Street, Buffalo, N. Y., to supply, to jobbers only, Peerless equipped metal tables. This line will be complete to cover all popular makes of radio receivers.

THE STEWART-WARNER SALES COMPANY, Omaha, Neb., has moved to larger quarters at 2559 Farnam Street.

## Radio Distributing Corp. Holds Sales Meeting

The annual pre-season sales meeting and luncheon of the Radio Distributing Corporation, Newark, N. J., R.C.A. distributor, was recently held at the Washington Hotel in Newark.

Max Krich, president, opened the meeting, which included the sales departments of the Newark and main offices, as well as the Asbury Park and Trenton branches.

Arthur Byer, district sales manager of the Radio Corporation, outlined the sales policies of his company, and W. W. Cone, also of the Radio Corporation, thoroughly explained the sales promotion plan and advertising activities. Mr. Friedl of the Wasmuth-Goodrich Company, spoke on radio furniture from its inception, and Bayard Clarke, of the Magnavox Company, talked on and demonstrated the Magnavox line of reproducers.

## New Steinite Distributors

The Steinite Radio Company, Chicago, has recently added the following concerns to its list of distributors: Burns Radio Co., Dayton, Ohio; Protective Electrical Supply Co., Fort Wayne, Ind.; Marion Electric & Supply Co., Marion, Ohio; H. Poll Electric Co., Toledo, Ohio; Peerless Electric Supply Co., Indianapolis, Ind.; North American Radio Corp., New York City; Auto Hardware & Equipment Co., New York City; H. A. McRae Co., Troy, N. Y.; Lewis Electric Supply Co., Boston, Mass.; Apollo Radio Co., Newark, N. J.; Williams Hardware Co., Minneapolis, Minn.; Interstate Electric Co., New Orleans, La.; Carroll Auto Supply Co., Utica, N. Y.; Robert Donahue Co., Burlington, Iowa; H. E. Sorenson Co., Des Moines, Iowa, and the Anthracite Radio Co., Scranton, Pa.

THE BELMONT CORPORATION, Minneapolis and St. Paul, Minn., Sonora distributor, recently issued the initial number of its new house organ, the "Belmont Informer." The first copy contained four pages of news about the Belmont Corporation and the Sonora Company together with items of general interest to the trade. According to the announcement, it will be "published whenever there's news worth knowing."

THE APEX ELECTRIC MANUFACTURING COMPANY, Chicago, has added two new jobbers to its list: The Brown-Johnston Electric Company, Spokane, Wash., and the Honeyman Hardware Company, Portland, Ore.

TRILLING & MONTAGUE, Philadelphia, Pa., who recently opened a branch in Sunbury, Pa., have been named exclusive distributors for the Zenith Radio Corporation, Chicago, in the Philadelphia territory.

THE DETROIT ELECTRIC COMPANY, Detroit, Mich., has reopened its Kalamazoo, Mich., branch, where S. Kenneth Shull is in charge, assisted by H. P. Lockwood.

THE LOUIS BUEHN COMPANY, Philadelphia, Atwater Kent distributor, has moved to its new four-story building at 835 Arch Street.

# *Remarkable* **SALES RESULTS** *with these distinguished* **CABINETS**

Buckeye Console Cabinets are designed and built by master craftsmen. They are made of selected Walnut and the finest American gum woods. They are simply and yet richly ornamented—cabinets whose beauty fits them for a prominent place in the finest homes.

Today, such outward beauty is one of the primary demands of discriminating radio buyers. That is why Stewart-Warner now uses

Buckeye cabinets *exclusively*. That is why they help other manufacturers in selling their receiving sets. That is why they will be a great sales asset to you.

In spite of their rare beauty, Buckeye Console Cabinets are remarkably low in price. Their wonderful values were the sensation of recent shows. Write *today* for complete information, illustrations, and price lists.

**BUCKEYE MANUFACTURING COMPANY**     **SPRINGFIELD, OHIO**  
*National Sales Agent, Studner Brothers, Inc., New York City, 67 West 44th Street; Chicago, Ill., 28 East Jackson Boulevard*



*Model No. 39*

This handsome cabinet has doors of 5-ply veneer swirled English Oak, and carved mouldings on the apron, continuing around the sides. Finished in beautiful hand-rubbed lacquer.

*Buckeye*  
RADIO FURNITURE

# A 36 Suit for a 48 man?

YOU can't fit a fat man with a "36" suit. Neither can you cover a state like Ohio with the sales effort that suits Nevada.

Manufacturers' executives are careful to put forth sales effort proportionate to their opportunities in each state. Likewise in publicity work, they have a right to expect that the advertising they buy will go into each state in the proper ratio.

*Radio Retailing* acknowledges its responsibility to the manufacturers who use its advertising pages. Its publishers have been careful to select "subscriber-readers"—comparable to manufacturers' franchise-dealers—in numbers that insure proper representation in each state. How well this job has been done is evidenced by these sample figures which compare the percentage of *Radio Retailing's* total geographical circulation with the percentage of the nation's radio business available in the same states:

State	Percentage of Total Radio Retailing Circulation	Percentage of Available U. S. Radio Business
New York	12.12%	12.76%
Pennsylvania	8.25%	8.20%
Illinois	7.85%	7.76%
Oregon	.91%	.84%
Nevada	.06%	.04%

*Radio Retailing* offers scientifically selected coverage of the radio industry as a complement to a manufacturer's planned sales and advertising campaigns. This it offers in addition to the largest total and paid circulation of any radio or music trade journal.

A CHART showing the close check between *Radio Retailing's* circulation and the percentage of available radio business will be gladly furnished to any radio manufacturer or his advertising counselors as a guide to the setting of sales and advertising quotas.

## Radio Retailing

a McGraw-Hill Publication

Tenth Avenue at 36th Street, New York City

Only radio or music magazine admitted into both the ABC and ABP



Reproduction of exquisite beauty *a a a a* enriching the finest detail of tone value!

# THE NEW SONOCHORDE DYNAMIC

**MAGNETIC**

Quality - built throughout. Beautifully designed. The best of the Magnetic Speakers.

Complete Unit.....\$25.00  
Chassis ..... 18.00

*Slightly higher West of Rockies*

It was only natural that Sonochorde, one of the acknowledged leaders in radio production, should offer to the world the *perfect speaker*. No expense has been spared in the construction of this Dynamic unit. Inside and out, every detail will be found to be *better* in workmanship, material and construction. The total effect has been a tone quality of unequalled beauty and trueness. While listening to it, you actually seem to be in the studio with the artists themselves. Yet, the Sonochorde Dynamic costs less to buy than any other speaker of its type—and costs less to operate for equal volume. Put in your stock *now*—you'll appreciate its fast sales and profits!

Sonochorde Dynamic is a truly beautiful creation! Constructed of solid grain walnut with egg shell lustre finish—front panel bearing charming grille motif with colored silk screen background.

A C.....\$59.00 List	A C Chassis.....\$44.00 List
D C..... 52.50 "	D C Chassis..... 37.50 "
6 Volt..... 50.00 "	6 Volt..... 35.00 "

Slightly higher West of Rockies.

*Write for circular and complete information.*

**BOUDETTE MFG. CO.,** Dept. F  
CHELSEA, MASS.



**THEY'RE THERE**  
**IN THE**  
**WORLD'S**  
**FINEST RECEIVERS**

**S**TANDING guard at the door of tone, Thordarson audio and power transformers do their part in making real musical instruments of hundreds of thousands of radio receivers annually.

Leading receiver manufacturers are well aware of the important relationship between the transformers and the musical characteristics of their instruments. No wonder, then, that the majority of manufacturers of quality radio receivers have turned to Thordarson as the logical transformer source.

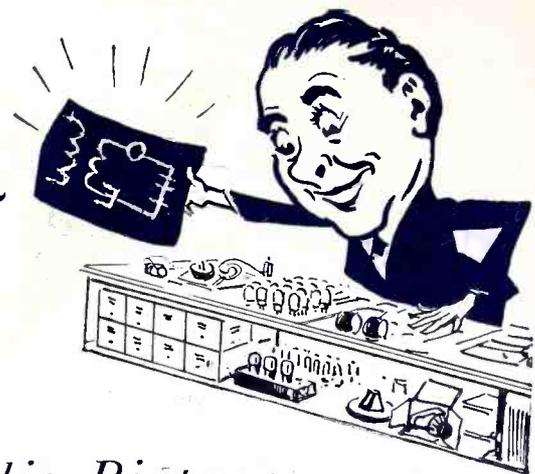
The wise radio dealer will stock the receivers that are Thordarson equipped. He knows that the set manufacturer who uses Thordarson transformers can be depended upon to have the balance of his receiver in keeping with this high standard of performance.

**THORDARSON**  
**RADIO**  
**TRANSFORMERS**

**SUPREME IN MUSICAL PERFORMANCE**

# Experimental Data

## for Dealers



Parts—Short Waves—Television—Radio Pictures

A Section of Radio Retailing

October, 1928

### Why a Short Wave Adapter?

By E. T. FLEWELLING

THE first years of general broadcasting were, to many people, the most interesting due to the fascination of searching for new stations and the excitement attending the tuning in on a far distant station. Back of it all, also, was a curiosity-satisfying element because it gave a more or less complete answer to our desire to know what people in another part of our country did. Many of my friends have often bemoaned the passing of "the good old days of radio." One reason for a short wave adapter is that "the good old days" have returned with a "come back" that is wonderful to behold.

Short wave broadcasting is to all intents and purposes the same thing as regular 200 to 600 meter broadcasting, the stations broadcasting on waves of from 15 to 80 meters instead of the 200 to 600 band. The results attending this change of wave length are responsible for the intense interest in the field. Short wave broadcasting at present is still in the experimental stage and going through similar trials and tribulations that were the lot of regular broadcasting stations in the early days. Herein lies one of the many allurements to the listener for he always has a chance of reporting first reception of a new station.

Short wave broadcasting shows many effects that vary considerably from popular conception of regular broadcasting. We may list a few as follows: A short wave, generally, those of 30 meters and below, may go farther and be heard better during the day rather than at night. Again, a short wave signal may often travel completely around the world two or three times. Distance takes on a new meaning when we use short waves. Static is not eliminated but a conservative estimate might only be about a tenth as much as on the regular wave and this proves a veritable gift to people in southern latitudes, who can often enjoy short wave radio when regular broadcasting is impossible due to static interference. To those living in a nest of broadcasting stations selectivity takes on a new meaning, for reception of a 4,000 mile distant station operating on a short wave is comparatively easy even if the receiving antenna is mounted on the same towers as those used by a 5KW transmitter operating on 360 meters. This has been done repeatedly and insult added to injury by giving the received signal to the 360 meter station for rebroadcasting. Many examples

of this are already planned and arranged for throughout the United States during the coming fall and winter.

Short waves then seem to be destined for one major use and that is for international broadcasting which, in turn, has only one major purpose. This purpose may briefly be outlined as the building up of international relations, contact with mother countries, contact and advertising to prospects in foreign countries; in general, the building up of world wide friendship, understanding, education and co-operation. It can have no other effect in the final analysis and as such offers us radio's greatest gift to date. Stations on one's own continent become "locals" and others become "internationals." Quick to see these things, the United States has now 20 odd short wave broadcasting stations, several of which follow regular broadcasting schedules and may be heard nightly. The others which are also more or less reliably heard, are located in various European countries.

Seasonal effects are a bit different if one can so express it, in that we really should think of sun spot activity rather than summer or winter. Broadcasting reception may be better in summer than in winter, although at this writing short wave broadcasting reception is poorer than it has been for a year. June and July gave reception results that were very disappointing but close observation shows a decided improvement during the latter part of July. August showed more and no doubt this fall and through the winter we will have a return to normal. This can be predicted with a reasonable amount of certainty due to the fact that scientists throughout the world (Pickard in Boston in particular) have succeeded in correlating very closely radio reception and sun spot activity.

#### VALUE OF SHORT WAVES

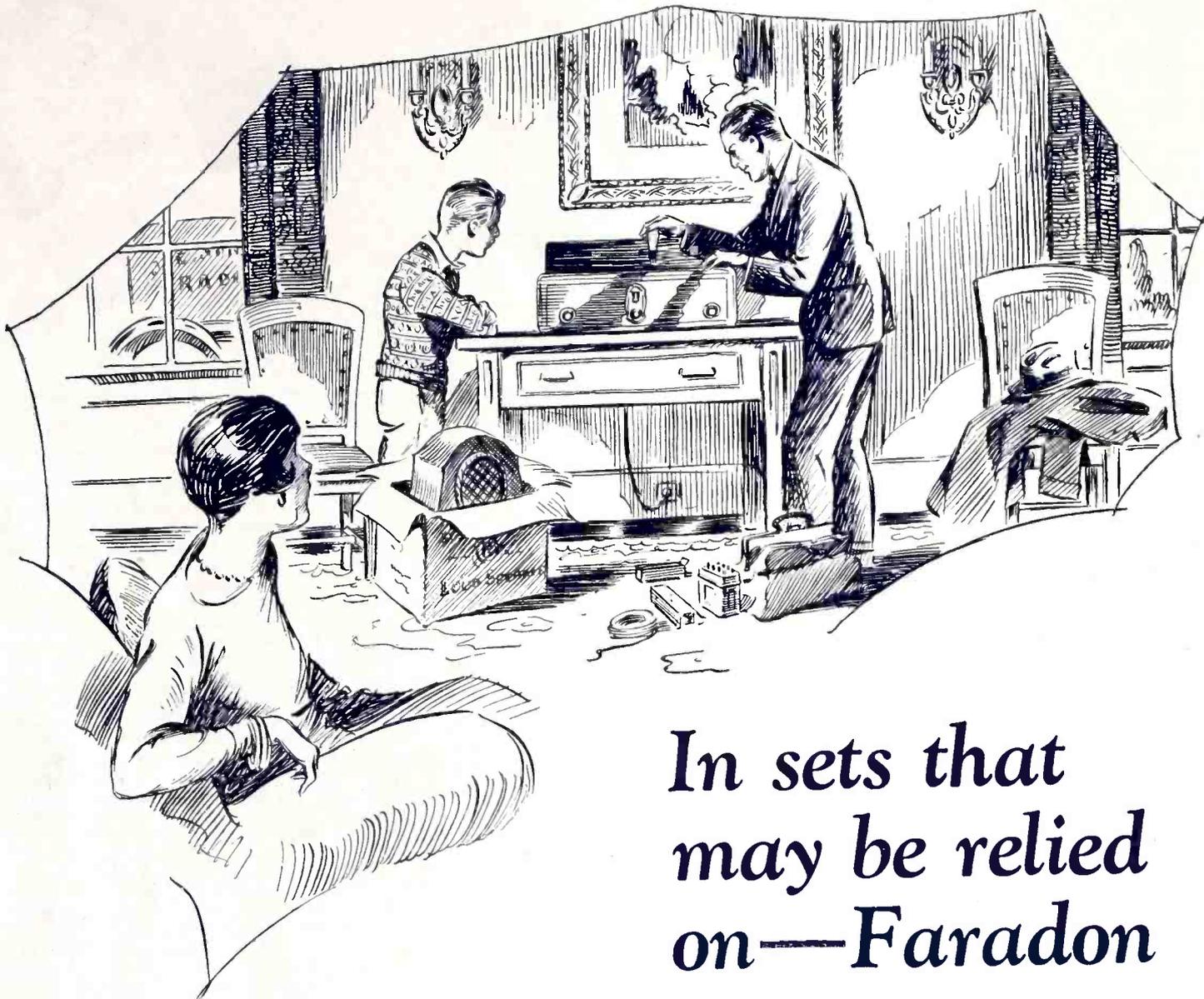
It would be a shame if one were to enjoy the wonders of short wave rebroadcasting only by accepting the cost and trouble of a second receiver, and here we have the answer to the question, "Why a Short Wave Adapter?" Careful study and observation of short wave broadcasting over its 4 or 5 years of life have shown that only

### Television Schedules

The only information obtainable after contacting all stations known to be experimenting with television

STATION	LOCATION	WAVE-LENGTH IN METERS	HOLES IN SCANNING DISC	R.P.M. OF MOTOR	SCHEDULE OF TRANSMISSION
WGY	Schenectady, N. Y.	379.5	24	1260	Tues.-Thurs.-Fri. 1:30-2 P.M.
2 XAF	Schenectady, N. Y.	31.4	24	1260	Sun. 10:15-10:30 P.M. E.D.S.T.
2 XAD	Schenectady, N. Y.	21.96	24	1260	
3 XK (Jenkins)	Washington, D. C.	46.72	48	900	Mon.-Wed.-Fri. 9 P.M. E.D.S.T.
WRNY	New York	325.9	44	600	From 7 A.M. on.
2 XAL		30.91		440	Every hour on the hour.
1 XAY (wlex)	Lexington, Mass.	Building	new apparatus	Will be	on air shortly.
WCFL	Chicago, Ill.	61.5	45	900	Irregular.
KGfJ	Los Angeles, Calif.	212.6	48	Unknown	1-6 A.M. P.S.T.
WKBI	Chicago, Ill.	215.7	48	900	Have applied for license.
WIBO	Chicago, Ill.	305.9	45 3 spirals	900	Mon.-Wed.-Fri.-1 A.M. Thur.-Sat.-1:30 A.M.

NOTE—R.P.M. of motor divided by 60 equals number of pictures sent per second. Also the number of holes in the scanning disc spiral correspond to the number of lines scanned per picture.



## In sets that may be relied on—Faradon

Dependability, convenience and long life are built into Faradon Capacitors with the accuracy that comes from years of experience, finest materials and rigid inspection of the finished product. That is why Faradon Capacitors are the choice of leading radio manufacturers.

Stores that sell Faradon equipped sets, as well as Faradon Capacitors for replacement parts and kits, are offering a profitable quality item which can and will pay dividends in satisfied customers.

*Write us direct for any descriptive matter or information desired.*

**WIRELESS SPECIALTY APPARATUS CO.**

Jamaica Plain, Boston, Mass., U. S. A.

*Established 1907*

# Faradon

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Electrostatic condensers for all purposes

---

recently has it reached the point of value to the man in the street, and during this time much experience was secured in the best type of receiver. It was found that the present highly developed broadcast receiver was the best if it could be made to tune in short waves. The short wave adapter does this and we have our short wave receiver of the highest type already in our homes.

The adapter operates in either of two places in a receiver, i.e., in the first radio frequency socket where it operates the easiest or in the detector socket where it needs a little patience until one is a bit familiar with it but where it is most sensitive and where in familiar hands it will bring in any signal that any receiver can bring in regardless of the number of tubes it may have. The adapter will deliver results directly in proportion to the goodness of the receiver with which it is used. Poor receiver, poor results; good receiver, good results. Used in the first detector socket of superheterodynes it delivers its best results and this quite naturally as a superheterodyne is admitted to give the greatest amount of amplification. Only speaker operation is considered as a received station when the adapter is used. As a matter of fact the writer has never heard the adapter in operation with a pair of head phones and no provision is therefore made for such reception. The adapter is not a complete receiver, it is an attachment simply to enable your present receiver to tune in short waves.

### Simplifying Short-Wave Tuner Operation

In the operation of practically any short-wave receiver or short-wave adapter, trouble is generally experienced with "threshold oscillation." The setting of the plate condenser is too critical for voice, because of the number of plates required to cover the capacity range for regenerative action at all frequencies. Furthermore, it must follow the tuning condenser too closely, to say nothing of the fact that the dial setting of the tuning condenser is often affected. This is the objection noted in all such receivers or adapters employing condenser plate control only.

As soon as a variable resistance is inserted across the tickler, the objections disappear. The variable resistance, of course, must be micrometrically variable—not step-by-step—for otherwise we are back to some of the objections cited against the usual plate condenser. In this respect the volume control clarostat is a good choice, because it provides micrometric adjustments over a wide range of resistance, and is absolutely noiseless in operation. In this arrangement the clarostat becomes the main control of regeneration and should therefore be mounted on the panel, while the midget condenser, for tuning the plate circuit for the desired degree of regeneration, now becomes an auxiliary means which does not often have to be adjusted and can therefore be mounted on the sub-panel.

### Radio Pictures Sent 500 Miles

For the first time in history moving pictures have been received by radio, over a distance of 500 miles. A short sequence of shadowgraphs was transmitted from the Jenkins Laboratory in Washington, and were picked up on a receiving set, especially designed for the purpose, by James Millen, at Malden, Mass. The pictures were crude, and were affected by the swing-

ing and fading of the signal from Washington. As a matter of fact the reception was far from perfect, and there are still many problems to be solved before moving

pictures can be radioed with any great success, but the achievement in this case was a real step forward, and tests will be continued.

## New Television System Developed

The "Farnsworth Television System" as it has been developed to date is entirely free from any mechanically moving elements, according to Philo T. Farnsworth, of San Francisco, who is the inventor of the system.

The system is built around a special "Image Dissector Cell." This is a vacuum tube having in it a cathode coated with photo-electric material, preferably potassium or caesium hydride. The picture is focused on to this plate which, at every point, gives off electrons in proportion to the light shining on it at that point. By an entirely novel process these electrons are formed into an electric image of the optical image on the plate.

The electric image, the elements of which are electrons, is produced in the plane of a tiny aperture, which collects at one instant, only the electrons having a single emitting point on the cathode. Therefore, when the electric image is stationary, a current is produced in the output of this tube which varies in magnitude with the light incident on perhaps the center of the cathode plate.

Now this electric image may be moved magnetically over the collecting aperture, so that the aperture receives in succession and in regular order, the electrons which are emitted from each point on the cathode plate.

The degree of detail which may be registered by this system depends upon the sharpness of the electrical image and upon the frequency of the oscillating magnetic fields used to deflect the image. The latter are purely arbitrary and possess no practical limit, so that detail becomes merely a question of the sharpness of the electrical image. Fortunately the sharpness of the electric image is almost perfect. It com-

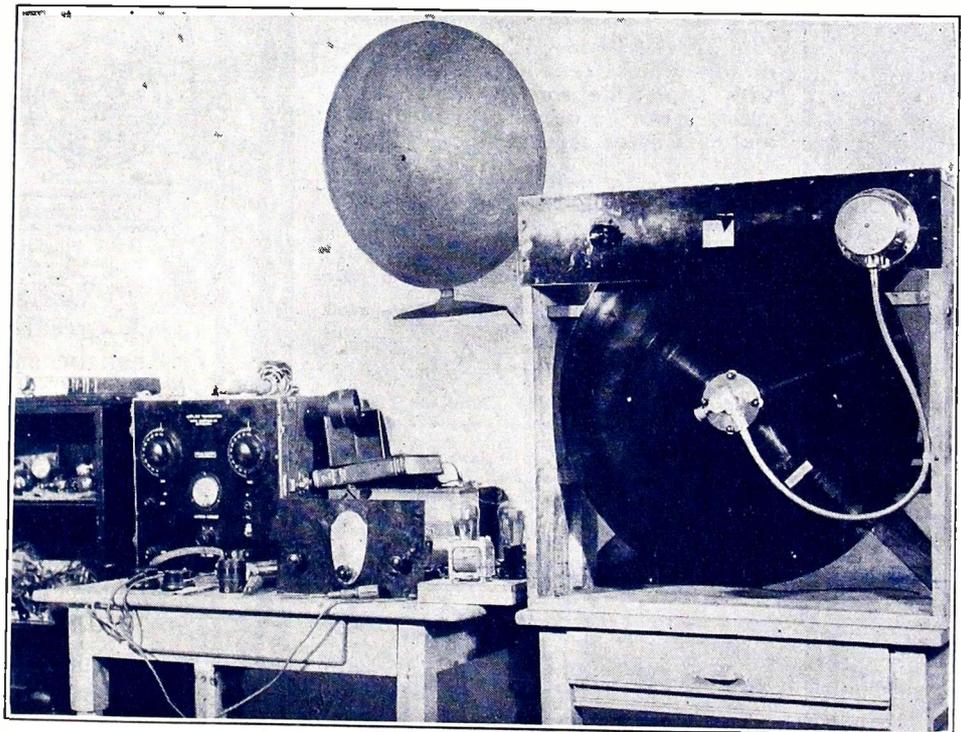
pares in fact with the optical image produced by the very best of lenses.

It would seem, accordingly, that the requirements for a perfect picture had already been met, but there is still the remaining trouble of "width of frequency band" to contend with. However, the number of elements per picture has been increased from 8,000 to 12,000 in the last month, and it is believed practical and worth while to increase this to 25,000. It would be necessary to use a band of frequencies some 300 kilocycles wide to transmit such a picture, but such a band width is not impractical on very short waves.

The receiver comprises a special cathode ray oscillograph quite similar to the conventional Braun type. In order to secure intensity in the spot, the same sort of electrical focussing is used as in the transmitter. This enables good intensity to be had at the receiver where it would be difficult or impossible to receive it otherwise, as anyone familiar with the conventional Braun tube can testify.

