

Radio Retailing

The Business Magazine of the Radio Industry

The Eye may deceive
but the Ear

Never!



Farrand made the
first cone speaker
Farrand still makes
the first cone speaker

*Farrand
Speaker*

SENIOR MODEL
featuring new driving
unit and walnut-lamin-
ated wood cone. \$32.50

New!

Heavy-duty "B" Battery
Eliminator with new
high-voltage capacity.



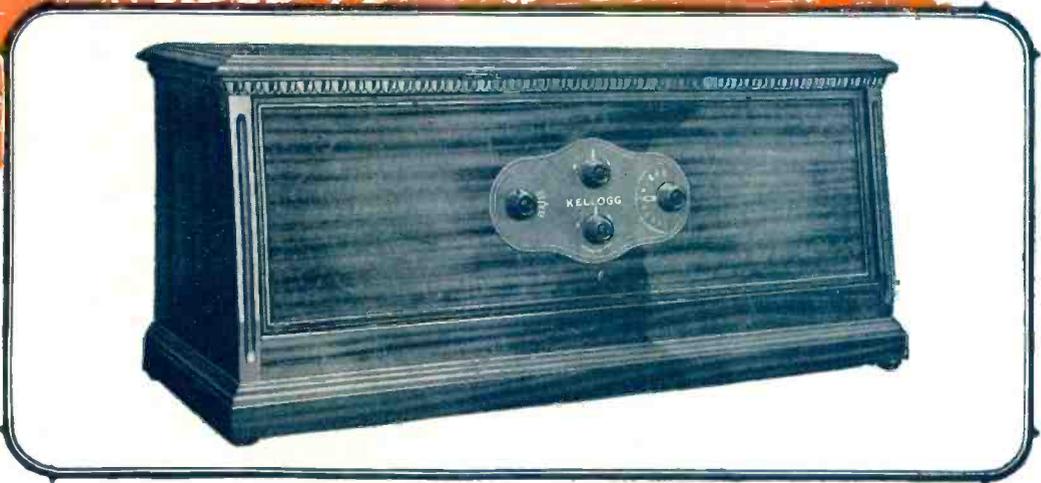


KELLOGG

Flawless Reproduction.

Radio

Licensed under application for letters patent of Radio Frequency Laboratories, Inc. [R. F. L.]



Backed by 29 Years' Telephone Experience



Model 508 includes the apparatus of the table model and the famous Kellogg speaker, with new and longer air column. Ample space for all batteries or power supply units.

FLAWLESS, faultless radio reproduction such as Kellogg has attained can come from experience alone. In radio set building, nothing—absolutely nothing—matches experience.

Model 507 receiver is the finished result of our 29 years' experience in voice transmission—a set that cannot squeal or howl—that brings them in with a "punch" to delight the most critical radio fan. Heavy shielding around and between the coils prevents interference, and three stages of radio frequency give maximum range and selectivity.

The retailer who has built up a sound, substantial business should make radio connections equally sound. Leave the "fly-by-night" set to the "fly-by-night" type of dealer. Tie up to radio merchandise that has the backing of real financial strength and business integrity—such a backing as the Kellogg Switchboard & Supply Company does place behind the goods it manufactures.

Mail this Coupon NOW for our plans to give Kellogg dealers PROPER support—for a copy of the fairest franchise ever offered you—for full details of the new Kellogg 507 receiver with the refinements and improvements possible only from experience such as has been Kellogg's.

Kellogg Switchboard & Supply Co.
1066 W. Adams St., Dept. H-12, Chicago

JOBBER INQUIRIES INVITED

Mail This Coupon TODAY

Kellogg Switchboard & Supply Co.,
1066 W. Adams St., Dept. H-12 Chicago, Ill.

We shall be glad to receive full details of the new Kellogg line of receivers and of your plans for dealer support.

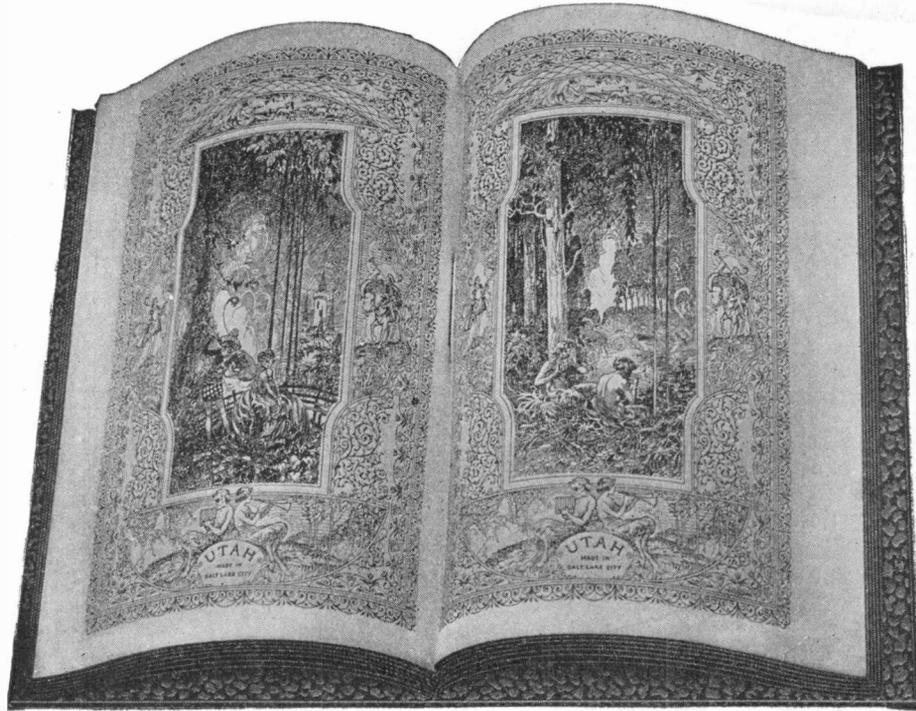
Name

Address

.....

The UTAH Book Sensation of 1926

\$19



\$19

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

Try a UTAH Book. If it does not produce clearer reception than any other speaker using same kind of construction in diaphragm regardless of price, return it and your money will be cheerfully refunded. Brings out *all* low tones as well as high tones. Stands strongest amplification without blasting or distortion.

Utah Radio Products Co.
1421 S. Michigan Ave. Chicago, Ill.



Reg. U. S. Pat. Off.

\$10.00

UTAH SUPERFLEX



\$22.50

UTAH STANDARD

The speaker with the Golden Throat 14-inch horn

UTAH JUNIOR
11-inch horn **\$12.50**

UTAH
Trade Mark Registered
Made in Salt Lake City



NEW 5-tube *Stromberg-Carlson* SHIELDED RECEIVERS

Worthy additions to a nationally famous line—the very utmost in 5-tube efficiency—these new Receivers greatly enhance the value of a Stromberg-Carlson franchise.

Appealing to many who do not demand the mighty power of the Stromberg-Carlson 6-tube models, the new 5-tube Receivers make possible many sales outside the price range of the larger instruments.

Although employing one tube less than the 6-tube Stromberg-Carlson Receivers, these 5-tube models have the same essentials of design—making it possible to utilize every fraction of the incoming radio wave.

Complete shielding of each coil insures tone purity. A compensating vernier adjustment on

the third condenser assures knife-like selectivity. Dual control gives simplicity of operation. Type of circuit permits operation with battery power or house current—allows for use of external power amplifiers as well as new power output tubes.

No. 5-A Cone Speaker, East of Rockies, \$35. Rockies and West, \$40. Licensed under Lektophone patents 1271527 and 1271529. Other patents pending.

No. 502 Receiver, Art Console (above), American Walnut. 5-tube, coils shielded, dual control, equipped with voltmeter, space for all operating equipment.

Price	East of Rockies	Rockies and West
(Receiver price is less accessories)	\$290.00	\$315.00

No. 501 Receiver, Treasure Chest, Solid Mahogany 5-tube, coils shielded, dual control, equipped with voltmeter.

Price	East of Rockies	Rockies and West
(Receiver price is less accessories)	\$180.00	\$192.50

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

Stromberg-Carlson

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

Minimum Service *means* Maximum Profits

THE sound design and construction of the Synchronphase mean a minimum of service for the retailer. Your profit is *all* profit. Ask any Grebe dealer.

If you are interested in handling a set that is a money maker and a prestige builder—

Write for full details

A. H. Grebe & Co., Inc., 109 W. 57th St., N. Y.

Factory: Richmond Hill, N. Y.

Western Branch:

443 So. San Pedro Street, Los Angeles, Calif.

This company owns and operates stations WAHG and WBOQ; also low-wave rebroadcasting stations, Mobile WGMU, and Marine WRMU.

THE GREBE SYNCHROPHASE

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



The Synchronphase is also supplied with battery base

Some Grebe Selling Points



Colortone
Reg. U. S. Pat. Off.



Binocular Coils
Reg. U. S. Pat. Off.
and Low-Wave
Extension Circuits



S-L-F Condenser
Reg. U. S. Pat. Off.



"Of what use is cleverness of speech."

Cleverness is not needed either to sell the Synchronphase or to keep your customers satisfied with it.

Doctor Hux



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

All Grebe apparatus is covered by patents granted and pending.

We Challenge the Field With

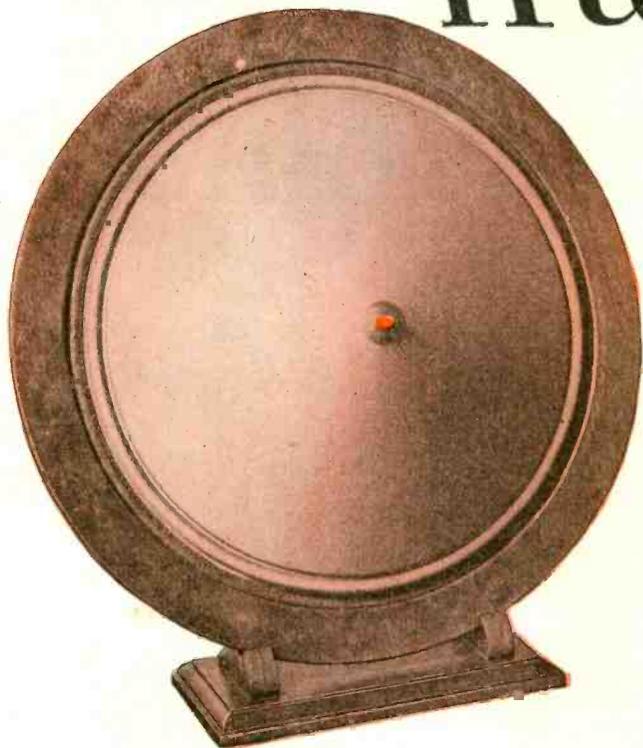
the New

Melofonic



Radio Speaker

Natural Reproduction!"



Model S

LIST PRICE \$25



50%

TRADE DISCOUNT

They Testify!

This Is What Live Dealers Say About the Melofonic:

"It has the three most important qualifications—looks, durability and tone quality."

"You do not in any way exaggerate the merits of this new speaker."

"The Melofonic loud speaker is a very fine speaker. It has fine tone quality."

"The Melofonic cone type speaker that you sent me I find is O. K. and works well on practically all makes of radio."

"The Melofonic' is the finest cone speaker I ever heard."

Dealers' Names Furnished on Request

If you have no account with us, please give trade references or send your check covering the order. Terms: 2 per cent 10 days net 30. All shipments F. O. B. New York City.

Progressive Musical Instrument Corp.
319 Sixth Avenue New York City

"Exclusive Distributors for the U. S. A."

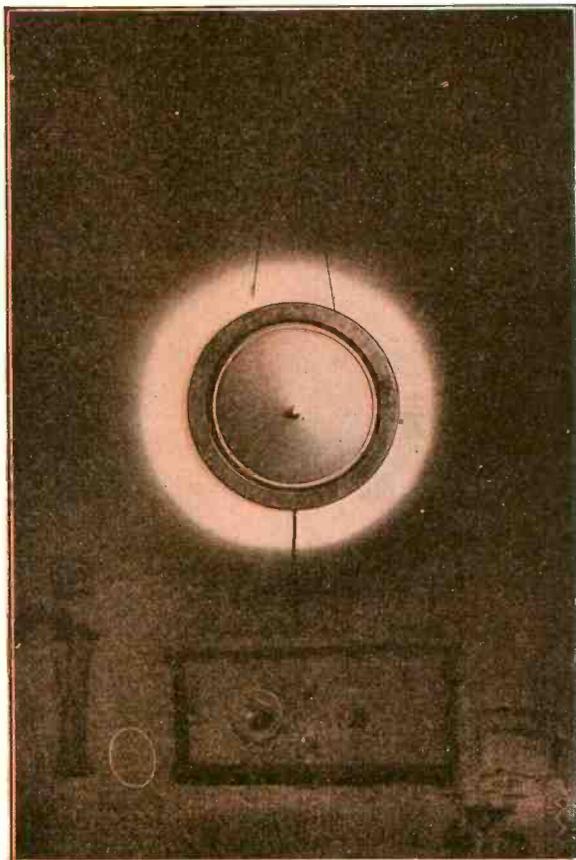
And this is our challenge! The Melofonic Radio Speaker reproduces music and voice with absolute fidelity, clearness and great volume. It is handsome in appearance and will harmonize with every receiver no matter what finish it has. What more can you ask of a speaker? If the Melofonic Radio Speaker does not absolutely satisfy you in every detail, we will refund your money. There is no broader guarantee than that which goes with the Melofonic. Order a sample today and convince yourself!

Specifications:

The Melofonic Radio Speaker is of the cone type with full floating diaphragm. The sound board frame and back acts as a resonator, giving a mellowness of tone that is full and round. A silk cord and tassel is part of its equipment and makes it an ornament that can be hung on the walls of America's finest homes. It is finished a neutral brown shade, harmonizing with all surroundings. Size of cone and frame 16 inches in diameter.

Manufactured and Licensed Under U. S. Pat. No. 1414801

"Acclaimed the Cone Leader at Any Price!"



NEW!



The
**Tower
Cone**

\$ 9⁵⁰

NEW in principle. Employs a special direct-drive actuating unit only found in Tower.

NEW in design. There are eight points of contact from unit to cone, giving greater tone stability. (Other speakers have only one.)

NEW in appearance. A cone of parchment 17" in diameter of rare beauty.

NEW in quality of reproduction with the volume and beauty of tone of far more expensive speakers.

NEW in price. This Cone might well sell for \$35. Enormous production and coast to coast distribution make possible the phenomenally low price.

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

TOWER MFG. CORP., Boston, Mass.



if You Pay - \$1,000 You Can't Buy a Better RADIO SET

This year, Mr. Dealer, you need a real radio set—a radio with the power to step out and get the far-off stations on all wave lengths, high or low—with power to build up weak signals from small stations and make them into “radio”—with selectivity to separate the vast number of stations—and with tone quality that preserves the magic of music. That’s the kind of radio that keeps on selling itself to a widening circle of friends.

Radio buyers are more critical now—they have to be sold. Only superlative performance will sell them. Your franchise is only as good as your radio set. If it’s a Neutrowound franchise, it is *right*. Neutrowound has never failed to sell itself in competition with any radio at any price.

*This Super-Power
Six-Tube Set Gives You
All the Radio You
can Buy at Any
Price for Only
\$95⁰⁰*



1927 Model—Super-Power **Neutrowound**

Neutrowound Radio Receiving Sets are manufactured under our own patents and under a Reciprocal License from the Navy Department of the United States Government

The "Go-Getter" of Radio!

Unequaled for Range and Power

Here is Power to bring in the distant stations—power to build up the weak signals from smaller stations and make them into "radio"—super power perfectly controlled, from a whisper to a roar.

Super-Power Under Positive Control

The Neurostat is a specially designed unit—used exclusively on the Neutrowound—that controls the oscillation of the set on all wave lengths, reduces "B" battery consumption, and enables distant stations to be tuned in with the volume and clarity of local stations.

The Neurostat actually makes it possible to "build up" the strength of any signal, that has sufficient intensity to be detected, to the power and volume of local reception.

The Neurostat provides control of the signal strength where it is most effective—in the radio-frequency circuits and before detection takes place. Thus distortion due to overloading the detector is avoided.

3 Stages of Audio-Amplification

NEUTROWOUND has three tubes (three stages) of audio-frequency amplification. That tells the story—radio without a compromise—power with pure tone quality. You get that perfect balance between selectivity and volume which is necessary to meet the varying radio conditions.

How the Stations Are Separated

The specially designed Straight Line Frequency, Variable Condensers, used exclusively in the Neutrowound, space out the stations evenly on the dials. They are designed and manufactured to close precision limits, to give absolute straight line frequency dial calibration, and prevent the *piling up or crowding of stations on one dial setting.*

These condensers are of the low loss type, which insures sharper tuning and greater receiving efficiency. They are designed especially for the purpose of tuning the receiving circuit to any desired wave length, or station. The intervals between the stations are all equal—the separation is the same throughout the entire wave band—therefore all stations come in with positive regularity at exactly their allotted space on the dials.

Neutrowound Efficient—Not Neutralized

A radio receiver is most efficient, weak signals the loudest, just below the point of oscillation—and this ideal point varies with the different wave-lengths being tuned. Naturally a radio set that cannot be tuned to a point just on the verge of oscillation for each and every wave-length cannot give the best in tuning range and station-getting ability.

Neutrowound is built on the idea of controlling the power instead of neutralizing it. Oscillation can be prevented or produced at will at every point on the dial—it is under absolute control for every wave-length. Likewise the point of highest efficiency—impossible to attain with neutralization—is always right at your finger tips with the Neutrowound.

\$95 Buys a NEUTROWOUND Six-Tube, Super-power set, and you couldn't buy more radio if you spent a thousand dollars.
West of Rockies, \$100.00 In Canada, \$128.00

Station WOK—operating on 5000 Watts—wave length 217.3 meters—owned and operated by NEUTROWOUND RADIO MFG. CO., Homewood, Ill.

NEUTROWOUND RADIO MFG. CO.
Dept. 812, HOMEWOOD, ILL.
Radio Division Advance Automobile Accessories Corporation

Why It Has 3-Dial Control

A radio set has three distinct circuits, each tuned by a variable condenser. Efficient tuning of distant stations depends upon putting these three circuits into resonance with each other and with the broadcasting station. This can be done only by individual control of each condenser.

NEUTROWOUND'S outstanding station getting ability is recognized wherever good radio is known. We are unwilling to sacrifice in the least this first essential of a radio set in a futile attempt to do something which, in itself, is electrically and mechanically impossible. Neutrowound retains individual control of variable condensers as indispensable to good radio.

All-Metal "Shielding" Case

The Neutrowound is the first radio set ever made with an all-metal case. Radio engineers have endeavored to apply the shielding principle—without obtaining successful results. Our engineers have developed and perfected this principle, and have designed an all-metal case that not only serves as a sturdy protection for the vital parts of the receiving set—but also acts as an electro-magnetic shielding against outside interference.

Cut Down Static with Neutrowound

Neutrowound owners enjoy year 'round radio reception. They are able to tune out most of the static or background noises that infest other radio sets. Static comes through when the radio-frequency tubes are pushed in order to get audible volume. When only two stages of audio-frequency amplification are used, a stronger signal must be delivered to the detector. Consequently, the radio-frequency tubes must be worked harder, permitting the static to crash through.

Neutrowound's three stages of audio-frequency amplification deliver sufficient volume from a weak signal to permit tuning down the radio-frequency tubes and thus cutting down static.

Only One Model—Easy to Sell

Neutrowound is made in but one model—a precision instrument of the finest quality—handsomely finished. In this one model is contained all the radio that it is possible to buy at any price.

No Cut Prices—No Bargain Sales

Neutrowound is sold exclusively through Authorized Distributors and Sub-Distributors—who are fully protected. It is not sold by "Gyps," Department Stores or Cut Price Stores, yet during the past season we were absolutely unable to build enough sets to fill the flood of orders that we received. It was the outstanding success of the year—yet there was not a single Neutrowound Set advertised at "Bargain Prices" throughout the entire United States.

DEALERS: Fill out and mail coupon for full information about the 1927 Super-power NEUTROWOUND and exclusive territory proposition to sub-distributors.

Dealers Coupon

NEUTROWOUND RADIO MFG. CO.
Dept. 812, Homewood, Ill.

Send complete information Dealers' Discounts and Neutrowound Sales Plan.

Name.....

Street.....

City.....

State.....

Look at these prices!

LOOK at the prices on these pages! Study the console models that Mohawk dealers will sell at these prices in 1926-27! Do you know of values even remotely approaching these? Have you ever seen a line more obviously salable, more certain to bring quick, big profits? The Mohawk dealer of all dealers is surest of success in the coming season. Who else can sell a one-dial, 6-tube, shielded set for \$65.00? Who else can sell table and console models of beauty comparable to the splendid One-Dial Mohawk line at the prices displayed here? There's only one answer — no one! There's only one move to make — write, or preferably wire, *today*, for full details of the Mohawk dealer proposition for 1926!

Mohawk Corporation of Illinois

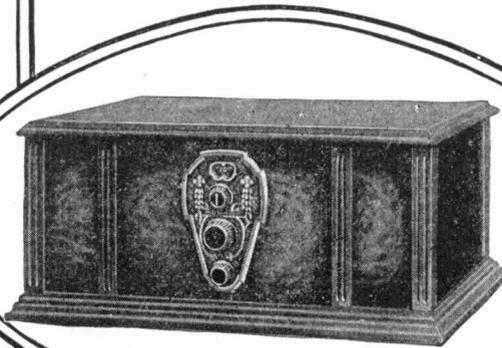
Established 1920—Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago



CHIPPEWA—Shielded. Rich walnut, hand-rubbed, two-toned piano finish. Top full piano-hinged. Drop-front. Built-in loud speaker and self-contained battery compartment, 40¾ inches high, 13½ inches deep, 27¼ inches wide. **\$110**
List price

To Distributors: A few, very few, jobbing territories remain open. What is said here to the dealer applies to you. A wire will bring our representative if your territory is one of those still open.