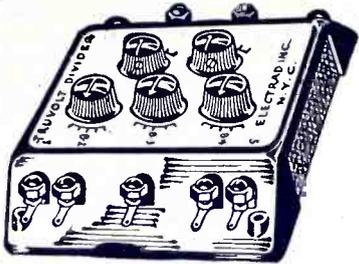
Synchronizing in this system involves generating two currents at the receiver identical in frequency and phase to those used for scanning at the transmitter. Quite elaborate apparatus was at first used for this, but at present, the method is to allow a slight amount of one of these currents at the transmitter to induce into the input of the amplifier. This current is used to keep the current generators at the receiver in step. The apparatus required is simple in the extreme and synchronizing is entirely automatic.

The major amount of development work on the Farnsworth television system has been done in the Crocker-Bishop Laboratories located at 202 Green Street, San Francisco.



The receiving apparatus with which James Millen picked up the moving shadowgraphs, in Malden, Mass., which were radioed from Washington, D. C. At left, the short wave receiver and amplifier. At right, the scanning disc, and, in the panel over the top of the disc, the small aperture through which the pictures are viewed. A tachometer is attached to the motor shaft for r.p.m.

## Another Victory For Electrad!



The  
New

# TRUVOLT DIVIDER

U. S. Patent 1,676,869 and Patents Pending

### A Universal Voltage Separator

Engineers throughout the country have endorsed this new Electrad product, and every man who is building a power supply unit will want to incorporate this accurate, convenient device.

The Truvolt Divider eliminates all guesswork in the construction of their eliminators, and at the same time gives them that long-sought-for, for convenient, efficient control of power.

The Truvolt Divider is a complete unit of wire wound resistances so arranged with adjustable contacts that proper voltages can be obtained with any set and eliminator combination.

#### Why it won popularity.

1. Elimination of mathematical calculations.
2. Does away with unnecessary wiring.
3. Convenient division of voltages.
4. Constructed of genuine bakelite.
5. Five control knobs show values on a scale of high visibility.
6. Can be mounted on baseboard or sub-panel.

List \$12.50

*Electrad Specializes in a Complete Line of Resistance Controls for All Radio Purposes, including Television.*

*Mail Coupon below for Full Information on the Profitable Electrad Line.*

----- CUT HERE -----

Electrad, Inc., Dept. KA-10, 175 Varick Street, New York

Please send me FREE circulars on the Electrad line of resistances, also complete dealer information.

Name .....

Address .....

# ELECTRAD



## For High Volt A.C. Sets

The same craftsmanship that has made Sprague Midgets the choice of leading set manufacturers is evidenced in this new type condenser. Safe for continuous A. C. operation up to 550 volts, 60 cycles and up to 750 volts D. C. Waterproofed with asphalt covering and special process of triple impregnation. Capacities from .00007 to .1 MFD.

SPRAGUE SPECIALTIES CO.  
Quincy, Massachusetts



## BEEDE Line Controls

for electric sets



No. 275

Assure the user of perfect operation with long tube life.

EXCESSIVE line voltages, which greatly shorten the life of AC Tubes can be easily corrected with the Beede Line Control.

Made of Bakelite—Attractive in Appearance—Rheostat of ample capacity to prevent heating—Accurate Meter calibrated with line at 110 volts.

Dealers will profit and be of service to their customers by recommending the Beede Line Control.

LIST PRICE \$8.00 DEALERS PRICE \$4.80

*If your Jobber cannot supply you, we will ship direct.*

**Beede Electrical Instrument Co.**  
136 Liberty St., New York  
MAKERS OF RADIO NECESSITIES  
*Send for information on other Beede Products*

# Radio Retailing's Permanent Directory of PARTS and MANUFACTURERS

The following listing is a regular monthly feature which will be corrected or added to in accordance with up-to-date information received from parts manufacturers. All radio parts manufacturers are here listed, together with the main parts that each manufactures for

use in the assembly of a radio receiving set or power supply device. The diamond in the column below the manufacturer's name indicates the items made. Manufacturers are requested to supply corrections or additions for this permanent listing.

Manufacturer's Name and Address	Blinding Posts	Colls. Choke	Colls. R. F.	Condensers				Dials	Filament Ballasts	Jacks	Panels		Resistances				Sockets	Switches	Transformers Pwr. Supply	Transformers, Audio	Wire & Cables	
				Fixed Mica	Fixed Paper	Electrolytic	Variable				Metal	Composition	Fixed Wire	Fixed Metalized	Fixed Carbonium	Variable Carbonium						Variable Wire
Acme Appar. Co., Cambridge, Mass.																						
Acme Wire Co., New Haven, Conn.																						
Aero Prod. Co. Inc., Chicago																						
Aerovox Wireless Corp., Brooklyn, N. Y.																						
Alden Mfg. Co., Springfield, Mass.																						
Allen-Bradley Co., Milwaukee, Wis.																						
American Radio Rubber Co., N. Y. C.																						
Auburn Button Wks., Inc., Auburn, N. Y.																						
Bauman Bros. Co., Rochester, N. Y.																						
Beacon Radio Mfg. Co., Brooklyn, N. Y.																						
Beaver Mach. & Tool Co., Newark, N. J.																						
Belden Mfg. Co., Chicago																						
Benjamin Elec. Mfg. Co., Chicago																						
Birnback Radio Co., N. Y. C.																						
Brach Mfg. Co., Newark, N. J.																						
Bremer-Tully Mfg. Co., Chicago																						
Brooklyn Metal Stamp Co., Brooklyn, N. Y.																						
Brown & Calne, Inc., Chicago																						
Bruno Radio Co., Long Is. City, N. Y.																						
Carborundum Co., Niagara Falls, N. Y.																						
Cardwell Mfg. Corp., Bklyn, N. Y.																						
Carter Radio Co., Chicago																						
Central Radio Labs., Milwaukee, Wis.																						
Chicago-Jefferson Fuse & Elec. Co., Chicago																						
Chicago Transformer Corporation, Chicago, Ill.																						
Chrostak Mfg. Co., Inc., Brooklyn, N. Y.																						
Cornish Wire Co., N. Y. C.																						
Crescent Braid Co., Providence, R. I.																						
Daven Corp., Newark, N. J.																						
De Jur Amseco Corp., N. Y. C.																						
Dubilier Cond. & Radio Corp., N. Y. C.																						
Dudley Mfg. Corp., Ft. Wayne, Ind.																						
Eagle Elec. Mfg. Co., Bklyn, N. Y.																						
Easton Coil Co., Easton, Pa.																						
Eby Mfg. Co., H. H., Phila., Pa.																						
Electrad, Inc., N. Y. C.																						
Erl. Corp., Chicago																						
Elkon Works, Port Chester, N. Y.																						
Fahnestock Elec. Co., Long Is. City, N. Y.																						
Fast & Co., John E., Chicago																						
Ferranti, Inc., New York City																						
Fibroac Insulation Co., Valparaiso, Ind.																						
Fieron & Son, M. M., Trenton, N. J.																						
Ford Radio & Mica Corp., New York City																						
Frost Co., H. H., Chicago, Ill.																						
Gardiner & Heburn, Phila., Pa.																						
Gardner Elec. Mfg. Co., Oakland, Calif.																						
Gearhart Radio Co., Fresno, Calif.																						
General Coil Co., Weymouth, Mass.																						
General Instrument Corp., New York City																						
General Radio Co., Cambridge, Mass.																						
Gossard Radio & Wire Co., Belvidere, Ill.																						
Gray & Danielson Mfg. Co., San Francisco, Cal.																						
Gray Prod., Inc., Poughkeepsie, N. Y.																						
Halldorson Co., Chicago, Ill.																						
Hammarlund Mfg. Co., N. Y. C.																						
High Frequency Labs., Chicago																						
Hardwick Field, Inc., New York City																						
Harvey Hubbell Co., Bridgeport, Conn.																						
Igrad Cond. & Mfg. Co., Rochester, N. Y.																						
International Resistance Co., Philadelphia, Pa.																						
Karas Elec. Co., Chicago																						
Keystone Radio Labs., Inc., Chicago																						
Kimley Elec. Co., Buffalo, N. Y.																						
Kwik-Test Radio Lab., Detroit, Mich.																						
Micamold Radio Corp., Bklyn, N. Y.																						
Mountford, N. Y. C.																						
Muter Co., Leslie F., Chicago																						
National Company, Inc., Malden, Mass.																						
New England Elec. Works, Lisbon, N. H.																						
Niagara Insul-Bake Spec. Co., Albany, N. Y.																						
Norton Labs., Inc., Lockport, N. Y.																						
Pacent Radio Corp., N. Y. C.																						
Packard Elec. Co., Warren, Ohio																						
Paragon Elec. Co., Chicago																						
Pilot Electric Mfg. Co., Brooklyn, N. Y.																						
Platter Cabinet Co., North Vernon, Ind.																						
Polymet Mfg. Corp., N. Y. C.																						
Potter Mfg. Co., North Chicago																						
Powrad, Inc., Bklyn, N. Y.																						
Precise Mfg. Corp., Rochester, N. Y.																						
Precision Mfg. Co., Los Angeles, Calif.																						
Radiall Co., N. Y. C.																						
Radio Apperance Corp., Springfield, Mass.																						
Radio Condenser Co., Camden, N. J.																						
Ranger Coil Co., W. Davenport, N. Y.																						
Rittenhouse Co., A. E., Honeoye Falls, N. Y.																						
Robertson-Davis Co., Chicago																						
Samson Electric Co., Canton, Mass.																						
Sangamo Elec. Co., Springfield, Ill.																						
Saturn Mfg. & Sales Co., N. Y. C.																						
Scanlan Elec. Mfg. Co., Chicago																						
Scott Transformer Co., Chicago																						
Silver-Marshall, Inc., Chicago																						
Smith, B. H., Danbury, Conn.																						
Specialty Insul. Mfg. Co., Hoosick Falls, N. Y.																						
Sprague Specialties Co., Quincy, Mass.																						
Thordarson Elec. Mfg. Co., Chicago																						
Tobe Deutschmann Co., Cambridge, Mass.																						
Transformer Corp. of Amer., Chicago																						
Tyrman Elec. Corp., Chicago, Ill.																						
Van Doorn Co., Chicago																						
Walker Co., George W., Cleveland, Ohio																						
Ward Leonard Elec. Co., Mt. Vernon, N. Y.																						
Waterbury Button Co., Waterbury, Conn.																						
Webster Elec. Co., Racine, Wis.																						
Wireless Specialty Appar. Co., Boston, Mass.																						
X-1 Radio Labs., Chicago																						
Yaxley Mfg. Co., Chicago																						

# NEW SPECIAL OFFER

## TO DISTRIBUTORS

### on Trav-ler

THE ORIGINAL "ONE-MAN" PORTABLE RADIO

The Trav-ler Manufacturing Company announces a *new special offer* to all distributors on the latest model Trav-ler Portable Radio. The Trav-ler has already proved itself a very profitable item to the trade, and this new fall sales plan will make it even more widely popular in every territory. **MAIL COUPON** for full details.



#### DEALERS:

Ask your distributors about this Special Offer that is sure to increase your sales.

#### Important Features of the Latest Model

Weight only 23½ pounds . . . All in one small case—loop aerial, 5 tubes, batteries, loud speaker . . . Standard parts . . . Sweet tone—strong volume . . . Jones plug—permitting use of Trav-ler with larger batteries or eliminator . . . Special attachment—permitting use of either the Trav-ler's loop aerial or antenna and ground . . . Minimum of servicing.

Write for complete information about the Trav-ler Portable Radio and about our new fall sales plan. Trav-ler Manufacturing Corp., Dept. D, 3401 North Halsted St., Chicago.

Trav-ler Manufacturing Corporation, 3401 N. Halsted St., Dept. D, Chicago, Ill.

Please send me complete information about the Trav-ler Portable Radio Receiver and about your new Special Offer to distributors.

Name \_\_\_\_\_ Business Concern \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



## Portable Radio

# MANUFACTURERS and MARKETS

*Devoted to the Problems  
of the Manufacturer in  
the Design and Distribu-  
tion of Radio Apparatus*

A Section of *Radio Retailing*

October, 1928

## Purchasing Power of Dollar Rises

The purchasing power of the dollar, as measured by average living costs for the American wage earner and other persons of moderate means, which includes the great majority of the population, today stands higher than it has for nearly five years, according to the monthly cost of living index of the National Industrial Conference Board, 247 Park Avenue, New York. The dollar is now worth, on the basis of living costs during March, 62.1 cents in comparison with the purchasing power of the pre-war dollar in July, 1914. It was lowest in July, 1920, when it stood at 48.9 cents as compared with July, 1914.

The purchasing power of the dollar has been enhanced by a net decline in the cost of living of 21.2 per cent since July, 1920, the peak of the post-war inflation period.

The chief factors in the declining cost of living were the items of food and rent. Retail food prices, the most important item in the wage earner's cost of living budget, in March of this year were 31.1 per cent lower than in July, 1920, and about 5½ per cent lower than in March, 1926. Rents, (which did not reach their post-war peak until July and August, 1924, when they were 86 per cent higher than in July, 1914) in March of this year, for the country as a whole, average 11.3 lower than at their 1924 peak, and 6.8 per cent lower than March, 1926. Coal prices, which have fluctuated considerably, averaged last winter about 20 per cent less than at their peak in November, 1920. Gas and electricity, combined, which item reached its peak in 1921, since that time decreased by about 21 per cent. Clothing prices average a net decline of about 40 per cent from their peak in April, 1920, but have held fairly steady during the past two years. All other items, combined in the group "sundries" in the budget, in March of this year were 10.9 per cent lower than at their peak in 1920 and about 2 per cent lower than two years ago.

## Lektophone Corp. Expands License Policy

The Lektophone Corporation, Jersey City, N. J., holder of the basic patents on controlled-edge radio cone reproducers, has decided to extend its original policy of licensing and will make available Lektophone patents to all major radio manufacturers who can qualify to the company's standards.

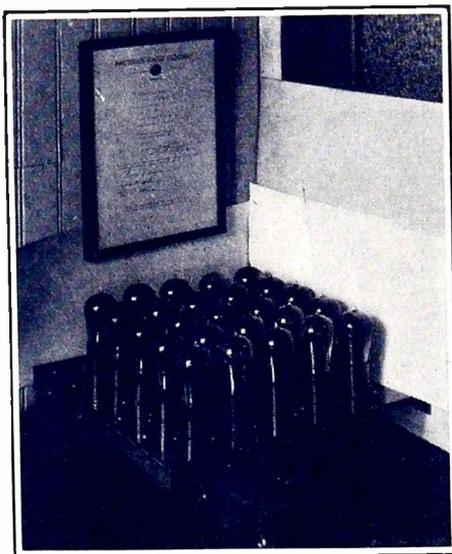
The Victor Talking Machine Company, Brunswick-Balke Collender Company, and Columbia Phonograph Company use speakers licensed under Lektophone patents

covering the employment of the Hopkins and Lektophone principles at the present time, and the following manufacturers have been licensed to build radio speakers and speaker chasses employing Lektophone patents: American Bosch Magneto Corporation, Amplion Corporation of America, Brandes Products Corporation, Farand Manufacturing Company, Marcus C. Hopkins, O'Neil Radio Corporation, Pathe Phonograph & Radio Corporation, Radio Corporation of America, Radio Foundation, Inc., Stromberg-Carlson Telephone Manufacturing Company, J. S. Timmons, Inc., United Radio Corporation, and Utah Radio Products Company.

## Higher Tariff on Radio Considered in Australia

Higher tariff rates on radio sets and parts are under consideration of the Australian Tariff Board, according to the Department of Commerce. The present general duty on radio sets and parts imported into Australia is 55 per cent ad valorem and the British preferential duty 35 per cent.

JOSEPH FREED, president of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., has been issued patent No. 1,671,959, said to cover a method of preventing reactive couplings in cascade radio-frequency circuits, which produce oscillation. This entails the use of the by-pass condenser method which is the subject of the patent.



*Special tube life test rack installed in the office of L. P. Naylor, sales manager for the Arcturus Radio Company, Newark, N. J.*

## Duty on Radio Tubes Held to Be Too High

In a ruling, sustaining protests of H. Scott Martin, of San Francisco, the Customs Court finds that certain imported radio tubes, taxed upon entry at the rate of 40 per cent ad valorem, under paragraph 399, Act of 1922, as manufactures of metal not specially provided for, should have been assessed at 30 per cent ad valorem under the provision in paragraph 372 for "machines and parts thereof, \* \* \* not specially provided for." Chief Justice Fischer wrote the court's findings. (Protests Nos. 240450-G35520, etc.)

## Broadcasting for Nova Scotia Fishermen at Sea

Broadcasting of programs and features of interest for Nova Scotia fishing fleets was begun recently by a new wireless station at Louisburg, states the Department of Commerce.

Information will be broadcast twice daily on a wave length of 434.5 meters. Weather reports formerly given out by the Halifax Lightship will now be taken over by the new station. In addition it will send out daily bait reports received from the Magdalen Islands, Canso, Hawkesbury, North Sydney, Halifax, Lunenburg, Liverpool, Lockeport, Shelburne and Yarmouth, showing the quantity of frozen bait in storage, quantity of fresh unfrozen bait available; ice conditions; prevailing local prices for dried fish, for slack-salted fish; and including, whenever possible, news items.

## Tube Life Test Rack in Sales Manager's Office

The long life of the Arcturus type 127 detector tube is one of the principal sales argument for this tube and it is most effectively emphasized by the special test rack installed in the office of L. P. Naylor, sales manager for the Arcturus Radio Company of Newark, N. J.

Twenty-five tubes were placed on life test April 21, 1928, according to the affidavit framed above the tubes, and signed by the sales manager, vice-president, chief engineer, and production manager of the company. The tubes periodically are removed from the rack for laboratory tests.

To date—over three months (2,700 hours) from the inauguration of the life test—not one tube has burned out. The sight of these tubes burning faithfully away, week after week, is an incontrovertible sales argument and stimulant to all who enter the sales manager's office.

# New T.C.A. AMPLI-PACK

## Make Your Set an Ultra-Modern A.C. Power Receiver

### Lets You Enjoy Real Musical Reception

Clear, bell-like tone. Powerful volume. Ampli-paCk gives you an advanced Radio instrument at less cost than ever before offered. Consumes no more current than an ordinary 50-watt light. Cool, quiet, dependable.

### Quickly Assembled

You can assemble an Ampli-paCk easily in one evening. A screw driver, a pair of pliers and a soldering iron are all the tools needed. We supply complete layout diagrams. Simple to install. Attached to set in three minutes.

Leading jobbers all over the country are now stocking and selling T.C.A. Products.  
*Dealers:* If your jobber cannot supply, write to us direct.

**TRANSFORMER CORPORATION OF AMERICA**  
1428-32 ORLEANS ST., CHICAGO, ILL.

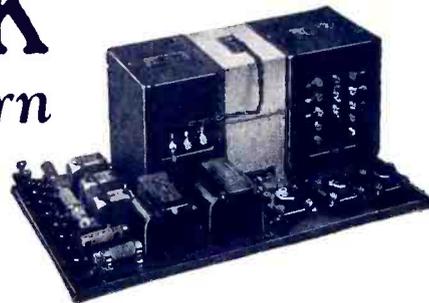
### 171 Push-Pull and Straight 210 Power Packs

Complete power supply units for home constructed amplifiers. Compact, scientific design together with silent, absolutely dependable operation makes these our most popular Power Packs for home construction.

### The T. C. A. High Quality Line Also Includes

Audio Transformers, Audio Output Chokes, Power Packs and Chokes, and Other Transformers

Every coil in our Transformers is vacuum impregnated with a special compound. This prevents moisture disintegration and short circuiting. Clean cut laminations make them hum-proof and banish noise interference.



For  
1-250  
Type  
Tube

A complete A. C. Power Supply—"A" and "B" and "C"—makes any D. C. set into an Ultra-Modern A. C. Receiver. Uses two 210 type tubes in push-pull; or one of the new 250 type tubes. Power Amplification gives perfect reproduction over the entire musical scale range.

### Manufacturers:

Send us your specifications on power packs, audio transformers, and chokes. We will gladly furnish samples together with quotations on your season's requirements.

# The NEW —X—L Link—

Completely links your  
radio with your  
Light Socket

It regulates line voltage



Every dealer interested in the satisfaction of his customers will recommend the XL Link Line voltage regulator for the most efficient A.C. set operation. The XL Link affords an unusually neat and attractive unit with buffed silver finish and brown bakelite trim, built to the usual high standards of XL products. Besides offering a compact voltage regulator, the XL Link

*gives a convenient aerial and ground connection.*

This is an exclusive XL feature. Unusually convenient for dealers when demonstrating sets where aerial and ground connections are not available or on installations in apartment houses, hotels and homes.

—*Besides that*

An XL Link completely fuses the radio set. It eliminates the need for a lightning arrester, makes A.C. operation perfectly safe. And here's a big point, it eliminates messy wiring.

One wire from the light socket to an XL Link in the set supplies regulated power, aerial and ground connection and fire protection. It will simplify your installation service. List \$5.75.

Send for our Bulletin.

**X.L. RADIO LABORATORIES**

1224 Belmont Ave.  
Chicago, Ill.

## New Radio Patents

AUGUST 14, 1928

- 1,680,273. Generating and Transmitting System. Milton K. Akers, East Orange, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,680,348. Means for Regulating Grid Voltage of Electron Tubes. Gunther Thilo, Friedenau, near Berlin, Germany. Assor. to Radio Patents Corporation, New York, N. Y.
- 1,680,363. Directive Antenna. Ralph Bown, Maplewood, N. J. Assor. to American Telephone and Telegraph Company.
- 1,680,370. Radio Power-Supply Unit. Philip E. Edelman, Chicago, Illinois.
- 1,680,424. Amplifying System. William A. MacDonald, Little Neck, N. Y. Assor. to Hazeltine Corporation, Jersey City, N. J.
- 1,680,546. Electrostatic Condenser. Frank O. Johnson, Chicago, Ill. Assor. to Reliance Die & Stamping Company, Chicago, Illinois.
- 1,680,554. Signaling by High Frequency Currents. August K. Kloneck, New York, N. Y.
- 1,680,634. Radio Slot Machine. Joseph Pinto, Philadelphia, Pa.
- 1,680,744. Rheostat. Alfred F. C. Lotz, Chicago, Ill. Assor. to Electrical Engineers Equipment Company, Chicago, Ill.
- 1,680,810. Variable Condenser. Harold H. Shotwell, Chicago, Ill. Assor. to The Operadio Corporation, Chicago, Ill.
- 1,680,841. Electric-Circuit Tracer. Henry R. Bartlett, West Hartford, Conn.
- 1,680,851. Construction for Radio Receiving Inductances. Thomas H. Brennan, Chicago, Ill.
- 1,681,100. Radiobroadcast Distributing System. Edward E. Clement, Washington, D. C. Assor. to Edward F. Colladay, Washington, D. C.

AUGUST 21, 1928

- 1,681,274. Radio Circuit. Raymond C. Baird, Omaha, Neb. and Eugene E. Snell, Mount Clemons, Mich.
- 1,681,329. Vacuum Tube. Claude E. Fitch, Wilmette, Illinois.
- 1,681,330. Socket. Edmund T. Flewelling, Highland Park, Ill. Assor. to Roy D. Buell, Chicago, Ill.
- 1,681,376. Sound Recording and Reproduction. Homer C. Snook, South Orange, N. J. Assor. to Western Electric Company, Incorporated, New York, N. Y.
- 1,681,517. Means for Damping Oscillating or Alternating Current Circuits. Newsome Henry Clough, London, England. Assor. to Radio Corporation of America.
- 1,681,529. Radio Tuning Mechanism. George R. Fremont, Richmond, Va.
- 1,681,564. Radio Signaling System. George Maurice Wright, Chesterfield, England. Assor. to Radio Corporation of America.
- 1,681,584. Wireless Receiving Installation for Grand Pianos. Justus Hattemer, Cliffside, N. J., and Louis C. Kauling, Brooklyn, N. Y. Assors. to Premier Grand Piano Corporation, New York, N. Y.
- 1,681,644. Radio Ground Antenna. William S. Maple, Los Angeles, Calif.
- 1,681,788. Static Eliminator. Harvey H. Ruckel, Pittsburgh, Pa.
- 1,681,884. Electrical Condenser. William Henry Goodman, Kensington, London England. Assor. to Dubilier Condenser Corporation, New York, N. Y.