WINONA—Shielded. Rich walnut, hand-rubbed piano finish. Full piano-hinged. 10¾ inches high, 13¼ inches deep, 24 inches long. List price **\$80**



PONTIAC—Shielded. Rich walnut, hand-rubbed piano finish, with burl walnut drop front with invisible hinges. Built-in loud speaker. Self-contained battery compartment. 46 ins. high 15½ ins. deep, 25¾ ins. wide. List price **\$140**

Mohawk

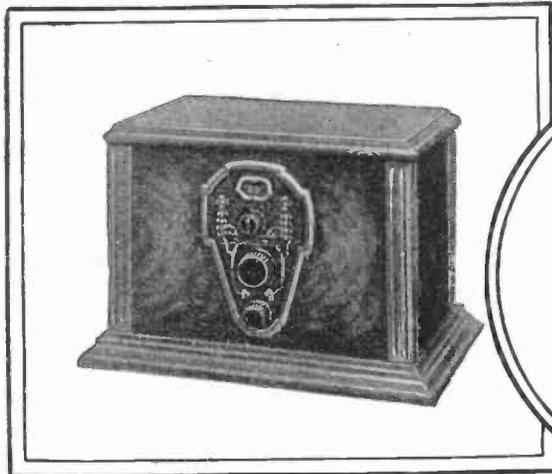
Mohawk
Corporation
of
Illinois



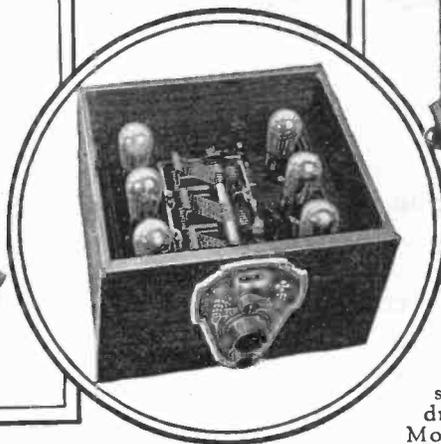
GENEVA—Shielded. Rich walnut, hand-rubbed piano finish. Front full burl walnut, inlaid. Loud speaker built into dome. Self-contained battery compartment. 44 inches high, 16½ inches deep, 32 inches wide. List price—

\$185

POCAHONTAS—Shielded. Colonial design in burl walnut inlaid and rich two-toned, hand rubbed piano finish walnut. Built-in loud speaker with 5-foot horn. Self-contained battery compartment. 45½ inches high, 29 inches wide, 20¾ inches deep. List price **\$300**



CHEROKEE—Shielded. Rich walnut hand-rubbed piano finish. Full piano-hinged. 10¾ inches high, 13¼ inches deep, 15½ inches long. **\$65**
List price



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

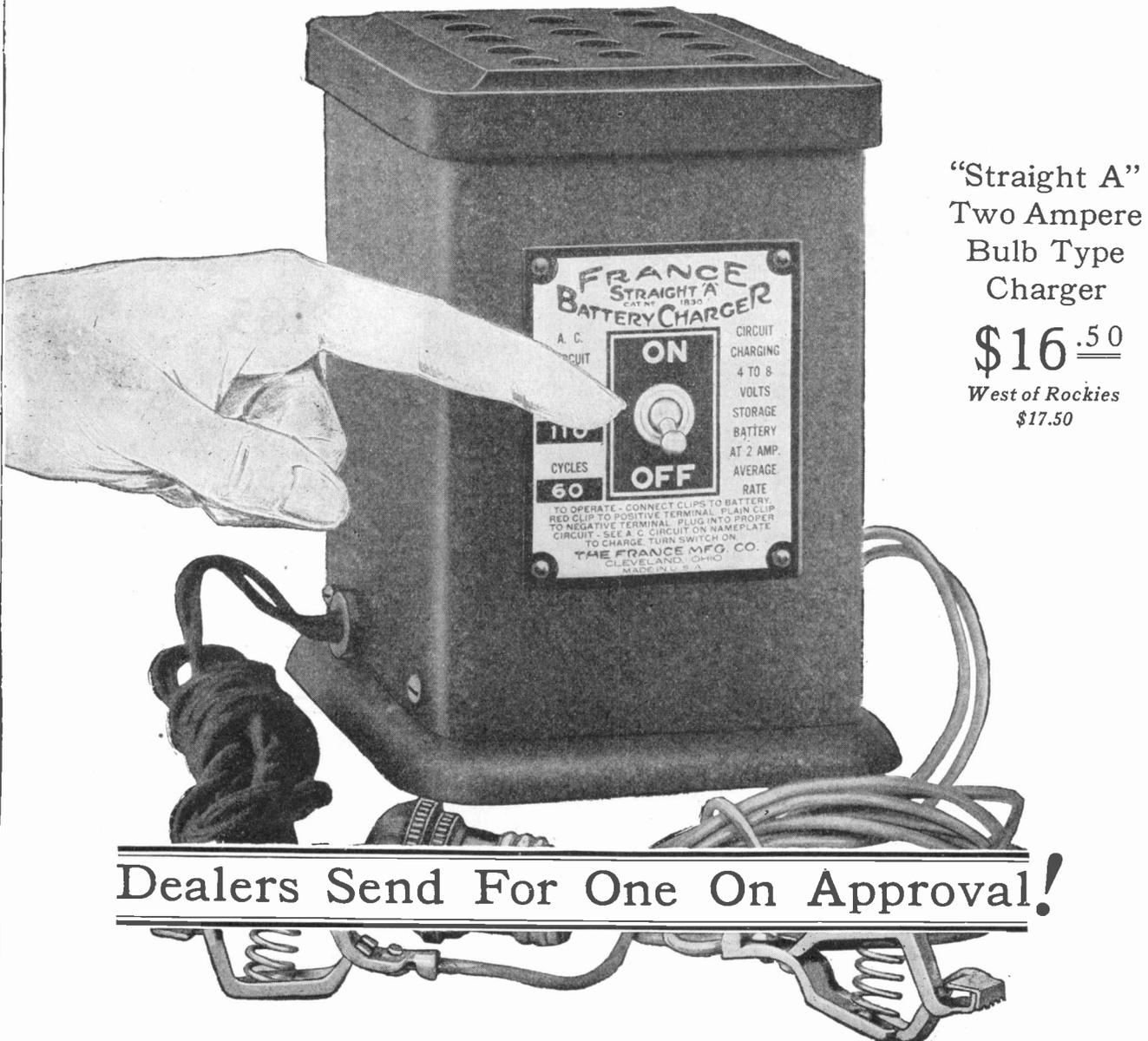


SENECA — Drawer. Mohawk one-dial, six-tube shielded radio set in walnut drawer, interchangeable in all Mohawk console models. 8⅓ inches high, 12⅜ inches wide, 10 11/16 inches deep. List price **\$57⁵⁰**

Established
1920,
Independently
Organized,
1924,
Chicago, Ill.

Radio

One Dial



Dealers Send For One On Approval!

“STRAIGHT A” is but one of eight models built by us. This charger fills the need of an “A” battery charger for sets using “B” Eliminator or Dry “B” cells.

Is designed for permanent connection to battery in radio cabinet. Charges at two amperes or trickles various rates from .1 to .8 ampere. Slight additional cost for trickle feature. Operates by simply snapping switch on front “on and off.”

France’s thirteen years’ experience in building only battery chargers assures your selling a product of quality to the perfect satisfaction of your customers.

Before the consumer season opens full blast, you’ll have time to examine and put one on rigid test. Satisfy yourself on The France Line. Send today for “Straight A” on approval and full information on our complete line of eight models.

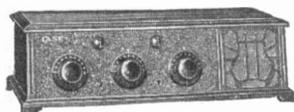
A.C.  D.C.
FRANCE BATTERY CHARGERS
 SINCE NINETEEN THIRTEEN

THE FRANCE MFG. CO.
 10322 BEREA ROAD
 CLEVELAND, OHIO
 U. S. A.

HERE—easier and quicker sales, larger and surer profits for you . . .

Radio's Biggest Buy

THE CASE "SIXTY" LINE



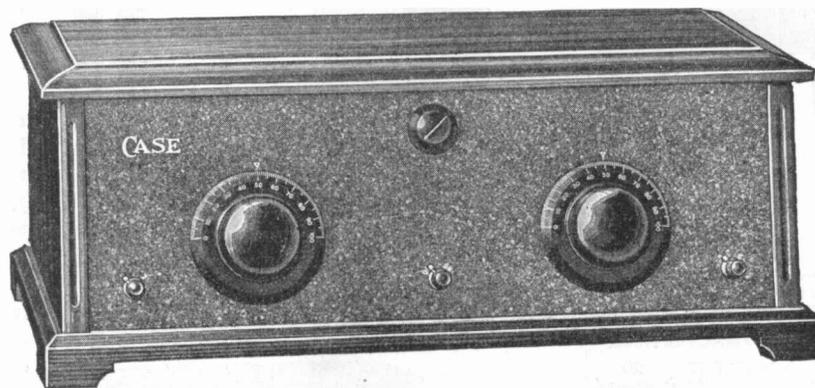
No. 60B, \$100



No. 60C, \$125



No. 60D, \$170



MODEL 60 A

6 Tubes, 2 Controls

3/4-in. Solid Mahogany Cabinet

Only

\$75⁰⁰ List

Truly an unmatched value. Think of the business you can do with it! Get those sales now just beyond your reach! This set turns the trick at \$75.00. The same reception and precision as in highest-priced sets—but at medium prices. With built-in speaker, list \$100; with speaker and "High-Boy" console \$125; with DeLuxe console \$170. Other sets with five or six tubes, with or without vernier control, etc.

Get Our 1927 Line-up

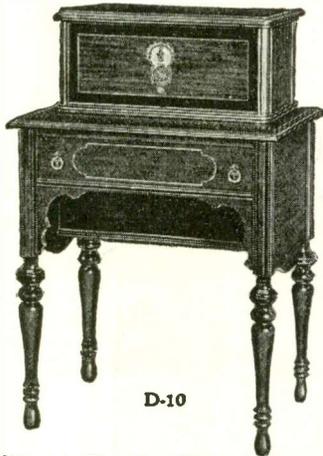
Bigger value in our sets, more and better advertising, complete dealer and jobber help, liberal policies—that's our schedule for 1927. We're ready now with sets that will sell and *stay sold*—are you? Let us help you get the business in your territory. Write or wire today for complete information.

Indiana Mfg. & Electric Co., Marion, Ind..

CASE

RADIO PRODUCTS
VOLUME ~ SELECTIVITY ~ QUALITY

ORTHO-SONIC



D-10

D-10 Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Very selective and sensitive. Genuine mahogany cabinet, mahogany lined. Finish, rich brown.

D-5 CONSOLE *As illustrated.* Specially designed and finished to match D-10 Ortho-sonic. Ample space for all batteries. Equipped with gliders.



E-10

E-10 Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control without loss of efficiency. Extremely selective. Maximum receiving range. Rugged, all-metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Perfect control of volume. Beautiful brown mahogany cabinet—rosewood inlay. Well finished. Satin texture.

E-5 CONSOLE *As illustrated.* Specially designed and finished to match E-10 Ortho-sonic. Ample space for all batteries. Equipped with gliders.



A-10

A-10 Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Rich brown mahogany finish. Federal standard parts throughout.



F-10

F-10 Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. Designed for use with loop only. Single control without loss of efficiency. Maximum selectivity—long range reception. Rugged, all-metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Perfect control of volume. Beautiful mahogany cabinet. Vermillion inlay. Finish rich brown—satin texture.

F-5 CONSOLE *As illustrated.* Specially designed and finished to match F-10 Ortho-sonic. Ample space for all batteries. Equipped with special rubber-tired casters.

New beauty in

Every radio retailer handling Federal Ortho-sonic Radio last season knows to his profit how extraordinary was the acceptance won by these sets.

The Ortho-sonic circuit, found in Federal sets only and now fully protected by patents, brought in tones more beautiful and true to life than all others. It gave something entirely distinctive. It set a new and higher mark in radio-tone perfection.

Now comes another Federal achievement—in sets distinguished by a beauty and individuality of design never before offered in radio sets.

Six Additional Popular Priced Models and Four Custom-Built

These models are made to retail at \$75 to \$400; four custom-built models (not shown) will retail at \$500 to \$1000. This gives you in the Federal Line a radio set that will satisfy every individual preference and price requirement.

Note here the new designs. Where did you ever before see evidence of such real furniture craftsmanship in radio? Rich hardwood finishes, inlays, hand carving, lovely duo-tone wood effects on the outside; and on the inside, a circuit perfectly shielded, as ruggedly constructed, as beautiful in its every detail as the cabinet so superbly housing it—such is the quality of these new sets which also include

Single-dial Control

The new models are operated either by a single dial or a centralized control. Any station can be brought in clearly by

Federal

ORTHO

ANNOUNCEMENT

the Federal line

the mere twist of the wrist. Never before has such range, power, selectivity and ease of operation been combined in one radio set.

And remember, behind all is the responsibility of an organization of engineers whose reputation for wireless, telephone, and navy radio extends back over twenty-five years. Radio sets that never will be "orphaned."

Far-reaching National Advertising

Federal Ortho-sonic Radio is backed by a powerful national advertising campaign that will reach millions of homes this coming season with the Ortho-sonic story of quality and value.

In addition, to this, all Federal retailers get the benefits of newspaper advertising which send buyers directly to the stores for the Ortho-sonic demonstrations. Then too, there are special tie-up ads for retailers.

If you are not already in line with Federal, write the Federal wholesaler serving your territory. Ask for prices. Find out about the month-in-and-month-out profits, the factory and wholesaler co-operation given every Federal retailer on our S & S list, the sales and advertising service matched by no other manufacturer. Find out about the liberal discounts allowed, the protection given Federal retailers, the freedom from all signed contracts and red tape.

If you do not know a Federal wholesaler, write us. Let us give you the facts.

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



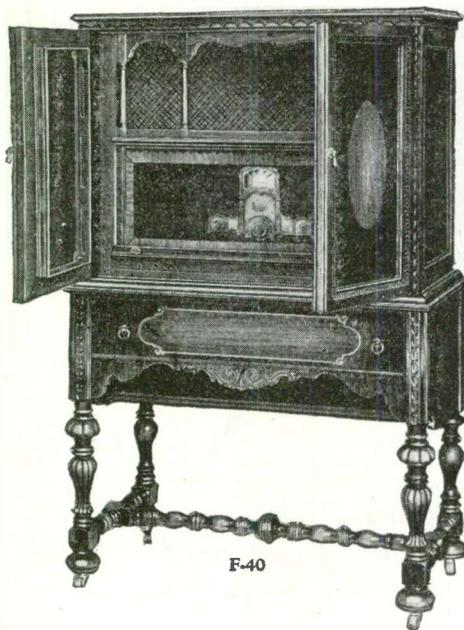
D-40

D-40 Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Built-in speaker. Latest acoustical design. Deep, rich tone quality. Receiver compartment slides out to install tubes. Genuine walnut cabinet. Ample space for all batteries.



E-40

E-40 Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control without loss of efficiency. Extremely selective. Maximum receiving range. Rugged, all-metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Built-in speaker. Latest acoustical design. Receiver compartment slides out to install tubes. Genuine walnut cabinet artistically antiqued and inlaid with rosewood. Ample space for all batteries.



F-40

F-40 Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. Designed for use with loop only. Single control without loss of efficiency. Maximum selectivity—long range reception. Rugged, all metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Exceptionally large built-in speaker. Latest acoustical design. Genuine walnut cabinet, artistically antiqued. Inlaid with vermillion. Ample space for all batteries.



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

SONIC^{*} Radio

Reg. U. S. Pat. Off.

MAGNAVOX

Single Dial *Radio*



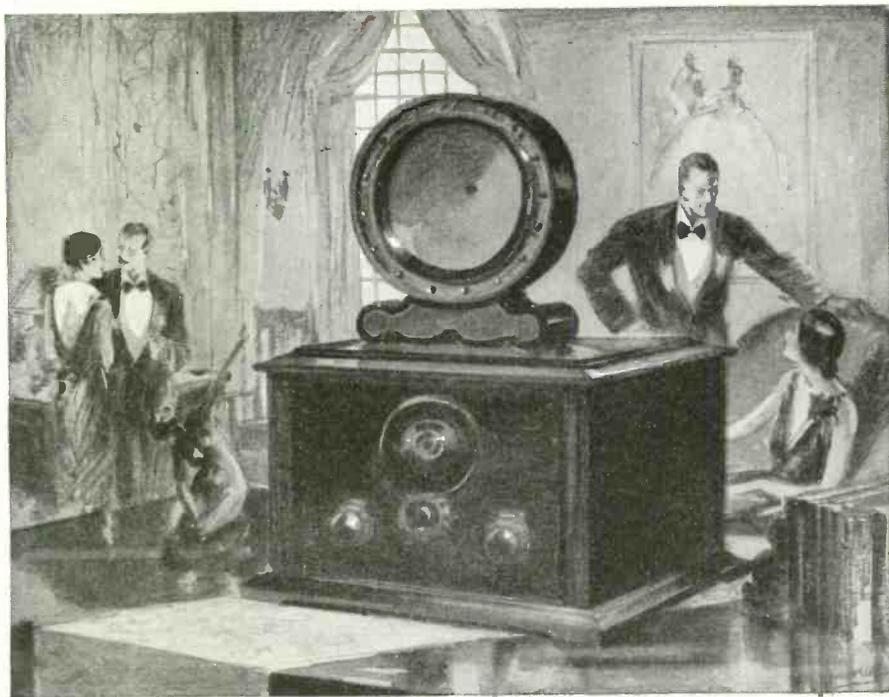
Cornell Model—9½" wide, 11" high, 5" deep. Artistic, non-resonant metal finish, genuine mahogany base finished in two tones, 7" cone. Standard cord and plug. \$22.50 list.

Magnavox Cone Speakers are made under Magnavox patents. Distributors and dealers are fully protected from infringement liability.

New Cone Speaker

—another *Magnavox* engineering "scoop." The cone is mounted resiliently—entire unit moves with air waves—no "snary" effects. It covers the complete tonal range—all instruments, all notes, all enunciations. Two artistic models—Cornell (above), \$22.50 list, and Stanford, \$35.00 list. Backed by aggressive advertising and the sales-prestige of the *Magnavox* name—a popular synonym for good loud speakers. 400,000 *Magnavox* Loud Speakers now in use—each one a salesman for the new cone. It is sure to be another *Magnavox* "best seller." All dealers write.

FIFTEENTH ANNIVERSARY OF MAGNAVOX PROGRESS IN RADIO



Beauty ~ the universal passport
Magnavox has it in high degree

ALL America has love for beauty. Automobile makers found it out—home builders found it out—furniture manufacturers found it out. Radio, as a class, has lagged—many sets are still in the cotton stocking age as regards looks.

Magnavox single dial control permits greater beauty in design. Simplicity, quiet good taste, pleasing shapes and lines, genuine mahogany cabinets, unobtrusive knobs are attributes of *Magnavox* beauty. It is the enduring type of radio—the set that will be “in style” for a lifetime. Numerous protruding dials, tubes and other switchboard characteristics are discreetly absent. The set with these marring features must become obsolete soon.

This year, more than ever, the set with eye value will have the call. And *Magnavox* has it, without much competition. For easier selling this fall write us at once.

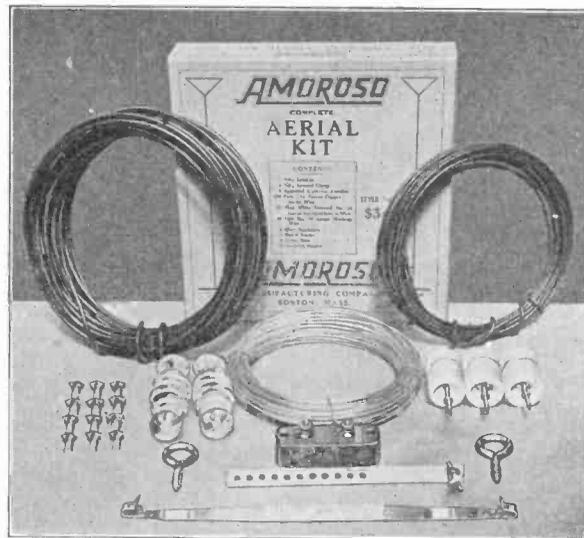
Magnavox, the perfected and proved single dial set, performs with the very best, in selectivity, sensitivity, range—on any basis you name. All models continued indefinitely and prices guaranteed till January 1, 1927.

24D14 ©

THE MAGNAVOX COMPANY • General Offices and Factory: Oakland, California
 Chicago Sales Office: 1315 South Michigan Ave.

AERIAL KITS

Style "A"

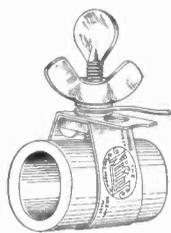


\$3.50

Attractively packed in a display box, these kits contain:

- 1 Nifty Lead-in. 1 Nifty Ground Clamp.
- 1 Approved Lightning Arrester.
- 100 feet of No. 7-22 Tinned Copper antenna wire.
- 50 feet (white covered) Lead-in wire.
- 25 feet Hook-up wire. 2 HouseX crystal glass insulators.
- 3 nail-it knobs 2 screw eyes 12 insulated staples.

Everything that is necessary for the installation of an efficient aerial and ground system. *Easy to install. Easy to buy. Easy to sell.*



Nifty Ground Clamps require no tools and are easily adjusted to pipes most commonly used. Made of tinned copper and brass. No soldering necessary.

Nifty Lead-ins are completely weatherproof—pliable—and insulated. No holes to bore. Fit easily under windows and doors tight closed.



AMOROSO

Manufacturing Company

75 High Street

Boston, Mass.

Kolster- Brandes

FEDERAL-BRANDES, INC.

*Announces
its line for the
coming season*

*Pictured
and described
on the next
three pages*

Kolster-

FEDERAL-

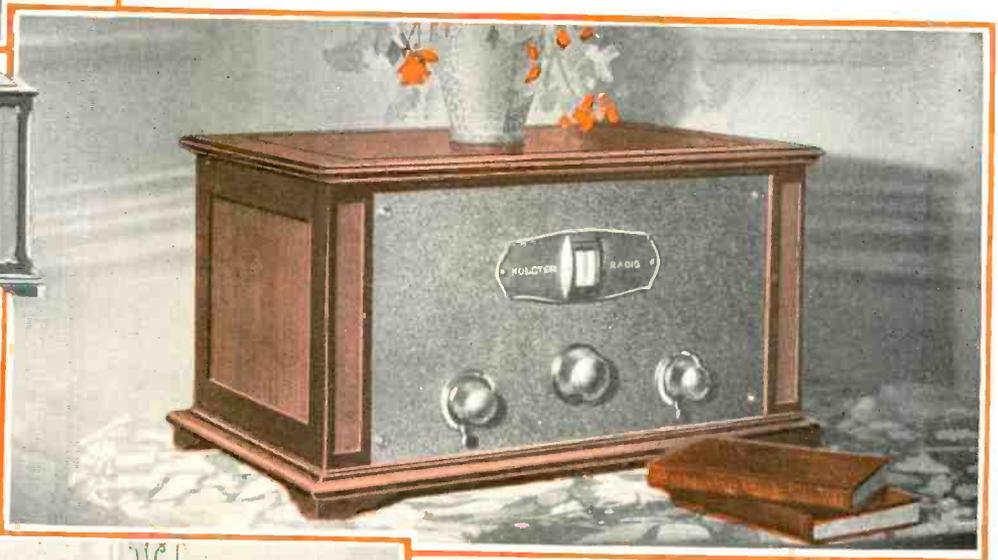


The Kolster 6-E set is full console with speaker built-in. Single control—fully adjustable—finished in Adam brown satin mahogany. \$135, less tubes.

The Kolster retail prices range from \$85 to \$375, each item an outstanding value. Read the individual descriptions. These sets include all the latest Kolster refinements. No dials—just one simple station selector, calibrated in wave lengths. Maximum selectivity and sensitivity through Kolster adjustable coupling control. No howling. Improved tonal qualities. Built-in special Brandes Cone Speakers. Beautiful cabinet work in duotone Adam brown satin finish.