AUGUST 28, 1928

- 1,682,026. Prevention of Interference in Radio Reception. Frederick K. Vreeland, Montclair, N. J.
- 1,682,031. Electric Condenser and Process of Manufacture. George Epam Bliziotis, Newark, N. J. Assor. to Consolidated Research Laboratories, Inc., Newark, N. J.
- 1,682,376. Combination Indicating and Adjusting Device for Radio Circuits. Otto Henze, Brooklyn, N. Y.
- 1,682,408. Radio Tube Socket. Edward B. Nowosielski, Bloomfield, N. J. Assor. to Splittorf Electrical Company, Newark, N. J.
- 1,682,409. Shielded Transmitter. Alexander Nyman, East Orange, N. J. Assor. to Westinghouse Electric & Manufacturing Company.
- 1,682,492. Radio Battery Eliminator. Philip E. Edelman, Chicago, Ill.
- 1,682,495. Superheterodyne Receiver. Frank B. Falknor, Wilkinsburg, Pa. Assor. to Westinghouse Electric & Manufacturing Company.
- 1,682,533. Receiving System for Electric Waves or Currents of Constant Frequency. Yves Marrec, Suresnes, and René Fulda, Paris, France. Assors. by mesne assignments to Marrec Limited, London, England.
- 1,682,664. Radio Transmission Receiving

- System, Henri Chireix, Paris, France.
- 1,682,703. Radio Apparatus. Donald G. Little, Edgewood, Pa. Assor. to Radio Corporation of America.
- 1,682,768. Circuit Arrangement for High-Frequency Systems with Frequency Amplification. Mendel Osnos, Berlin, Germany.
- 1,682,788. Radio Chassis. Philip E. Edelman, Chicago, Ill.
- 1,682,811. Electrical Condenser. Arthur L. Terry Jr., Wellesley Hills, Mass. Assor. to Warren G. Ogden, Quincy, Mass.
- 1,682,874. Radio Frequency Amplifier. Frederick K. Vreeland, Montclair, N. J. Assor. to Vreeland Corporation, Hoboken, N. J.
- 1,683,012. Control Method and Apparatus. Thomas Appleby, Phila., Pa. Assor. to Arthur Atwater Kent, Ardmore, Pa.
- 1,683,060. Resistance Device and Method of Making Same. Charles E. Vawter, Phila., Pa. Assor. to Dubilier Condenser Corporation, New York, N. Y.
- 1,683,067. Grid-Leak Resistance. William Dubilier, New York, N. Y. Assor. to Dubilier Condenser Corp. of Delaware.
- 1,683,080. Radio Receiving System. Frederick A. Kolster, Palo Alto, Calif. Assor. to Federal Telegraph Co., San Francisco, Calif.
- 1,683,081. Variable-Coupling Transformer. Frederick A. Kolster, Palo Alto, Calif. Assor. to Federal Telegraph Company, San Francisco, Calif.
- 1,683,178. Cone Speaker. William E. Gibbs, East Orange, N. J.
- 1,683,230. High Frequency Signaling System. Walter R. Y. Baker, Schenectady, N. Y. Assor. to General Electric Co., New York, N. Y.
- 1,683,558. Variable Condenser. Frederick A. Kolster, Palo Alto, Calif.

SEPTEMBER 11, 1928

- 1,683,592. Static Eliminator. Arthur L. Betts, Cincinnati, O. Assor. to Augustine Davis, Jr., Covington, Ky.
- 1,683,606. Radio coil—Hiram D. Currier, Chicago, Ill. Assor. to Kellogg Switchboard and Supply Co., Chicago, Ill.
- 1,683,716. Antenna for Radiotelegraphy. Lloyd Espenschied, Queens, N. Y. Assor. to American Tel. and Tel. Co., New York.
- 1,683,739. Directive Antenna, Array. John Stone, San Diego, Calif. Assor. to American Tel. and Tel. Co., New York.
- 1,683,748. Radio Equipment. Alfred Ernest White, Pasadena, Calif.
- 1,683,773. Antenna. Alfred N. Goldsmith. Mount Vernon, N. Y. Assor. to Radio Corporation of America.
- 1,683,879. Loud Speaker. Wolfgang Felin Ewald, Berlin, Germany. Assor. to Gesellschaft fur Drahtlose Telegraphie m.b.h., Berlin, Germany.
- 1,684,003. Radio Antenna. McKay Wright, Seattle, Wash.
- 1,684,009. Antenna. Harold M. Brown, Elmhurst, Ill.
- 1,684,164. Radio reception Paul G. Weiller, East Orange, N. J. Assor. to Wired Radio, Inc., New York, N. Y.
- 1,684,235. Automatic Antenna Regulator. Joseph E. Love, Schenectady, N. Y. Assor. to General Electric Co., New York, N. Y.
- 1,684,261. Automatic Antenna Regulator. Wm. W. Brown, Schenectady, N. Y. Assor. to General Electric Co., New York, N. Y.
- 1,684,262. Antenna. Reginald Charles Clinker, Bilton, near Rugby, England. Assor. to General Electric Co., New York, N. Y.
- 1,684,361. Radio Receiving System. Winfred D. Powell, Rochester, N. Y. Assor. to The Stromberg Carlson Telephone Manufacturing Co., Rochester, N. Y.

Reissue Patent

AUGUST 28, 1928

- 17,069. Subdivided Service System of Radio Broadcast Distribution. Edward E. Clement, Washington, D. C. Assor. to Edward F. Colladay, Washington, D. C.
- 17,081. Combined Radiophone and Phonograph. Robert Gordon French, Oak Park, Ill. Assor. to Wm. O. Belt, Chicago, Ill.

Designs

AUGUST 14, 1928

- 76,028. Speaker. Jacob M. Marks, New York, N. Y.

AUGUST 21, 1928

- 76,157. Radio table. Richard Rychtarik, Cleveland, Ohio. Assor. to The Superior Foundry Company, Cleveland, Ohio.

AUGUST 28, 1928

- 76,185. Radio cabinet. Oliver P. Frichle, Chicago, Ill.

## New Radio Trade Marks

The following is a report of trade marks favorably acted on by the United States Patent Office during the past month and which, unless opposed, will be duly registered. Anyone believing that such registration would be an infringement of his own rights may oppose the application or seek its cancellation.

The editors of *Radio Retailing* have arranged with Lester L. Sargent, Patent Attorney, of 1115 K Street, Washington, D. C., by whom this report is furnished, to make an advance search without charge on any trade mark any reader may contemplate registering if he will communicate either with the editors of *Radio Retailing* or with the attorney direct.

AUGUST 21, 1928

(No radio trade marks)

AUGUST 28, 1928

"Knight" (with picture of helmet and shield background) for radio receiving sets and parts. Wiz Manufacturing Company, New York City, Serial No. 265,457, used since February 21, 1927.

"Trico" Cameron Antenna for radio antennae. Trico Products Corporation, Buffalo, N. Y. Serial Nos. 268,328 and 268,329 (the latter for the word "Trico" by itself), used since May 23, 1928.

SEPTEMBER 4, 1928

"Rectox" for contact rectifiers for changing alternating electric current to direct current. Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. Serial No. 245,942, used since December 30, 1926.

"Twin Coupler" (with diagrammatic illustration of twins) For radio reception elements, namely, Inductances Including Loose Couplers, Variable Inductances, Solenoid Coils, Basket-Weave Coils, Pancake Coils, Space-Wound Coils, Double Coils, Short-Wave Kits Comprising Unassembled Parts of Radio Receiving Sets, Insulating Tubes for Winding Coil Elements, Assembled Detector and Amplifying Units, and Panels and Subpanels. Serial No. 265,590, used since August 24, 1927. Twin Coupler Company, Inc., Poughkeepsie, N. Y.

"Viking" for radio receiving sets and parts thereof. Twin Coupler Company, Inc., Poughkeepsie, N. Y. Serial No. 256,591.

"24-A" for connection clips. Mueller Electric Company, Cleveland, Ohio. Serial No. 265,340, used since July 8, 1928.

"Per-Con" for radio accessories, namely, Ground Rods, Antenna and Antenna Poles. Per-Con Manufacturing Co., Richmond, Indiana. Serial No. 266,879, used since November 1, 1927.

"B & J" (with circles with radiating lightning flashes) for radio panels and radio receiving sets, John A. Bartkus, doing business as B & J Electrical Laboratories, Chicago, Illinois. Serial No. 267,335, used since Nov. 1, 1927.

"The Air-Chrome Speaker," (with picture of bird) The Air-Chrome Studios, Inc., Irvington, N. J. Serial No. 267,625, first used May 16, 1928.

"Pushbak." For radio hook up wire. The Acme Wire Co., New Haven, Conn. Used since May 9, 1928. Serial No. 268,333.

"Buck Radio Tube" (With \$ oval design in green). For radio electron tubes; Universal Electric Lamp Company, Newark, N. J. Serial No. 268,654. Used since 1925.

"Milo Radio Tube" (With illustration of Venus De Milo on shield background in blue) for radio electron tubes. Universal Electric Lamp Company, Newark, N. J. Serial No. 268,655. Used since 1924.

"Temple" (In oval) for loud speaker and parts thereof. Temple, Inc., Chicago, Ill. Serial No. 268,755. Used since July 5, 1925.

SEPTEMBER 11, 1928

"Block Bilt Battery" (in geometrical designs) for batteries. Joseph Block. Doing business as Block Bilt Battery Company, New York City. Serial No. 259,992. Used since July 1927.

"Magnatone." For radio receiving sets, adapted for combination with phonographs. Consulting & Radio Service, Ltd., Glasgow, Scotland. Serial No. 260,808. Used since September, 1927.

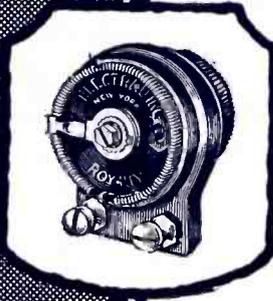
"Ventril-O-Fone." "The Radio Educational Entertainer." No claims made to term "The Radio Educational Entertainer." For microphonic attachment for radio receivers. Used since March 10, 1928. Ventril-O-Fone Company, Wilmington, Del.

## It Pays To Sell Quality ELECTRAD RADIO CONTROLS

The story of the superior quality of Electrad Products is going the rounds of builders of sets and power devices, experimenters and owners of receivers, because of their uniform satisfaction, our consistent, big scale advertising, and the fact that leading engineers specify Electrad controls in units of their design.

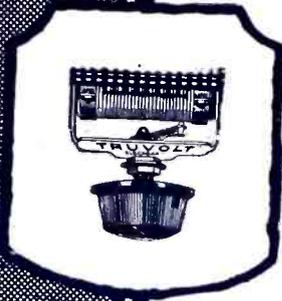
Steady sales and profits are assured dealers who carry the Electrad line.

Electrad specializes in a full line of Controls for All Radio Purposes including Television.



### ROYALTY Variable High Resistances

Recommended wherever a variable high resistance free from inductance and capacity effects is needed. Unusually accurate and dependable. Range of resistance covered in one turn of knob. 11 types to meet every radio purpose.

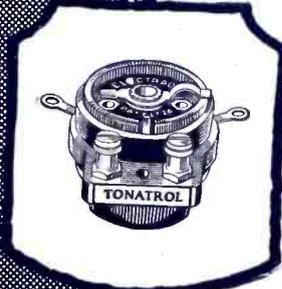


### TRUVOLT

U. S. Patent No. 1676869 and Pats. Pending

#### ALL-WIRE RESISTANCES

The Ideal Variable, fixed and tapped voltage controls. Air-cooled—remarkably accurate and durable. Truvolt Variables eliminate difficult calculations in building B-Eliminators and power packs. Truvolt Fixed Resistances are adjustable to any values by sliding clip taps.

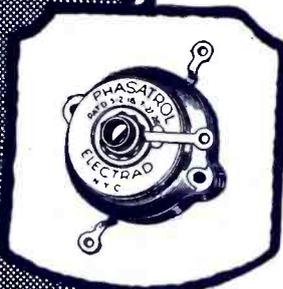


### TONATROL

Reg. U. S. Pat. Off.

#### A Complete Line of Volume Controls

Controls volume perfectly from a whisper to full output. There are types of Tonatrols designed for every kind of A.C. or battery receiver. They come in standard types or, if desired, with a filament or a power switch attached.



### PHASATROL

Reg. U. S. Pat. Off.

#### A True Balancing Device for Radio Frequency Amplifiers

Eliminates the squeals and howls of R.F. oscillations—stops distortion and simplifies tuning. Easily installed and adjustment is permanent.

Mail coupon for FREE circulars and Full Information

ELECTRAD, INC., Dept. K-10, 175 Varick St., New York  
Please send me FREE circulars on the Electrad line of resistances, also complete dealer information.

Name .....  
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# ELECTRAD Inc.

# FROST-RADIO

## A COMPLETE PARTS LINE

Frost-Radio has scored another of its characteristic achievements in bringing out a number of new items to supplement its already famous line of parts. Frost now offers the finest and most complete parts line of any manufacturer in the field.



### FROST-RADIO BAKELITE CABLE PLUG

Plug and Cord \$2.25

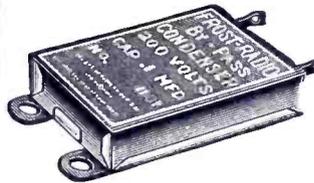


Socket 75c.



### FROST - RADIO VOLUME CONTROL WITH A.C. SNAP SWITCH

\$2.74 and \$3.00



### FROST RADIO BY-PASS CONDENSERS

80c. to \$2.00

HERBERT H. FROST, Inc.  
Main Office and Factory, ELKHART, IND.

HERBERT H. FROST, INC., ELKHART, IND.

Send me your new Catalog of all Frost-Radio Parts, including the new items listed in Radio Retailing.

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# Potter Condensers

lead in Quality and Long Life

T-2900 Condenser \$20.00

for

Single 250 Tube Amplifier

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for

Push Pull Two Tube Amplifier

By-Pass Condensers and Filter Condensers are available for all requirements as to voltage and capacity

## Potter Interference Eliminator

the remedy for interference from all types of man made static, oil burners, ice machine motors, violet-rays, vacuum cleaners, fans, etc.

Potter Manufacturing Co.  
North Chicago, Ill.

A National Organization at Your Service

# All Sections Report

## GOOD *Fall* BUSINESS

### Detroit

*"Trade Excellent—Outlook Favorable"*

Radio trade here continues excellent. All jobbers report gains and some submit amazing increases, averaging fifty per cent or more. The demand is principally for medium and low-priced consoles with built-in speakers. Dynamic speakers have a big demand and more power is the cry of customers. The immediate outlook is very favorable.

### Chicago

*"27 per Cent Increase in Fall Buying"*

Early fall buying in the Chicago territory has been distinguished by a marked increase in sales over the corresponding period last year, which increase, from the reports of key dealers, has been estimated at twenty-seven per cent. The reasons for this are better values and tone; also the interesting programs due to the political situation. Dealers and jobbers, without exception, look for the best year in the history of the industry.

### San Francisco

*"Good Outlook for Fall Business"*

Fair and steady is the report from this district with the general outlook good for excellent fall business. Extensive public interest shown in furniture and dynamic speakers augurs active business along these lines by Christmas. Parts business and battery sets are practically out of the picture. All are set for a season some ten per cent better than last year.

### Atlanta

*"Forty per Cent Better Fall Business"*

Enthusiasm reigns in radio sales throughout the entire southeastern territory. Sales in August were approximately fifty per cent over previous seasons with the same increase in September and October predicted. It is anticipated that fall business as a whole will be increased by forty per cent. Local broadcasts and additional power throughout the South are materially improving reception conditions.

### Boston

*"Radio Buying Brisk"*

Radio buying brisk this month and far above other years at this time. Orders being placed for deliveries presage a sales interest centering entirely on A.C. sets. Table models lead with cabinet units strong. Prices are uniform and attractive with a popular range for table sets of about \$175 complete. High-priced cabinet sets are more strongly in favor this season. Popularity of national hookups is very strong and is the best stimulant for buying.

### Toronto

*"Marked Increase in Retail Sales"*

A marked increase in retail sales has been noted in Ontario. Many dealers report doing a considerable volume of business at local fairs. As compared with last year, sales are up thirty to fifty per cent. The opinion is held in trade circles that this will be the best year retailers have ever had. Most sales are being made on the installment basis. Electric receivers dominate the field except in the western provinces where battery sets are a strong factor.

### New York

*"Jobber and Dealers Enthusiastically Optimistic"*

Jobbers report that September business exceeds August and is way ahead of the same period last year. A.C. console sets feature the market and dynamic speakers are going strong. In some quarters, there is a re-awakened demand for eliminators. The popular Radio World's Fair has been a stimulating influence. Jobbers and dealers are all enthusiastically optimistic about the coming months.

### Pittsburgh

*"Situation Brightening Perceptibly"*

The radio situation in Pittsburgh is brightening perceptibly on all sides. Short-wave interest on the part of the public is stimulating the promotion of short-wave sets and adapters. But little vital interest as yet is found in television. Dealer interest in the radio show to be held in October is keen. The dominating interest centers about the A.C. receivers. Dynamic speakers are also coming in for their share of popularity.

### San Antonio

*"Conditions Better Than Ever"*

Radio conditions in this section are better than they have ever been before and there are indications of continued good business for the rest of the year. Electric sets are having phenomenal sale. Collections are in good shape with few if any repossessions. Sales of tubes are going excellently. Small compact sets with new dynamic speakers are having the greatest sale, although more expensive cabinet sets are also in demand. There is practically no sales resistance.

### Denver

*"Twenty-Five to Forty per Cent Better"*

Radio business in the inter-mountain territory seems to have reached midseason form almost sixty days ahead of the usual peak date. The annual radio show held in Denver in September proved most successful. Attending dealers unanimously report business from twenty-five to forty per cent better than for the same period last year. It is very evident that the sale of receiving sets in the district will reach a volume never before approached.

### St. Louis

*"Doing a Big Business"*

Sales of radio merchandise at the present time are over fifty per cent greater than they were the same period a year ago. This condition has existed for thirty days. The radio show this week in St. Louis, which is presented to the public as a national show, has proved the greatest sales promoter ever held. Everybody is unusually enthusiastic and optimistic. Everybody is doing a big business and it will be hard to surpass, this or any other year.

### Kansas City

*"Better Than Last Year"*

Early fall radio business is ahead of the same period last year with an ever increasing amount of business going to the larger downtown retail outlets, many of whom, for the first time, have awakened to the possibilities of a real radio department. Combinations are in ever-increasing demand. The demand for battery-operated receivers is holding up beyond the expected in rural sections.

EVERY KEN-RAD ARCHATRON IS INDIVIDUALLY TESTED

# Here's the WAY...

TO GET THE TUBE BUSINESS YOU WANT THIS YEAR

**K**EN-RAD Archatrons . . . and a Dealer Plan that keeps them moving across your counter! It used to be one thing to get the line you wanted and another to get the protection you needed and the sales plan that helped you sell the line. Today, Ken-Rad gives you *everything* you need to make MORE money and stands back of its line of standard quality tubes without question . . . the customer must be satisfied.

A Ken-Rad dealer sells the product of one of the three oldest tube manufacturers in business today—a leader in tube development and research. And Ken-Rad Archatrons are tested to the most exacting specifications, *individually* proven the best that can be made. They give fine reception right up to the end of filament life—an exceptionally *long* life, due to an exclusive Ken-Rad method of degasification.

The coupon below will bring you all the details of our unusual and progressive dealer plan. Fill it out and drop it in the mail today.

THE KEN-RAD CORPORATION  
Incorporated  
Owensboro, Kentucky



Ken-Rad Archatrons have longer life! One set of tubes now on the life racks has burned for over 7,000 hours—and is still in good condition.

## KEN-RAD ARCHATRONS



THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KENTUCKY:

We want to do a bigger tube business this year. Tell us about your (1) Protection Against Price Decline; (2) Protection Against Obsolescence; (3) Liberal Adjustment Policy; (4) Hard-Hitting Merchandising Helps.

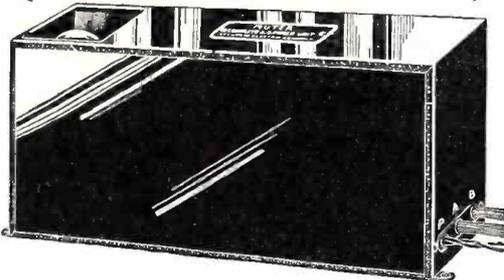
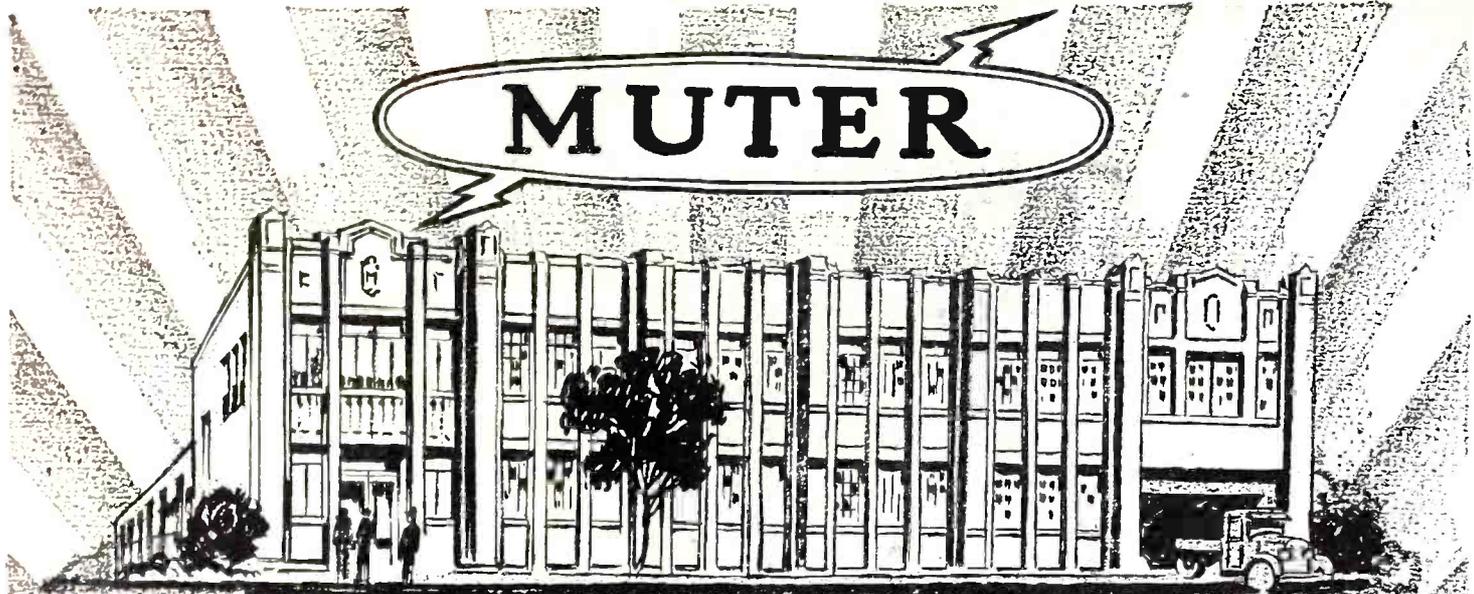
Firm Name \_\_\_\_\_

City \_\_\_\_\_

Street Address \_\_\_\_\_

State \_\_\_\_\_

**MUTER**



**NEXT!**  
The  
Muter Dynamic Type  
Speaker

A complete power supply for A. C. tubes. Will supply all necessary "A," "B" or "C" voltages for sets using up to eight A. C. tubes, including single or push-pull power stage. Easily connected with wide range of intermediate voltages from 45 to 280 volts. Use 280 type rectifying tube. Price — complete less tube, Serial No. 4000 **\$30.00**

# A New Muter Dependable Product

**D**EPENDABILITY after all is the true measurement of the value of any radio part or accessory. It is Dependability that keeps a unit working at full efficiency month after month and year after year without trouble or repair.

Muter products have always been dependable. Through the years that Muter has been a foremost manufacturer of radio equipment this fact has been definitely proven to thousands who have used Muter apparatus with absolute assurance that Muter Dependability would not fail them.

The new products of Muter measure up to the highest standards of engineering design, workmanship and quality of materials. They are built in the new Muter Factory which is the most modern and largest of its kind in the world devoted to the manufacture of radio parts.

We will be glad to send you some very interesting information on radio. Drop us a card or letter and we will keep you constantly in touch with the latest developments of the industry.

**LESLIE F. MUTER COMPANY**  
8440 South Chicago Avenue / / Chicago

### Other MUTER DEPENDABLE Products

- Dynamic Speakers
- Power Condensers
- Fixed Condensers
- Rheostats
- Tubestats
- "B" Eliminators
- Resistance Amplifiers
- Phone Plugs
- Antenna Kits
- Lead in Insulators
- Panel Switches
- Knife Switches
- Ground Clamps
- Interference Eliminators
- Clarifier and Tone Filter
- Cable Markers
- Soldering Lugs
- Neutralizing Condensers
- Trimming Condensers
- Sockets
- Audio Transformers
- Choke Coils—A.F. and R.F.
- Grid Leaks
- Power Resistances (tapped and variable)
- Antenna Plugs
- Lightning Arresters
- and many others.

*The Complete Quality  
Popular Priced Line*



A  
Leader  
Competition  
Cannot  
Imitate

Profit comes from leading competition. Here's your opportunity. There's no radio VALUE like this on the market today. Two leaders in their field combined to produce an unmatched merchandising item—this 38-inch walnut veneer console with power speaker built in and AC electric Crosley GEMBOX installed. Note the cut out panel which allows GEMBOX to be fitted into place without removing escutcheon or metal case.

Ready to attach  
to any antenna

# SHOWERS-CROSLEY UNMATCHABLE COMBINATION

## SHOWERS CONSOLE

Beautifully finished walnut veneer console built on straight line production basis such as has made Crosley radio extraordinary values. Largest furniture factory in the world like all gigantic endeavors is in economical position to undersell any lesser effort. If not a Crosley dealer, write us.

## POWER SPEAKER

Everything in radio today demands the power speaker and Crosley is first to produce true dynamic reproducer at low price of \$25. Built into this console its realism, true tone and powerful action is actually enhanced by the baffle board construction of the cabinet.

## AC ELECTRIC RADIO

There is nothing in all radio like this genuine AC electric Crosley radio—the GEMBOX that sells for \$65. Selective . . . shielded . . . powerful volume . . . distant station getter as are few others—a truly wonderful radio and the leader in the most successful radio line of 1928-29.

\$ 115

Price of Cabinets with speaker built in \$50

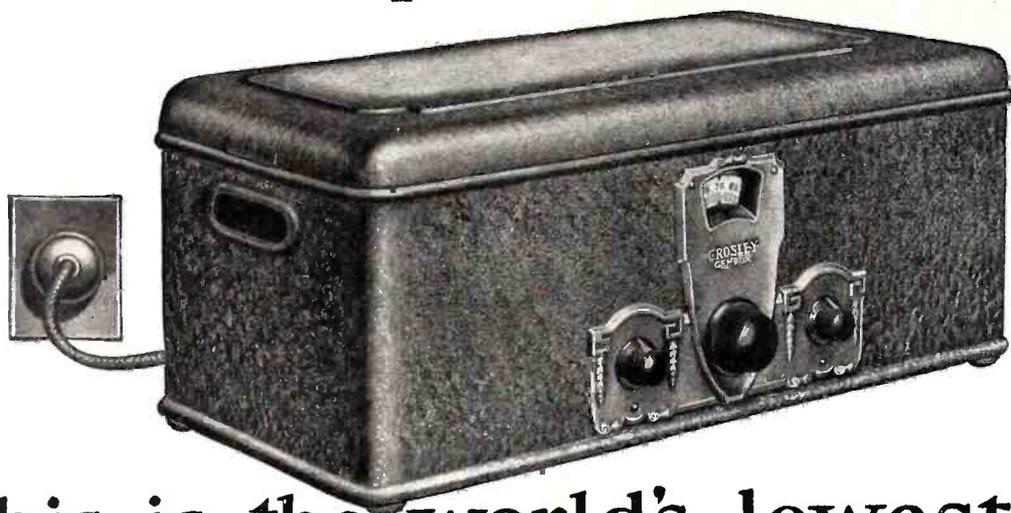
Write Dept. 130 for complete information.

## SHOWERS BROTHERS COMPANY

Bloomington, Ind.

Montana, Wyoming, Colorado, New Mexico and West prices slightly higher.

# If your radio doesn't operate a power speaker it's obsolete



*The* **CROSLY**  
**GEMBOX**

## This is the world's lowest priced A C Electric power speaker radio



Here is a radio designed exactly as the most costly receiver. New

features that have marked radio advancement this year are incorporated in this 1929 set. The improved AC tubes! Shielding! Low voltage that promises long life to tubes! Volume control! Illuminated dial! Power speaker operation! And

Crosley manufacturing methods have kept the price **LOWEST** of any genuine electrically operated radio. Crosley economies in production and marketing are directly responsible



Crosley Radios are Shielded Each element shielded from each other provides maximum selectivity and is featured in the most expensive sets.

price of \$65. Crosley radios are outselling any others in every market. Sales nearly four times as great as last year's record breaking year, indicate the **VALUE** the public is finding in this latest Crosley success.



Crosley Radios are Selective In crowded districts where many local stations fill the air you find means of listening to **ONE** at a time.

# \$ 65

WITHOUT TUBES

## operating the new dynamic ~ power DYNACONE

# \$ 25



You have a surprise and a treat in store for you. You will delight in the realism and beauty of its tone. You will be amazed so much is possible for \$25.

Fearlessly Crosley led the radio industry to home trial before buying. On such a broad selling policy Crosley has won first place in the industry because buyers found Crosley radio outperformed



Crosley Radios have Volume Volume may be increased to tremendous proportions without distortion.

many far more expensive sets. A home demonstration will satisfy you that Crosley is a **GREAT** radio. The **FIVE DAY FREE TRIAL** offer is copied on every hand but don't let any one deter you

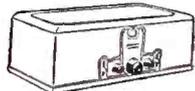


8 tube AC Electric SHOWBOX 580

Genuine neutrodyne 3 stages radio amplification, detector, 2 stages audio (last one being two 171 push-pull power tubes) and 280 rectifier.

from comparing the Crosley with ANY set made. You need not be a radio expert to judge the **VALUE** Crosley gives you.

Be sure you have the new Crosley dynamic power speaker. For the first time in the popular price field its deep, resonant tone from dynamic power available is a speaker at \$25. No one has even imitated it.



6 tube Battery Operated BANDBOX 355

The Bandbox is the ideal radio for places where electric current is not available for AC receivers. This receiver can be converted for use from the power lines by means of a suitable power supply unit. 5 tube Dry Cell Operated BANDBOX, JR., \$35, uses 199 tubes with 120 power output tube. Ideal set where recharging of storage battery is inconvenient.

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher. Crosley prices do not include tubes.

The Improved **MUSICONE** the fastest selling magnetic loud speaker at \$15

**THE CROSLY RADIO CORPORATION**  
Powel Crosley, Jr., Pres.  
Cincinnati, Ohio

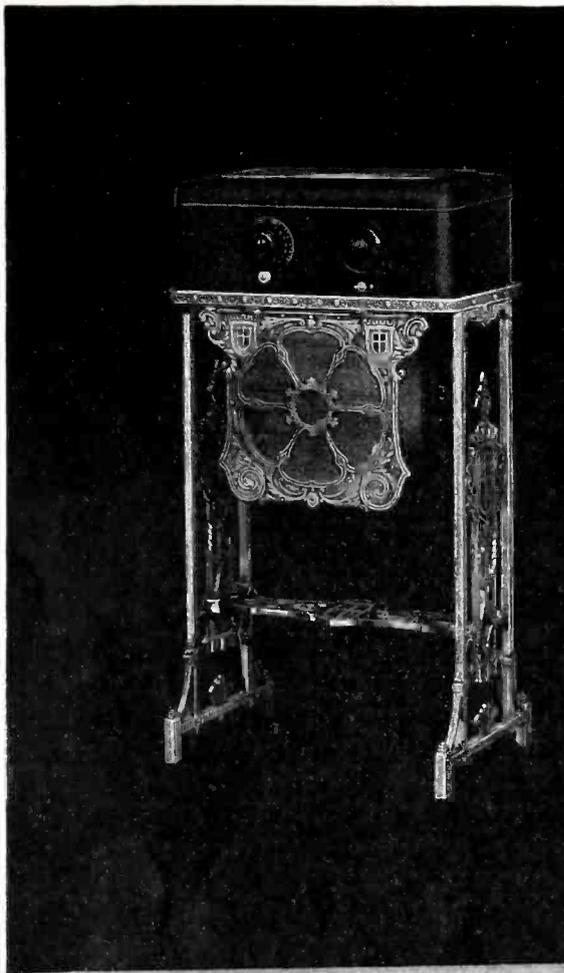
# CROSLY

where newest music becomes a HIT..... *.....You're there with a Crosley*

The Crosley Radio Corporation, Cincinnati, Ohio. Dept. 130.  
Please send me literature about your new radio receiver and the new wonderful DYNACONE.  
AC Radio... Battery Operated Radio... Dynacone...  
DC Radio... 5 DAY FREE TRIAL IN MY HOME.....  
Name .....  
Address .....

# THESE

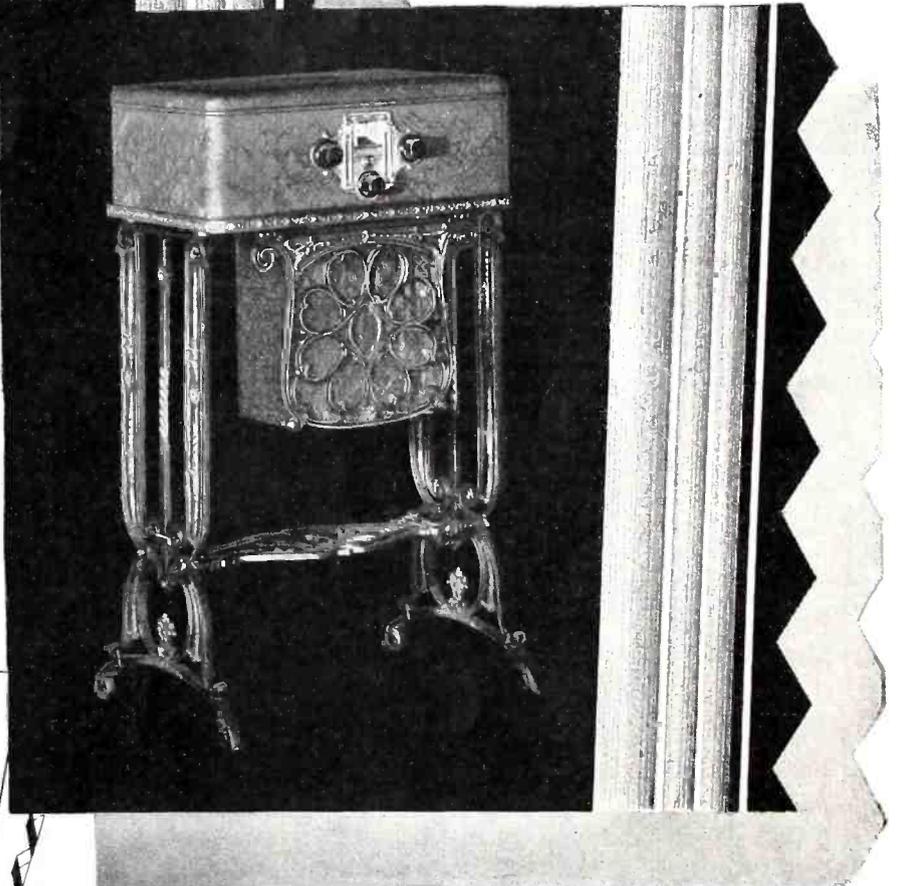
▲  
 Don't fail to see  
 the  
**MARKEL EXHIBIT**  
 at the  
**Seventh Annual  
 Radio Show  
 Chicago**  
**October 8-14**  
**Booth No. 5. Section C. C.**  
**North Hall**  
 ▼



**Model B—Heraldic.** Distinctive, but in decidedly good taste. Hand hammered, with crest and shield symbolic of ninth century craftsmanship. With magnetic speaker equipment only. Bench to match with rounded corners, upholstered in velour—Turkey Red or Moss Green.

**Model A—Conventional.** A conservative design which blends into the decoration and color scheme of any home. In both dynamic and magnetic speaker equipment. Bench to match with rounded corners, upholstered in velour—Turkey Red or Moss Green.

A  
**MARKEL**  
*Product*



Sizes and finishes to harmonize with important numbers in these nationally known lines as listed below:

*Atwater-Kent Nos. 37, 40, 42, 44; Crosley Nos. 608, 706, 704; Freshman No. 26;  
 King Model J; Kolster No. 2; Spartan No. 69; Steinite Nos. 261, 262; Stewart  
 Warner Nos. 801, 802; R C A No. 18, and others.*

YOU'LL DO A GOOD STROKE OF BUSINESS FOR YOURSELF WHEN YOU GET THE FULL FACTS ON THE PROFIT-MAKING POSSIBILITIES THESE MARKEL TABLES AND BENCHES OPEN UP FOR YOU. *Write or Wire!*

# MODERN TABLES

## BY MARKEL enable you to cash in on the vogue for radio ensembles



**N**EW, modern, colorful, these tables by Markel instantly appeal to the eye and the pocket book.

Wrought in metal and finished in a variety of tones and colors to harmonize with the new effects in receiving sets. They are designed and finished to help you sell the complete outfit, instead of just the set—and they are priced to get the business for you.

Think of it—instead of just the profit on the set, make also the profit on the complete ensemble—set, speaker, table and bench. That's the way to make money in radio.

And Markel Tables with integral speaker are what your customers want. They are right up to the minute—modern, colorful and thoroughly in good taste. They complete the new

beauty of the modern sets—enabling you to sell the Ensemble Idea at much greater profit than you make on the set alone.

Rigid in construction—no wobble because they are braced with three point shelves instead of one, finished to fit close and tight. No other tables and benches combine such beauty in design and finish, such strength and rigidity in construction, such harmony in color and finish.

And they are priced to make a decisive appeal to the careful buyer. Prices range with integral speaker \$29.50 to \$47.50. Available with R C A, Peerless and Utah speakers at prices that will get action from anyone who thinks he can't afford a table and bench for his set.

**MARKEL ELECTRIC PRODUCTS, INC., BUFFALO, N. Y.**



EQUIPPED WITH LEADING MAKES OF SPEAKERS  
AND REPRODUCERS

Markel Ensembles are equipped with leading makes of receivers and reproducers that have gained wide national consumer acceptance. Model A is also available with integral dynamic speakers.

*There's a Markel Bench to harmonize in design and finish with each table. Beautiful, strong, colorful. Upholstered in high grade velour. Rigidly put together. A fitting piece of furniture for any home.*



# SERVICE

WITH the advent of alternating current operation, radio has entered upon a new era of development.

Today the entire radio industry is uniting on the program of securing for purchasers of radio receivers the most efficient service possible.

This means that manufacturers, dealers, repairmen and all others charged with the responsibility of improving operation and reception through better service maintenance, are standardizing on Weston instruments. No other makes provide the same sturdy reliability, accuracy, time-saving convenience and economy.

Herewith are illustrated five instruments selected from the Weston radio line because of their special application to servicing needs. No dealer's testing equipment is complete without one or more of these most efficient popular models. Orders promptly filled through leading supply houses or direct from factory. Write for new catalogue and price list—just off the press.



Model  
537

A.C. and D.C. Radio Set  
Tester



D.C.  
Model  
489

1000 Ohms Per Volt Battery  
Eliminator Voltmeter

**D. C. Portable Voltmeter—1000 ohms per volt**—For checking output of battery eliminators. Draws only one milliamper. Also made in lower resistance models for general D. C. testing service.

**Model 53 A.C. and D.C. Set Tester.** A dealer's or serviceman's complete testing outfit. Weight, only 6½ lbs. No additional tools, instruments or equipment necessary. Simple, automatic method of making connections. Will make all the required tests on any set made. Ten minutes sufficient for complete check-up.

**Model 528 A. C. Portable Instruments**—Made as voltmeters with exceptionally high internal resistance, self-contained in double ranges up to 600 volts. Ammeters are made in single ranges from one to thirty amperes. Mottled red and black bakelite cases.



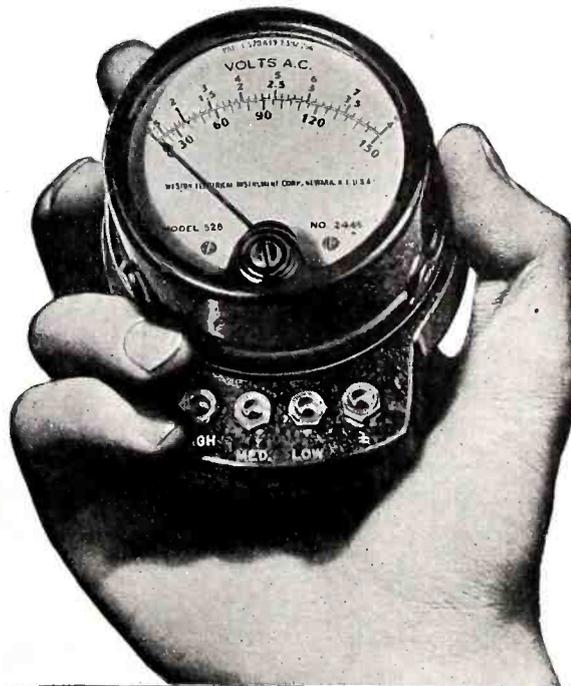
Model 533  
Counter Tube Checker

A.C. Portable Instruments



**Model 528 Three-Range Voltmeter**—150/8/4 volts—This compact little instrument (shown in hand at left) is designed for line supply and filament voltage tests of A. C. receivers. A handy kit instrument, exceptionally accurate, light and durable. Mottled red and black bakelite case.

**Model 533 Counter Tube Checker**—Operates direct from an A. C. light socket or any other A. C. 60 cycle—90 to 130 volt source of supply. Requires no batteries. Will test every type of tube—A. C. or D. C.—having filament voltages of 1.5, 2.5, 3.3, 5 or 7.5 volts, including rectifying type tubes. Proper voltage regulation is quickly obtained by means of the voltage adjusting dial and the voltage indicator. Check tubes at the time of sale. It prevents comebacks and makes satisfied customers.



WESTON ELECTRICAL  
INSTRUMENT CORP.

581 Frelinghuysen Ave.  
Newark, N. J.

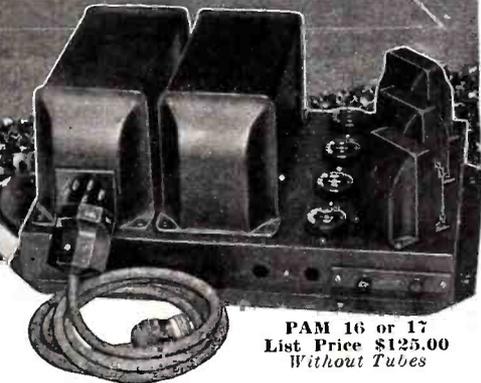
# WESTON RADIO INSTRUMENTS



Bring the game to the crowd and they'll welcome your message



MIK 1  
List Price \$135.00  
Without Tubes



PAM 16 or 17  
List Price \$125.00  
Without Tubes

**H**ERE'S the experience of a live wire radio dealer in Somerville, Massachusetts, with a sport's broadcast from a Samson PAM Amplifier in his store with outdoor loud speaker.

"So amazing was the volume and so crystal clear the voice quality from the PAM that people living several blocks away heard every word and for several days kept coming into the store to talk about the 'Wonderful' broadcast. I know many of them will become customers."

By using a microphone and the MIK 1 in addition to the PAM 16 or 17, you can get across your message before or after the game—and have it welcomed.

The Samson PAM 16 is for ordinary and the Samson PAM 17 is for dynamic type speakers for which it supplies field current. The MIK 1 is a two stage microphone input amplifier with volume control, microphone current rheostat and meter, designed to precede any of our PAM Amplifiers. All are built in accordance with AIEE Standards and Underwriter's Requirements. These units are completely AC operated and are designed to run from 105 to 120 volt, 50-60 cycle AC lighting circuits.

*Send for Folder RR1 on the above and many other Amplifiers which shows "PAM Amplifiers are a Sound Investment."*

Main Office: Canton, Mass.  
Manufacturers Since 1882

**Samson Electric Co.**

Factories at Canton and Watertown, Mass.



The Authorized Furniture for All ATWATER KENT Radios

# HEADLINERS ALL!



## RED LION CABINETS for ATWATER KENT RADIOS

The new Red Lion Cabinets are proving to be so popular and profitable a line that the trade looks for more sales records to be broken by Red Lion models.

Radio owners like these cabinets because they are good furniture, first of all; then, because they fittingly house the highly-perfected Atwater Kent A.C. receiving sets and speakers; and, again, because Red Lion combination models are so skilfully designed that they really serve their two purposes without any

sacrifice of the one to the other.

This deft designing is very evident in the Red Lion Secretary and Desk models — and especially so in the new combination phonograph and radio console.

Furthermore, the price to dealers on this model, *already equipped with improved, electrically-operated phonograph*, allows the dealer to install an Atwater Kent set and speaker, and sell a complete combination of quality at an unusually attractive price.

RED LION CABINET COMPANY

RED LION, PA.

Dealers like it  
Because it's Profitable!

**Everybody  
likes a Shamrock**



**THE DYNAMIC  
ELECTRIC**

**H**ERE'S a set that has dealers singing its praises in loud and lusty chorus! Why? Because it embodies all the newest and tested principles of one-dial control electric reception in so simple and fool-proof a unit that "Everybody likes a Shamrock!" And everybody who hears it wants one. Shamrock pioneered the one-dial set. Here's the greatest Shamrock of all!

*Have you heard it yet?*



**JUST  
PLUG IT IN  
YOUR LIGHT  
SOCKET**

LIST PRICE

**95.**



Shamrock Cabinets are available in finishes to accord with every color scheme—Antique Walnut, Chinese Jade Green, Mandarin Red, Ebony Gold and Ivory. Their beauty of design and decorative hand-carved wood panel make them effective on any type of table, cabinet or console, yet they are modestly priced at only \$95 list.

**NATIONAL  
ADVERTISING**

with a real human interest appeal is broadcasting the good news that here at last is a radio set the whole family agrees on!

**SHAMROCK**  
*DYNAMIC ELECTRIC*

Shamrock Manufacturing Company

152 Summit Street, Newark, N. J.



# PERRYMAN RADIO TUBES

## GUARANTEE

This Perryman Vacuum Tube is guaranteed to be perfect in every respect and to conform with the Electrical Specifications as printed on the carton. We agree to replace it free of charge, if it ever fails because of defective material or workmanship.

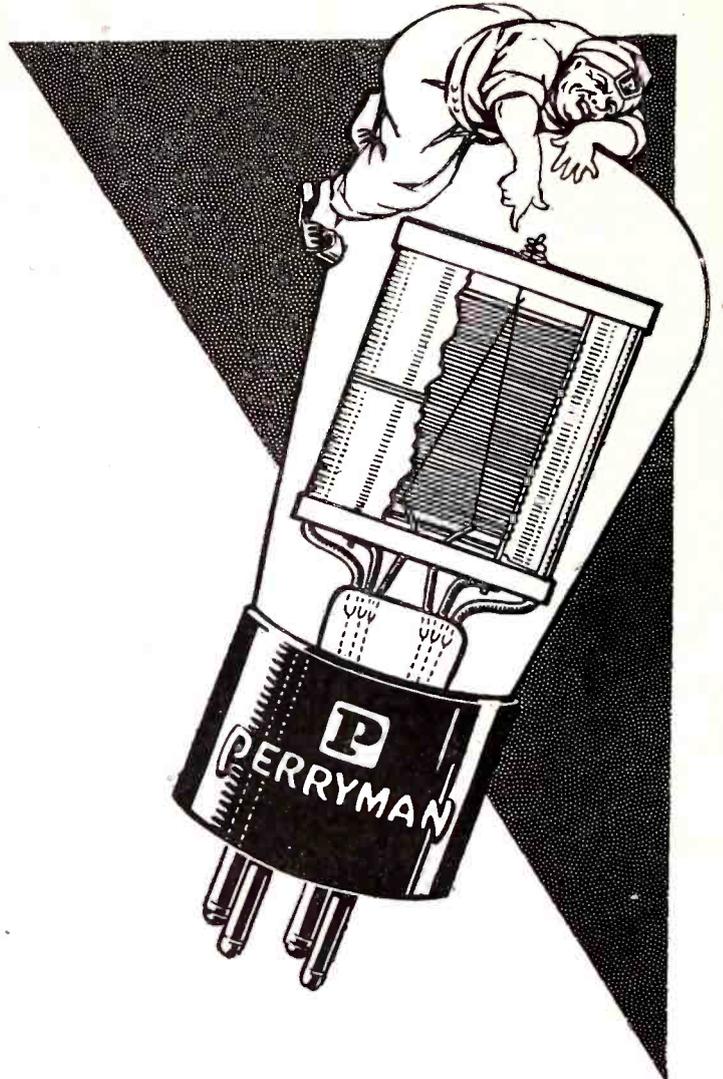
## No Trick Phrases— Just a plain statement of fact

The Perryman unlimited guarantee is easily read and understood by everybody. It treats consumer, dealer and manufacturer with equal justice.

Your customer is assured of complete satisfaction.

You *know* Perryman Tubes are right or we would not make such a guarantee.

You do not lose money on any necessary replacements. Perryman Tubes are selling faster than we can make them. Plans for increased production facilities will make the Perryman Dealer Proposition available to more dealers on or about January 1st, 1929.



### WHOLESALEERS PLEASE NOTE

Proof that we have an interesting proposition for wholesalers will be furnished to you on request. Not by us alone, but by Perryman Wholesalers who have been with us for years and who will write you directly, telling you of their experiences with regard to sales, profits and cooperation.

PERRYMAN ELECTRIC COMPANY, Inc.  
33 West 60th Street, New York  
PLANT: NORTH BERGEN, N. J.



**PERRYMAN RADIO TUBES**  
A Complete Line of Standard Equipment for every Radio Purpose





# Carryola Dealers "Cash In" on tremendous National Advertising Program!

*The most popular line of portable phonographs built by the world's largest manufacturers.*

Maintaining unlimited production Carryola places new type metal long air column horn Portables and Electric Pick-ups in thousands of music, radio and furniture stores.