A table model 8-tube set—Kolster 8-A. Single control—adjustable for volume, selectivity and sensitivity—with station selector dial, illuminated and marked in meters wave length. \$185, less tubes and batteries.



Six tubes, completely adjustable, single control. Kolster 6-D set. \$85, less tubes and batteries.



This is the Kolster 8-C. Single control—adjustable for volume, selectivity and sensitivity—full console with built-in loud speaker and loop antenna. \$375, less tubes and batteries.



This semi-console is the Kolster 8-B set with loop antenna attached. Single control—built-in loud speaker—adjustable for selectivity, sensitivity and volume. \$235, less tubes and batteries.

Brandes

BRANDES, INC.

Brandes presents this season still further refinements in the acoustical development of radio reproduction. Whether it be cone or horn, headset or phonograph attachment for faithful reproduction Brandes leads. And new low prices give every home an opportunity now to enjoy a Brandes speaker. Note the complete line and description of each unit. Remember, Brandes is a pioneer—its products are the result of years of perfection.



Brandes Cabinet Cone delivers unusually large volume—extremely sensitive on weak signals. Beautifully finished in Adam brown duo-tone mahogany—adjustable for sensitivity and clarity. \$25.



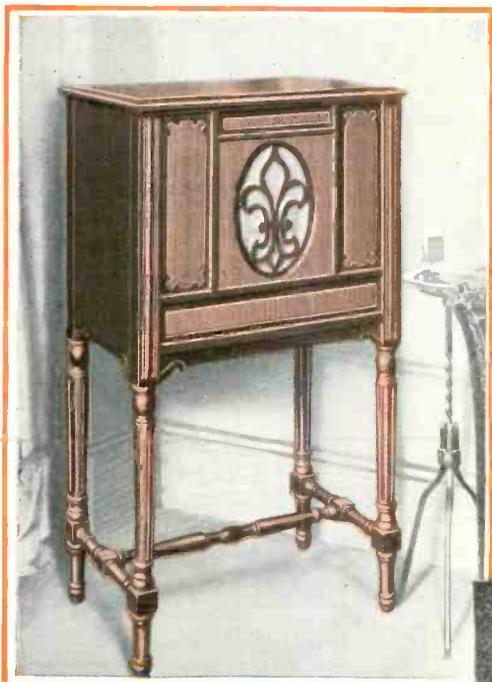
Brandes Matched Tone Headsets have long been the standard. For the layman the Superior—\$5—and for the distance fan and engineer the Navy Type with shielded radio frequency cord—\$6.



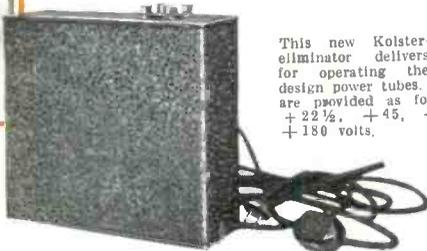
Beautifully finished in antique green and black, Brandes Type H Speaker has a gracefully fashioned horn and art design base. Unusually sensitive—delivers great volume on weak signals, reproduces speech and music faithfully, adjustable for maximum sensitivity and clarity. \$18.



Unique design—pleasing appearance—antique bronze finish. The Brandes Table Cone delivers great volume—faithfully reproduces speech and music. The resonating chamber brings out low tones, enriching the quality of reproduction. It is adjustable for maximum efficiency and not effected by atmospheric conditions. 15 1/4" in diameter. \$12.50.



The new Kolster-Brandes Power Cone. Quality such as you have never heard and volume too. B battery supply for the radio set. \$250, less tubes.



This new Kolster-Brandes (B) eliminator delivers 180 volts for operating the latest design power tubes. Voltage taps are provided as follows: B—, +22 1/2, +45, +90, +135, +180 volts.



The standard of quality in Phonograph Attachments. Used with a good phonograph, Brandes Attachment gives results that are most pleasing and satisfactory in volume, clarity, and tone quality.

Kolster Radio Dealer Policies

1. The dealer is given a definite territory and is protected in that territory.
2. He is protected against obsolescence.
3. He is protected against loss due to price reductions.
4. He is sent all inquiries from prospects in his territory.
5. He is supplied with imprinted advertising helps and his name is listed in Kolster-Brandes newspaper advertisements whenever practical.
6. He receives assistance from the Company to properly service Kolster Radio.
7. His selling effort is backed by an adequate advertising campaign planned and paid for by the Company.
8. He is given the highest type of set possible in its price range.
9. He sells a set fully guaranteed by a financially responsible Company of long standing in radio.
10. He is given a satisfactory immediate profit and an opportunity for continued profits in the future.

Could dealer policies possibly be more fair?

These are part of a merchandising plan unique and individual with Kolster-Brandes, which will enable authorized dealers to make sales and real profit.

Write us at once for complete details.

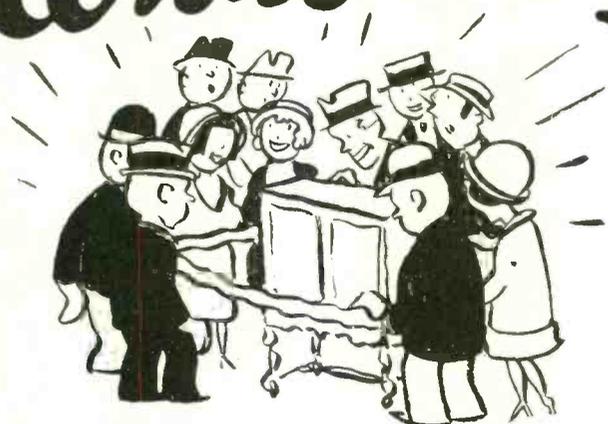
Federal-Brandes
INC.

Woolworth Building
New York, N. Y.

FREED-EISEMANN

a new line built to give

What the public wants



What the dealer wants

*See next
3 pages*

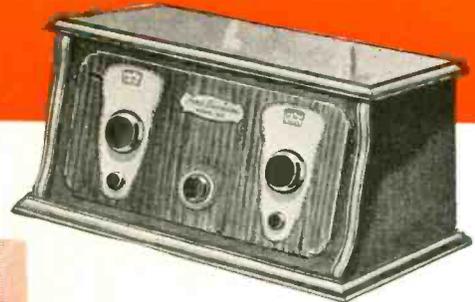


FREED-

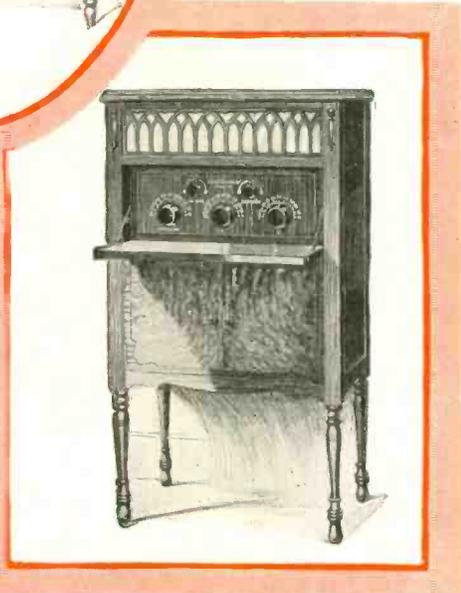
NEW! COMPLETE!



↑
Model 50*—7-tube, single control receiver. 3 stages TRF amplification, detector and 2 stages transformer coupled audio frequency amplification. Chassis of pressed steel; partial interstage shielding. Battery cable, wired for use with new detector and power amplifier tubes. Wavelength scale visible through indicating window. "A" battery voltmeter mounted on the 5-ply two-tone mahogany front panel. Antenna compensator is provided for DX tuning. List price \$175.00.



Model 30*—6-tube two control set, operates with storage battery tubes, shielded, mahogany sloping panel and cabinet, battery cable, wired for use with power tube, wave lengths etched on scale visible through window. List price \$75.00.



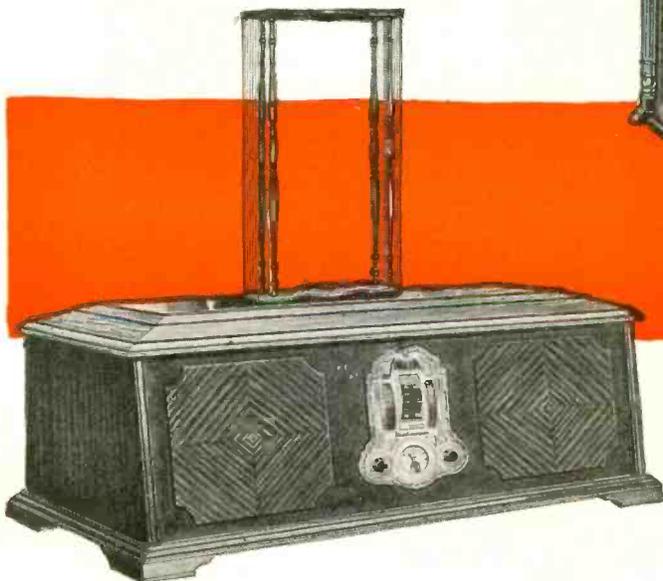
←
Model C-10—Console with built-in horn and space for batteries. In walnut finish. Available for Model 10. List price, less set and loud speaker unit, \$40.

*Licensed and manufactured under a group of Latour patents.

†Licensed by Independent Radio Mfrs., Inc. under Hazelton Pats. Nos. 1450080, 1489228, 1533858.

All prices slightly higher in Canada and West of the Rockies.

Model 48*—6-tube, shielded, single control receiver, with battery cable, and wired for use with new power tube. Modified straight line frequency condensers. Pressed steel chassis. "A" battery voltmeter indicates filament voltage. Two-tone finish front panel. Etched wavelength drum visible through window. List price \$125.00.



←
Model 800†—8-tube, single control receiver. For operation with loop, (or antenna if desired). 4 stages of Neutrodyne tuned radio frequency amplification, detector and two stages of audio amplification. Voltmeter permits reading all the "B", "C" and "A" battery voltages. Total shielding, with additional shielding between each tube and the elements of its circuit. Small pilot lamp is mounted above the wave length drum. Each radio frequency stage is an individual nickel plated copper shielded compartment. Heavy angle iron chassis. List price \$385.00.

EISEMANN

REVOLUTIONARY!



Model 40*—6-tube, shielded, single control receiver, mahogany sloping panel and cabinet, modified straight line frequency condensers, window for wave length scale. Battery cable wired for use with power tube. Antenna compensator for DX tuning. List price \$85.00.

Model C-40—Console with built in horn and space for batteries. Available for Models 30 and 40, walnut finish. List price less set and loud speaker unit \$70.00.

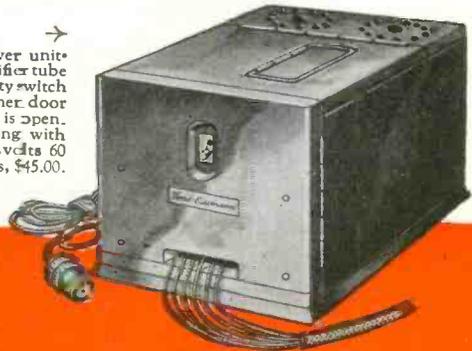


Model 850†—Walnut Italian Renaissance Highboy Cabinet with a built-in Model 800 receiver and Freed-Eisemann full-floating cone loud speaker. Special tone chamber, concealed top. Ample space provided in highboy for use of Freed-Eisemann B and C power unit and A power unit, or A and B batteries, if desired. Space provided for remote control unit which automatically disconnects the power supply units. List price \$650.00.

Model 14—Full floating cone loud speaker. Improved armature system. Reproduces both low and high frequencies. Built under a new principle protected by Freed-Eisemann patents pending. List price \$25.00.



Model 16—"B" and "C" power unit. Operates with double wave rectifier tube and voltage regulator tubes. Safety switch automatically cuts off voltage when door to binding post terminal board is open. Can be used with sets operating with power tube. Operates on 110 volts 60 cycle A. C. List price, less tubes, \$45.00.



Model 10*—5-tube set, 2 stages tuned radio frequency, detector and 2 stages transformer coupled audio frequency amplification. Battery cable provides for power tube. List price \$60.00.



-and now, here's the story: PROFITS

A New, Complete Line

The new Freed-Eisemann line is revolutionary in design, amazing in performance and distinctive in appearance. A complete line offers you the means to satisfy *all* radio demands! Each Freed-Eisemann Receiver establishes new price standards in its class.

Prices from **\$60 to \$650**

Dealer Cooperation

The Freed-Eisemann distributor in your territory will heartily cooperate in furthering the success of his franchise dealers. In addition, Freed-Eisemann offers a generous and helpful array of all types of selling helps.

A FRANCHISE may be available in your territory. Communicate with us or our distributor at once.

Tremendous Advertising

The Freed-Eisemann line will be powerfully advertised in these leading magazines:—

<i>Saturday Evening Post</i>	<i>Liberty Magazine</i>	<i>Nat'l Geographic</i>	<i>Judge</i>
<i>Ladies' Home Journal</i>	<i>Literary Digest</i>	<i>Collier's Weekly</i>	<i>Quality Group</i>
<i>American Magazine</i>	<i>Good Housekeeping</i>	<i>House & Garden</i>	<i>(6 class magazines)</i>
<i>Country Gentleman and 7 other leading Farm Publications</i>			

In addition there will be a strong newspaper campaign in leading cities

Prestige

The Freed-Eisemann name is recognized as one of the greatest in radio. Our strong financial position and the continuation of our sound policies, together with the advanced Freed-Eisemann apparatus, make the value of our franchise greater than ever.

Liberal Discounts

We are continuing our policy of generous dealer discounts. The Freed-Eisemann franchised dealer will have the advantage of being able to concentrate his efforts safely on this one line, thereby avoiding the losses that come from spreading sales over several lines.

FREED-EISEMANN RADIO CORPORATION, Junius St. and Liberty Ave., Brooklyn, N. Y.

FREED-EISEMANN

Tune In Profit With These Two Sets

City Dwellers who want extreme selectivity and range are entranced with the performance of the Premier Model 20, a Seven Tube Resistance Coupled Receiving Set, listing at \$75.00. It brings in the most distant stations right through powerful locals.

For those who desire something a little more compact, we have a wonderful value to offer in our Allen "5" Resistance Coupled Rectaflex, a Five Tube Receiving Set listing at \$37.50. One tube being reflexed, it really gives Six Tube results.

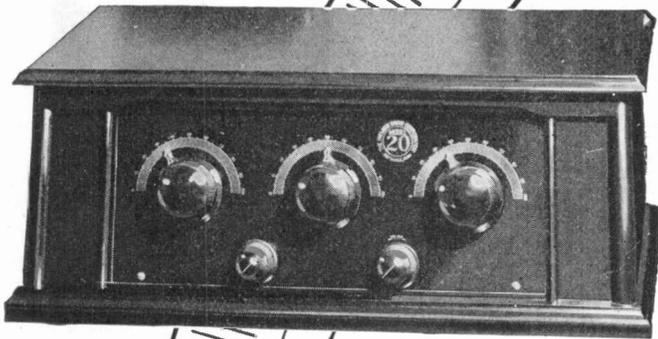
Both Sets have marvelous clarity of tone, rich beauty of cabinet and panel, and unusual compactness. Tuning and volume controls are extremely convenient and easily operated.

These two Sets tune in profit—between them they reach a wide band of the really profitable market. Discounts are pleasingly liberal.

Allen "5" Resistance Coupled Rectaflex
5 Tubes **\$37.50**



Premier Model 20 Resistance Coupled
7 Tubes **\$75.00** List



Profit With Premier

Give It A Whirl

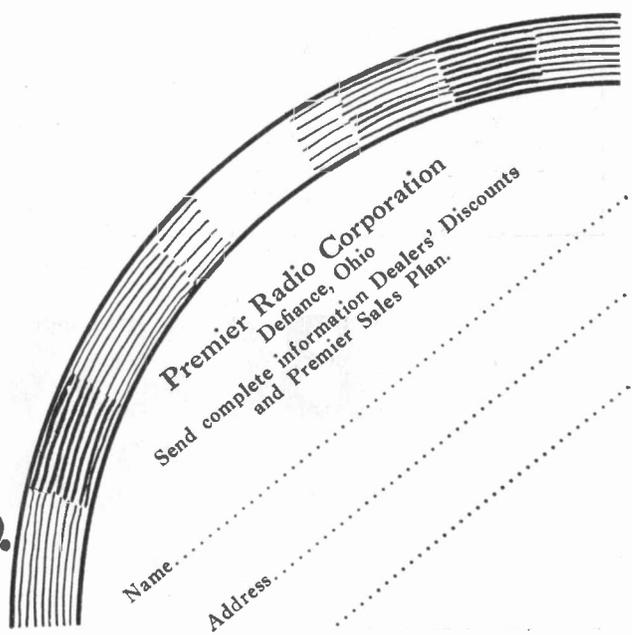
Certainly it is worth your while to at least "whirl the dial" on a proposition like this. It may be just the one you want. The coupon will bring full information without the slightest obligation.

The Premier Radio Corp.
Defiance,
Ohio.

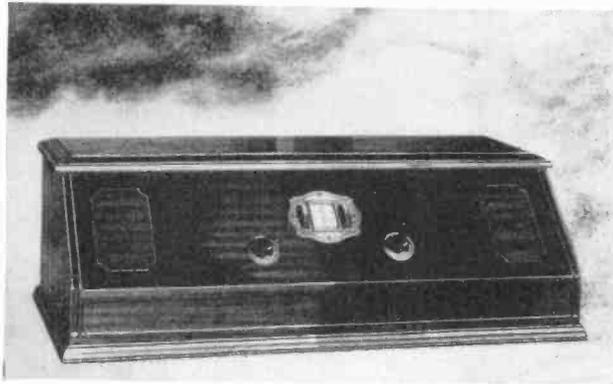
Premier Radio Corporation
Defiance, Ohio
Send complete information Dealers' Discounts
and Premier Sales Plan.

Name

Address

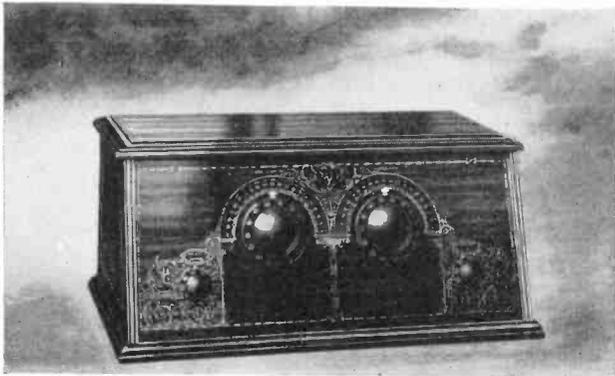


Are you seeking PERFORMANCE



BOSWORTH TYPE B-3. The Type B-3 has six tubes, three stages of tuned r.f., detector, and two audio. With these three stages of tuned r.f., selectivity is greatly improved, and added volume is had on weak and distant stations. This model has two dials, operating together as a single control. This is a powerful, easily controlled set, with beautiful, natural tone. Equipped for power tube.

Price, east of Rockies, \$155.00



BOSWORTH TYPE B-2. This set has five tubes, two radio, detector, and two audio. It is easily controlled by its two dials. In parts and construction, it is almost identical to the B-3. It has the same reserve power to bring in distant stations, usually with more than enough volume. For a five tube set, it outperforms a good many sixes. Equipped for power tube.

Price, east of Rockies, \$115.00

BOSWORTH GUARANTEE

We guarantee this set to be in perfect condition. We will repair it free of charge, or, at our option, replace it with a new set, if found to be defective --- within one year from date of purchase

THE BOSWORTH ELECTRIC MFG COMPANY



BOSWORTH RADIO

See Bosworth at the Third Radio World's Fair, September 13-18,

plus

freedom from SERVICE ?

YOU are, surely, if one eye is on the balance sheet.

The *sale*, in ninety-five cases out of a hundred, depends upon successfully convincing your prospect, in a competitive or comparative demonstration, that your set will outperform the other.

The *profit* from that sale depends upon the set continuing to give permanent satisfaction afterwards.

Performance, plus freedom from service.

Bosworth Sets Are Convincing Performers

Bosworth sets win out in almost 100% of their demonstrations because they are as selective as it is advisable to build a set without distortion, and they have a reserve volume and sensitivity which brings in the weak, distant stations. Their tone quality would be hard to improve upon because side frequencies are fully utilized, and General Radio Type 285 transformers are used in the audio amplifier. The ease and simplicity of tuning them, and their fortunate eye-value, fascinates the prospect, and rivets his attention to them.

Bosworth Sets Are Free From Service

They are uniform and dependable in

operation, and free from service, because each set is individually made, checked and re-checked in accordance with the highest standards of accuracy. They are packed in substantial wire-bound wooden boxes, to make certain that you receive them in the same perfect condition as when they leave the factory.

Bosworth Policies Are Interesting

The Bosworth guarantee, brief, effective, sincere, to-the-point, promises to make any set good which may require it, in spite of all these earnest and painstaking precautions against defects.

And Bosworth policies, in sales and advertising, are sound, just as the product itself is sound. It is known as an ideal jobber-to-dealer line.

Bosworth Would Like to Send You the Complete Story

Write for interesting portfolio, "Product and Policy", which gives full information on the Bosworth line, and shows why *performance, plus freedom from service*, is the most important single factor in making and keeping profits from the sale of radio.

To satisfactorily rated jobbers, in certain territories where there is an opportunity for further Bosworth development, we will send sample for two weeks' testing.

The BOSWORTH ELECTRIC MANUFACTURING COMPANY
3752 Montgomery Ave., Cincinnati, Ohio

BOSWORTH RADIO

Send it

Bosworth Electric Mfg. Co.

Gentlemen—

Please send complete information on the Bosworth line.

Firm

Address

New Madison Square Garden, New York, Booth 11, Section DD.

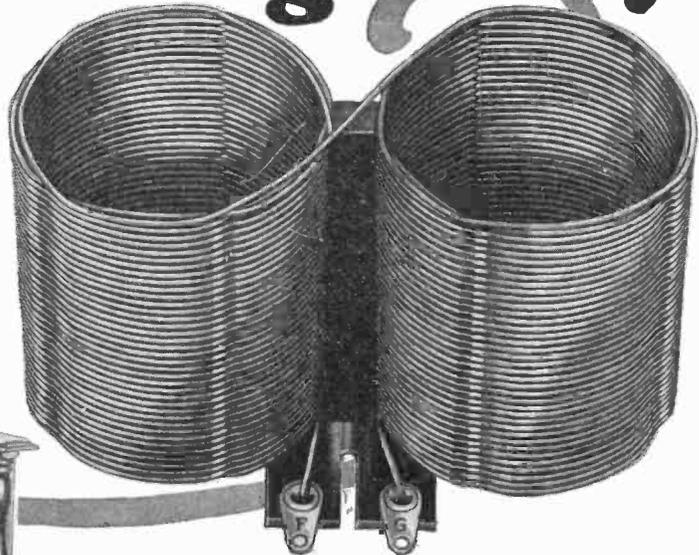
Chosen Again!

BENJAMIN
TRADE MARK
 Lekeless Coils
 Standard
 in the

AUDIOLA



Audiola "Baby Grand"

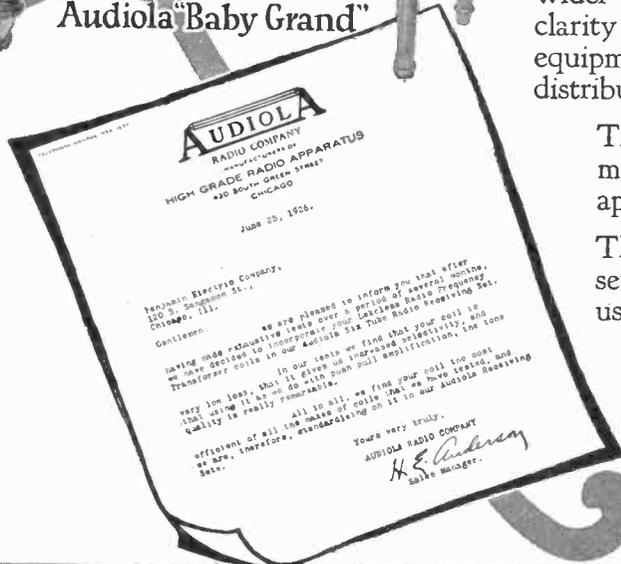


Again, after exhaustive tests, Benjamin Lekeless Coils score another triumph. They are now standard in Audiola's Six Tube Radio Receiving Sets. They were chosen not only for their low loss and increased selectivity, but also for their aid in enhancing tonal quality.

Benjamin Lekeless Coils can be used in any type of tuned radio frequency circuit. They will work satisfactorily with any high grade .00035 Mfd. condenser, but combined with a Benjamin .00035 Mfd. condenser, will give a wider tuning range with greater volume and clarity than is obtainable with any other equipment. Uniform high inductance, low distributed capacity and low resistance.

The external field is so slight that it permits placing coils close together without appreciable interaction.

Their acceptance by the leading radio set manufacturers warrants your writing us today for complete information.



Benjamin Electric Mfg. Co.

120-128 S. Sangamon St., Chicago
 New York: 247 W. 17th Street
 San Francisco: 448 Bryant Street

Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto, Ontario

BENJAMIN

TRADE MARK

From the Home
of the Famous
Isolator Auto-
mobile Battery.
Leaders in the
Battery Field for
29 years.



The Vesta "A" Unit—
"A" Battery and Trickle
Charger—ALL IN
ONE. It replaces the
larger battery—giving
a compact unit that
insures a steady flow
of vitality to the Set.
The case is of clear
glass. The level of
solution in both bat-
tery and charger is in
plain view. A built-in
hydrometer indicates
the specific gravity at
all times.

Two Types
3 plate (25 amp. hour)
\$25
5 plate (50 amp. hour)
\$27.50

VESTA "A" UNIT Promises Big Profits

The latest addition to the Vesta Products line is one that Radio owners will welcome because it greatly improves the quality of reception, cuts battery expense and provides a compact and neat unit that requires little attention.

The steady flow of vitality which it assures at all times keeps the battery always in perfect condition. This prevents damage to battery that usually results when a battery is run down.

The "A" Unit—added to the Vesta Line—makes a complete line of essential radio products.

Vesta is now known as a NATIONAL RADIO PRODUCTS INSTITUTION.

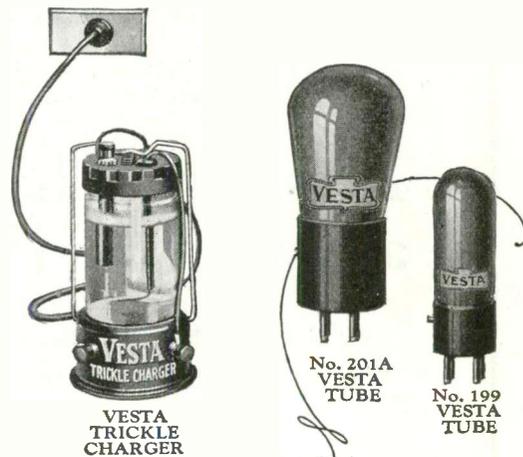
The Vesta name is a wonderful selling advantage for the dealer and we are going to give this name and these products wide publicity this season in the Saturday Evening Post, Liberty and 35 leading newspapers across the continent.

Line up with Vesta NOW for a big success this coming season.

VESTA BATTERY CORPORATION
2100 Indiana Avenue •• Chicago, Ill.

VESTA
AUTO-RADIO PRODUCTS

Vesta for Vitality



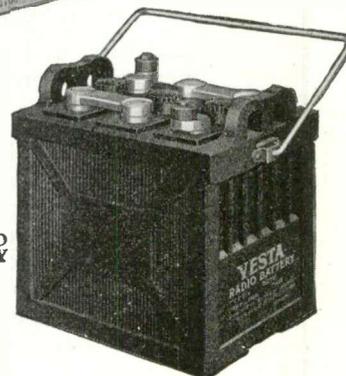
VESTA TRICKLE CHARGER

No. 201A VESTA TUBE

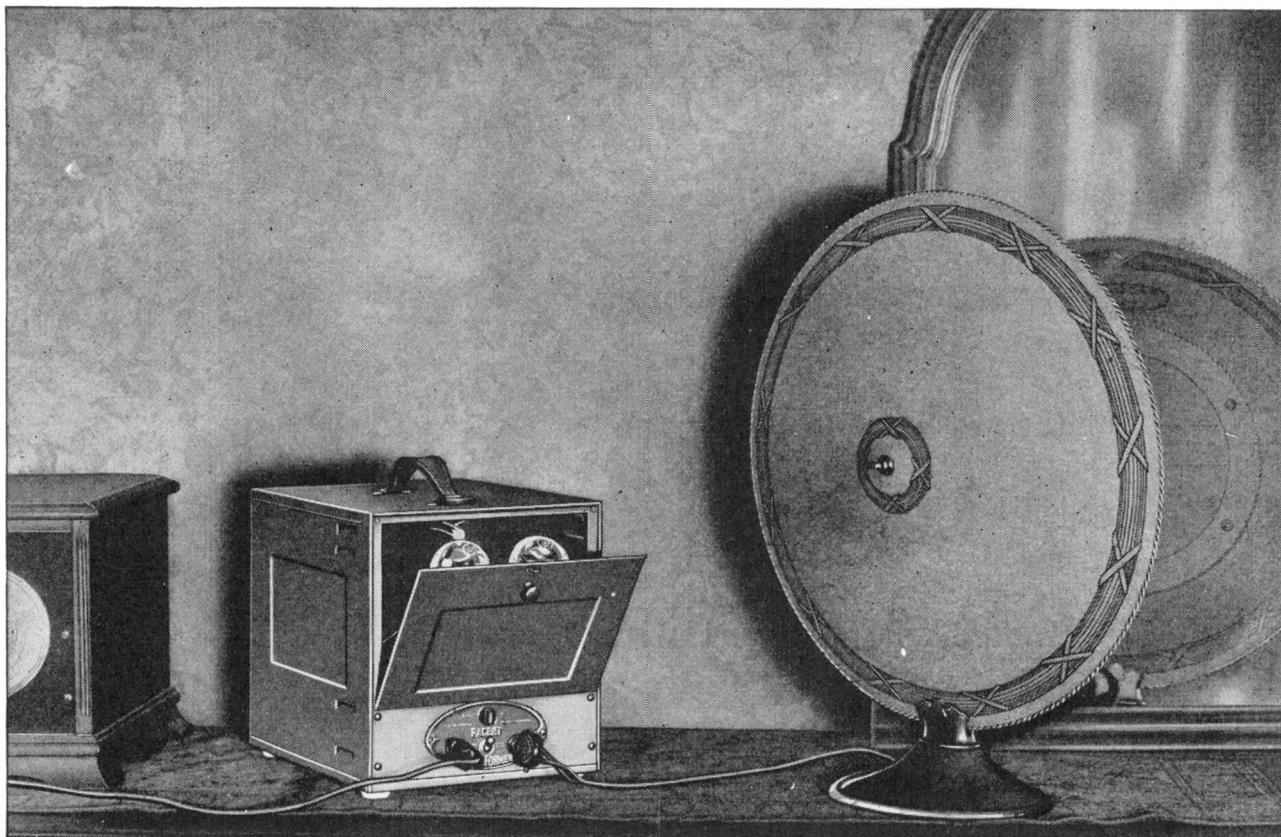
No. 199 VESTA TUBE



VESTA RADIO "B" BATTERY



VESTA RADIO "A" BATTERY



The Pacent Powerformer is only 8 x 8 x 10 inches and its weight is approximately 32 pounds, making it truly portable. The Pacent Cone is made in two sizes, 17 inches in diameter and 3 feet in diameter.

A new day has dawned in radio with the arrival of the Pacent Powerformer and Cone

It is no exaggeration to say that, with the development of the Powerformer by a group of engineers, under the direction of Louis Gerard Pacent, a new day has dawned in radio.

The Pacent Powerformer reproduces music and speech with a tonal quality and range that defy description, the volume ranging from a whisper to a roar. It also eliminates B Batteries.

List Price, exclusive of tubes but including all necessary connections \$82.50.

The Pacent Cone Speaker (illustrated above) is manufactured under the Lektophone patents. The supremacy of the cone type of speaker over all others is now generally recognized. The supremacy of the Pacent Cone is due not only to its practically unlimited tone range, but to the volume and faithfulness which gives full rich tones with delicacy and without distortion.

PACENT CONE, Type A, 17 inch, Bronze base . . . \$28.50
West of the Rockies \$31.50

PACENT SUPER-CONE, Type SA, 3 feet in diameter, mounted on walnut stand \$79.50
Slightly higher West of the Rockies

PACENT SUPER-CONE, Type WA, Similar to Type SA, but arranged for hanging on wall \$65.00
Slightly higher West of the Rockies

All types are equipped with a suitable length cord and Pacent Detachable Plug

Each of these new Pacent developments must be heard to be appreciated and the absolute revolutionary quality of reproduction realized.

We have territory open and a very special offer to make to the trade on both the Pacent Powerformer and Cone. Write for our proposition and full particulars regarding these two revolutionary additions to radio.

PACENT RADIO CORPORATION
156 West 16th Street New York

SHOWERS

Decides to Enter the Radio Field



Here is one of our console models complete with 6-tube, ONE dial set, and speaker—to sell for less than \$100 retail.

SHOWERS BROTHERS COMPANY
1517 Tribune Tower

Who Is Showers?

Showers Brothers Company is the largest manufacturer of furniture in the world. Showers has been in business since 1868.

Showers' gross sales on furniture run over ten million dollars a year. Showers has built this enormous business on outstanding commercial values and a fair sales policy to its dealers. There are over nine million dollars of manufacturing assets behind Showers Brothers radio set.

Sales Policy

All Showers radio products will be sold direct from the factory to the dealer on an exclusive selling franchise, one dealer to a city. We know how to manufacture complete console radios and build a profitable business for our exclusive dealers.

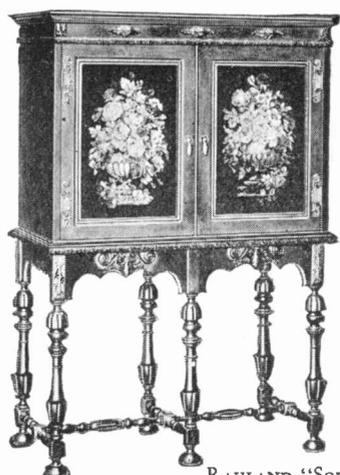
We want to hear from the leading radio merchandisers who will be interested in reading our outline and seeing our complete line of models and prices for this season.

Write us today. Applications acted upon in order received.

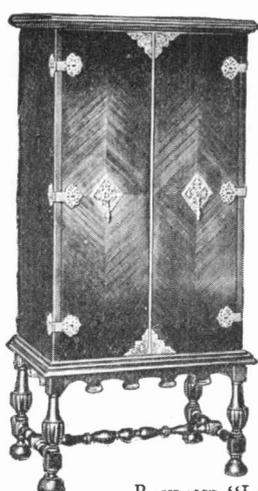
Radio Division
CHICAGO, ILLINOIS



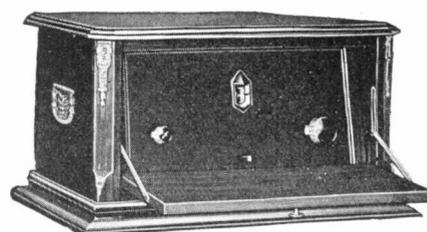
ONE OF THE FOUR LARGE SHOWERS BROTHERS FACTORIES—ESTABLISHED 1868



RAULAND "SOVEREIGN"
(7-tube)
Blended Walnut Finish Base
Cabinet—Blended Walnut Brown Crackle
Parchment Finish on Gold Background
Embossed Floral Decorations
List Price—\$435.00



RAULAND "LORRAINE"
(7-tube)
Blended Walnut Finish
List Price—\$335.00
Blended Green Crackle Lacquer Finish
List Price—\$335.00



RAULAND "FORTE"
(7-tube)
Blended Walnut Finish
List Price—\$210.00



ALL-AMERICAN CONSTANT-B
Battery Eliminator
Has Tap for Power Tube
List Price—\$37.50
(Complete with Raytheon Tube)

All-American Offers a Real Opportunity to Radio Dealers

You know that the best and soundest way to build a permanent, profitable business is to be identified with easy-to-sell goods of known high quality.

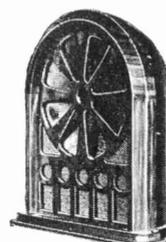
Here is one of the genuine *opportunities* in radio retailing—the splendid new line of Rauland Receivers. The franchise to sell these beautiful sets is exactly the kind of asset every substantial merchant likes to control.

You know All-American. The name is associated by those who know radio, with fine quality in those parts which really *make* radio reception. It is natural and logical that All-American should bring out as fine a line of receivers as engineering talent and manufacturing skill can possibly produce.

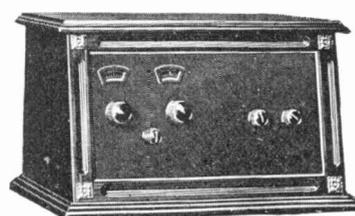
Rauland Receivers are as good as money can buy. We know; because we make them complete—using only units of All-American quality.

Wide-awake merchants will recognize in this line just the opportunity they have been seeking; to help make their own businesses better, as well as bigger. We'd be glad to hear from such concerns—those interested in "Radio for the years to come."

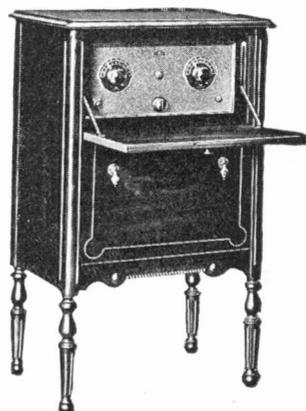
ALL-AMERICAN RADIO CORPORATION
4223 Belmont Avenue • CHICAGO



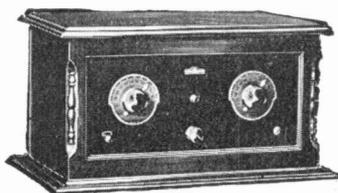
ALL-AMERICAN REPRODUCER
Combines Cone and Sounding Chamber
Walnut Finish
List Price—\$25.00



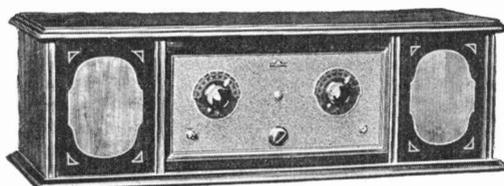
RAULAND "DUET"
(6-tube)
Blended Walnut Finish
List Price—\$115.00
Blended Chinese Red Lacquer Finish
List Price—\$120.00



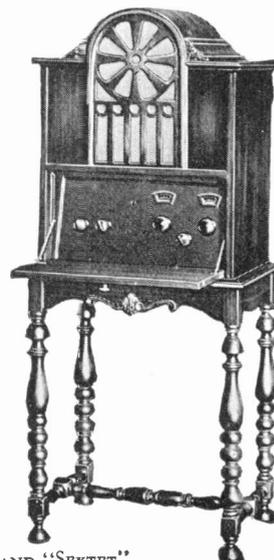
ALL-AMERICAN MODEL R HI-BOY
(5-tube)
Two-Tone Walnut Finish
List Price—\$115.00



ALL-AMERICAN MODEL R CABINET
(5-tube)
Blended Walnut Finish
List Price—\$80.00
Blended Green Crackle Lacquer Finish
List Price—\$85.00



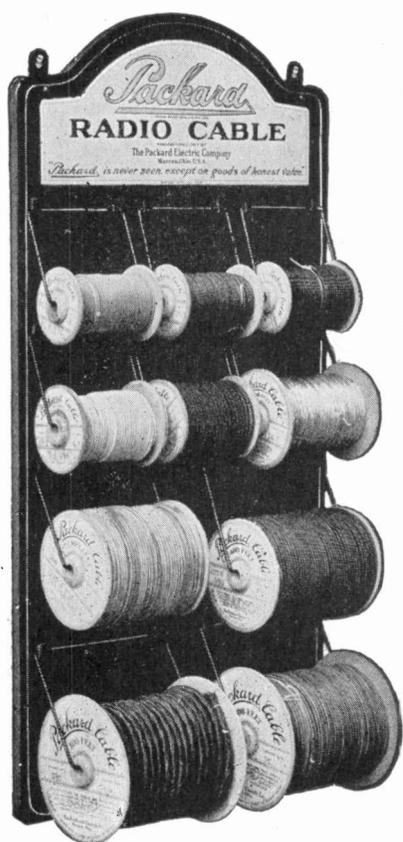
ALL-AMERICAN MODEL R COMPARTMENT CABINET
(5-tube)
Two-Tone Walnut Finish
List Price—\$90.00



RAULAND "SEXTET"
(6-tube)
Blended Walnut Finish
List Price—\$175.00

Packard

RADIO CABLE



The De Luxe Assortment
Comes complete—Board and Cable in one strong box—easy to set up and use. Requires wall space only 36 in. by 18 in. Shipping weight approximately 70 lbs.

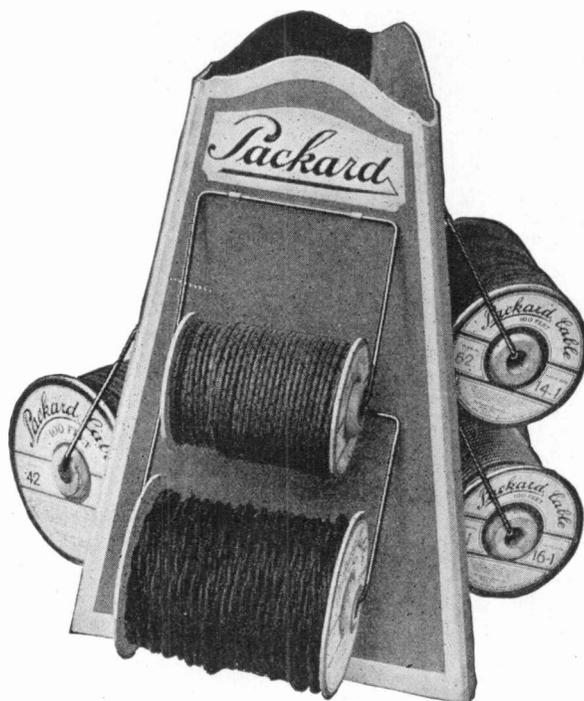


Packard Radio Wiring Harnesses are made of three light gauge wires for "B" Battery and two heavy gauge wires for "A" Battery connections. Each wire has a different colored braid with an attractive "Radio Brown" braid overall.

There is a style of Packard Cable for every radio requirement. Handsome display merchandisers, as illustrated herewith, are included in either five or ten-spool assortments. Packard Aerial Ground Kits come in neat attractive cartons, listed at \$4.50 and \$5.50, respectively and contain everything necessary for the erection of aerial and ground circuits.

Packard Radio Cable will be merchandised under the same policy and methods that have made Packard Automotive Cable such an attractive line for the automotive trade.

You will be interested in the full story of this comprehensive line which is bound to be a profitable one for the up-and-coming radio dealer. Ask your jobber salesman for complete information, or write us direct.



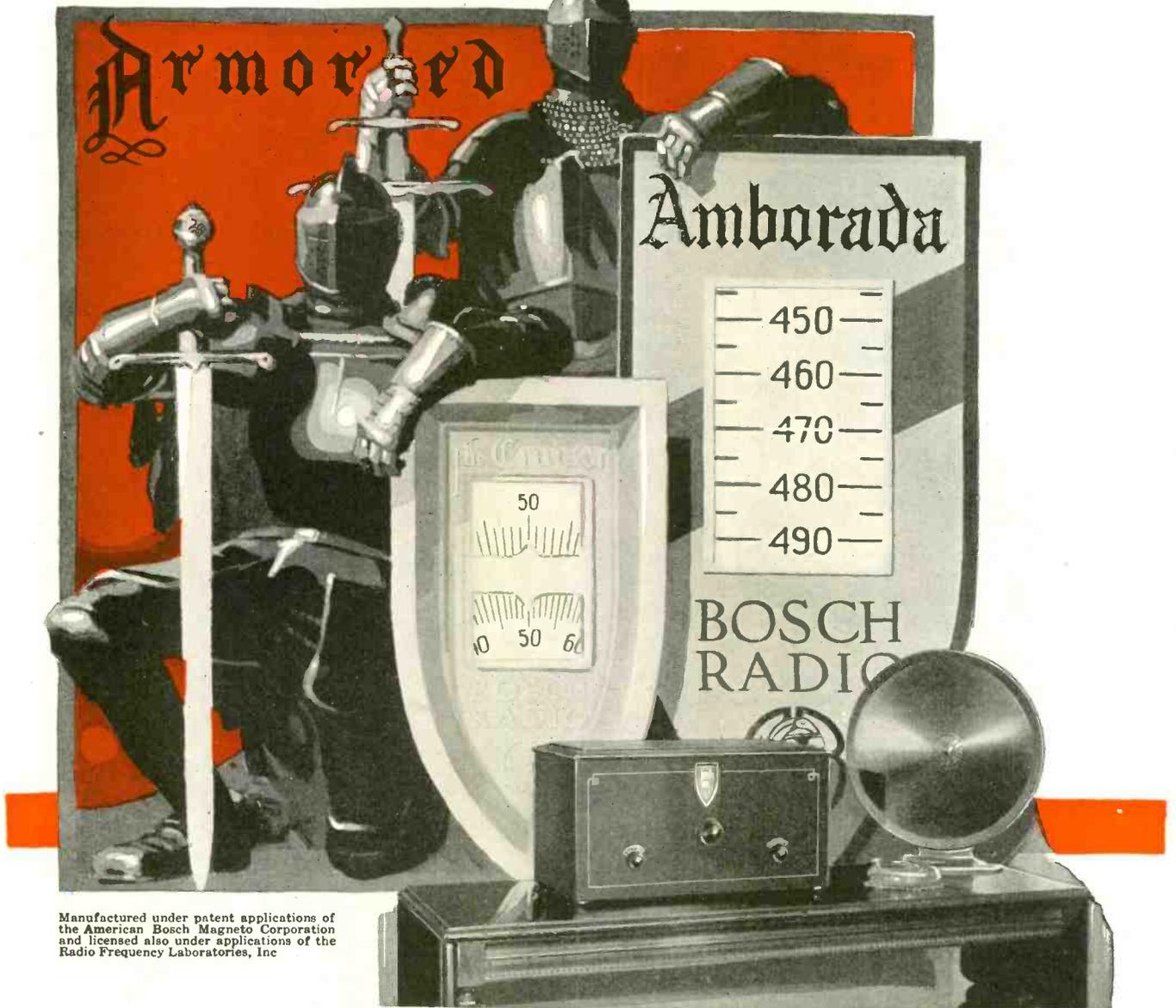
The Standard Assortment
is attractive and substantial. Comes complete with 5 spools in strong carton with complete price data and instructions. Average shipping weight approximately 24 lbs.