*Dealers! — Write now for particulars and catalogs describing the entire Carryola line.*

**Bigger Sales!!! Quick Turnovers!!! More Profits!!!**

Think of the unlimited possibilities with three new Portable models retailing at \$15.00, \$25.00 and \$35.00 — the famous Carryola Electric Pick-up, retailing at the new low price of \$7.50 and the Carryola Porto Pick-up, a handy and compact Electric Pick-up Portable retailing at \$20.00. Porto Pick-up with electric motor \$38.50

**The CARRYOLA COMPANY of AMERICA**  
 647 Clinton Street Milwaukee, Wisconsin

# Neptron



Radio tubes for those far-sighted dealers who know that a tube of the highest character, sold at list, will bring more actual profit and repeat orders, than tubes which cost less and sell for less.

It will cost reputable dealers only a letter to find out for themselves whether or not Neptrons are the tubes which they want to sell.

Will you write the letter today?



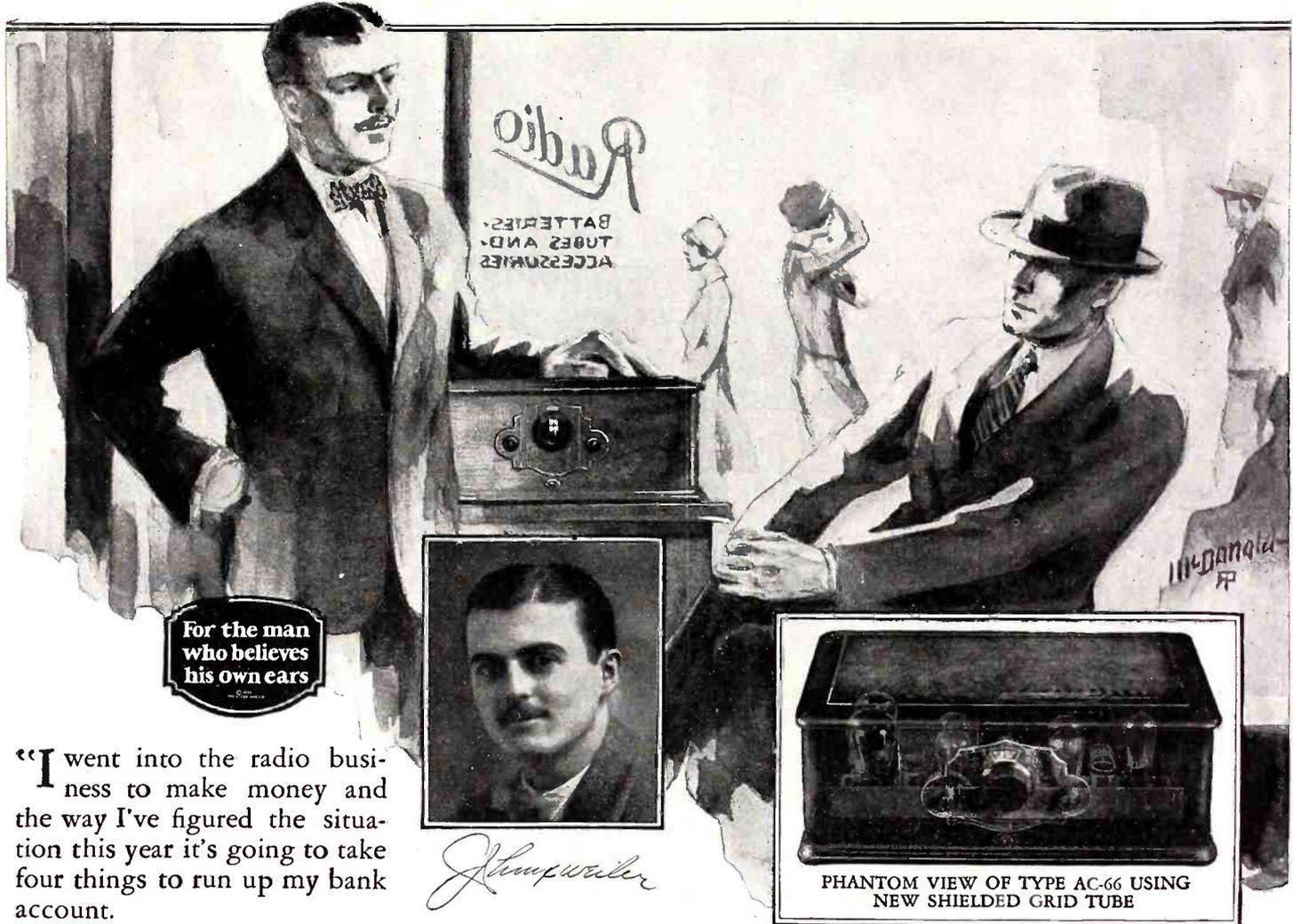
**Neptron Corporation**  
**Salem Mass**

A Subsidiary of the HYGRADE LAMP Co.



# "I Selected A-C Dayton because -"

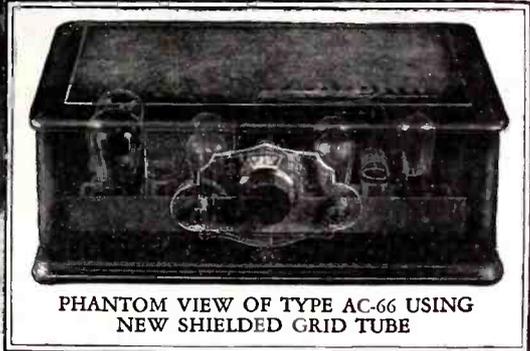
by J. C. LINXWEILER, Sec'y-Treas. The C. L. Radio Co.



For the man who believes his own ears



*J. C. Linxweiler*



PHANTOM VIEW OF TYPE AC-66 USING NEW SHIELDED GRID TUBE

"I went into the radio business to make money and the way I've figured the situation this year it's going to take four things to run up my bank account.

"First, I'm going to have a line that sells on demonstration—that's built up-to-the-minute and has some features of power amplification and the new tubes that give me talking points my competitors can't match. It's a real performer with 100% eye value when you put it in a room.

"Next, I'm doing business with a distributor who guarantees me full protection on price declines, obsolescence of models and territory and doesn't insist on loading me up. And he has an advertising proposition that backs anything else off the boards when it comes to doing *me* good.

"The third thing that made me select A-C DAYTON is that my banker looked us both over and ok'd my line of credit to take care of time payment business.

"And finally, I'm through with grief. Believe me, I made some careful tests this year and I have my service man's word for it that we're all set on that score.

"Those are four good reasons for picking a line of radio. I'll add that after going through five good seasons of radio I expect to double my business this year."

## A-C DAYTON RADIO

NOTE: Complete details of the A-C DAYTON franchise will be sent to any aggressive dealer where territory is still open. Write or clip the coupon to your letterhead. *Mail it Today!*



AC-63, SELF CONTAINED ALL-ELECTRIC: a 6-tube receiver complete for light socket operation except for tubes and speaker. May be used with any type speaker. Power tube takes full rated voltage. A reliable electric set listing \$98, except Canada and West. Model XL-61 listing at \$65, is same as AC-63, except that it is battery operated.

This amazing device instantly adapts any radio set to receive broadcasting on short wave lengths. Gets international programs. The biggest radio development in recent years.



FLEWELLING SHORT WAVE ADAPTER \$22.50

THE A-C DAYTON COMPANY, Dayton, Ohio  
Gentlemen: Please send complete details about your dealer's franchise.

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



# Metallized

## WARNING!

*-to Unlicensed Users of the Name*

# "POWEROHM"

"POWEROHM" is the name of a group of resistance units manufactured by the International Resistance Company for use in connection with high voltage radio and television apparatus.

This name has been duly registered in accordance with the requirements of the law and is solely and exclusively the property of the International Resistance Company in connection with the resistance units which it identifies.

Certain radio merchandise on the market is sold under one or more names which so closely resembles our trade-mark Powerohm that much confusion has been caused. We take this opportunity to warn all who infringe upon our trade-mark that legal steps immediately will be taken to prevent such practices and protect our property.

There is only one family of power resistance units

made to the quality and accuracy of DURHAM "POWEROHMS". They are made only by the International Resistance Company and are specifically and lawfully identified by the name "POWER-OHM". All other resistance units not made by the International Resistance Company and sold under the name "POWEROHM" or misspelled imitations thereof are spurious substitutes.

Like DURHAM Resistors and Grid Suppressors, DURHAM POWEROHMS are made on the famous DURHAM *Metallized* principle and are supplied in a complete variety of ranges for every radio and television resistance requirement.

Follow the lead of the leaders in radio and tie-up with DURHAMS—Metallized Resistors, Grid-Suppressors and Metallized Powerohms—radio's leading resistance Units! Complete descriptive literature on the DURHAM line sent upon request.

# DURHAM

METALLIZED

## RESISTORS & POWEROHMS

INTERNATIONAL RESISTANCE CO., 2006 Chestnut Street, Philadelphia, Pa.

# Over 900,000 Balkite Chargers Need this Authorized Replacement Rectifier



Type BNK  
for Models N  
and K Balkite  
Trickle Chargers.

Type BJ  
for Model J  
Balkite Charger.

## **ELKON** *the only authorized Replacement* **Unit for Balkite Chargers.**

The Elkon Replacement Units and those made by the Fansteel Products Co. containing the Elkon Dry Rectifier are the only ones authorized for replacing the acid jars in Balkite Power Units.

No trouble in making the change—anyone can do it. And the difference! No fussing and messing with water and dangerous acids, with the Elkon Rectifier in place all trouble, attention and adjustment is eliminated for 5000 hours!

Increased efficiency, too. With the Elkon Replacement Units, the charging rate of Model K is increased from 4/10 of an ampere to 8/10; The Model N is increased from 8/10 to 1 ampere; and all of the charging rates of the Model J are increased 20%!

Solid, dry, self-healing, not affected by line surges, noiseless—truly the trouble-free rectifier.

**ELKON, INC.**

PORT CHESTER, N. Y.

*Division of*

**P. R. MALLORY & CO., INC.**

**IN  
DISPLAY  
CARTONS  
THAT SELL**

Mighty good profits for you, too, and the attractive counter display sells 'em for you. If you have not been supplied fill in the coupon and send it along—now!



Not a telephone switchboard—operators testing Elkon rectifiers and the seasoning boards in the back-ground.

Radio Department, ELKON, Inc.  
204 Fox Island Road, Port Chester, N. Y.  
Send us full information on Elkon Radio Products  
 Jobber  Dealer (Please check)  
If you are a dealer please indicate your favorite  
jobber Favorite Jobber  
Name \_\_\_\_\_ Address \_\_\_\_\_

# They SPEAK FOR THEMSELVES

TEMPLE SPEAKERS not only speak for themselves but sell themselves—for every demonstration means a sale. Compare them with anything the market offers in any price class. Compare the range, the quality, the volume, the clarity, the sensitivity—put them to any test and let them tell their own story.

The Temple line offers Air Column, Air Chrome and Dynamic speakers—each a leader in its field—a line that is complete in itself. Every individual taste in tone or price may be satisfied with full assurance that the market offers nothing finer in quality, design or manufacture. There is but one Temple standard—the best. Every Temple speaker measures up to the slogan—"Leaders in Speaker Design."

*A  
Complete Line  
in Itself*



**Model 20 Air Chrome Speaker**

The sensational new development which has set a new standard in tone quality—Model 20 Temple Air Chrome Speaker. Its reproduction is lifelike—the deep bass and the high trebles come through as if the very instruments were playing before you. Its open radiator consists of two sections instead of one and the powerful Temple Double Action Unit insures a substantial increase in volume and tonal range.

Model 20 is encased in genuine walnut—pleasing and attractive—to say the least—\$29.00.



**Model 15 Air Column Speaker**

Brilliant—faithful—with a realism and tone value which brings the very broadcast to you—these are the outstanding characteristics of the Temple Model 15 Air Column Speaker. This is the famous Temple exponential air column design upon which Temple success was founded—but now improved and better than ever. Delivers more volume than you'll ever need—all with a quality that is amazing. Encased in genuine walnut, it combines character with beauty—a welcome addition to every home—\$29.00.

*Each  
a Leader in  
Its Field*



**Model 50 Dynamic Speaker**

Model 50 Temple Dynamic is a table model speaker for A. C., D. C. or Battery operation. In quality it is amazing. The low notes—clear down to the lowest register—are reproduced in their true values, round and mellow, absolutely natural in their realism. The treble notes and overtones—all important for faithful reproduction—display a tonal splendor that is startling. Volume aplenty for a small auditorium—yet it may be operated at a whisper without loss of quality.

Beauty is in every line—it is encased in genuine walnut—\$49.00.

### The Temple Comparator

Made so Speakers may be compared and the various characteristics of every type of reproduction analyzed. The Temple Comparator allows the comparing of from two to five speakers—\$3.50.



# TEMPLE SPEAKERS

TEMPLE, INC., 1925 S. Western Ave., CHICAGO, U. S. A.

*Leaders in Speaker Design*

### New Jensen Model 6 Cabinet

In size and appearance the new Model 6 Jensen Cabinet is ideally suited for use in the most artistically furnished living room or music room.

Jensen Dynamic Speakers are made in types to operate with 110 volt A. C. house current, 6 volt storage battery, "A" eliminator or trickle charger, 110 volt D. C. house current and 90 to 180 volt D. C. current as provided by many of the late model radio sets. The sensitivity of the instruments is the same in any case.



## Jensen Dynamics Will Build Sales For You

**S**HREWD dealers know that radio sets sell best when they sound best. These dealers are increasing their set sales and dynamic speaker sales every day by using Jensen Dynamics for demonstration. It is Jensen reproduction "true as the original" which provides this distinct selling advantage. It is the absolutely true,

dependable reproduction of the entire musical scale which accounts for the vast public preference for Jensen tone quality. And the new distinctive cabinets in which

Jensen units are enclosed is the final feature which clinches sales. Console cabinets sell better too when they are Jensen equipped.

All types of Jensen Dynamic Speakers are now ready for delivery to the trade. Dealers, jobbers and manufacturers are invited to write for particulars and an immediate source of supply.

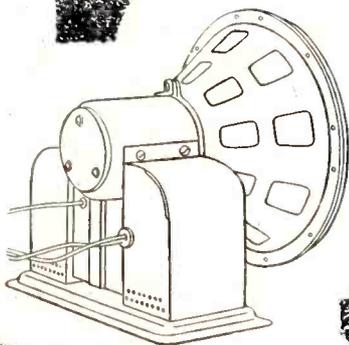
## Jensen Radio Manufacturing Co.

338 N. Kedzie Avenue, CHICAGO, ILL.

212 9th Street, OAKLAND, CALIF.

JENSEN PATENTS ALLOWED AND PENDING  
Licensed under Lektophone and Magnavox

Jensen Dynamic Speaker Units may be quickly and easily installed in radio or phonograph console cabinets. They may be operated with the same current supply as used for the radio receiver or electric phonograph. Prices for the Units for console cabinet installation range from \$40.00 to \$55.00.



**Z**ENITH business doubled in 1925—doubled again in 1926—and tripled in 1927! Now Zenith has just finished the most prosperous summer in its history, with a volume of business that crashes all previous sales records. A nation-wide reputation for Quality Radio, plus Automatic Tuning—the big new Zenith feature for 1928-29—are making this season a memorable one for Zenith dealers. It pays to handle a Quality Line that rises above the scramble of competition.

30 Models—3 different circuits including DeLuxe, Automatic and Phonograph Models—with or without loop or antenna—battery or completely electric—\$100 to \$2,500

*Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.*

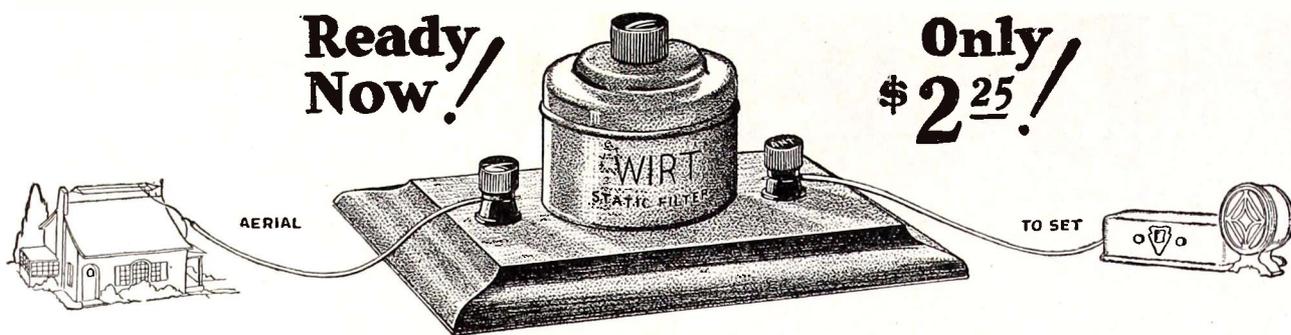
**ZENITH**  
 TRADE MARK REG.  
 → LONG DISTANCE ← **RADIO**  
 TRADE MARK REG.

3620 Iron Street

CHICAGO

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasselli 1581145, Re-issue 17002, Heath 1638734, Canada 264391, Gt. Britain 257138, France 607436, Belgium 331166. Also under Marvin and other U. S. and foreign patents pending.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO



**Ready Now!**

**Only \$2<sup>25</sup>!**

# WIRT STATIC FILTER

Here it is—a filter that actually suppresses static. Only \$2.25. Easily adjusted. Fits any set. Sharpens selectivity. Gives rounder, sweeter tone—no roughness or distortion. Goodlooking, too. WIRT STATIC FILTER is packed in individual cartons; 10 to a counter display. Circulars, window strips, etc. Advertising in the "fan" magazines. \$2.25 list—usual discounts. Write or wire us or your jobber for 10 Filters—now! Use the coupon if it is any easier.

### A Profit on Every Call

Every service man, every house-to-house man on your staff, can pay his own way with this Static Filter. No matter what his other errand may be, have him sell a Static Filter on every call.

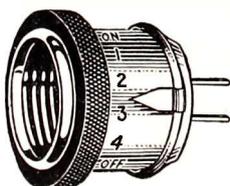
Obviously, your outside man won't sell an A-C set for every doorbell he rings. He can, however, make a real friend of every D-C set owner he sees—he can sell him a Filter!

### Wirt Static Filter Sure Does Work!

The Wirt Static Filter is still a good bit of a mystery. We've worked over it for four years, but even yet are not positive as to why or how it gets the static out. It does not have a condenser effect, it does not depend on induction, but it sure does the job. To folks who like real music, recommend Wirt Static Filter. They will improve their reception and get rid of practically all static. Works on battery sets and A-C sets. Requires little adjustment. Order 10 today—\$2.25 is mighty little to risk on a device that gets out all the static except the crashing of a nearby storm.

### Safeguards A-C Sets

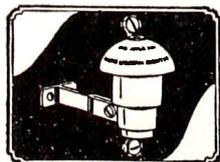
Wirt Voltage Regulator (211) prevents burning out tubes and set. Eliminates extraneous current line noise.



Controls "surges." Saves hours and hours of service time. Your A-C customers can put it on for themselves and adjust it in 3 minutes, and it's there for life, always safeguarding the set. Only \$2.25 list. 10 in a carton.

### Stops Lightning!

Wirt Lightning Arrester safeguards set and house. Air gap type. Made of bake-lite and brass. Sturdy and looks big value for its price—only \$1. Complete with rigid bracket, brass screw for mounting. Aerial fastens to terminal without cutting—much the best practice. \$1 list—usual discounts.



## WIRT COMPANY

5221 Greene Street Philadelphia, Pa.

MAKERS OF "DIM-A-LITE" AND "DIM-A-LAMP"

New York, N. Y.	Chicago, Ill.	San Francisco, Calif.
Hathaway & Co., Inc.	Geo. Richards & Co.	James J Noble Co.
16-22 Hudson St.	557 W. Monroe St.	915 Bryant St.

### USE THIS COUPON

WIRT COMPANY  
5221 Greene St., Philadelphia, Pa.

- Ship me 10 Wirt Static Filters (223)
- Ship me 10 Wirt Voltage Regulators (211)
- Ship me 10 Wirt Lightning Arresters (200)

Bill through.....(jobber)

My name.....

My address.....

# Day-Fan

RADIO

## SALES at a PROFIT

What will it be this season, Mr. Radio Dealer?

Sales? Or sales and profits, too?

A price to sell a set? Or a set whose **QUALITY WILL EASILY SELL A PRICE . . .** a price to give you the profit you deserve?

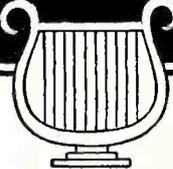
The new 8-tube Day-Fan is arousing enthusiasm everywhere by its superior performance. It was developed as the result of a deliberate intention to build the best receiver possible.

Table Model \$150.00 less tubes and speaker, with speaker table \$205.00; console \$295.00 less tubes.

Let us tell you about the exclusive dealer Franchise—about advertising. Write today.

DAY-FAN ELECTRIC CO., Dept. M., Dayton, O.



  
**All-American Mohawk Corporation**  
**LYRIC**  
**RADIO**  


**EXCELLENCE THAT GIVES YOU**

**THE**  **ON**

**profitable trade**

**T**HEY say that "seeing is believing"—and it includes *hearing* as well. From the first, prospective buyers *believe* in All-American Mohawk Corporation *Lyric* Radios. They *see* exquisite beauty and the unmistakable marks of inimitable craftsmanship. They *hear* convincing evidence of super-quality in the clear, true-to-life tones—"Radio's Realistic Close Up."

This excellence in appearance—gives dealers an inside edge on profitable trade. It sweeps aside selling resistance. It is a constructive power in trade building. Because of the *value* that so clearly reflects the skill, integrity and sincerity of the manufacturer, excellence will be rigidly maintained. Lyric Radio will *continue* to be the finest set that long years of experience, scientific engineering principles and the most advanced manufacturing facilities can produce. Dependable quality assures immediate trade development and steady growth in demand.

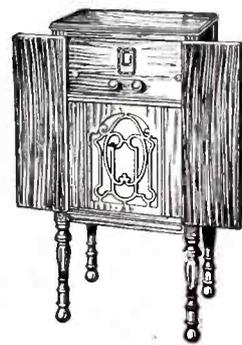
**ALL-AMERICAN MOHAWK CORPORATION**

Dept. 4A, 4201 Belmont Ave.,  
Chicago



**Model 88**

The utmost in phonograph and radio combination. Eight tube Electric Radio Set; Electric pickup; Induction Motor, concealed velvet turntable; Electro Dynamic Speaker; compartment for record albums. An example of furniture creation to please the most fastidious. For operation on 110 Volt A. C. 60 Cycle Current. This model furnished with Electro Dynamic Speaker only. Com- \$425.00 plus tubes.



**Model 65**

A handsome console finely finished in rich walnut with overlay on front doors. Enclosed cone speaker. Contains a One Dial six tube set. For operation on 110 Volt A. C. 60 Cycle Current. Complete, less \$137.50 tubes.

Accredited Dealers should write or wire at once for full particulars regarding desirable dealer franchise available in unallotted territories.

**Now \$2.50** FORMERLY \$3.75

**RADIO IS BETTER WITH BATTERY POWER**

## Why

*Ray-O-Vacs give what your customers want in a "B" battery*



*This new cell-pocket construction assures longer battery life*

**T**HERE are but two things your customers want in a "B" battery — longer life and better radio reception.

To meet these two demands French Battery engineers, backed by 22 years' experience in battery manufacture, designed the new "cell-pocket" construction that gives Ray-O-Vac longer battery life and lowered internal resistance, assuring better radio reception.

This new Ray-O-Vac "cell-pocket" construction discards the old pitch — eliminating its crippling heat from Ray-O-Vac construction. Now no molten pitch pours in around Ray-O-Vac cells to rob them of their essential moisture and electrical strength. Instead, each cell is protected in an insulated "pocket" with its activity unimpaired for a long and useful life.

The lower the internal resistance in a "B" battery, the better its effect on radio reception. Any electrical engineer will tell you that low internal resistance in a "B" battery gives best results in tone quality, because it makes for the absence of interference with a flexible flow of current to meet all requirements. Ray-O-Vacs are endorsed by America's leading radio engineers because of their low internal resistance.

Full page advertisements, in color, appearing regularly in *The Saturday Evening Post* and *Country Gentleman* are showing your customers why they get longer life and better reception in Ray-O-Vac. New lower prices make them easier than ever to sell. See your jobber — or write us for particulars today!