THE PACKARD ELECTRIC COMPANY
Warren, Ohio

Packard is never seen, except on goods of honest value

BOSCH

Announcing the New



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

The Cruiser 5 tubes—\$100.

AMERICAN BOSCH

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

RADIO

ARMORED LINE

The soundness of Bosch Radio policies is known to you—and now we announce the New Bosch Radio Models—receiving sets which show a most remarkable advance in home entertainment.

The Amborada—the embodiment of perfect radio and quality in furniture. It is a completely armored and shielded seven tube receiver, of the utmost simplicity in every detail of operation.

There are but two controls—a station selector and volume control. Ample space is provided for all batteries, chargers or power units. No antenna is necessary with this new model.

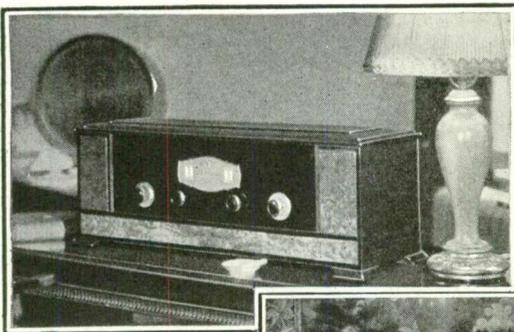
The Cruiser—a compact, perfectly armored and shielded five tube receiver. Its

simplicity is expressed in the unified control which gives the advantages of a single station selector for powerful stations, but when “cruising the air” two dial tuning advantages are always present.

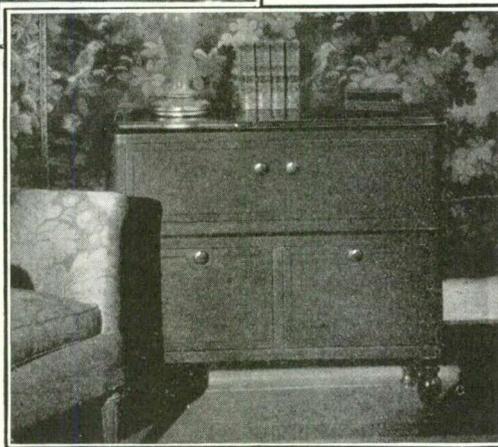
The Bosch Radio Line is complete—three receivers, five, six and seven tubes in a popular price range. Two cone type reproducers—

the famous Bosch NoBattery and other items, completing a most desirable radio franchise for you.

Are You The Man to sell Bosch Radio? Regardless of the radio you now carry, investigate the Bosch line. Tell us in confidence about yourself, your business, your experience and financial strength. We will tell you the direct benefits to you, of the new Bosch Radio plans.



The Famous Model 16 at \$150.



The Amborada 7 tubes—\$310.



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

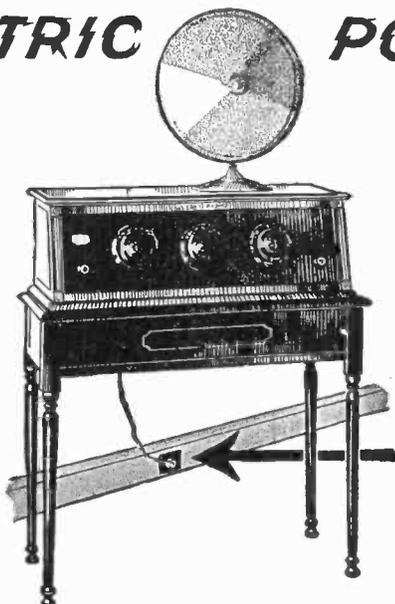
MAGNETO CORPORATION

MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS

Announcement Extraordinary— New Garod Receiver— No Batteries! - - No Objectionable Hum!

1. Always ready at full strength!
2. No bother or muss!
3. Thunderous volume or control to a whisper!
4. Amazing tone—Garod quality plus!
5. Only 1/2c. an hour to operate!
6. Years ahead of Radio field!

GAROD ELECTRIC POWER RADIO Model EA



No Batteries!
No Eliminators!
No Chargers!
No Attachments!

Simply—
Plug into light socket at
cost of 1/2c per hour!

Garod Dealers now have big Sales Advantages!

By harnessing electricity of the house circuit to the new Garod—by the elimination of perceptible hum—by improving even the famous tone qualities of the old Garod—by doing all this simply, practically and at the lowest operating cost known—the new Garod Model EA has attained the ultimate in Radio construction.

Garod performance —an achievement

When your customers listen to the new Garod, to its power, its sweetness, its inexhaustible energy, its crystal-clearness—they will feel they are in the living presence of the performing artist himself. The new Garod has no mo-

ments of weakness. Always—clear and firm beyond expectations.

By a simple turn of the control you can demonstrate a volume of glorious dance music that will flood a ballroom. By another turn, you subdue Garod to a gentle, melodious sweetness suitable for the tiniest room in the home.

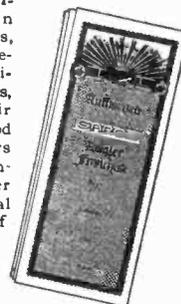
Initial costs of Garod are low while maintenance cost is almost negligible. Power tubes insure long life for all tubes—Garod plugs into AC—110 to 125 volts, 60 cycles. No “A”, “B” or “C” batteries needed. No charger. Just a smooth, continuous flow of unlimited power from the ordinary house circuit.

Now is the time for all dealers who represent Garod to lay plans for the Fall harvest of this new Garod triumph. Write for information.

GAROD CORPORATION
Belleville, N. J.

The Garod Franchise

Authorized Garod Dealers are guaranteed in unmistakable terms, territories, discounts, security against depreciation of Garod products, security against unfair competition, by the Garod Corporation, Distributors or other Dealers, an unusual form of consumer satisfaction, substantial advertising backing. If your locality is not yet covered by a Garod representative, write for particulars.



Sell them PREMIER Consoles

*under the greatest consumer
selling plan ever offered the dealer*

You know and we know that the Console is the thing in radio which will sell from now on. All table type receivers are passé and must ultimately be replaced by the Console. To meet this demand, Premier is concentrating its entire production facilities on these two Console models only. We are building into these two jobs the greatest value in radio merchandise ever offered.

Back Of It All

The Premier Electric Company has made quality radio products since the birth of radio—has made sound producing and telephone apparatus and automobile specialties for more than twenty-one years. Five years ago we started basically in the radio business by designing a complete line of radio parts, with the result that today, we manufacture every component part for our own receiving sets.

What That Means

To you dealers who are the real merchandisers of radio, we suggest that you take a few minutes to check up and find out how many manufacturers make all their own parts. You'll be surprised at the

small number, yet Premier is one of them, and offers you all the advantages of mass production and a single source of supply from one responsible supplier. *In the future* Radio merchandising must be done honestly. We believe we have a plan in which every dealer will be interested as it is fundamentally right, and it gives the dealer his proper margin of profit. *Why should you attempt to sell inferior radio when with this plan we make the selling of such high grade receivers the easiest and most profitable for you?*

Here's the Plan

A liberal trade-in allowance on antiquated table type radio sets for which we pay you cash. Free service to your customers. You know that service is the keynote of satisfactory radio. We pay you cash for your service. 100% manufacturers' co-operation. Valuable advertising and display material. Every dealer should know about our plan regardless of whether he is successful in obtaining a Premier franchise or not, as it will help him to a better understanding of radio merchandising. Mail the coupon, write or wire us today.



"Classic"



"De Luxe"

The Premier "Classic" and "De Luxe" Console radio receivers will add a touch of refinement to every home. The pleasing design of these fine black walnut cabinets harmonizes with all furnishings, and they are made to last a lifetime. Both models are Tuned Radio Frequency and may be had in either 5 or 6 tube, 2 or 3 dials. Price ranges from \$137.00 to \$173.00. Complete details of their many features will be furnished you with our plan. Use the coupon.

PREMIER ELECTRIC COMPANY OF CANADA, LTD.
Exclusive Distributors for Eastern Canada London, Ontario

*Here's your
Ticket!*

Premier Electric Company
3806 Ravenswood Avenue, Chicago, U. S. A.

Very much interested. Please mail complete selling plan and full details about dealers' franchise

Name

Address

STEWART- Matched-



Tune In
Station WBBM, 226 Meters
The Stewart-Warner Air Theatre
 Sunday—12:30 to 2:00 P. M., 4:00 to 6:00 P. M., 8:00 to 10:00 P. M.
 Monday—12:01 to 3:00 A. M., 4:00 to 7:00 P. M.
 Tuesday—4:00 to 6:00 P. M., 8:00 to 12:00 P. M.
 Wednesday—4:00 to 6:00 P. M., 8:00 to 10:00 P. M.
 Thursday—12:01 to 2:00 A. M., 4:00 to 6:00 P. M., 8:00 to 12:00 P. M.
 Friday—4:00 to 6:00 P. M., 8:00 to 10:00 P. M.
 Saturday—4:00 to 6:00 P. M., 8:00 P. M. to 2:00 A. M.



Radio Tube
 Model S-W
 501-A
 \$2.00

Other Models
 at other Prices



Model 300
 \$65.00



Model 320
 \$400.00

T W E L V E M I L L I O N P E O P L E A R E T O D A Y

-WARNER

Unit Radio

Let the Dealer himself tell you— “I'M GOING TO MAKE REAL MONEY THIS FALL”

“I've been granted an exclusive Stewart-Warner Radio Franchise. I'm concentrating on the Stewart-Warner line.

“My business is good—and it's getting better all the time. Stewart-Warner Radio is made right, sold right, priced right. The line is complete—it fills all the requirements of my trade.

“And because Stewart-Warner is back of it, I can sell it with full confidence. I'm in no danger of price-cutting, unloading, the yearly-model nightmare, or any other trade practice that might prevent me from making an honest profit.

“Yes, and that isn't all. I know that Stewart-Warner will never put any half-developed, imperfect, trick merchandise on the market. They don't do business that way—they've got a twenty year reputation to uphold. When they add something new to the line, I can bank on its being thoroughly tested and proven before it ever leaves the factory.

“Stewart-Warner is giving me the kind of co-operation that only a great big, substantial concern can give. National advertising all the year 'round—window displays and other dealer helps that actually do help build my sales—a wonderful broadcasting station, WBBM, the Stewart-Warner Air Theatre, that's on the air 365 days a year with programs that build up a world of good-will and publicity for Stewart-Warner Radio! Where else could I get that sort of selling assistance? It can't be beat, I tell you.

“I'm definitely hooked up with Stewart-Warner and I'm all set for the biggest business I've ever had.”

How about you? Are you “all set”? A few exclusive Stewart-Warner Franchises are still available. If you think you can qualify, get in touch with us at once.

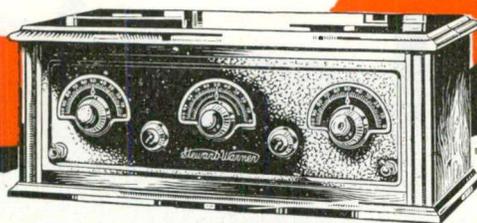
STEWART-WARNER SPEEDOMETER COR'N
1820 DIVERSEY PARKWAY, CHICAGO, U. S. A.



Model 310
\$175.00



Model 400
Reproducer
\$25.00



Model 325
\$75.00

Prices slightly higher West of the Rockies

U S I N G S T E W A R T - W A R N E R P R O D U C T S

Radio Users Millions



*Radio Master
Of America-*

H. C. Ward Estate—Timber, Island Lumber Company
Radio Master

BAY CITY,

Are Spending For Cabinets

Sell Radio Master Cabinets Which Fit Any Table Set



It requires only a glance at any radio show to convince one of the existence of a tremendous demand for the cabinet feature in radio.

This demand is destined to grow bigger and bigger, because it is based on one of the dominating instincts—pride in a beautiful home.

Radio Master Cabinets are of entrancing beauty and masterly cabinet work. They make utmost appeal to the pride instinct.

Likewise they make a splendid economy appeal. Table sets which are paid for, which have the tone, selectivity, and distance which please the owners, need not be sacrificed—any of them fit right into a Radio Master Cabinet. The resulting piece of furniture delights the most critical.

Selling Radio Masters enables you to profit from the cabinet demand without the trade-in nuisance.

Eight splendid models in walnut and mahogany. Cabinet work is unexcelled and finish is superb. Some have striped walnut and burl overlay. List price low. Fixed jobber and dealer policy and good discounts insure excellent profits and permanent business.

Radio users are spending millions for cabinets. They will spend much more. Use the coupon and prepare to get some of the money.

Radio Master Cabinets will be on display at Chicago and New York Radio shows

Like Putting Money in the Bank



When you send in this coupon it is like putting money into the bank, for you place yourself in position for fat, easy profits. No obligation, of course — send the coupon today.

Corporation

One of the Ward Industries

—Lumber, Hanson and Ward Veneer Co.—Plywood Corporation—Cabinets

MICHIGAN

Radio Master Corporation of America
 Bay City, Michigan

Please send me full particulars on your cabinets.

Name

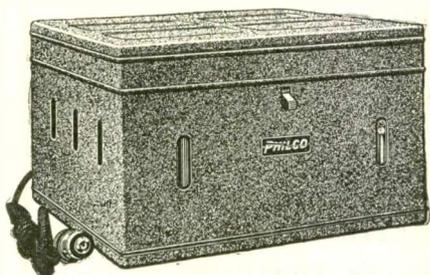
Street No.

City

8-26

Amazing New Radio Runs Any from the Electric

Big and Quick Profits For the Radio Dealer!



This is the New
Philco Socket Power "AB"

New and Complete Selling Plan

We have worked out in careful detail the most complete and effective selling plan ever offered to the retail radio dealer. It is a selling plan that absolutely works. It has been tried and tested and is remarkably easy to carry out. It will be given to you in detail by your radio jobber.

This selling plan provides for trade-in allowance for the old "A" storage battery. It also provides for installation FREE—a simple matter. It also provides for a time-payment plan that you can easily handle. Direct mail broadsides and advertising of real business getting effectiveness. It is a selling plan that will make your Philco A and B Socket Power a big and profitable success.

LOOK!

Important Notice to Victor Jobbers
and Dealers

Write us or ask your jobber for the full details of the wonderful new built-in Philco Socket Powers for Victrola-Radiolas.

*Tested, approved and sanctioned by
Victor Talking Machine Company*

No Competition. Big Discounts.

Remember, the Philco A and B Socket Power is the *only one of its kind* that contains complete radio power IN ONE CABINET—controlled by one switch. It certainly looks as though you will have very little competition.

The discounts are very liberal. *Ask your nearest Radio Jobber.* And bear in mind that each sale runs into a goodly sum and at the same time your turnover will be amazingly rapid.

Backed by Tremendous

Full pages beginning September in *The Saturday Evening Post* and *Liberty Magazine*. Not the so-called good-will and general prestige advertising, but written around a specific offer to create immediate sales for you and other dealers. When our National advertising starts Philco sales will start in your store at once.

FREE! Each and every Philco dealer receives, without one cent of cost, the most complete retail merchandising manual ever prepared by a radio accessory manufacturer.

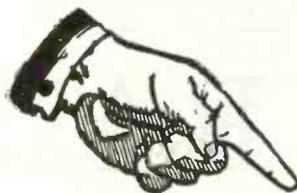
Sign and Mail This

The dealer franchise for Philco A and B Socket Powers in your community will be worth a lot of money within the next few months. It costs you only 2 cents to get the full and complete details. You surely cannot afford to overlook a matter of this importance.

PHILCO

Radio "A" and "B" Socket Powers

Accessory! Radio Current



~your A power
~your B power
~even the radio
set itself

*One Retailer in 30 days
Makes Over \$26,000 Profit!*

Philco A and B Socket Powers—a radio accessory that absolutely does away with all “B” batteries, dry cells, the ordinary “A” storage battery and chargers. It supplies perfect radio power for *any make or any kind of radio set*. No hum. No distortion. Everything contained IN ONE CABINET and controlled by one switch.

Nine Million Buyers Waiting

And they are ready to buy today! The fact that The Philadelphia Electric Company sold 1650 Philco Socket Powers in 30 days proves this.

All present set owners—six million—are potential customers. Three million new sets will be bought this year. And remember, any kind or make of radio set gives wonderfully clear reception when connected to these famous Philco A and B Socket Powers.

National Advertising

Hundreds of big, half-page newspaper advertisements will appear over the entire United States, including your locality. These advertisements will tell the public just how they can purchase Philco Socket Powers from you.

It will be the kind of advertising copy that produces the business right away and produces the sales in your particular store.

Coupon Today

Simply sign your name and address to this coupon and mail it in to us at once. We will then send you the prices, discounts, and tell you all about our National advertising co-operation plans and our selling plan in detail. Sign and mail the coupon today. Be the first in your community.

Philadelphia Storage Battery Company
Dept. 2026 Philadelphia, Pa.
Manufacturers of the Famous Diamond Grid Batteries for Automobiles

Easy as Turning on the Electric Light

ONE switch controls everything. Snap it ON and from the electric current you get a strong, uniform flow of both “A” and “B” power. Snap it OFF and the power is shut off. The radio is silent.

No hum. No distortion. Philco Socket Powers supply perfect radio power for any make or any kind of radio set—regardless of hook-up or circuit, or whether home-built or manufactured.

Philco Socket Powers are enclosed in one handsome brown mahogany finished case. Simple to use. Simple to connect.

Special Information OFFER COUPON

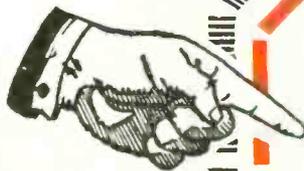
Philadelphia Storage Battery Co.
Ontario and C Sts., Philadelphia, Pa.
Dept. 2026

GENTLEMEN:

Please send full and complete details of your National Selling Plan for Radio Dealers on the Philco A and B Socket Powers, including prices and discounts. It is understood that this request for information does not incur the slightest obligation.

Name _____

Address _____



ATWATER KENT RADIO

As you think of this year's business . . .
*perhaps these 5 questions with
their answers may interest you*



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



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



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



Model 32, seven-tube receiver. Less tubes and batteries, but with battery cable attached, \$140.00



Model L Speaker, dark brown crystalline finish, \$26.00



Phonograph Attachment, with 9 feet of flexible cord, \$6.50



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

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

WEAF New York	WCCO Mpls.
WEEL Boston	St. Paul
WSAI Cincinnati	WGN Chicago
WCAP Washington	WGR Buffalo
KSD St. Louis	WJW Detroit

- 1
- 2
- 3
- 4
- 5

The Radio you will handle this fall—

Is it known to your prospective customers?

Atwater Kent Radio is known everywhere because it is completely advertised in every legitimate way. And the power of the printed word, of pictures, of broadcasting is reinforced by the word-of-mouth advertising of hundreds of thousands of satisfied owners.

What is the experience of its manufacturer?

Twenty-six successful years in the manufacture of precision electrical instruments—such is the Atwater Kent record.

What are the facilities and resources of its manufacturer?

Atwater Kent Radio is made in the largest radio factory in the world, under conditions permitting extreme care in quantity production. Behind the product stand stronger resources than those of any other individual manufacturer and the personal responsibility of a man who demands the utmost in quality and workmanship in every product bearing his name.

Does it sell easily?

Atwater Kent dealers will tell you that Atwater Kent Radio—rightly designed and manufactured, supported by year-round advertising and offered at a sensible price—is easiest of all to sell.

Does it stay sold?

This question has been answered by thousands of dealers, who testify that Atwater Kent Radio requires the least service of all. Their profits do not melt away in servicing costs.

FINALLY—

Atwater Kent distributors are not merely "jobbers." They are experienced Radio merchandisers who know how to help their retailers sell for a profit. To be sure of getting your share of the radio business—see the distributor who handles your territory.

Prices slightly higher west of the Rockies and in Canada

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President

4733 WISSAHICKON AVENUE

PHILADELPHIA, PA.

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

Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL, Editor

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Acting Managing Editor
RAY V. SUTLIFFE,
Western Editor, Chicago
H. W. BAUKAT,
OVID RISO,
WILLIAM McDONALD,
Assistant Editors
C. GRUNSKY, San Francisco

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After a Magazine is Mailed—What Then?



THE circulation figures of a magazine don't mean a thing unless the magazine is thoroughly read. To put a publication into a reader's hands is easy enough; to make him read it, is something else again. But after it is received—its fate after its arrival at its destination—that is the important consideration. One of the editors of *Radio Retailing* recently visited the store of the Shutter Radio Company, New Haven, Conn., of which Charles Shutter

is the owner-manager. From Mr. Shutter's desk, the editor picked up the copy of the June issue of *Radio Retailing* which you see reproduced above.

It's only two months old—was only a month old at the time of its discovery—yet its torn and tattered cover, its grimy, thumb-marked pages prove beyond the shadow of a doubt, that in this store at least, *Radio Retailing* is read and thumbed through time and time again from cover to cover.

The reason, Mr. Shutter says, is that every employee in the store reads *Radio Retailing*.

The owner-manager reads it because he finds it invaluable as a buying guide in planning his stock, as a reference of procedure in carrying out sales campaigns, and as a means of keeping himself fully informed as to the latest developments in every branch of the trade.

The salesman reads it, he states, because of the many helpful and authentic sales hints, and because of its dollars-and-cents value in helping him close sales and in keeping him informed concerning the latest and most up-to-date radio merchandising methods.

The store clerk reads it because of its educational articles on practical radio store management, window displays, advertising suggestions, etc., because, he says, "some day he might have a store of his own."

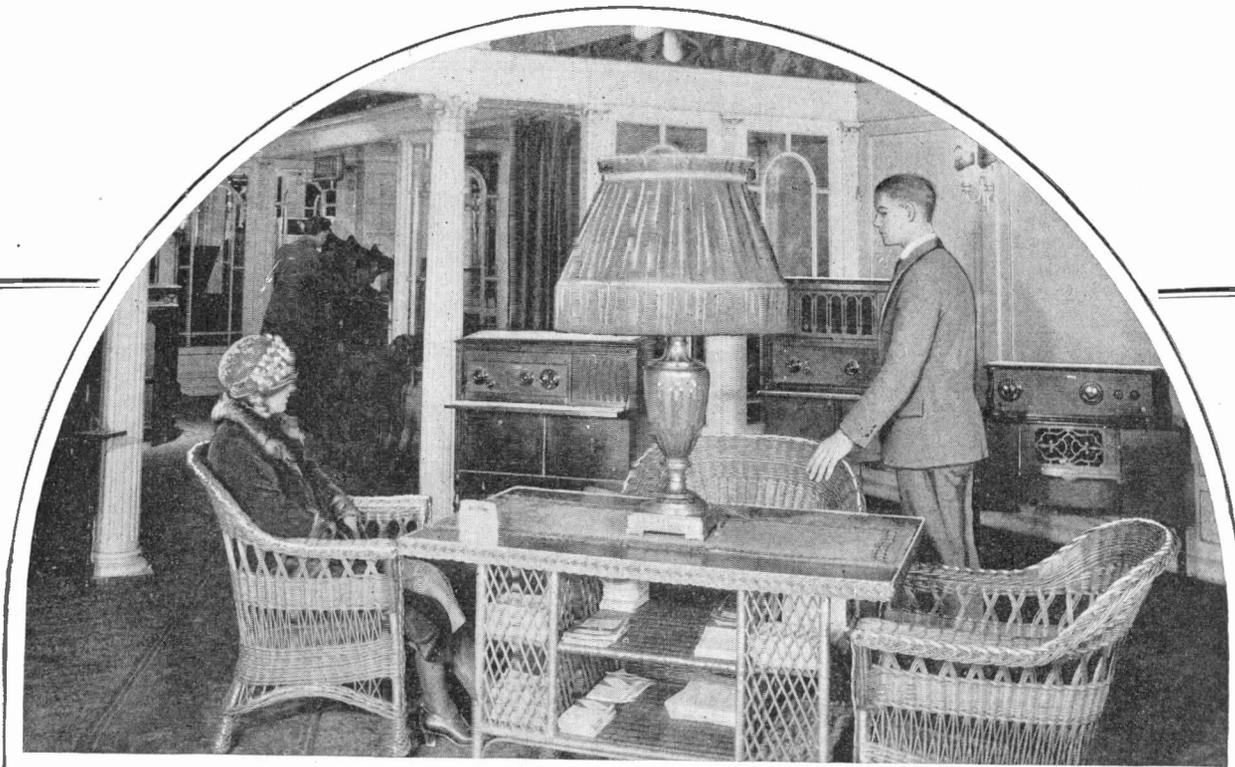
The service man reads it not only because of its general radio trade information, but because of its department devoted exclusively to the problems of the service man, encountered in the store repair shop, in the customer's home, in the installation of receivers and in the highly important subject of eliminating interference.

McGraw-Hill Publishing Company, Inc., Tenth Ave. at 36th St., New York, N. Y.

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EDWARD J. MCHREN, Vice-President
MARION BRITTON, Vice-President
EDGAR KOBAK, Vice-President
C. H. THOMPSON, Secretary

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Industrial Engineer Engineering and Mining Journal
Chemical & Metallurgical Engineering American Machinist
Electrical Merchandising Power Electric Railway Journal
Bus Transportation Engineering News-Record
Coal Age Successful Methods
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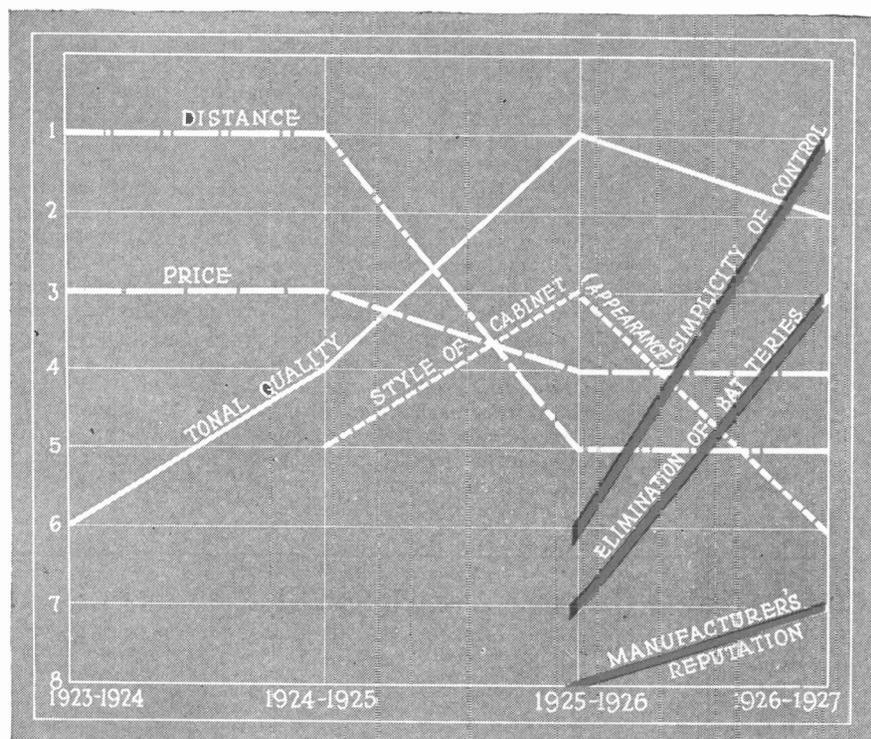
WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 16th and Parkway
CLEVELAND, Guardian Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 883 Mission Street
LONDON, E. C., 8 Boulevard St.



What Are the Factors that Will Influence Fall Buying?

The consensus of the opinions of radio dealers in all sections of the country who were asked by "Radio Retailing" to tell us what their customers will demand in this Fall's receivers

Fall Buying?



- 1. Simplicity of Control**
A new factor that has jumped to immediate importance.
- 2. Tonal Quality**
Last year's leading trend which is still well up front.
- 3. Battery Elimination**
Another new buying factor which will soon achieve a primary place.
- 4. Price**
Retains same position as last year and must still be reckoned with.
- 5. Distance**
Also retains last year's position due to importance in farm districts.
- 6. Style of Cabinet (Appearance)**
A surprising drop. Shows public now buys radio, not furniture.
- 7. Manufacturer's Reputation**
Another new factor. Will rapidly grow in importance.

Selectivity and volume—important last year—prerequisites this year. Without them, no set will find a ready market.

Radio Retailing

With Which Is Incorporated *Electrical Retailing*

VOLUME 4

AUGUST, 1926

NUMBER 2

The Bright Outlook for Radio

THIS is the month when the radio dealer is laying his business plans for the active selling season which begins with September. To shape those plans wisely and prudently he will want to study with care all the factors now in sight which bear upon the radio selling situation. To that end this issue of *Radio Retailing* is dedicated. In its pages will be found much valuable information on which to base merchandising judgments for the months ahead.

General conditions appear extremely favorable for a good Fall business. Retail trade as a whole has set new records for volume, so far this year,—indicating that the public is spending freely. And any earlier fear that a let-down in general business might come during this second half of 1926 is now definitely dismissed by the economists, who find on all sides only encouraging signs for business. Labor is employed and wages are high. Production of basic goods is going ahead at increasing volume, but with prices falling slightly in some foodstuff commodities. The "spendable surplus" of great masses of the population may, therefore, be expected to be greater during the 1926 Fall than in any other year of radio's short span.

In the field of radio itself, there is only one slight cloud—the broadcasting situa-

tion precipitated by the Attorney-General's opinion that Secretary Hoover is without authority to regulate station wavelengths. At worst we can see here only slight inconvenience to radio listeners, and temporary difficulty which the industry will itself adjust, pending Congressional action in December.

BBROADCASTING stations will not voluntarily cause each other interference, we think. For let it be remembered that radio broadcast stations are established for no other reason than to create "good will" on the part of the public for their owners and clients. Thousands of dollars are invested solely to secure friendly opinion and to keep it. Station operators will not lightly jeopardize this investment or this good will. Any changes of wavelengths made will be for the purpose of giving the public better service, and from such effort the public will gain.

The radio trade itself is shaking down to the responsible dealers who are building on sound policies for future business. Manufacturers are encouraging practices and methods that will stabilize the whole industry. And the public is buying radio in better units and larger volume. Surely all looks well for radio this Fall.

What Will Your Patrons Demand

? ? ? ? ? ?

"Radio Retailing" asked this question of 1,000 dealers in widely separated localities. Their answers summarized on these pages furnish a reliable guide for Fall buying



ON WHAT factors will the public base its buying of radio sets this coming season? What will the public demand of its 1926-27 receivers? What are manufacturers doing to meet those demands? What trends that will influence the market are making themselves apparent?

These are questions that are uppermost in everyone's mind, and to secure the answers, this publication has just completed a comprehensive study of every factor that might tend to sway the market this Fall.

From many weeks of intensive personal contact with the trade, and by a canvass by mail of more than 1,000 retail radio merchants, the editors of *Radio Retailing* have secured a very complete picture of the coming season.

1. Simplicity of Control

The greatest public demand that dealers are facing at this time is *simplicity of control*. That is the outstanding quality in a radio receiver that the buying public desires. The day of three controls is practically over and no matter what the engineering arguments in favor of three controls may be, the fact remains that receivers of the one and two control type are going to find increasing favor.

Therefore, one of the first things

to ask yourself about your Fall lines is: Do the sets appear easy to operate? Dealers vote invariably for receivers having one or two controls. Three controls are still permissible, but have not the same consumer appeal, evidently, as those of more simple operation.

2. Tone Quality

Tone quality, which was last season's greatest buying factor, has been relegated to second place this year. The reason is obvious. The receiver of today must have excellent tonal reproduction, otherwise the too-wise radio public will refuse to consider it. Also the factors of selectivity and volume, which in the past have been of the utmost importance, must now be considered as prerequisites, because, without each of these three fundamental circuit requirements, no receiver can hope to compete with the present conditions of congested stations, making selectivity necessary, of music trade competition making full, deep tones essential, and of practically one hundred per cent loud speaker reception, making volume essential.

Therefore, these three qualities must be incorporated in every receiver whether or not they are demanded by the public.

3. Battery Elimination

Next in importance is a brand new factor—battery elimination, which is destined, if a prediction be permitted

in the Sets They Buy this Fall?

? ? ? ? ?

Simplicity of control and battery elimination seen as foremost among the qualities prospective buyers will expect

By WILLIAM C. ALLEY

*Acting Managing Editor,
Radio Retailing*

in an article otherwise based on facts, to achieve primary importance in the course of the next few years. Up to the present, the imperfections in the development of A, B and C battery eliminators have prevented the public demand from growing acute.

But this season the onrushing flood will not be denied. The public wants to run its entire set from the house current and is clamoring for adequate power supply equipment. That the manufacturers realize this demand and are doing their utmost to meet it, is shown by the large number of sets that are being marketed this season incorporating battery eliminating units, and by the great number of radio manufacturers who are bringing out new battery eliminators for the 1926-27 season.

The demand for battery elimination varies according to the section of the country. In the South and Southwest, little demand is being felt, and even in the East and Northeast, the demand has not progressed to the proportions naturally expected. It was not until the returned questionnaires from the Pacific Coast dealers were studied that battery elimination was found to assume an important place. The West, evidently, is far ahead of other sections of the country in its demands for power supply radio.

Another peculiar trend in the battery elimination situation is that

dealers voted either for power supply as a primary consideration, or as of the least consideration. There was no half-way mark in this. Their customers either demanded it, or would have none of it.

4.-5. Price and Distance

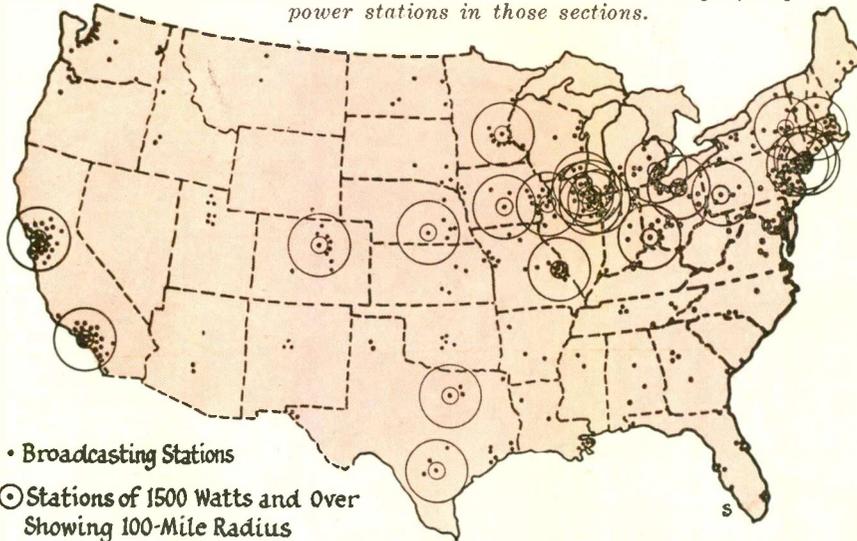
The price factor and the distance factor retain the same positions they held last year. The price of the set is still one of the first considerations. Your lines next season, therefore, must be priced right. Dealers voted for \$150 as the most popular complete installation. Distance is also in demand in about the same degree as last year, particularly in the West and Middle West. As one dealer expressed it, "They may not ask about distance at first, but later on they must have it."

6. Appearance

Perhaps the most surprising upset of the season is the drop of appearance, or style of cabinet, from third to last place. Apparently, this may also be considered a prerequisite. Unless the receiver is housed in a



Here's a map which brings out strongly the need for super-power broadcasting in the South and West. Note the scarcity of high-power stations in those sections.



goodlooking cabinet, it will have no market. Just as the automobile must have good lines before the public will consider it as a possible purchase, so must the radio set present an attractive appearance.

Therefore, dealers who are trying to sell their customers furniture instead of radio reception may be trying the wrong sales tactics. The public has come to expect an attractive cabinet. It is taken for granted. Dealers will do well to take the advice of their brother dealers who say that the appearance of the set is secondary, in the public mind, to the results achieved by the set itself.

7. Manufacturer's Reputation

One more new buying factor rears its head this season and will also grow in importance as time goes on—and that is—the manufacturer's reputation. Wearying of quick obsolescence, failures, dumping and "orphaned" merchandise, the public at last is beginning to realize that the reputation of the company that makes the set plays a most important part in the radio picture. That is the last, but by no means the least, of the various elements the dealer must think about when planning his Fall stocks.

And now—how are manufacturers meeting these demands on the part of the public? Analyzing the specifications of Fall lines which appeared in last month's issue of *Radio Retailing*, what do we find? The first thing that strikes us, comparing these lines with those listed in the August number of last year, is the increasing number of console type receivers and the corresponding decrease in the number of table type re-

ceivers. This would show that radio is following the same line of development that the automobile went through. In the early stages—mechanical perfection; in its later stages—beauty of exterior.

Analyzing the price factor, it is found that the average price of the table type is slightly higher than last year, due, no doubt, to the expense of increased number of tubes and improved cabinet design. The average price of the consoles, however, has

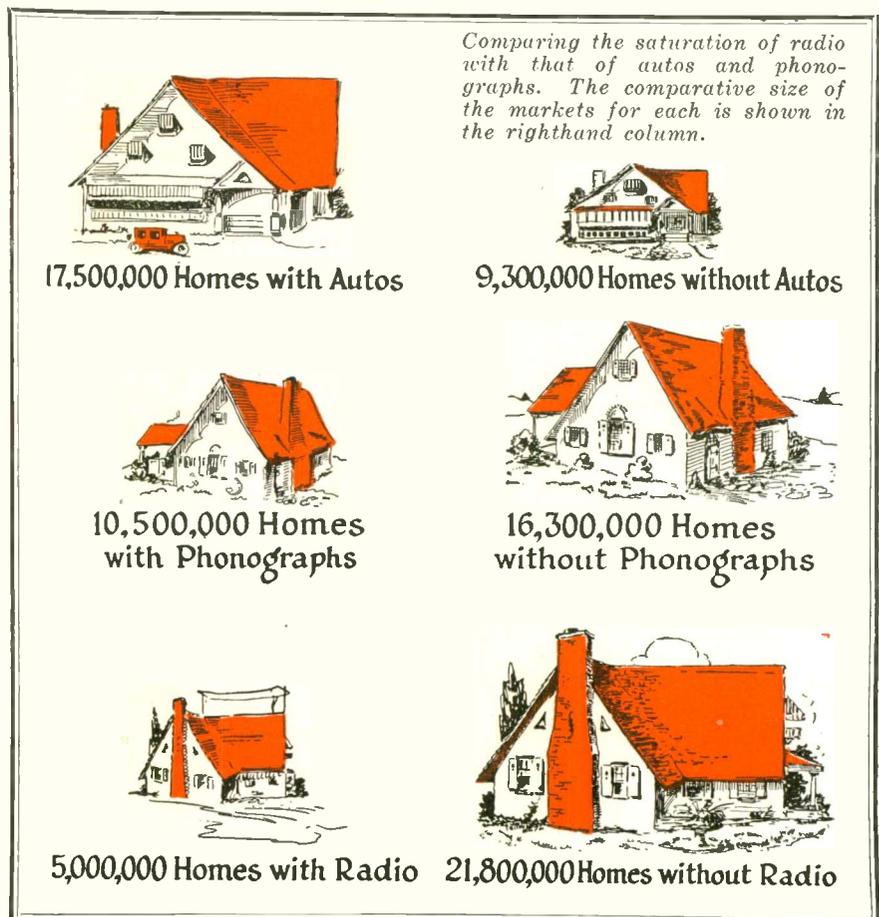
declined slightly, several fine consoles being available under the \$100 price limit.

The improved appearance of the cabinets is also apparent, although simplicity of control seems to be confined to sets of the higher price range. Most of the table type receivers under \$100 still adhere to the three control system. The number of controls seems to decrease as the price goes up.

Tuned radio frequency is by far the most popular circuit, numerically, while the reflex principle seems to be pretty well out of the picture. The increasing popularity of multi-tube sets is also at once apparent, sets of less than five tubes being few and far between. There are also available many sets using seven, eight and nine tubes.

General Trends

There are many general trends which must also be taken into consideration this year. With an increasing number of manufacturers bringing out complete lines, that is, sets of every type designed to meet every taste and priced to suit the needs of a variety of classes, there is being felt a distinct trend toward the "exclusive dealer" plan. Dealers



can now stock one or two lines, or three at most, and get a complete stock covering all possible types and price ranges. It is no longer necessary for the dealer to stock a dozen or so makes of receivers in order to meet every requirement on the part of his customers.

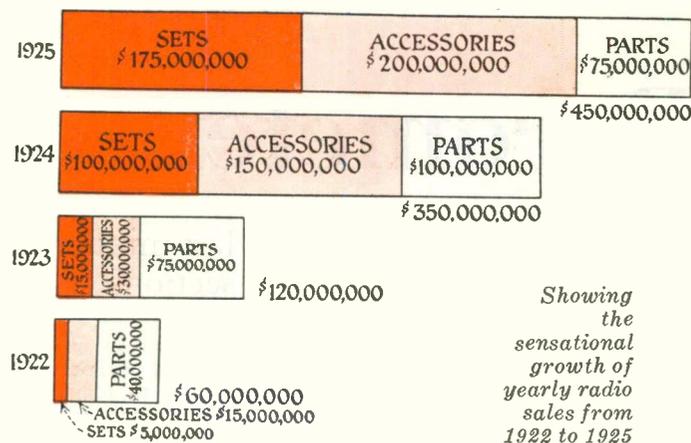
Another trend that must be recorded is the very definite plans of many radio manufacturers to delve into a sideline that will help straighten out the yearly sales curve. Although *Radio Retailing's* actual reports from dealers show that business this summer is, in the majority of cases, from one to 25 per cent better than last summer, except in isolated instances where, due to atmospheric disturbances, sharp slumps have occurred—still radio manufacturers apparently believe the easiest way is the best way and are experimenting with the manufacture and marketing of extraneous lines for their dealers which will help them to meet their overhead expenses over the slow summer months.

Electrical appliances seem to be the most popular summer line, several companies having already announced electric washing machines and electric ice-boxes under trade names that have hitherto been identified solely with the radio industry. One radio manufacturer is also about to market an oil burner.

This is generally considered a healthy condition, indicating that radio manufacturers are desirous of giving their dealers an even supply of merchandise that will be sellable every month in the year, to back up their radio products.

Another indication along the same line is the increasing popularity among dealers of buying only the circuit unit and putting it in their own cabinets, or cabinets built to their own or customers' specifications. Many manufacturers are making and marketing only the circuit unit, permitting the dealer to buy his own cabinets and sell the receiver at his own price at the profit he desires to make.

As for loud speakers, complete listings of which appear elsewhere in this issue, the present trend, dealers report, is wholly toward the cone type. The horn type, to quote one dealer, "can't be sold at any price," and dealers must exercise extreme care when buying. The loud speaker



built in the cabinet, even in the table type models, is also meeting with popular favor.

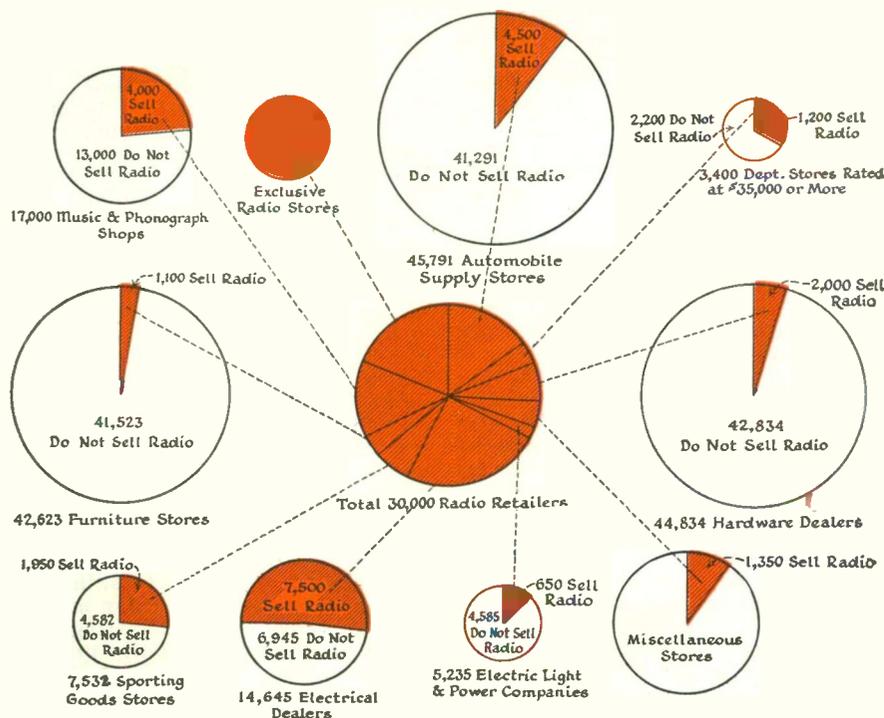
Profiting by Past Experiences

Taking everything into consideration, the coming season shapes up as one of increasing stability and sound merchandising. Beginning at the front line of defense, the retailer—the trade is developing selling methods and business policies that cannot help but place the radio industry in a firm and respected position. The public itself is laying down the rules of radio business procedure. It is buying in greater quantities every day from those merchants who are proving themselves qualified, by service, honesty and dependability, to receive its patronage. It will soon avoid all others.