### FRENCH BATTERY COMPANY

Factory: Madison, Wisconsin

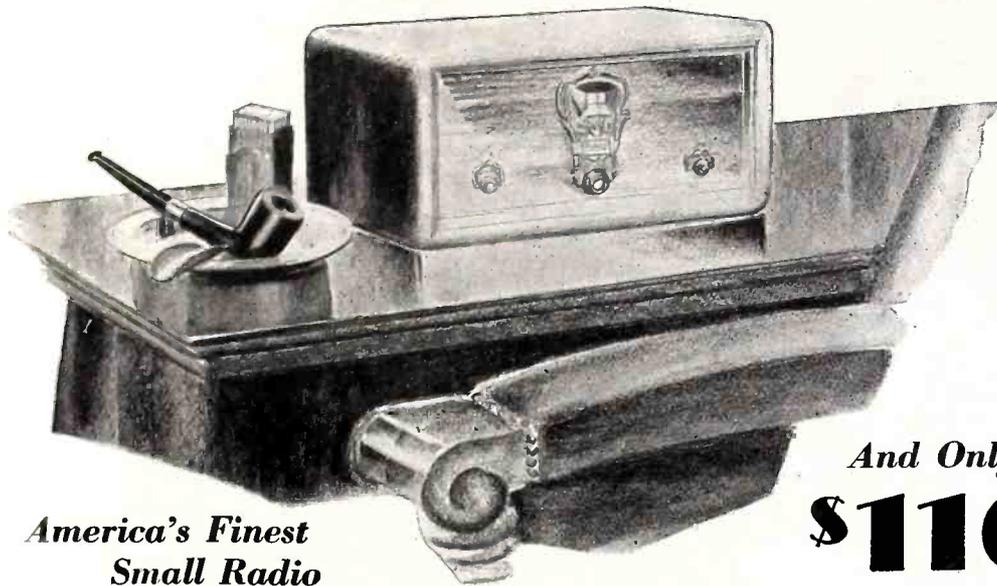
Sales Office:

30 No. Michigan Ave., Chicago

Branches: Minneapolis, Kansas City, Atlanta, Chicago, New York, Los Angeles

Also makers of Ray-O-Vac "A" and "C" Radio Batteries, Ray-O-Vac Flashlights and Batteries, Ray-O-Vac Telephone Batteries and Ray-O-Vac Ignition Cells.

# Federal Announces The New H-Series



*America's Finest  
Small Radio*

*And Only*  
**\$110**

**F**EDERAL presents a new achievement—the new H models—table and console receivers of remarkable beauty and compactness.

The table model easily tucks away in any of dozens of places in the home wherever there's a few square inches of unused room. The console model fits into the decorative scheme in the smallest nook or corner with-

out rearranging the room or disturbing the furniture. This beautiful compactness appeals particularly to women. It alone will mean thousands of sales for designated Federal retailers this year.

The console model is provided with built-in speaker specially designed to respond to low frequencies. It is also available with built-in dynamic speaker.

All Metal Chassis    Wood Cabinets    Two Way Selectivity    Push-pull Amplification  
Ortho-sonic Tone    Single Dial, electrically illuminated    Unusually Compact

7 A. C. tubes (including rectifier)

*Prices (without tubes or accessories)*

For A. C. light-socket—60 cycle, H 10-60 Table Model \$110—H 40-60 Console \$185  
25 cycle, H 10-25 Table Model \$120—H 40-25 Console \$195  
Console with built-in dynamic speakers—60 cycle H 41-60 \$210—25 cycle H 41-25 \$223  
*(Slightly higher west of Rockies)*

*Phone, wire or write for full details of the new Federal models  
and Federal's liberal proposition*

**FEDERAL RADIO CORPORATION, BUFFALO, N. Y.**  
OPERATING BROADCAST STATION WGR AT BUFFALO  
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

# Federal ORTHO-SONIC\* Radio

Licensed under patents owned and or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

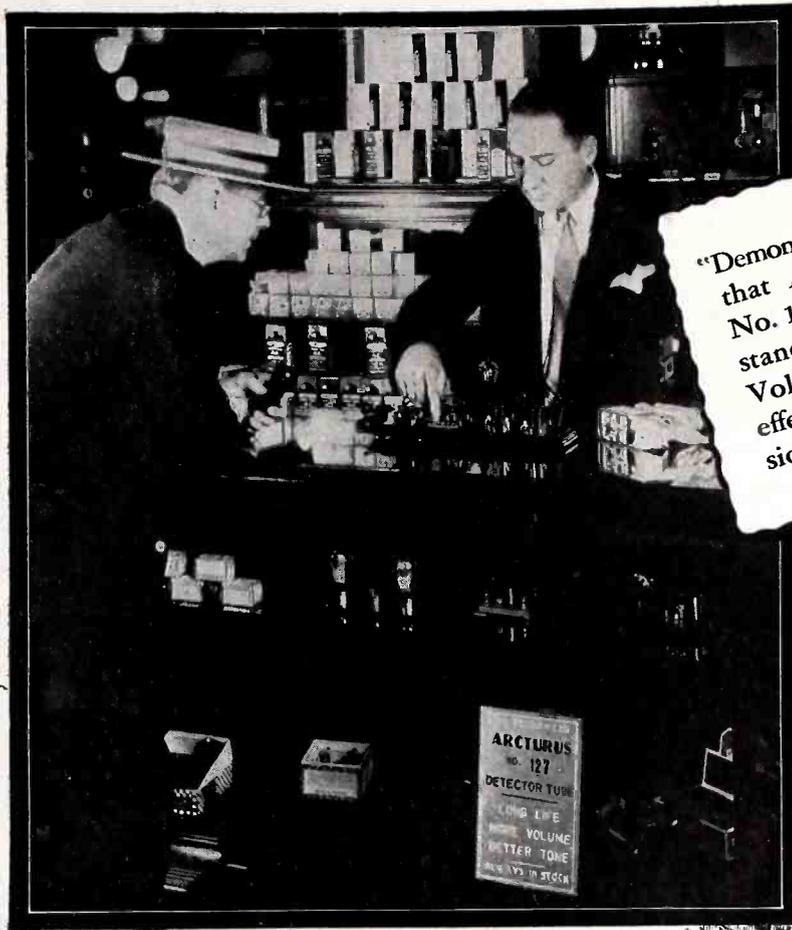
\* Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,582,470

FEDERAL RADIO CORPORATION  
1738 Elmwood Ave., Buffalo, N. Y.

Please send me complete details of the Federal proposition.

Name .....

Address ..... City .....



"Demonstrating that Arcturus No. 127 easily stands 5 to 6 Volts without effecting emission of tube."

# It Sells Tubes

... says Kaufmann's of Pittsburgh

"WE have sold hundreds of Arcturus 127 A-C Detector tubes and to date have not had occasion to replace one of them," says Kaufmann's Department Store (one of the country's biggest).

Kaufmann's *show* customers that an Arcturus Tube will easily stand 5 to 6 volts without effecting the emission of the tube—a quick and simple demonstration. It is a demonstration that has boosted tube sales for them—and *will for you!*

Another *demonstrable* advantage of the

Arcturus Detector Tube, that some of the country's leading retailers have used to increase tube sales, is its *7-second action*. Other tubes take from thirty to sixty seconds—from 4 to 8 times as long.

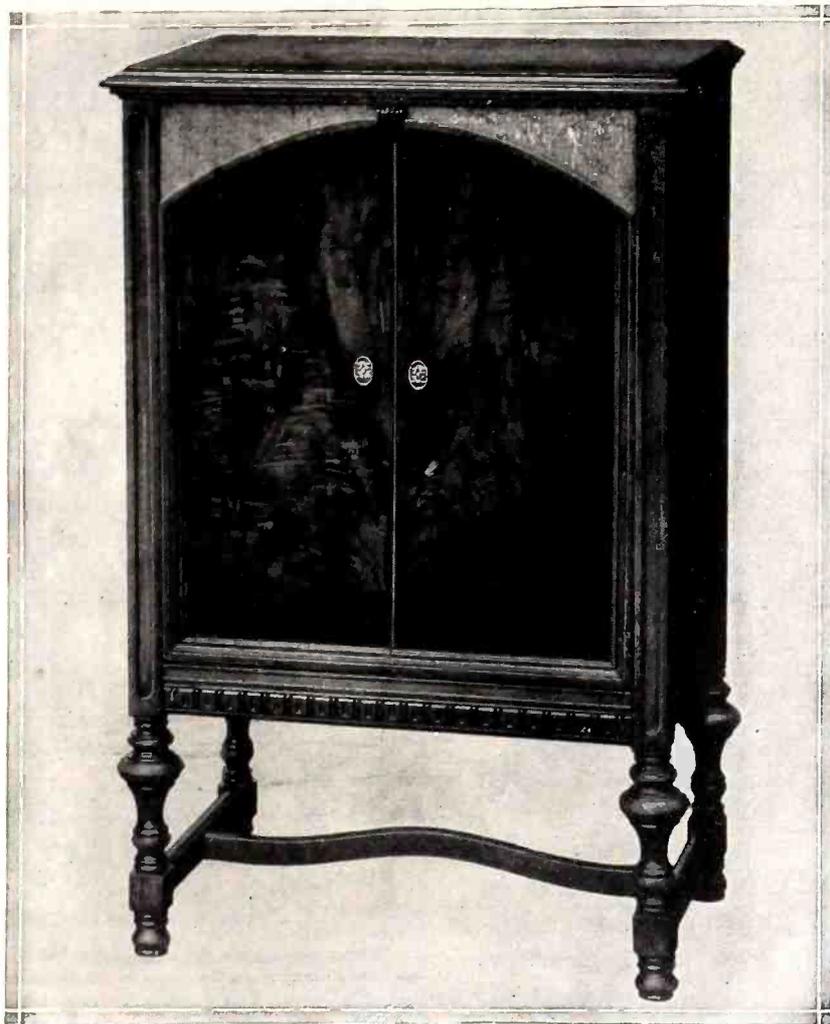
Arcturus are quicker acting, longer lasting tubes that *will* increase volume—both in reception and sales.

Handle Arcturus—boost *your* tube sales. There's an Arcturus A-C Long Life Tube for every purpose. Write for detailed information today. No obligation.

ARCTURUS RADIO COMPANY  
255 SHERMAN AVENUE, NEWARK, N. J.

# ARCTURUS

## A-C LONG LIFE TUBES



# ADLER-ROYAL RADIO CABINETS

THE "MONA LISA" from its place in the Louvre galleries attracts more attention and interest than the paintings surrounding it, because it possesses in larger degree that intriguing quality that appeals to more people. In like manner, an Adler-Royal cabinet placed anywhere in a display of ordinary values, attracts more

ADLER MFG. CO., Inc.

See the Adler-Royal Exhibit at SEVENTH ANNUAL CHICAGO RADIO SHOW, October 8 to 14. Coliseum, Section EE, Booths 9-10.

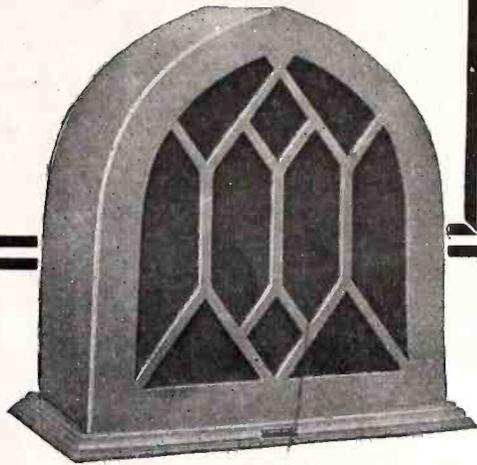


attention and excites more favorable comment than its neighbors — because it, too, possesses in generous degree that intriguing quality that appeals. This intriguing quality is popularly called, "IT." It is a tangible advantage. Adler-Royals have it. One of the reasons why it speeds the sale to say "Cabinet by Adler-Royal."

LOUISVILLE, KENTUCKY

Not "just another speaker"  
but the  
New 1929  
**ULTRATONE**

Mineral Moulded—Exponential  
Air Column Amplifier



Model 12  
\$22.50  
LIST

THE ULTRATONE unit used in this speaker is guaranteed to withstand the excessive voltage of high powered A.C. Sets.

ULTRATONE Speakers operate on less current with perfect fidelity of tone reproduction over the whole musical range. ULTRATONE means balanced reproduction.

The two table types illustrated may be had in Walnut or Gold Bronze finish.



Model No. 8  
\$15.00 List

We'll gladly tell you why this speaker is better. Write—

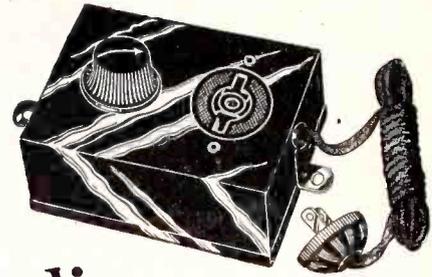


**ULTRATONE MFG. CO., INC.**  
1046 W. Van Buren St., Chicago, Illinois

Table Type No. 8  
36" Air Column \$15.00

Table Type No. 12  
48" Air Column \$22.50

Built in types for all conditions of cabinet use. Prices on request.



**Radio  
Control Box**

THE Real Volume seller of the season. A manual line voltage regulator to fit all "AC" receivers. Protects "AC" tubes from overloading. One adjustment at time of installation. Lists at \$3.00. Only one model to stock.

Write for details and nearest jobber.

**Centralab**  
CENTRAL RADIO LABORATORIES  
30 Keefe Avenue, Milwaukee, Wisconsin

For Quick Profit  
**MAGNATRON**  
Radio Tubes

Made by the Oldest Exclusive  
Tube Manufacturer

Number	List	1000	500	Under 500
*226 A.C.	\$2.50	\$.88	\$.91	\$.95 net
*227 A.C.	5.00	1.50	1.65	1.75 "
199	2.25	.70	.75	.80 "
*112 A.	3.00	.70	.75	.80 "
*171 A.	3.00	.85	.90	.95 "
201 A.	1.50	.38	.43	.48 "
*210	9.00	3.00	3.15	3.25 "
280 A.C.	4.50	1.45	1.50	1.55 "
*250	12.00	3.50	3.60	3.75 "
281 D.C.	7.50	2.85	2.90	2.95 "
200 A.	4.00	.90	.95	.99 "

Every Magnatron Tube Is Sold with Definite  
100% Replacement Guarantee for  
an Unlimited Period.

24 Hour Delivery on All Types  
5 tubes to a handsome display carton.

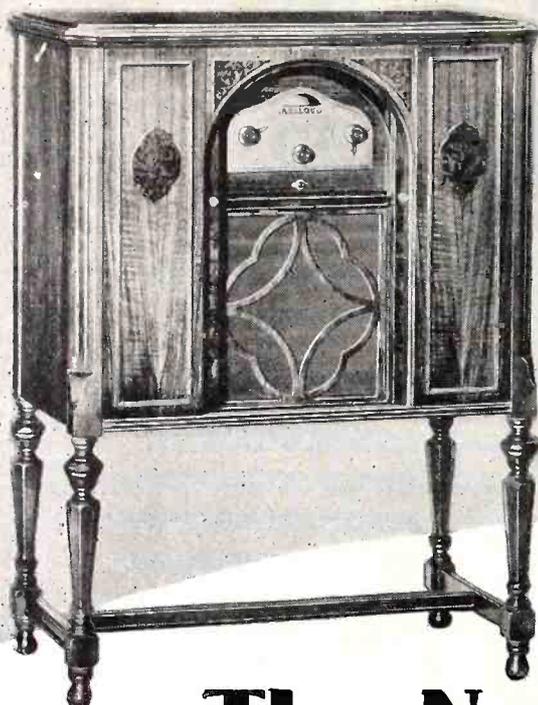
Exclusive Distributors U. S. A. and Export

**Martwel Corporation**

Paramount Building New York, N. Y.

Eastern Distributors for  
PRESIDENT All-Electric Radios

Model 519  
\$215



Model 515  
\$99<sup>50</sup>

Model 518  
\$155



ALL  
Complete with  
KELLOGG  
A-C Tubes

**The Name KELLOGG  
Back of These  
PRICES  
Creates Exceptional  
VALUE**

*that Insures Volume Sales*

KELLOGG RADIO—always associated with the highest quality—both in the minds of the trade and of the public—now comes to you with these popular priced models, all built to the same standard of quality as the higher-priced Kelloggs. The announcement of a Kellogg Radio, selling complete with Kellogg A-C tubes at less than \$100, will create a demand that may congest even our vast facilities. We suggest that new dealers, who may be interested, get in touch at once with the proper Kellogg distributors, or write us immediately.

KELLOGG SWITCHBOARD & SUPPLY CO., Dept. 54-77, CHICAGO

**KELLOGG RADIO**

# Your Own Label Radio

## Gives You Exclusive Rights

Competitors *can't* trespass on your business—when you build it with your own brand of good radio! And prospective buyers who like your radio can't get it elsewhere; they *must* come to you.

Why not capitalize on your trade identity—it's your most valuable possession. Put your label on the radio you sell!

Premier Radio for Private Label brings you other advantages: longer profits; flexible price to meet any competition; freedom from burdensome contracts—you order out only what you need.



## Pick Premier for Your Brand

Material and manufacture—not advertising—determine the quality and salability of a receiver. Premier is the equal of any in performance, looks, quality and salability. Table and Console Models—furnished in standard 6 and 7-tube Push-Pull. Magnetic or dynamic speaker built in. Also combination Radio and Phonograph with electric pick-up.

### Chassis Specifications

All-metal chassis; rigid, strong, stays put. Unconditionally guaranteed. Apparatus 100% shielded. Licensed under U. S. Navy Patents and Hogan Patent No. 1,041,002.

Write for prices and full details. No obligation.

## PREMIER ELECTRIC CO.

Established 1905—Manufacturers Ever Since

3808 Ravenswood Ave.

Chicago, Illinois



## Radio Furniture in Wrought Iron

Highly artistic in design and finish, Smithcraft Wrought Iron Tables and Benches represent the ultimate in furniture beauty and utility. They are light in weight, yet rugged and durable, and accommodate practically all standard size receivers. You will find that the charm of Smithcraft models will instantly appeal to your trade and will greatly help your radio sales.

**MODEL "D" CONSOLE** (left). List \$32.00. Permits use of either magnetic or dynamic speaker. Room for power unit. Top size 26-in. x 16-in.

**MODEL "A"** (lower left). List \$14.00. Will accommodate majority of radio sets. Very sturdy. Made in all colors. Top size, 23-in. x 14-in.

**MODEL "C"** (lower right). List \$19.50. Wide ornamental apron lends beautiful decorative effect. Top size, 26-in. x 16-in.

# SMITHCRAFT



The following attractive color combinations in various designs are available in the Smithcraft line; Antique Brown and Pale Gold, Black and Silver Grey, Chinese Vermilion and Black, Hammered Silver, Black and Pale Gold, Polychrome and Blue Grey. All Tables and Benches except Model D are shipped knocked down f.o.b. factory. Prices slightly higher in the West. They are easily and quickly set up by the adjustment of a few screws.

**JOBBERS**—Valuable territory is still available. Write us for full distribution details.

**DEALERS**—If your jobber cannot supply you, order direct on your letter head—or we will ship C.O.D. if desired.

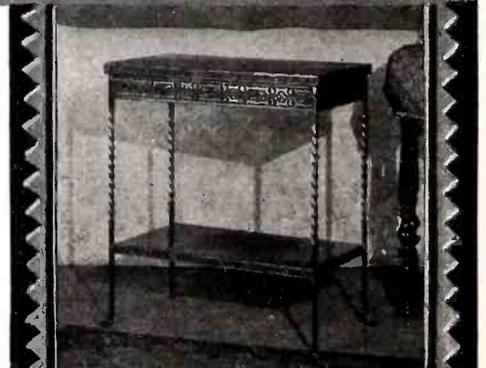
A. L. SMITH IRON WORKS

Metal Furniture Division

CHELSEA

Dept. X,

MASS.



SMITHCRAFT EXPRESSES THE MODERN TREND IN FURNITURE

# The NEWS about SONORA is spreading like Wildfire!



## Sonora

advertising is reaching  
over 60 million people

**T**HE revolution-  
ary new Sonoras

were presented to the public for the first time at the New York Radio World's Fair. And during the Chicago Radio Show at the Coliseum.

This month, when distribution is well under way, Sonora national advertising goes into action.

It will reach right into the

homes of the nation—a campaign broad in scope, daring in execution, and with money enough behind it to blast an immediate entrance and continue unabated—building sales and profits for Sonora Music Merchants by its weight and dominance.

Every detail of the Sonora proposition is looked after.

Every 1928-29 problem of the Music

Merchant is heeded. The ingenious new finance plan, the margin of profit, the service and sales helps—all are created from the retail viewpoint.

Certainly the thing for you to do now is to *hear* the new Sonoras. We rest our case on glorious musical reproduction plus your own good business acumen.

SONORA PHONOGRAPH CO., INC., *Sonora Building, 50 W. 57 St., N.Y.C.*

# Readrite

## UNIVERSAL TEST SET

Tests A.C. and D.C. Circuits  
Quickly Locates Set Troubles

Standard with No. 215 Tube Tester, list price \$12.00, and No. 346 Voltmeter, range 0-300 volts, list price \$5.00. Optional with No. 347 Voltmeter, 0-500 volts, for \$1.00 additional. Tube Tester plugs into socket from which tube to be tested has been removed. A practical outfit for service man or set owner.

### Readrite Meter Works

Established 1904

6 College Ave.

Bluffton, Ohio



List Price Complete  
**\$17.00**

Operates equally well  
on A.C. or D.C.  
circuits

## MASTER VOLTAGE CONTROL

Eliminates Free Service Calls

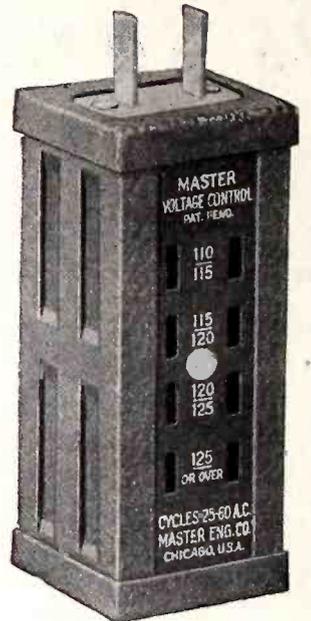
Announced in July, now the season's fastest selling radio accessory. A necessity on all A-C sets! Distributed by over 250 leading jobbers. Selling on its merits because of its fine performance and excellent workmanship. The various line voltages which are in daily use throughout the country have been compensated for in MASTER VOLTAGE CONTROL. Works equally well in A-C and D-C districts, 25-60 cycles.

### Sales Features:

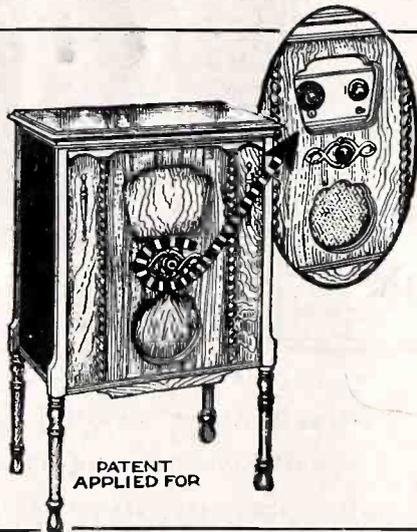
1. No Moving Parts.
2. No Guesswork in Setting for Correct Voltage.
3. Nothing to Get Out of Adjustment.
4. Once Installed Requires no Further Attention.
5. Air Cooled — Does Not Heat Excessively.
6. No Tools Required for Installation.
7. Anyone Can Install It.
8. Saves Tubes.
9. Saves Sales.
10. Turns Complaints into Actual Sales and Keeps Customers Satisfied.

ORDER AT ONCE FROM  
YOUR JOBBER—  
If he can't supply you send your order to—

**MASTER Engineering Co.**  
128 So. Michigan Ave.  
Chicago



LIST PRICE  
**\$2.50**



PATENT APPLIED FOR

## When You See the Revolving Door You'll Know It's The "MIRACLE" RADIO CABINET

Send for Particulars

**THE PIERSON COMPANY**

ROCKFORD, ILL.

666



"Not a  
Kick  
in a  
Million"

### Today! Buck Tubes

the most popular priced radio tubes from Coast to Coast.

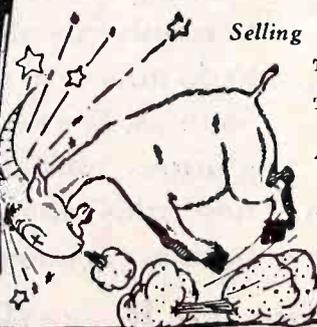
Selling bigger than ever

Type 201A list \$1.00  
or one buck.  
Type 199 list \$1.00  
or one buck.