The distributor is realizing more than ever his obligation to his retailers in the matters of service and protection, and both retailer and jobber are learning to exercise better judgment in buying and to place their commitments so as not to overload the manufacturer at the peak of the season.

The manufacturer is also learning the lessons that past experience have been trying to teach him. He is learning to schedule production so that dumping will be eliminated; he is making a serious attempt, through manufacturers' associations, to work out plans of dealer aid and education; he is advertising his product to the nation at large; he is standardizing his product and stabilizing his trade; he is narrowing his distribution so as better to control the cut-price situation.

And, above all, this thought stands out—the manufacturer who makes, and the dealer who sells, an honest product in an honest way, will be the only survivors of this restless period of reconstruction.



The chart reproduced above graphically portrays the variety of retail outlets which sell radio. The percentage of the stores in each class which constitute the retail radio trade is indicated in red

Radio Retailing's Barometer of the Market

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

Chicago

Outlook in Chicago and Mid-West territory extremely encouraging, business thirty per cent better than four weeks ago and twenty per cent more active than a year ago at midsummer. Next month will exceed this by thirty per cent is almost unanimous opinion. Entire trade already writing considerable volume of orders for September delivery. Dealers buying samples of manufacturers' new models now. Manufacturers have helped by announcing models six weeks earlier. Trade not waiting for radio shows. General settling down and sprucing up of radio trade conditions. Strong dealers are doing business, weak ones being eliminated. Farmers busy with crops and hard to sell but live dealers in cities are selling four to eight sets weekly. One dealer writes, "Have been so busy this summer have not had time to answer your letter sooner." Eliminators in splendid demand. "Have been a Godsend to us this summer representing over fifty per cent of our business." Dealers and jobbers declare. Summer buying much better this year because of better sending and receiving equipment. Public is realizing they can get good local reception in warm months. We have definitely passed turmoil stage and distinct proof of healthier distribution and selling conditions are everywhere in evidence. The ethical, hard-fighting, long-struggling dealer will come into his own this year with growing demand for standard lines. Trade will accept smaller cabinets which are now made possible because of use of eliminators. It suggests that set construction be modified to meet conditions imposed by use of socket power devices.

New York

Great increase in this summer's business over last is outstanding feature of radio trade conditions in Metropolitan territory. Dealers and jobbers both report summer slump less noticeable this year than ever before due in large measure to interest in battery eliminators and trickle chargers. Although July business about 15 per cent under June, July is running well ahead of corresponding month in 1925, varying from 30 to 50 per cent better. Dealers already showing interest in Fall lines and are placing orders for August and September delivery. Dealers' buying started six weeks earlier than last year and outlook for August extremely good, attributable to fact manufacturers have lines stabilized and ready for market earlier this year. Jobbers' business

expected to show marked increase in August although retail trade not expected to jump until after radio show in September. There is decided sentiment among dealers that show should be held at least month earlier to get their season as well as jobbers and manufacturers off to early start. Evidence clearly indicates dealers are wide awake and getting ready for their Fall sales campaigns. All indications point to biggest 1926-27 season yet.

San Francisco

General business conditions San Francisco good. Radio activity on whole quiet with exceptions in case individual dealers who report good sales and advance over previous month. Wholesale trade reports July conditions about same June which was active month. General advance shown over same period last year varying from ten to one hundred per cent although this not universal, some reporting as much as twenty-five per cent decline from last July. Special activity being shown in medium-priced sets at one hundred dollars and in eliminators. Music trade reports great activity in high priced sets. All report prospects good for August. Space in radio show almost entirely taken showing confidence of trade. Conditions instanced as favoring continued improvement include tendency toward better broadcasting, growing policy on part of wholesalers to deal only with dealers of standing, granting of exclusive agencies, local sales conferences promoting better merchandising and prospective dealers' conference at radio show which is expected to stimulate wide interest.

St. Louis

Radio business in St. Louis territory is in better shape at present than ever before in history of territory. Buying by jobbers and dealers very satisfactory and much earlier than in past seasons. Public, however, not buying much probably due to conditions brought on by unusually torrid weather here since June. Business from reports is about 5 per cent better in July than June and is showing marked improvement over July year ago. Consensus is improvement represents approximately twenty per cent over 1925. Trade reports point to splendid August business all along the line. Consumer buying will be heavier in this territory by August fifteenth than ever before. Consumer buying being stimulated through dealers making consistent advantageous use of *Radio Retailing's* many splendid articles. Theory prev-

alent that manufacturers lines ready in Summer say in May will arouse more public interest than any other one thing to stimulate business in future years at time business is most needed.

Dallas

Crop conditions in southwest have direct bearing on radio business this coming season and prospects are better in North Texas and state of Oklahoma than any previous year. Crops are best in last ten years. No decided change in retail conditions over month of June. Practically forty per cent of active dealers are preparing stock requirements during July in anticipation of early sales in August. Outlook for August in entire southwest exceedingly promising and manufacturers should give dealers every assistance for proper merchandising. Battery elimination being featured strong. Better retail merchandising and well balanced stocks will enable retail dealers in southwest to do biggest radio business ever known. Circularization of rural sections throughout entire fall very necessary. Many rural sections of southwest very promising and active dealers cannot fail to reap harvest of satisfied prospects if they will make well directed plans and carry them out.

Atlanta

With advent of better radio reception latest reports from distributors and dealers in Atlanta territory show conditions very much improved indicating decided increase over June which month's sales were smallest in history of business not only on complete receiving sets but accessories as well. Little if any interest manifested in parts. Sales for June approximately twenty per cent decrease under June last year, the result of poorest reception ever experienced. Substantial parts business heretofore enjoyed by dealers and distributors alike appears to be thing of past. Interest in complete receiving sets of highest class increasing among class of trade heretofore not interested in radio. Improved reception resulting in advance dealer orders indicates buying will begin much sooner this season than ever before as dealers are in better position now to formulate plans for fall on account of distributors' stocks being in good shape. Combination B Battery eliminators and power amplifiers as well as improved cone speakers seem to occupy minds of trade. Improved broadcasting from power standpoint and quality programs are important factors in stabilizing radio conditions in southern territory. A keen need for high class transmitters in south is greatly felt and will be only means by which merchandising radio in south will be successfully carried on. Public greatly interested in proper al-

location of wavelengths to eliminate great interference experienced when listening to stations below three-hundred-sixty meters. Stabilization along this line helpful to all parties concerned in promoting radio interest.

Cleveland

There is attitude of enthusiasm and confidence among dealers of radio equipment in Cleveland territory. Sales curve has taken downward swerve and is now started for new altitudes. In certain cases there was no great slump due to decided effort to sell accessories and other equipment. In this way many companies found they had gone way ahead of their previous year's sales and had done much to balance entire sales schedule. There is increased tendency to make better relationship between manufacturer, jobber and dealer. We find public has learned something of economic unsoundness of buying "orphans." This is instantly reflected in attitude of jobber and dealer. Neither cares to handle lines that have not been tested and proven. They insist upon dealing with manufacturers who are not constantly changing models, cutting prices and other such practices. Dealer has become more "cagey" in stocking sets and accessories and this in turn has affected the jobber who must be prepared for quick delivery.

Boston

During past month sales this district confined mostly to parts for standard sets and accessories. Sales for first six months, 1926, about double volume of that for same period 1925. Sales complete sets June less than preceding month. On the other hand turnover in standard parts, batteries, chargers and battery eliminators very encouraging and June has shown little falling off compared with May sales. One prominent dealer records active demand for battery eliminators throughout district and has added two special solicitors who have succeeded in sustaining encouraging volume of sales for past month. Compared with June, 1925, demand for sets shows little change. Renewal of batteries is greater and activity in accessories is one hundred per cent better. Little change anticipated for next month. Number of dealers plan to dispose of all parts except those required for up-to-date nationally advertised sets. These will be limited to two, three or four lines graded as to price and offered complete with all equipment. Interest in this district appears to tend toward single control, table-type unit complete and installed at about one hundred dollars on time payments. Recognition of authorized agencies for distribution of sets of reputable manufacture is factor that will promote better radio business in this district.

Toronto

Radio trade Toronto quiet but decided undercurrent optimism. Early announcement fall models has encouraged some stocking by distributors. Trade getting ready for displays at fall exhibitions. Reception conditions improving considerably. Sales volume

Status of Radio Legislation As Congress Adjourns

Senate and House conferees likely to compromise on bill for permanent control of radio broadcasting early in session that begins in December

EARLY last year the need for radio legislation for the control of radio broadcasting in the United States became apparent. The original laws covering this method of communication, which has since developed far beyond foreseen bounds, was inaugurated back in 1912 and with the rapid development of commercial broadcasting to its present form became woefully inadequate.

In order to place the new industry on a sound basis, and to establish once and for all legislation which would provide for the complete governmental supervision of broadcasting, three bills originated in Congress. The Howell and Dill Bills were introduced in the Senate and the White Bill in the House of Representatives. The Howell Bill, introduced by Senator Robert B. Howell, Nebraska, soon was discarded and interest in both houses centered on the two remaining bills.

These bills, the White Bill and the Dill Bill, embodied many identical features. Both established Federal jurisdiction—assignment of wavelengths, issuance of station licenses, division of broadcasting time etc.—and both provided for governmental control through a commission appointed by the president with the consent of Congress.

The White Bill, however, introduced in the House of Representatives by Rep. Wallace White, Jr., of

Maine, embodying the recommendations of the Fourth National Radio Conference, provided for the supervision of broadcasting by vesting complete power in the Secretary of Commerce, under whose jurisdiction this branch of communication has been handled heretofore. The bill also provided for an advisory commission, consisting of five men appointed by the president, to which the Secretary of Commerce might refer.

This bill, known as H. R. 9971, passed the House by an overwhelming majority vote early in March, 1926 and was then referred to the Senate.

Meanwhile, the Dill measure submitted to the Senate by Senator C. C. Dill, Washington, had found favor. The Interstate Commerce Commission of this body recommended the adoption of this bill, which is similar to the House White Bill with the single outstanding exception that it provided that an independent commission, to be known as the Federal Radio Commission, be given full jurisdiction in this field. This entirely eliminates the Department of Commerce as a factor in the control of radio broadcasting.

The Senate passed this bill July 2 and called it the White bill, H. R. 9971.

This move permits the entire controversy to be settled by a joint conference between committees appointed by both houses.

(Continued on Page 100)

ahead last month due better reception weather and vacation uses. Part sales show biggest increase. This month's business shows ten per cent gain on last year's attributed to fact that more dealers are stocking summer sidelines thus getting better contact with prospective radio buyers. Selling effort on service calls producing more charger and eliminator sales. Jobbers and distributors look forward to opening of dealer business around first of August. Trade literature now going in mails for that purpose. If weather favorable consumer demand will start about end of August. Tube sales have kept up very satisfactorily. Special attention

being given to new detector and power types. Some quality sets being sold to best trade. New models have helped this business. Fair volume on chargers and eliminators. Distributors report orders on staple coils and condensers. Some call for one to one ratio transformers for use on power tubes. Cabinet men getting fall orders note demand for better grade goods. If present good reception weather continues early start of general buying is looked for. Whole trade looks with favor on earlier announcements and advance publication of manufacturers' lines which it is believed will have marked effect on consumer acceptance.

Practical Publicity—

Through Organized Effort



Radio dealers of Jamestown, N. Y., use the daily press to educate the public in four important matters — Dealers get more for publicity dollars by spending them cooperatively

the news columns of the local papers over 300 set owner members, at \$1.50 per membership, were obtained in four weeks' time. Because of the liberal advertising policy of the Jamestown Radio Trades Association the papers were glad to keep the public fully posted on the progress of the work of the interference section of the organization.

"Interference conditions were terrible in Jamestown the first of the year," states Mr. Steinel. "It got so that we could hardly sell a set, but, due to the splendid co-operation of the lighting company, I am glad to say that all the worst causes were located and cleared up by the middle of February."

As might be expected, Steinel found a large percentage of the trouble originated from the unskillful operation of sets. He promptly sat himself down, therefore, and drafted a complete set of instructions and advice on the subject of "tuning-in," which both papers in Jamestown published in full.

THE value of dealer co-operation is strikingly illustrated in the publicity activities of the Jamestown Radio Trades Association, Jamestown, N. Y. Here the radio merchants have used the local newspapers to their utmost advantage. Working through its publicity and radio interference committees, this association has "sold" the public on these four important facts:

The utility value of radio in the home.

The importance of dealing with responsible dealers.

Association progress in the elimination of local interferences.

The proper way to operate a set.

Used Full Pages

Eight full pages and an equal number of two-column, ten-inch insertions were used to tell the story of radio's place in the home and of the need for doing business only with reputable dealers. These advertisements, in alternate sizes, appeared weekly throughout the winter months.

Six of the full-page announcements were bordered with the individual, two-column advertisements of each member of the association.

The weekly assessment on each member for this total publicity was but \$9.75. The four dealers who were interviewed were unanimous in their praise of the beneficial results of this idea. "It has raised the standard of radio salesmanship of every dealer in Jamestown," said one of them.

Another major activity of this bunch of alert dealers was the organization of a Radio Listeners' Club for the primary purpose of raising funds to run down local interferences. W. J. Steinel, a dealer, was appointed chairman of the interference committee. With the aid of

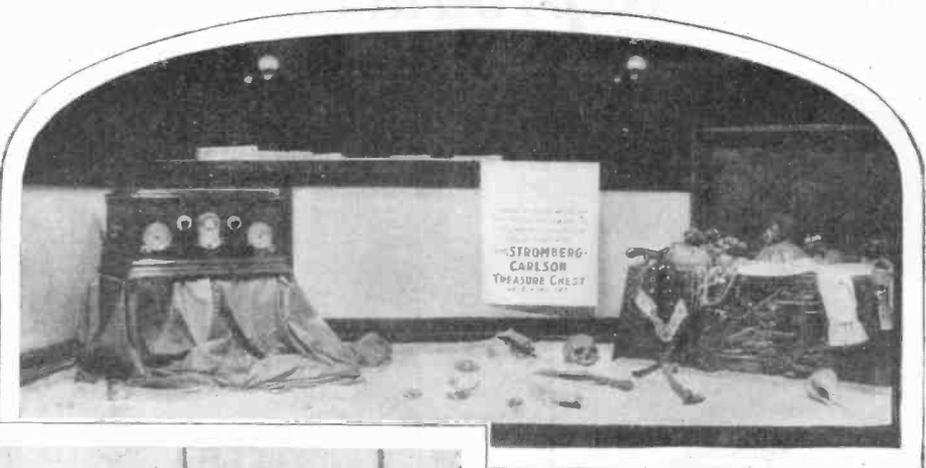
The average cost per dealer for this type of co-operative full-page and eighth-page advertising was but \$9.75 per week. For this sum, he not only advertised his own business but helped to build a strong spirit of good-will and sympathetic understanding on the part of the public.

<p>FOOTBALL TODAY</p> <p>Get Results of Football Games</p> <p>BY RADIO</p>	<p>SERVICING YOUR RADIO</p> <p>The Time to Think About Who Is Going to Service Your Radio After You Buy it</p> <p>Is Before You Buy It</p> <p>Perhaps you have been told that some makes of radio would not require service. Of course, this is not true, your radio—just like your car, your vacuum cleaner and all other mechanical devices which you own, will need some servicing, that is why we handle only the very latest add...</p>
<p>Peters Electric Service Turner Radio Shop T. V. Weld, Ashville, N. Y. Stranburg Music House Newton Radio Co.</p>	<p>Jamestown Radio Trades Association</p>

Make Every Window Tell a Story

Treasure Chests Old and New

Inspired by the name of a popular set the Steketee Radio Shop, Grand Rapids, Michigan, created this effective display, at the right, getting across the idea that a radio set is a treasure-chest full of good things for the listener.

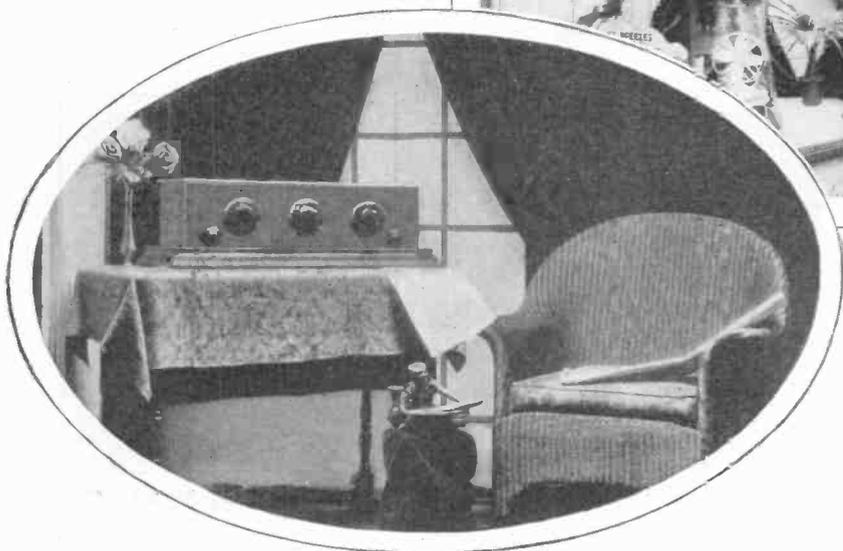
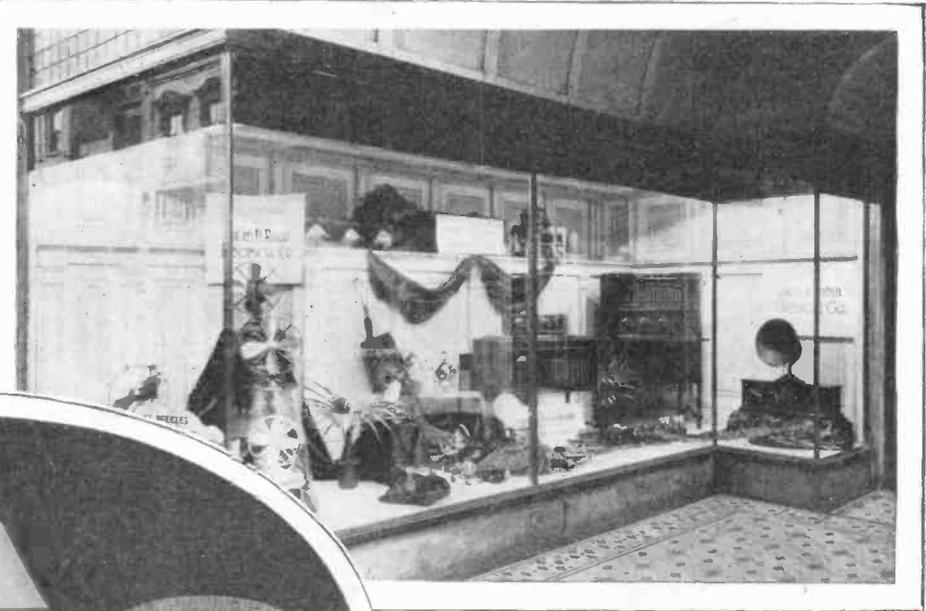


Getting Radio Music through Plate Glass

The Bluebird Music Shop, Philadelphia, has hit on a novel idea that is drawing crowds to its window. By taking a loud-speaker unit and setting it flush against the window, as shown at the left, the glass becomes a huge diaphragm. On placing the ear against the pane, the set can be heard from the sidewalk.

Radio Featured in Summer Display

At the right is a good summer showing in the window of the Louis D. Rubin Electric Co., Charleston, S. C. It features electric fans and radio. Radio is not pushed into the background, but is made equally prominent with the fans.

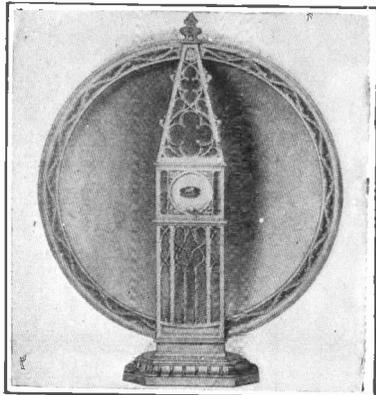


A Treat for Someone

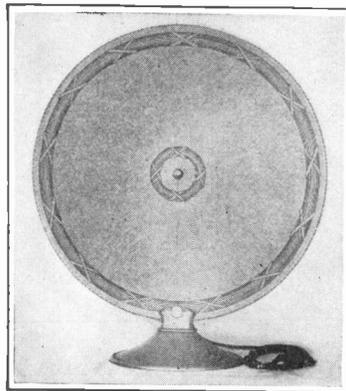
This cozy home scene, left, set up in a New York City dealer's window, evoked much favorable comment. A note on the table reads: "Tommy: Be sure to listen-in tonight. The program is great, and always comes in fine on the 'Blank' set."