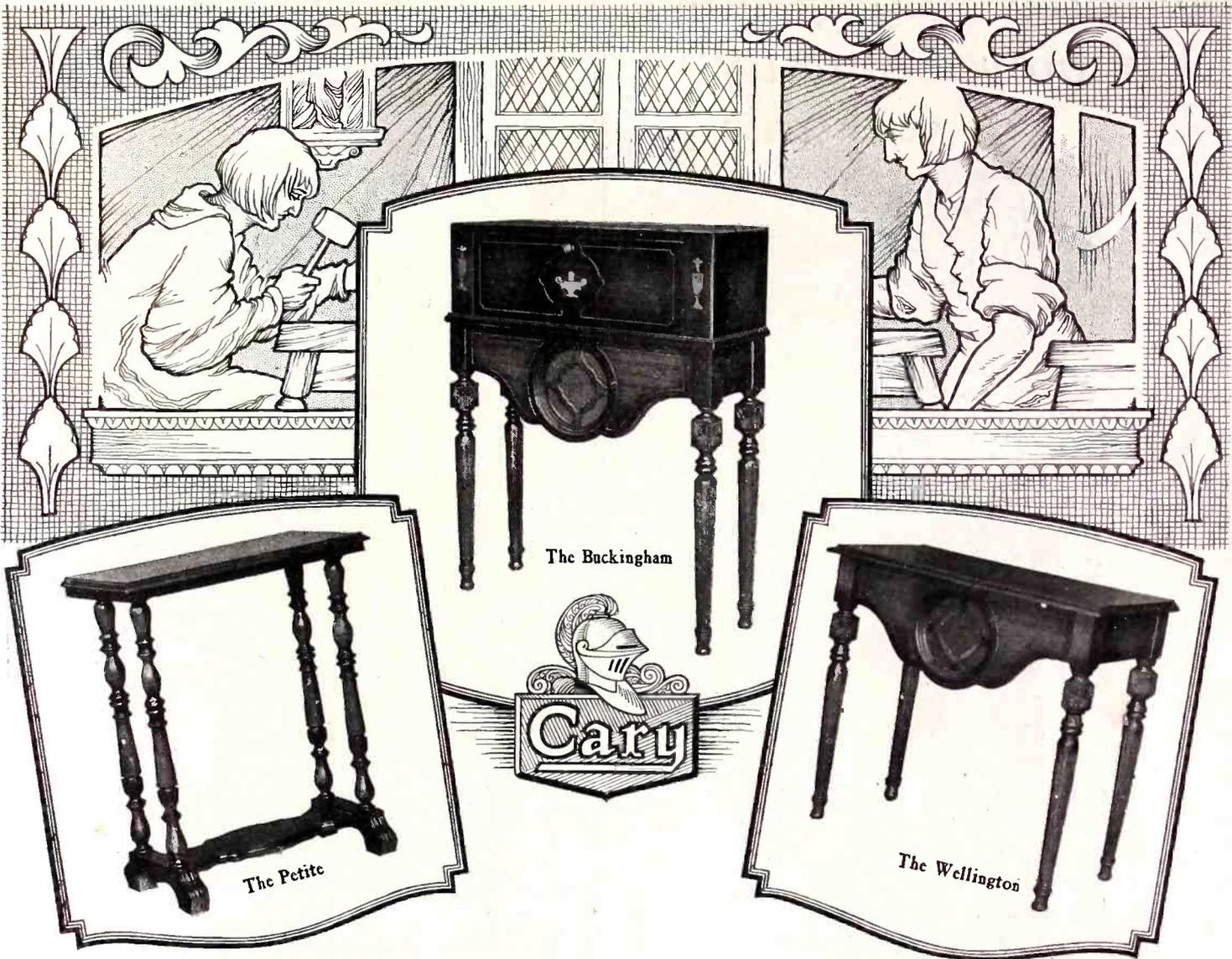
All AC and DC  
Types for Less.

Write for Details

Universal Elec.  
Lamp Co.  
Newark, N. J.



Only reliable products  
can be continuously  
advertised



## Built For Your Radio

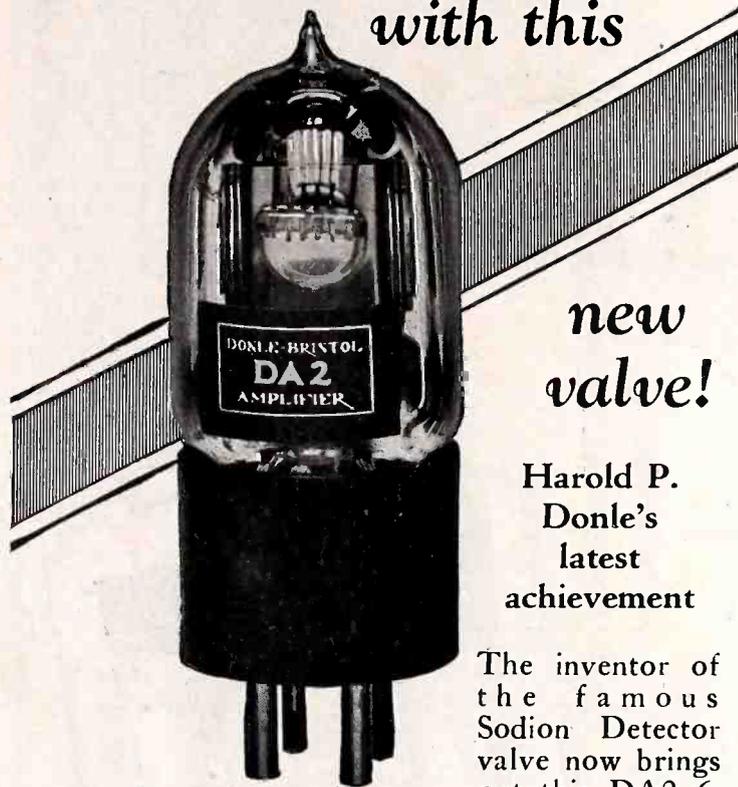
Above are shown three pieces which comprise only part of a complete line of cabinets, tables and spinet bases created for every popular make of receiver. The models containing speakers can be furnished with a choice of Radiola, Peerless, Farrand or Utah Cones. Cary Cabinets are fashioned from genuine American Black Walnut by leading craftsmen of the woodworkers art. Prices will astonish you! Ask your jobber or write direct for illustrated circular. The Cary Cabinet Corporation, Springfield, Missouri

# Cary

## CABINETS



## Increased Amplification Improved Quality with this



*new  
valve!*

Harold P.  
Donle's  
latest  
achievement

Full size DA2 Valve  
Retails for \$3.00

The inventor of the famous Sodian Detector valve now brings out this DA2 6-volt amplifying valve for any type of D.C. set.

After exhaustive tests in order to perfect it for the market, this company is now in a position to fill orders from dealers for this wonderful valve.

Here is what some enthusiasts say of this new valve:

"Really it is the most marvelous valve I have ever come in contact with."

"Received the four tubes ordered, today. Must say that they even exceed all my expectations."

"It is a pleasure to report that the three tubes I received from you Saturday, have increased the sensitivity of my Hammarlund-Roberts Hi Q to a considerable degree. I also tried one in the R.F. stage of a Browning-Drake and there, too, the gain was considerable."

Dealers, here is a chance to improve both volume and quality of your customers' D.C. sets. We guarantee every valve.

Send today for two samples for test. They will be billed at full discount. We can make prompt shipments.

**DONLE ELECTRICAL PRODUCTS  
CORPORATION**  
MERIDEN, CONN



## When It Comes to Service



*Pattern  
No. 199  
Radio Set  
Analyzer*

When it comes to service it is quite likely that you will have to look a long time before finding a service instrument that so thoroughly fills the requirements for radio service equipment as does the Jewell Pattern No. 199 A.C.-D.C. Radio Set Analyzer.

This set was designed to take care of the service needs of the many new A.C.-operated radio sets as well as those of the battery operated type. Features that have made it a favorite with experienced radio service men are given below:

- Easily portable leather covered case with removable cover.
- Five-prong plug with four-prong adapter.
- Four reading A.C. Voltmeter 0-4-8-16-160 volts.
- Six reading D.C. Volt-milliammeter 0-7.5-75-300-600 volts and 0-15-150 milliamperes.
- Accurate tube test.
- Positive, silver contact push button switches for taking readings.
- New cathode voltage test.
- All ranges brought to binding posts for continuity tests.

These features are all described in descriptive circular No. 2002, which tells in detail all about this set analyzer. Write for a copy.

*"28 Years Making Good Instruments"*

**Jewell Electrical Instrument Co.**  
1650 Walnut St., Chicago.

Radio's Greatest  
Dollar for Dollar Value

The  
**Bremer-Tully**

RADIO-PHONO COMBINATION

The radio receiver is the famous B-T Eight employing five tuned stages, Bremer-Tully's patented Counterphase circuit, patented station indicator, exclusive rejector stage and built-in dynamic speaker of highest quality operating from filtered current. Output is thru the new 250 amplifying tube.

Phonograph is operated by best grade electric motor. Turntable for records is conveniently accessible and is equipped with automatic stop. Two 12-inch record albums are furnished and compartments provided in cabinet for them.



The console cabinet is of genuine American walnut beautifully finished and set off with rare border carvings imported from Europe's finest craftsmen. Overlays of Carpathian Elm add a decorative touch to the folding doors of genuine walnut burl.

The B-T Radio-Phono combination is one of seven radio models which comprises the complete Bremer-Tully line. They are priced from \$115.00 to \$490.00, offering a size and style to meet every reasonable requirement.

**A** NEW Bremer-Tully model offering everything that can be desired in the highest type of radio reception, together with the finest electrically operated phonograph obtainable.

Here is tonal excellence beyond even that for which Bremer-Tully Radio is so justly famous.

It won recognition instantly at the New York show as the finest instrument shown and will win equal recognition wherever it is introduced.

A superior value—unequaled at any price—and it's only \$490.00, less tubes.

Send the coupon for further information and details of our dealer franchise.



**BREMER-TULLY MFG. CO.**

656 Washington Blvd., CHICAGO, ILLINOIS

Name .....

Street .....

City ..... State .....

RR-10



**Braidite**  
 HOOK-UP WIRE  
 "THE BRAID SLIDES BACK"

**Excellent for AC Work**

*Can Be Easily Twisted  
 for Filament Leads*

Braidite twists easily and holds its shape permanently after bending. Being a sleeve insulated hook-up wire it is safe to work with, yet is as convenient as bare wire. It is ideal for all A-C work. Braidite cuts wiring time in half. To make a connection, simply shove back the insulation. After soldering, the insulation slides right back into place, leaving no exposed sections of bare wire, and making a neat, clean-cut looking job.

For these reasons, Braidite is radio's biggest selling hook-up wire. The foremost circuit builders specify Braidite in their circuits described in all the fan magazines and newspapers throughout the country. It is the popular hook-up wire. If you are not acquainted with Braidite, take advantage of our

**SPECIAL OFFER**

Send us the name and address of your jobber and we will send you two packages of Braidite free—one solid and one stranded. Show these samples to your clerks; then turn them over to your service man for use on his next job. Learn about Braidite and you will be convinced of its possibilities for sales and profits.

Red, Green, Yellow, Blue and Black.

List prices as follows:  
 25 feet stranded Braidite...35c  
 25 feet solid Braidite...50c



**CORWICO**  
**RADIO'S BEST WIRES**

**ANTENNA WIRES**

Stranded, Braided, Solid, Plain, Tinned, Enameled

**COMPLETE ANTENNA KITS**

From \$1.75 to \$4.50

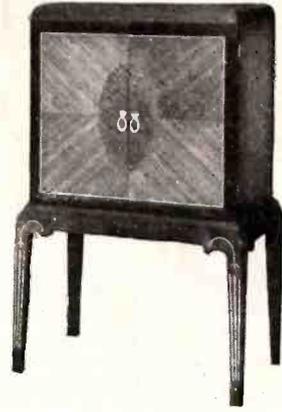
**HOOK-UP WIRES**

"Braidite" "Flexibus," Colored Rubber

**A-C ADAPTER HARNESSSES**

Type R for RCA type tubes.....\$8.00  
 Type A for ARCTURUS type tubes..... 5.00

**CORNISH WIRE CO.**  
 28 CHURCH ST., NEW YORK CITY



**P R E S T I G E**

Cabinet sales are today one of the most important sources of profit in the radio business. Dealers who feature UDELL Period and Art Moderne Cabinets are making the most of this essential branch of their trade.

The prestige of UDELL Cabinets is firmly established. This prestige alone has always been a marked stimulus to sales. This stimulus is now multiplied by new attractive prices hitherto impossible for such fine cabinets. You will be pleased by the ease with which you can sell the UDELL line.

*Write today for your copy of our handsome new catalog of distinguished Period and Art Moderne Cabinets.*

**THE UDELL WORKS**

28th St. at Barnes Ave., Indianapolis, U. S. A.



**Don't Overlook Opportunities**

Men who regularly keep in touch with the market through other channels often overlook the many opportunities that are to be found in the

**SEARCHLIGHT SECTION**

For Every Business Want

**"Think SEARCHLIGHT First"**

0156

# CASE offers you—

A most remarkable group of fine All-Electric Radios from \$98 to \$500, that meet the demands of every type of radio buyer.

Everything new—everything good in radio has been incorporated in these fully licensed receivers. Marvelous tone, positive, simple operation—and POWER to SPARE!

Each set housed in an artistic cabinet.

## SUPER-POWERED Neutrodynes

The ruggedly built CASE chassis is a new interpretation of the time tested and proved Neutrodyne circuit, boasting greater power stage by stage.

Write for full details of this money-making CASE franchise.

**CASE ELECTRIC CORP.**  
Division of United States Electric Corp.  
MARION, IND.

**CASE**  
Master Builder of Fine Radios



Rola Dynamic  
Table Speaker  
Model 30

## Radio's Latest Achievement

THE NEW Rola Dynamic Power Speakers, sensational wherever demonstrated, are taking radio users by storm. From the deepest bass to the highest treble, these new speakers reproduce with marvelous accuracy—attaining a degree of realism never before equaled. They operate with type 171, 210 or 250 tubes. The new Rola Dynamic gives a response approximately twice that of any other dynamic on a given input. In the complete Rola line, dealers and manufacturers find just the right loudspeaker for every radio installation, regardless of kind or cost.

**Model 35.** A console dynamic speaker. Top dimensions sufficient to accommodate any standard radio set. Operates directly from 110 volt AC socket. List Price . . . . . \$110

**Model 30.** A dynamic table speaker equipped for light-socket operation. List Price . . . \$75

**Model 25-D.** A radio speaker table with built-in dynamic power unit. List Price . . . \$90

**Model D-110.** A complete, self-contained, dynamic speaker unit, with built-in transformer-rectifier for exciting field from 105 / 125 -volt 60-cycle current, and with base bracket, 20-1 input transformer, equalizer filter, tinsel cord and ten-foot power cord with through-switch. List Pr. \$50

**Model D-110-2.** Same as Model D-110, but with special input transformer for push-pull sets and amplifiers. List Pr. \$50

**Model D-90.** A complete dynamic unit with 20-1 input transformer, equalizer filter, and tinsel cord, but without transformer-rectifier unit—the field coil being wound to 1950 ohms for excitation by 40 to 80 milliamperes of direct current at 75 to 150 volts. List Price . . \$35

**Model D-90-2.** Same as Model D-90, but with special input transformer for push-pull sets and amplifiers. List Price \$35

**Model J-M.** A magnetic-armature cone unit with low-pass filter, solid pole pieces, armature, tinsel cord and square wooden baffle housing. List Price \$18.50

**MANUFACTURERS:** The following units are ready for installation in cabinet and console sets.

Write for prices.

**Model D-180-M.** A dynamic unit with field coil wound to 7000 ohms for excitation by 20 to 30 milliamperes at 150 to 225 volts.  
**Model D-90-M.** Same as D-90, but without base bracket, 20-1 input trans-

former, equalizer filter or tinsel cord. **Model M.** A magnetic-armature cone unit with low-pass filter, solid pole pieces, armature, and tinsel connecting cord. Dimensions and mounting same as Model A.

Ask your jobber for full details on the 1929 line of Rola loudspeakers, or write factory for name of Rola jobber nearest you

**THE ROLA COMPANY**  
OAKLAND, CALIFORNIA: 45th & Hollis Streets  
CHICAGO: 612 N. Michigan Avenue  
NEW YORK: 47 W. Sixty-third Street

**Majestic**  
**ELECTRIC RADIO**  
- [Grigsby-Grunow Company, Exclusive Mfrs.]

Everybody wonders:  
“How can it  
be done?”

**Majestic**  
**is doing it!**

GRIGSBY-GRUNOW COMPANY  
5801 Dickens Ave. Chicago



# Another Practical Suggestion from the PREMAX Service Manual

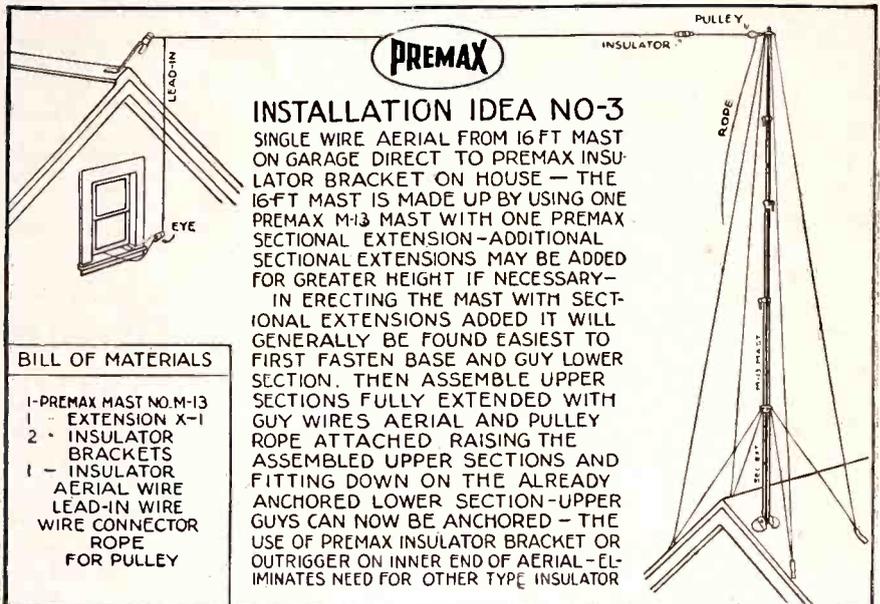
This sample page from the FREE Premax Service Manual shows how thoroughly Premax has gone into installation problems. The idea illustrated here is particularly serviceable when space is at a premium. Premax masts, insulator brackets, cross arms, ground rods, etc., provide the easiest, neatest, most dependable aerial equipment for putting up a real job under any conditions encountered.

A post card request brings this handy manual, together with complete descriptions of Premax aerial accessories, by return mail.



### UMBRELLA AERIAL CONNECTOR

Solid copper disc and brass bolts effectively join all wires. Supported and insulated from Mast by white porcelain body. Fits any Premax Mast.



## PREMAX PRODUCTS, INC.

Formerly Niagara Metal Stamping Corp'n.

Dept. RR-10-28

Niagara Falls, N. Y.

## All the Latest Song Hits—3 for \$1

**G**O into any sizable city and you'll find the store that sells jazz records—usually three for a dollar, sheet music—all the latest song hits, postal cards of the City Hall, souvenir plush pin cushions, and other novelties galore.

Five thousand such stores dot America today and they're usually included in the total count of 10,000 music outlets.

If you want to do business with these record-sheet music-novelty stores, Radio Retailing can't help you—it reaches none of them.

But if you want to reach the 5,000 bona fide music stores of the nation—the outlets that sell the new phonographs, radio receivers and accessories and combinations—Radio Retailing *can* help you. This McGraw-Hill magazine offers manufacturers the only *guaranteed* circulation among music-radio outlets of any magazine published.

## Radio Retailing

a McGraw-Hill Publication

Tenth Avenue at 36th Street, New York City

Member ABC and ABP.

# 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

### BUSINESS OPPORTUNITIES

**Position and Investment Wanted**  
 Would like to hear from small radio manufacturer who needs additional capital and needs another executive. Training and experience fit me to develop and manage internal organization, handle advertising in all its phases, and do sales work. Would fit particularly well in organization that now has good engineer, but needs all-around sales booster and office manager. Willing to make substantial investment. Might consider forming new company if I could find competent radio engineer for partner. BO-82, Radio Retailing, 7 So. Dearborn Street, Chicago, Ill.

### REPRESENTATIVE AVAILABLE

**Manufacturers**  
 Agent wants good radio line to sell to the trade in Ontario. Excellent connection. Explain proposition fully. Norris, 290 Jedburgh Road, Toronto, Ont.

### ONE DEALER

sold 200 Lambert Pocket Radios from 9:00 A. M. to 3:00 P. M. May 21st. How many can you sell between now and Christmas?

Write today for special dealers' offer.  
**LEON LAMBERT MFG. COMPANY**  
 133 N. Market St., Wichita, Kansas

### WE PAY CASH for your SURPLUS RADIO STOCKS

What have you for sale?  
**AMERICAN SALES CO.**  
 21 Warren Street, New York City  
 Established 1919

## Cabinet Manufacturers—Set Manufacturers GIMBEL BROTHERS

### PHILADELPHIA STORE NEEDS CONSOLE CABINETS SURPLUS STOCKS

of popular styles of quality workmanship will be considered as quantity lots. Mail pictures—specifications, quantities available and shipping point—please do not send representatives.

ADDRESS: W. P. SAUNDERS

**GIMBEL BROTHERS, PHILADELPHIA**

### Manufacturer, Attention 4 GANG CONDENSERS

Cap. .00035 Completely Assembled  
 These condensers are priced lower than the cost to manufacture.

Sample Price \$2.25 each

Special price in large quantities.  
 Write or wire for details.

**FULTON RADIO CO.**

16 Hudson St., New York City, N. Y.

## DEALERS

Send for our Bulletin of  
 Nationally Advertised

Merchandise at Bargain Prices

**BALTIMORE RADIO CO.**

138 Liberty St., New York City, N. Y.

## Readrite RADIO TEST SET

12 VITAL TESTS  
 IN ONLY 4½ MINUTES!

A Laboratory at  
 Your Finger Tips

A new set of testing instruments. Fills a long-felt need. Checks the voltage of B Eliminators. Tells in a jiffy the condition of tubes and circuits. And the surprising part is the amazingly low cost.



OUR \$9.95 Complete  
 PRICE Outfit

- (1) To measure the filament voltage, up to 10 volts, of AC and DC tubes.
- (2) To measure the plate current of any one tube, including any power tube.
- (3) To measure the total plate current of a receiver, or amplifier.

With this scientific trouble-shooting combination A.C. and D.C. tester (at left) and the high resistance voltmeter (at right) twelve vital tests were made of tubes and receivers, in 4½ minutes, because the combination can be used quickly for the following purposes:

- (4) To measure the B voltage applied to the plate of tube; the voltage across B batteries or B eliminators, up to 300 volts.
- (5) To determine the condition of a tube, by use of the grid bias switch.
- (6) To measure any tube's electronic emission.
- (7) To regulate AC line, with the aid of a power rheostat, using a 27 tube as guide, turning rheostat until filament voltage is 2.5 or 2.25 volts.
- (8) To test continuity of resistors, windings of chokes, transformers and circuits generally.
- (9) To find shorts in bypass and other condensers, as well as in inductances,

- resistors and circuits generally.
  - (10) To read grid bias voltages, including those obtained through drops in resistors.
  - (11) To determine the presence of distortion and overloading, by noting if milliammeter needle fluctuates.
- (If 0-500 voltmeter No. 347 is desired instead of No. 346, price of combination is \$10.40).
- No. 215 Universal AC-DC Tester alone .....\$6.90
  - No. 346 high resistance 0-300 volt-meter alone ..... 2.95
  - No. 347 high resistance 0-500 volt-meter alone ..... 3.50

Send for complete  
 List of Bargains!

## VENUS RADIO CORP.

Phone REctor 7190-7191

142 Liberty St., New York City

Terms: { 20% with order  
 Balance—C.O.D.

Get your wants into the Searchlight

## FRANK RADIO CORPORATION OFFER

### RADIO RECEIVERS

FEDERAL Ortho-sonic D-10 5-Tube Sets.....	\$20.90
SPLITDORF "Abbey" 6-Tube Sets.....	21.50
SPLITDORF 2-Dial 6-Tube Sets.....	16.00
DAY-FAN 2-Dial 6-Tube Sets.....	16.00
STANDARDYNE 2-Dial 6-Tube Sets.....	15.00
KELLOGG Model 507 6-Tube Sets.....	44.50
MURDOCK 3-Dial 5-Tube Sets.....	12.50
MOHAWK Console 6-Tube Sets.....	26.50

### ELIMINATORS—(Complete and Incomplete)

GREBE "B & C" Eliminators—180 Volt (without tube).....	\$13.50
AMRAD "B" Eliminators—180 Volt (without tube).....	12.50
WESTINGHOUSE Auto-Power "A" Eliminators.....	10.50
EXIDE "A" Eliminators, with Tungar Bulb.....	10.50
EXIDE "B" Eliminators, Complete.....	12.50
EXIDE "A" and "B" Eliminators, Complete.....	23.50
Nationally Known DRY "A" Eliminator.....	13.50
Nationally Known DRY "B" Eliminator, 180-Volt 60-Mill.....	11.50
Nationally Known DRY "A" and "B" Eliminator.....	23.90

Write for Name—these are REAL REDUCTIONS.

### TUBES—All Types

MAGNATRON 201-A Tubes.....	\$ .50
MAGNATRON 226 Tubes.....	1.00
MAGNATRON 227 Tubes.....	1.75
MAGNATRON 112 or 171 Tubes.....	1.00

### DYNAMIC and CONE-SPEAKERS (Large Size)

VITALITONE Ship Cone Speakers.....	\$4.90
BRANDES-KOLSTER Cone-Speakers.....	5.50
ALGONQUIN Cone-Speakers.....	4.50
VOGUE No. 10 Cone-Speakers.....	4.50
CORNELL DYNAMIC CHASSIS.....	19.50
CORNELL DYNAMICS, in Cabinets.....	23.50

Write, Wire, Phone or Call—Send 20 Per Cent With Order

Mention Radio Retailing when ordering

## FRANK RADIO CORPORATION

58 Cortlandt St., New York City, U. S. A.

Phone: Cortlandt 0422

References: Dun or Bradstreet

## "RADEX"

### The Tuning Book

Calibrates any set—turns dial numbers into frequencies and vice versa. Shows where to set dials for any station in America. Identifies programs received without announcement.

Issued monthly; always up-to-date, accurate, convenient. Lists all stations by dial readings, by frequencies, by wave lengths, by call letters and by states and cities. Contains complete weekly calendar of chain programs, radio map, distance table.

Sells everywhere at 25c. \$2.00 per doz., half gross \$10.80, gross \$18.00. Can be imprinted for premiums or souvenirs. Three new copies sent for each four unsold ones returned. See sample page (greatly reduced) below.

### THE RADEX PRESS

P. O. Box 143-W, Cleveland, Ohio

INDEX BY FREQUENCIES AND DIAL NUMBERS		
<b>640 kilocycles 468.5 meters</b> KFI 500 Los Angeles, Calif. WOL 500 Johnson City, N. C. WBC 500 Washington, D. C.	KFI 500 Los Angeles, Calif. WOL 500 Johnson City, N. C. WBC 500 Washington, D. C.	KFI 500 Los Angeles, Calif. WOL 500 Johnson City, N. C. WBC 500 Washington, D. C.
<b>650 kilocycles 461.3 meters</b> KFP 2000 Shenandoah, Iowa WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.	KFP 2000 Shenandoah, Iowa WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.	KFP 2000 Shenandoah, Iowa WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.
<b>660 kilocycles 454.3 meters</b> WJEC 1000 San Francisco, Calif. WJZ 1000 New York City	WJEC 1000 San Francisco, Calif. WJZ 1000 New York City	WJEC 1000 San Francisco, Calif. WJZ 1000 New York City
<b>670 kilocycles 447.5 meters</b> WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.	WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.	WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.
<b>680 kilocycles 440.9 meters</b> KFI 500 Los Angeles, Calif. WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.	KFI 500 Los Angeles, Calif. WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.	KFI 500 Los Angeles, Calif. WJLA 500 Dallas, Tex. WJLA 500 Louisville, Ky.
<b>690 kilocycles 434.5 meters</b>		

**FOR EVERY  
BUSINESS WANT**

*"Think Searchlight First"*

## Seven Pages of Radio Bargains!

**H**ERE are seven pages of radio bargains that mean extra profits for you—if you act fast.

The sets and parts offered on these pages are from limited stocks. They will be sold quickly—orders will be filled as they are received. If you want quick selling, profitable items that will help you open up the season right.

**Answer These Ads. Today**

# DEALERS— here are real bargains

(NATIONALLY ADVERTISED ITEMS)  
everyone a money maker!



## UNI-RECTRON POWER AMPLIFIER

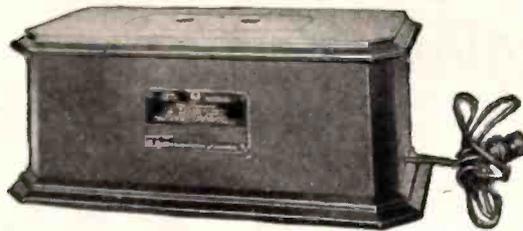
[Ideal for use with Dynamic Speakers.]

Model AP-935)



As the Uni-Rectron stands it is a super power amplifier, which can be used in connection with any radio set and loud speaker. Binding posts are provided for input to the Uni-Rectron and output to a loud speaker. Requires no batteries for its operation. It obtains its power from the 110 volt, 60 cycle alternating current house lighting circuit.

Radiotron UX-210 and Rectron UX-210-B or 2N1 Tube are used with this Amplifier. All that is necessary is to insert the plug into a wall or lamp socket and the R.C.A. Uni-Rectron, by means of the UX-210-B or UX-2N1 changes or rectifies the current so that the correct



List Price \$88.50 each [without tubes]  
**Special at \$14.50 Ea.**

voltage will be delivered to the super-power amplifier tube, UX-210. The whole unit is enclosed in a metal cabinet which is small and compact and presents a good appearance.

This super power amplifier cannot overload. From the faintest whisper to the loudest crash of sound — R.C.A. Uni-Rectron amplifies each note at its true value. High and low notes are all treated alike.

Not only is its volume and quality a revelation but it lowers the cost of set operation, for when Uni-Rectron is used the drain on the batteries which operate the receiver is greatly reduced.

## New *Algonquin* CONE SPEAKER

Will stand powerful or weak volume equally well and reproduce with wonderful tone quality and volume.

Has a full-floating large 18-inch Cone, brought to the highest point of perfection. Made of a special impregnated fabric (not paper) which is absolutely unaffected by moisture or atmospheric conditions.

Equipped with an extremely sensitive electro-magnetic Cone unit with direct drive to Cone and is exact to highest degree.

A beautifully designed Speaker with art metal scroll. Ship model. Finished in polychrome gold stipple.



**Special \$3.95 Ea.**

List Price \$30.00  
Reduced to \$15.00

List Price \$39.50 ea.



**Extra Special \$9.75**  
**Lots of Three 8.50**  
ea.

## The New Gould Kathanode **Unipower**

[WITH BUILT-IN RELAY]

A GOULD PRODUCT

### Automatic Radio "A" Power From Light Socket

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

Its Kathanode construction insures longer life and freedom from service expense and when sold it will take care of itself. It is very economical and will outlast several storage batteries. Its Kathanode construction is an exclusive patented feature now being used by the U. S. Government in their submarine batteries which are furnished by Gould.

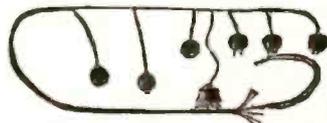
Equipped with a new noiseless Balkite Charging Unit which has four graduated charging rates and in addition one booster rate (1½ amperes) for an emergency charge. Operates on 110-120 V., 50-60 cycle current. Complete with extra fuse.



## A. C. ADAPTER HARNESS with VOLUME CONTROL

All Adapters have Mid-Tap resistances and can be used with A.C. Filament Transformers which are and are not center tapped.

The EBY A.C. Harness when used with any standard filament transformer will convert any D.C. set to A.C. operation. Designed for use with U.X. 226, U.Y. 227 and U.X. 171, or 112A, power tube.



Two Universal Models

For 5 tube set—List Price, \$9.00

Our Price, **\$2.75**

For 6 tube set—List Price, \$10.00

Our Price, **\$3.00**

The best Nationally Advertised Harness sold. Recommended by the following Transformer Manufacturers: Scanlan, Karas, Acme, Jefferson, Silver-Marshall, and many others.

Very simple to connect. No rewiring necessary on sets. Installation can be made in 10 minutes.

Complete simple instructions packed with each Harness.

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

**AMERICAN SALES CO., 19-21 Warren St., NEW YORK CITY**

These items represent only a few of our real buys. Send for our latest complete Catalog.

# THE KNOCKOUT

Wonderful Tone



8 Tube

## ELECTRIC

## Radio



Marvelous  
Selectivity

Phonograph  
Pick-Up

Operates from  
AC light socket

### 1 Dial — 4 Condensers — All Shielded

The Philharmonic is the greatest all-electric set ever designed in its class. Uses five 226-AC tubes; one 227-AC detector; one 171 power tube and one 280 rectifier—8 tubes in all.

The Philharmonic has a built-in phonograph pick-up. Works with any speaker, dynamic or magnetic. One dial, beautifully illuminated. Four condensers—a sure sign of fine selectivity. Marvelous tone quality! Heavy audio transformers specially designed put this radio receiver in a class with any instrument. The power pack contains condensers with a capacity and voltage far beyond the safety factor.

THIS RADIO SET IS WARRANTED ELECTRICALLY AND MECHANICALLY

\$75.00  
LIST PRICE  
(Without Tubes)

DEALERS PRICE \$ **37**.50  
Net

**Order One Today and BE Convinced!**

## **Federated Purchaser**

156 Chambers St.  
New York City

Order by air mail, wire, or telephone. Whitehall 9052

# Closing out our Radio Cabinet Department A QUALITY AND PRICE EVENT

Manufacturers, Dealers, Jobbers have opportunity NOW to make a highly profitable purchase of Radio Cabinets. Our volume of business is such that all our time and facilities must be given to the production of furniture. Therefore, we have definitely decided to discontinue the manufacture of radio cabinets.

Only two styles are on hand. They were designed for a large user of cabinets and we cut a few hundred extra for our own customers. Now we have decided to close them out quick and are therefore offering them to the trade for purchase at greatly reduced prices.



Closed View, Model 9

200  
Model 9 on hand

Our "TAVOLI" De Luxe Spanish Model. A superb example of the designer's art: ornamentation, inlays, and shadings all harmoniously blended. Four door front of selected butt Walnut paneled and beautifully shaded. Two upper doors have rich wood inlay designs imported from Germany. Entire front ornamented with antique finished turnings, shaded and high-lighted. Legs, pilasters, and stretcher form a very distinctive lower construction. Inside construction is in three sections, top for horn, middle space for receiver, lower space for batteries where necessary — all conveniently accessible from front.

Outside Dimensions:  
34 1/2 in. wide, 18 1/2 in. deep, 60 in. high. Accommodates any size panel up to 31 in. wide, 9 in. high, 14 1/2 in. deep.

Unless otherwise ordered cabinet is shipped with blank uncut panel on Sliding Pull-Out Mounting Board.

Suitable for either battery or socket power operation.

Former Price without horn.. \$119.  
Now ..... \$51



Closed View, Model 16

400  
Model 16 on hand

Selected plywood cabinet for sets up to 19 1/4 in. wide. The artistic circular grille section at top accommodates almost any horn. Below is compartment for the set and a bottom section for batteries if necessary which is accessible from front. The lower half of horn compartment and the other two sections are enclosed by two hinged, Gothic design doors that swing clear back. Top grille has shaded turned overlays, doors have matched Mahogany overlay two-toned. Ornamental rail and stretcher.

Suitable for either battery or power operations.

Outside dimensions:  
23 in. wide, 64 in. high, 17 in. deep.  
Former Price, without horn, \$69.00  
Now ..... \$28.50

## ACT QUICK!

Orders will be filled as received. At the prices marked you can't fail to grasp this offer. They both have sold very well and are up-to-the-minute in style. Here is a money-making event for a certain few—but you must hurry. The Rockford Republic Furniture Company is an old established firm that has made quality dining room and bed room suites for years. These cabinets show the class of workmanship put into them. You can't help but make a quick turnover and real profit.

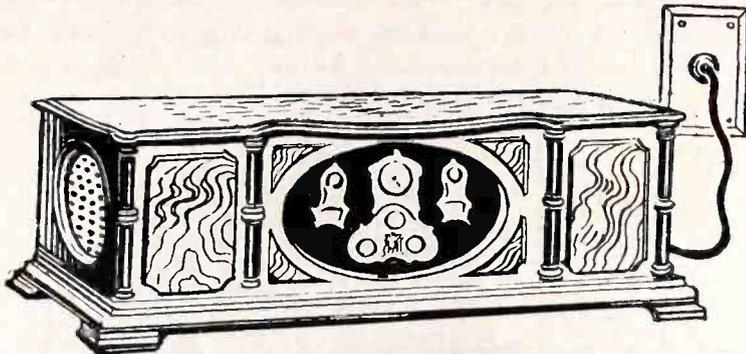
WRITE  
WIRE or  
PHONE

# Rockford Republic Furniture Company

ROCKFORD, ILLINOIS

# Three Unusual Offerings!

Not only **ELECTRICALLY POWERED . . .** but with **TONE QUALITY** Musicians pronounce chromatically perfect!



THE ARGUS ELECTRIC TYPE B 195 TABLE RECEIVER

The New  
1928  
Model



Original Price \$195. OUR PRICE \$47.50

## Technical Description—

### RECTIFICATION

The radio set proper is a combination of three stages of Radio Frequency and two stages of Audio Frequency, and uses five 199 tubes and one 210 Power tube. Uses No. 281 Rectifying Tube.

### RADIO FREQUENCY

The radio frequency system used is a combination of two stages of tuned and one stage of untuned radio frequency.

### AUDIO FREQUENCY

The audio frequency system uses two high grade transformers and an output device which protects the loud speaker from passing direct current through its windings.

The voltage applied to the plate of the power tube is 400 Volts and an exceptionally fine quality with tremendous volume is obtained.

### PHONOGRAPH ATTACHMENT

As an innovation for this season, the Argus Electric has two tip jacks in which a phonograph pick-up unit can be plugged in, and a switch. By throwing this switch on, the radio receiver proper is turned off and the set is transformed into a phonograph amplifier.

### OPERATING CONDITIONS

The Argus Receiver is made to operate on alternating current on voltages from 100 to 130 volts. On the front panel, there is a meter and a knob which permits accurate regulation of the voltage.

The fluctuations of voltage are taken care of by a power rheostat in the primary of the

power transformer. This rheostat cuts down the voltage from the line so that by turning it the meter will reach the red mark.

### CONDENSERS

The exceptional quality and absence of noises obtained by this receiver is to a great extent due to the wholesale use of large capacities in various parts of the circuit by means of the "surge absorbing" electrolytic condenser developed in the Argus laboratories, having a total capacity of 35 MF.

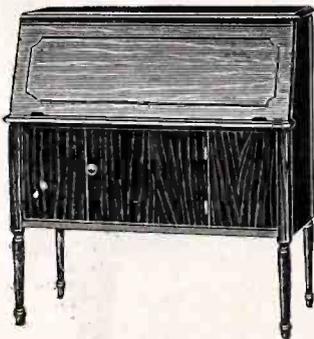
Besides this, other condensers are tested at 3,000 volts.

### ILLUMINATED DIALS

The receiver has two knobs for tuning and the dials are brightly illuminated from behind the panel.

*These sets are guaranteed by the manufacturer.*

## PENCO CONSOLES



These cabinets are built very solid. All panels, front, ends, and back, made of 13/16-in. solid stock. Compartment bottoms 1/2 in. solid stock. Removable back panels for accessibility.

40 in. high, 36 in. wide, 12 in. deep. No. 13 Mahogany panel. Size up to 10 x 32 in.

Our Price **\$9.75** ea.

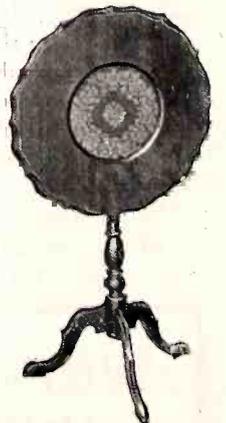


## CROSLEY MUSICONE TIP-TABLE MODEL—Mahogany Base

The secret of this instrument's faithful reproduction of ALL tones and sounds audible to the human ear lies in its reproducing unit. This patented actuating unit is exclusively Crosley and is found in no other speaker but the genuine Crosley Musicone. The cone is beautifully decorated on both front and back. Every note is received with perfect clearness, there being no metallic sounds or distortion to mar the otherwise perfect radio reception.

List Price \$27.50

Our Price **\$6.50** ea.



20% CASH WITH ALL ORDERS  
BALANCE C.O.D.

**BROOKLYN RADIO**  
Service Corp. Brooklyn, New York

577 Myrtle Ave.

Brooklyn, New York

# THE TALK OF THE TRADE!!

RADIO CIRCULAR COMPANY'S

# BARGAIN BULLETIN

225 VARICK ST., NEW YORK CITY

Vol. 4, No. 7

OCTOBER, 1928

FREE TO DEALERS

# SPECIAL FEATURE

## JUST TO MAKE NEW FRIENDS

We are offering this SPECIAL FEATURE to meet the tremendous demand for a COMPLETE A. C. Electric set at a price within reach of the average buying public. At regular list price this complete outfit is a remarkable value—at our SPECIAL FEATURE price it is easily the outstanding value of the radio industry.

We have placed a tremendous contract with the factory—volume production makes it possible to offer this sensational A. C. Electric set fully equipped at such an unheard of price.

See description below. Remember—our price is \$49.95 for the complete combination—NOTHING ELSE TO BUY.

This combination consists of:—

	List Price
1—A. C. VIA-Radio Electric set	\$75.00
1—Tower Drum Speaker	17.50
5—A. C. 226 tubes @ \$2.50 each	12.50
1—A. C. 227 tube	5.00
1—UX 171 power tube	3.00
1—Full wave rectifier No. 280 tube	4.00
<b>TOTAL</b>	<b>\$117.00</b>

# VIA RADIO

A.C. ELECTRIC

One Dial Control—Eight Tubes including Rectifier

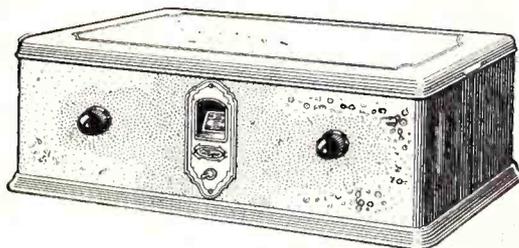
Receiver contains four stages of radio frequency, one stage of detector and two stages of audio frequency; employs 5 type 226, 1 type 227, 1 type 171 tube and 1 type 280 rectifier tube. Balanced receiver, free from annoying oscillations.

Combination metal and Bakelite chassis of rigid construction, housed in thoroughly shielded metal cabinet, finished in bronze crackle.

*Compact, easy tuning and attractive drum dial.*

For districts having fluctuations in line voltage, we recommend Webster voltage regulator.

Are you receiving our bulletins regularly? Let us put your name on our list. There is no charge for this service and no obligation of course.



**SPECIAL COMPLETE \$49.95**  
INCLUDING ALL TUBES

20% CASH MUST ACCOMPANY ALL ORDERS

# Radio Circular Company, Inc.

225 Varick St., New York City, N. Y.

# KEYSTONE



Retail price \$1.50  
In Canada \$2.00.

Listed as Standard  
by Underwriters (E-1835).

## Sell one with every set!

Every time you sell a radio set or some antenna material, you can easily sell the purchaser a Keystone Radio Lightning Arrester.

This proven protective device is made of genuine Bakelite and heavy brass and provides maximum protection always. It is reliable, safe and stays sold.

Manufactured by a company having more than thirty years' experience in design and manufacture of lightning arresters.

Jobbers and retailers—send for complete details of our attractive proposition.

### ELECTRIC SERVICE SUPPLIES CO.

Home office and plant at 17th & Cambria Sts., PHILADELPHIA; District Offices at 111 N. Canal St., CHICAGO; 50 Church St., NEW YORK; Bessemer Bldg., Pittsburgh; 88 Broad St., Boston; General Motors Bldg., Detroit; 316 N. Washington Ave., Scranton.

## RADIO LIGHTNING

# ARRESTERS



## GOOD WILL

**B**ECAUSE of their velvet-like tone, free from microphonic noises, Televocal Quality Tubes assure better profit. Once fans try them, they always buy them. Made in all standard types.

Write for full description and prices.

### Televocal Corporation Televocal Building

Dept. E5, 588 12th Street,  
West New York, N. J.

# Televocal Quality Tubes

## ALPHABETICAL INDEX TO ADVERTISEMENTS

Page		Page		Page	
121	A-C Dayton Co.	4	Gold Seal Elec. Co., Inc.	110	Showers Bros.
30	Acme Electric & Mfg. Co.	26	Graybar Electric Co.	5	Slagle Radio Co.
133	Adler Mfg. Co.	Front Cover	Grebe & Co., Inc., A. H.	136	Smith Iron Works, A. L.
129	All-American Mohawk Corp.	143	Grigsby-Grunow Co.	137	Sonora Phono Co.
20	American Weekly	122	Internat'l Resistance Co.	7	Sonatron Tube Co.
12	Andrea, F. A. D.	125	Jensen Radio Mfg. Co.	37	Splitdorf Radio Corp.
132	Arcturus Radio Co.	140	Jewell Elec. Instrument Co.	100	Sprague Specialties Co.
28-29	Atwater Kent Mfg. Co.	135	Kellogg Switchboard & Supply Co.	Inside Back Cover	Steinite Radio Corp.
16	Bakelite Corp.	108	Ken-Rad Corp., Inc.	46	Stewart-Warner
100	Beede Elec. Instrument Co.	14-15	Kolster Radio Corp.	2	Stromberg-Carlson Tel. Mfg. Co.
27	Belden Mfg. Co.	24-25	La Salle Radio Corp.	21	Supreme Inst. Corp.
40	Benwood Linze Co.	38	Magnavox Co.	48	Sylvania Prod. Co.
33	Berkey & Gay	112-113	Markel Elec. Products, Inc.	152	Televocal Corp.
18-19	Bond Electric Corp.	134	Martwell Corp.	124	Temple, Inc.
95	Boudette Mfg. Co.	138	Master Engineering Co.	96	Thordarson Elec. Mfg. Co.
39	Browning Drake Co.	109	Muter, Leslie F. Co.	104	Transformer Corp.
141	Bremer Tully Mfg. Co.	120	Neptron Corp.	102	Trav-Ler Mfg. Corp.
93	Buckeye Mfg. Co.	6	Newcombe-Hawley, Inc.	142	Udell Wks.
119	Carryola Co.	31	O'Neil Mfg. Co.	134	Ultratone Mfg. Co.
139	Cary Cabinet Corp.	43	Operadio Mfg. Co.	47	United Reproducers Corp.
143	Case Electric Corp.	10-11	Pacent Elec. Co.	138	Universal Electric Lamp Co.
9	CeCo Mfg. Co.	138	Pierson Co.	138	Utah Radio Prod. Co.
134	Central Radio Lab.	118	Perryman Elec. Co.	114	Webster Elec. Co.
22-23	Champion Radio Wks., Inc.	106	Potter Mfg. Co.	114	Weston Elec. Instrument Co.
142	Cornish Wire Co.	144	Premax Prod., Inc.	98	Wireless Specialty Apparatus Co.
111	Crosley Radio Corp.	136	Premier Elec. Co.	127	Wirt Co.
128	Day Fan Elec. Co.	62-63, Back Cover	Radio Corp. of America	104	X. L. Radio Laboratories
13	De Forest Radio Co.	45	Radio Master Corp.	126	Zenith Radio Co.
140	Donle Electrical Products Corp.	41	Raytheon Mfg. Co.		
44	Edison, Inc., Thomas A.	138	Readrite Meter Works		
100-106	Electrad, Inc.	116	Red Lion Cabinet Co.		
152	Electric Service Supplies Co.	143	Rola Co.		
42	Electrical Research Lab.	115	Samson Electric Co.		
123	Elkon Wks.	145 to 151	Searchlight Section		
8	Fansteel Products Co.	117	Shamrock Mfg. Co.		
Inside Front Cover	Farrand Mfg. Co.				
131	Federal Radio Corp.				
32	Freed-Eisemann Radio Co.				
130	French Battery				
34-35	Freshman Co., Inc., Chas. H.				
36	Freshman Co., S. F.				
106	Frost, Inc., Herbert H.				

### INDEX TO SEARCHLIGHT SECTION

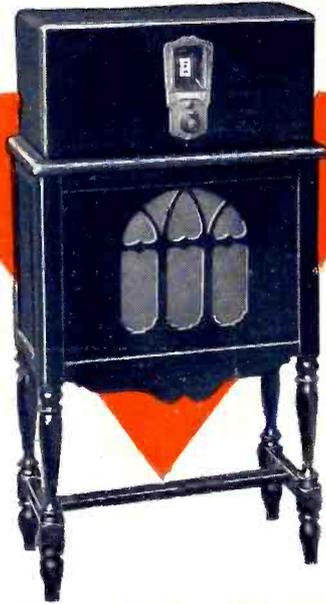
American Sales Co.	145, 147
Baltimore Radio Co.	145
Brooklyn Radio Service Corp.	150
Federated Purchaser	148
Frank Radio Corp.	146
Fulton Radio Co.	146
Radex Press	146
Radio Circular Co., Inc.	151
Rockford Republic Furniture Co.	149
Venus Radio Corp.	145

# Steinite

## ELECTRIC AC RADIO

With

# DYNAMIC



THE Steinite Electric AC radio uses 4-type 226 AC tubes, 1-type 227 AC tube, 1-type 171 power tube and 1-type X-280 rectifier tube — a total of 7 tubes. The table model at \$75 is America's Greatest Value. Console models are priced at \$115—\$130—\$150.

THREE other models of the Steinite Electric AC Radio with Dynamic speaker are available—the Standish Console at \$152, the Rembrandt Console at \$167 and the Sevilla Console at \$187. All prices given are less tubes.

# \$ 137.50

Complete—less tubes

CONSTANT research into dynamic speaker principles has enabled Steinite to present its great set in combination with a truly great dynamic speaker. Ingenious design, quality materials and painstaking manufacture, have resulted in a combination at \$137.50 which is far ahead of its field in musical qualities—and in value! There are features of Steinite Dynamic reproduction which you can never fully appreciate until you hear this speaker—features which will make Steinite a powerful factor in the radio world this season. You are invited to write for full details.

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*Power Amplifier Last  
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*Ballast Tube*

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which other vacuum  
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RCA Radiotrons are standard equip-  
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