Radio Reproducers That Manufacturers

(For Complete Specifications See Following Pages)



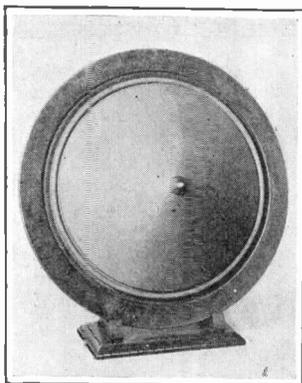
Pathé, \$25



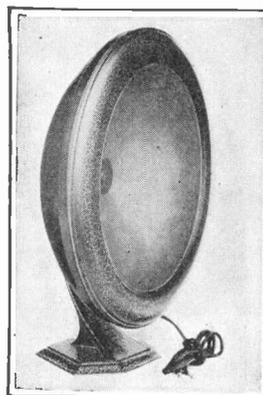
Pacnet, \$28.50



Crosley, \$12.50



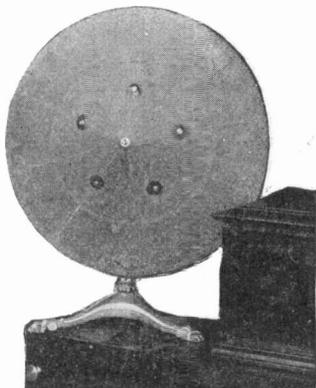
Progressive, \$25



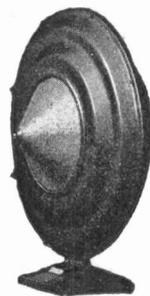
*Acme Apparatus Co.,
\$18.50*



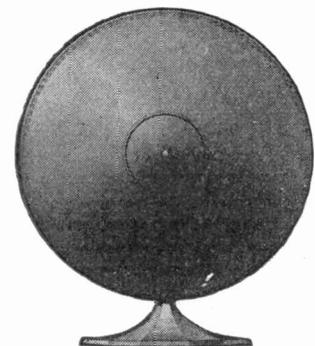
Farrand, \$79.50



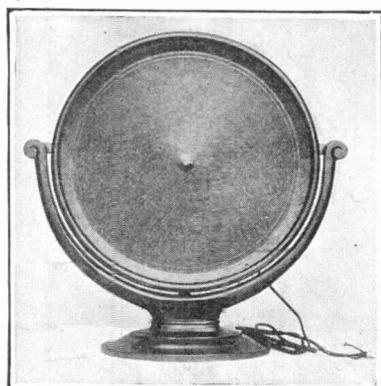
F. A. D. Andrea, \$35



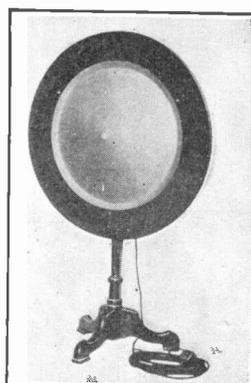
Federal-Brandes, \$12.50



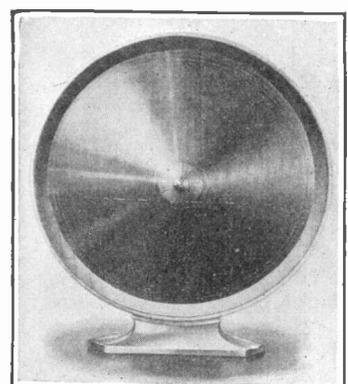
Trimm, \$16



Timmons, \$30



Stromberg-Carlson, \$35



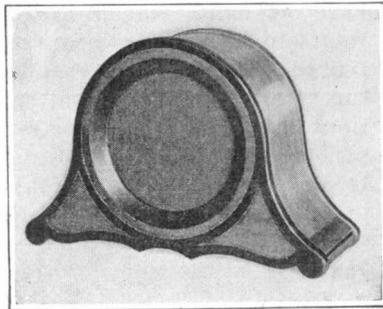
American Bosch, \$27.50

Are Marketing for the Season 1926-27

(For Complete Specifications See Following Pages)



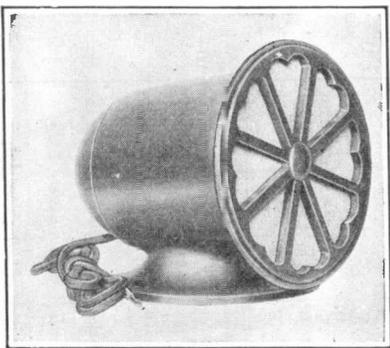
Stewart-Warner, \$30



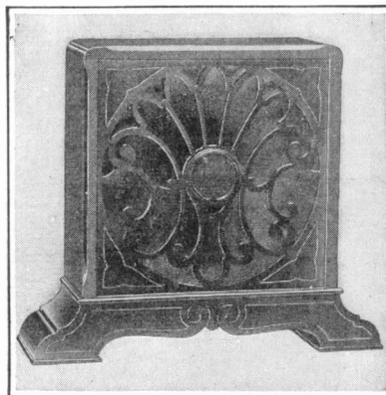
Magnavox, \$35



Reichmann Co., \$20



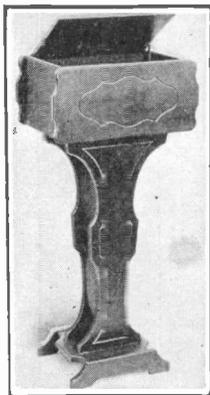
Charles Freshman, \$10



Spartan Electric, \$18.50



Manhattan Electric, \$37.50

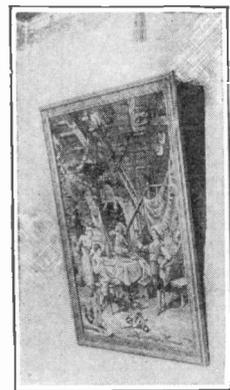


Wright-De Coster, \$54



Above, Radio Foundation, Inc., \$35

Below, H. G. Saal, \$38

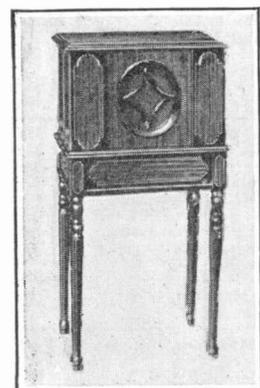


Ever Hot Mfg. Co., \$35



Audalton Co., Inc., \$35

Radio Retailing, August, 1926



Radio Corp., \$275

Specifications of Speakers, Head Sets and Phonograph Units

Season 1926-27

INFORMATION concerning radio products, with the name and address of the manufacturer, is a feature of *Radio Retailing's* editorial service published from time to time as market conditions warrant. This service is wholly for the benefit of readers and is without charge of any kind whatsoever to the manufacturers listed. It is *Radio Retailing's* desire to make these pages a representative directory of radio products,

so that, by following them as they are published, the dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. Manufacturers are invited to send specifications of their products for representation in the tables which are frequently revised and brought up-to-date. For battery chargers, eliminators and power units see the January issue, pages 70-72. For

portable receiving sets see the May issue, page 447. For audio frequency transformers see the June issue, pages 574-76. For receiving sets see the July issue, pages 35-46, and this issue, page 66. Complete listings of all radio manufacturers and their products appear in the *McGraw-Hill Radio Trade Catalog* which is published three times a year, by the McGraw-Hill Publishing Company, Incorporated.

Loud Speakers

Manufacturers Name and Address	Trade Name and Model Number	List Price	Type	Adjustable	Material of Diaphragm and Diameter in Inches	Max. Plate Voltage Allowed	Material and Size of Horn	Material of Cabinet	Approx. Weight Lb. Oz.	Overall Dimensions in Inches
Acme Apparatus Co. 37 Osborn St., Cambridge, Mass.	Acme K-3	\$18.50	Cone	Yes, 1	Paper, 11	500		Metal Metal Mahogany	11 0	16x14x7
	Acme K-1	25.00	Cone	Yes, 2	Paper, 14	500			11 0	16½x7
	Acme K-2	38.00	Cone	Yes, 2	Paper, 14	500			6 0	17x16x9
Ajax Electric Specialty Co. 1926 Chestnut St. St. Louis, Mo.	Ajax Marveltone	15.00	Horn	Yes	Iron, 2½	135	Rubber and Aluminum, 10		6 0	20
Altone Mfg. Co. 1259 Main St., Seattle Wash.	Altone Altone	28.50	Horn	No	Mica, 2 ⅞ Paper, 13	90	Aluminum, 14		10 10	21½x14x7 16x13½x7
		28.50	Cone	Yes		90		7 6		
American Bosch Magneto Corp., Springfield, Mass.	Ambotone LS-1 Ambotone Wicker	27.50	Cone	Yes	{ Laminated Wood, 16 ⅞ }	200			8 4	17x17½
		35.00	Cone	Yes		200	9 0	18x20		
Andrea, F. A. D. Jerome Ave., New York	Fada 415-A Fada 425-A	35.00 50.00	Cone Cone		Paper, 22 Paper, 22					Pedestal 36
Artist Loud Speaker Co. 5415 St. Clair Ave. Cleveland, Ohio	Artist	40.00	Pedestal	No	Utah Unit		Wood, 12			32 high.
Atwater-Kent Mfg. Co. 4700 Wissahickon Ave. Phila., Pa.	L H G	16.00	Horn	Yes	Steel, 2 ⅞	180	Metal, 14½ Metal, 14½ Metal, 14½	No	8 4	19½
		21.00	Horn	Yes	Steel, 2 ⅞	180		No	10 0	21½
		23.00	Horn	Yes	Steel, 2 ⅞	180		No	10 0	21½
Audalion Co., Inc. 318 E. 48 St., New York	Audalion	35.00	Cylindrical	No		300			6 8	10x18
Bankers Trust Co., Receiver for Nathaniel Baldwin, Inc., Salt Lake City, Utah	N. B. Junior Standard-Concert Concert Grand	15.00	Horn	No	Aluminum, 2 ⅞	200	Comp. wood, 13 Comp. wood, 15 Comp. wood, 15		4 8	20
		25.00	Horn	No	Aluminum, 2½	200		5 0	23½	
		35.00	Horn	No	Mica, 2 ⅞	200		5 0	23½	
Boudette Mfg. Co. 146 Division St. Chelsea, Mass.	Floor Stand AS Sonochorde A-2	10.00	Cone	No	Bristol board	150			12 0	Pedestal, 60 20x16½x6
		25.00	Cone	Yes			10 0			
Cambridge Sanitary Mtg. Co., Cambridge, O.	Kirk	19.50	Horn	No	Aluminum, 2 ⅞	135	Vitreous China 13x8x12		8 0	13x8x12
Cannon & Miller Co., Inc. Springwater, N. Y.	Cannonball Cannonball	4.50	Horn	Yes	Ferrotyp, 2½ Ferrotyp, 2½	135	Racon, 9 Racon, 10 7		2 8	15x9
		6.00	Horn	Yes		135		1 0	18x10	
Cook, James J. 500 S. Bentalou, Baltimore	Super Dynamic	30.00	Horn	No	Mica, 2 ⅞	200	Fibre & Cast Aluminum, 14		7 0	22x14
Crosley Radio Corp. Cincinnati, Ohio	Musicone Regular	12.50	Cone	No	Specially treated parchment paper, 12 Specially treated parchment paper, 16	200			2 8	13½
	Musicone B	14.75	Cone	No		200			3 12	18x16x5½
	Musicone De Luxe Musiconsole	23.50 32.00	Cabinet Cone					Mahogany	10 8 20 8	16½x13½x5½ 28½x12½x30½
Davis Co., James M. 30 Euclid Arcade, Cleveland	Majestic RX Majestic CX	22.50	Horn	Yes	Metal Metal	150	Rubber, 15		10 0	22
		40.00	Cabinet	No		150		25 0		
Dictograph Prod. Corp. 220 W. 42 St., New York	R-50 R-80		Cone	Yes	Paper, 16x12 Paper, 16x12	350		Mahogany Walnut	5 6 7 6	13½x11½x6½ 14½x12x7
			Cone	Yes		350	2 0		2½x3-1 10	
Electrical Research Labs. 2500 Cottage Grove Ave. Chicago, Ill.	Omniconic	17.50	Cone	No	Aluminum, 2½	180				
Ever Hot Mfg. Co. Maywood, Ill.	"Ye Wall Art Picture Speaker"	35.00	Horn	Both			Comp.		10 0	19x28
Farrand Mfg. Co., Inc. 11 Court St. Long Island City, N. Y.	Farrand Junior Farrand Senior Wall Model POWER Speaker— Pedestal	16.50	Cone	No	Paper, 14 Wood veneer, 17 Paper, 36 Paper, 36	250				18x14
		32.50	Cone	No		250			22x17	
		65.00	Cone	No		250			36x36	
		79.50	Cone	No		250			54x36	

Loud Speakers (continued)

Manufacturers Name and Address	Trade Name and Model Number	List Price	Type	Adjustable	Material of Diaphragm and Diameter in Inches	Max. Plate Voltage Allowed	Material and Size of Horn	Material of Cabinet	Approx. Weight Lb. Oz.	Overall Dimensions in Inches
Federal-Brandes, Inc. 200 Mt. Pleasant Ave. Newark, N. J.	Brandes Table Cone	\$12.50	Cone	Yes	Paper	180	Impregnated fabric		5 8	15½ x 16½ x 8¼
	Brandes H	18.00	Horn	Yes	2 ½	180			5 8	26½ x 12½
	Brandes Cabinet Cone 1100	25.00	Cone	Yes	Paper	180			6 8	13½ x 10½ x 8½
Federal Radio Corp. Buffalo, N. Y.	183	35.00	Horn	No	Metal	180	Composition, 18x28 18x28	Mahogany		
	180 Salon Speaker 190	50.00 60.00	Horn Cabinet	No No	Mica Metal	180 180				
Freed-Eisemann Radio Corp., Brooklyn, N. Y.	14	25.00	Cone	No	Paper, 14½	135			7 8	17½ x 15 ⅞
Freshman, Chas. 240 W. 40th St., New York	Master	10.00	Horn	No	Aluminum, 3	200			5 0	6x7½
Fuller Co., P. H. Emporium, Pa.	Full-A-Tone 375	40.00	Cabinet	No	Metal, 2½	400		Mahogany	9 0	19x5x9
Globe Phone Mfg. Co., Inc. Reading, Mass.	Globe T.	25.00	Cabinet	Yes	Silicon Steel and laminated wood, 3 ⅞	135	Rubber and aluminum, 13½	Mahogany		13x13x10½
	Globe T.		Horn	Yes	Yes	135				13½ x 22 x 12
Grigsby-Grunow-Hinds Co., Chicago, Ill.	Majestic 45	10.00	Horn	Yes	Alloy		Pyralin, 12½		3 0	22
Guarantee Specialty Mfg. Co., 1531 W. 25th St. Cleveland, Ohio	Supreme-7	22.50	Horn	No		180	Aluminum and hard rubber			23x15
Hart & Hegeman Mfg. Co. Hartford, Conn.	After Dinner Speaker W-666	22.50	Horn	Yes	Metal and Mica	150	Rubber and aluminum, 15		18 0	24x15x15
Hartford Metal Prod. Co. Hartford, Conn.	Arion	15.00	Horn	Yes	Steel, 2½	250	Rubber, 12	Mahogany	7 0	20
	Supertone	20.00	Horn	Yes	Steel, 2½	300	Rubber, 15		9 0	26
	Lyric	25.00	Cabinet	No	Steel, 2½	300	Rubber, 15		5 0	
Hartman Electrical Mfg. Co., Mansfield, O.	Hartman B	38.00	Horn	No	Metal	180	Wood			Pedestal, 46
Isonic Co. 120 Madison Ave. Detroit, Mich.	Isonic 15	20.00	Unit	Yes	Metal, 3½	135	Composition, 15	Wood Wood		
	Isonic 16	20.00	Unit	Yes	Metal, 3½	200				
	Isonic 115	40.00	Horn	Yes	Metal, 3½	135				
	Isonic 116	40.00	Horn	Yes	Metal, 3½	200				
	Isonic 215	50.00	Cabinet	Yes	Metal, 3½	135				
	Isonic 216	50.00	Cabinet	Yes	Metal, 3½	200				
Lakeside Supply Co. 73 W. Van Buren St. Chicago, Ill.	M	16.00	Horn	Yes	Aluminum	135	Aluminum		9 8	13½ x 22
	LP	19.00	Horn	No	Aluminum	135	Aluminum		9 8	13½ x 22
Liberty Metal Prod. Co. Berea, O.	Liberty	22.50	Horn	No	Aluminum	135	Rubber, 15		11 0	21
Magnavox Co., Oakland, Cal.	Cornell	22.50	Cone		7					9½ x 5 x 11
	Stanford	35.00	Cone		7					6½ x 10½ x 15½
Major Speaker Co. 31 Euclid Arcade Cleveland, Ohio	Major D	20.00	Horn	Yes	Metal	150	Composition, 12	Walnut	10 0	22
	Major CM	40.00	Cabinet	No	Metal	150			25 0	18x9x8
Manhattan Electrical Supply Co. Inc. 17 Park Place, New York	2554	8.00	Horn	Yes	Steel 2 ⅞	135	20x10 25x14	Wood Wood Wood Wood	5 8	30x14x22
	2555	18.00	Horn	Yes	Steel 2 ⅞	135			11 4	30x14x22
	2552	20.00	Cabinet	Yes	Steel, 2 ⅞	135			8 12	14x9½x9
	2551	30.00	Cabinet	Yes	Steel, 2 ⅞	135			16 0	16x11½x8
	2556	37.50	Cabinet	Yes	Steel, 2 ⅞	135			10 0	14½x8x12
Marco Mfg. Co. 815 W. 47 Place, Chicago, Ill.	Broadway A	15.00	Horn	No	Metal, 1½	135	Aluminum, 14		10 0	14x23
	B	20.00	Horn	Yes					10 0	14x23
	C	35.00	Floor lamp	Yes						
	D	35.00	Reading lamp	Yes						
Maron Mfg. Co. 519 W. 45th St., New York	Maron Speaker	40.00	Cone	Yes	Wood, 13	100			4½ 0	13x13
Mazda Radio Mfg. Co. Cleveland, O.	Consomello De Luxe	40.00	Cabinet	No	Aluminum	180	Wood Powder	Walnut	10 8	22½ x 13½
	Muzada-Phone	25.00	Horn	No	Aluminum	180			6 0	18x13x10
Pacent Radio Corp. 156 W. 16 St., New York	A	28.50	Table cone	No	Paper, 17	200			5 0	17x20x4
	WA	65.00	Wall cone	No	Paper, 36	200			10 0	36x36x12
	SA	79.50	Stand cone	No	Paper, 36	200			20 0	36x54x18
Pal Radio Co., Inc. 1204 Summit Ave., Jersey City, N. J.	Pal 917	5.00	Horn	Yes	Silicon Steel, 2½	90	Fibre, 9 Fibre, 10 Fibre, 11 Fibre, 13 Fibre, 14 Compressed wood, 15		1 12	9x17
	Pal 1021	6.00	Horn	Yes	Silicon Steel, 2½	135			1 14	10x21
	Pal 1123	7.00	Horn	Yes	Silicon Steel, 2½	135			2 0	11x23
	Pal 1324	8.00	Horn	Yes	Silicon Steel, 2½	135			2 3	13x24
	Pal 1420	12.00	Horn	Yes	Silicon Steel, 2½	135			2 12	14x20
	Pal 1524	22.50	Horn	Yes	Silicon Steel, 2½	135			5 8	15x24
Pathe Phono. & Radio Corp. Brooklyn, N. Y.	Grecian	25.00	Cone	Yes	Paper, 15½					17½ x 15½
	Grecian Pedestal	35.00	Cone	Yes	Paper, 15½					6½ high
Progressive Musical Instrument Co., 319-6 Ave. N.Y.	Melofonic	25.00	Cone	Yes	Burtex, 16½	400			11 0	16½
Radio Corp. of America 233 Broadway, New York	Model UZ-1325	18.00	Horn	Yes	Steel, 2½		Rubber		5 0	25½ x 12½ x 8
	Model 100	35.00	Cone	No	Paper cone				14 2	15½ x 13½ x 9
	Model 104	275.00	Cone	No	Paper cone				93	40½ x 21½ x 14½
Radio Foundation, Inc. 25 W. Broadway, New York	R. F. I. B-4	16.50	Cone	Yes	Paper, 15	350			9 0	18
	R. F. I. B-3	16.50	Cone	Yes	19	350			7 0	19
	R. F. I. B-2	22.50	Cone	Yes	17	350			11 0	21
	R. F. I. B-2	35.00	Cone	Yes	17	350			21 0	Pedestal, 63
Reichmann Co., 1725 W. 74th St., Chicago, Ill.	Thorola 9	20.00	Cone	No	Paper, 14	250			7 0	70½ x 14½
Rithello Corp., 68 New Chambers St., New York	Rithello	50.00	Horn	No	Mica, 2 ⅞	200	Wood, 27		13 0	27x13½x12½

Loud Speakers (concluded)

Manufacturers Name and Address	Trade Name and Model Number	List Price	Type	Adjustable	Material of Diaphragm and Diameter in Inches	Max. Plate Voltage Allowed	Material and Size of Horn	Material of Cabinet	Approx. Weight Lb. Oz.	Overall Dimensions in Inches			
Saal Co., H. G. 1800 Montrose Ave. Chicago, Ill.	Saal Phonograph Unit	\$7.00	Unit	No	Paper, 14	350	Bakelite and aluminum, 14		15 0	18			
	Saal 2	16.00	Cone	No		500			21½				
	Saal Soft Speaker	22.50	Horn	No		200							
	Saal 1	27.50	Cone	No	Paper, 18½	500	Wood, 3		25 0	20			
	Saal Pedestal	38.00	Horn	No		350			44 0	44			
Snyder, Homer P., Mfg. Co. Little Falls, New York	Snyder Speaker	18.00	Horn	Yes			Woodtex		7 0	22x15			
	Snyder 100	18.00	Cone	Yes					2 8	18x18			
Spartan Electric Corp. 99 Chambers St., New York	Spartan Speaker 120	12.00	Disc	No	Cloth-pulp comp., 12	180	Wood pulp Comp, 22x15		3 8	15x13½			
	Spartan Speaker 185	18.50	Horn	No		300			6 5	24½			
	Spartan Speaker 25	25.00	Disc	No	Cloth-pulp comp., 10	180			7 4	12x13½x5			
Splitdorf Electrical Co. 392 High St., Newark, N. J.	Splitdorf D Splitdorf Cone	22.50	Horn	No	Aluminum, 3	425	Rubber, 14½		6 0	22			
		25.00	Cone	Yes		Fabric, 16½			425	4 8	19		
Stewart-Warner Speedometer Corp. 1826 Diversey Pkway. Chicago, Ill.	405	19.50	Horn	Yes	Metal, 2 ⅜	150	Pulp comp. 13½x19x10½ Pulp comp. 15½x17x12½	Radio Table Built-in Speaker		24½x13½x10½			
	400	25.00	Horn	Yes		150				22½x15½x12½			
	415	30.00	Cone	No		150				13½x11 ⅝x5½			
	Table Console 410	65.00	Horn	Yes		150				30x38½x14½			
Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.	Stromberg-Carlson 5-A	35.00	Cone	No	Paper with wood rim, 22	157			5 12	22x34½x12½			
Teleradio Engineering Corp. 484 Broome St., New York	Teleradio A1 Teleradio C1	10.00	Horn	Yes	Silicon steel	135	Fibre, 10½		8 0	19			
		12.50	Horn	Yes		Silicon steel			135	7 0	19		
Teletone Corp. 449 W. 42nd St., New York	Radiospeaker 62 Radiospeaker 60	22.50	Drum	No	Aluminum, 2½	300		Wood	5 0	13			
		32.50	Drum	No		Aluminum, 3			300	Wood	6 0	15½	
Timmons Radio Prod. Corp. 339 E. Tulpehocken St. Philadelphia, Pa.	Diamond-Base Cone Oval-Base Cone Type A	25.00	Cone	No	Paper			Wood		15½x14½x6½			
		30.00	Cone	No							Paper		17½x17½x6½
		35.00	Cabinet	Yes							Metal, 3½		12½x13x12½
Tower Mfg. Corp. 98 Brookline Ave. Boston, Mass.	Spitfire	4.95	Horn	Yes	Parchment and Metal, 2½	180	Fibre, 10		3 0				
	Scientific	8.50	Horn	Yes		180			Fibre, 13		4 0		
	Cone	9.50	Cone	Yes		180			Aluminum		6 0		
	Meister Singer	15.00	Horn	Yes		180					13 0		
Trimm Radio Mfg. Co. 24 S. Clinton St. Chicago, Ill.	Home Speaker 25	10.00	Horn	No	Ferrottype. 2	200	Rubber, 18x12		10 0	12x18			
	Cone 11	16.00	Cone	Yes		Aluminum and parchment			200	17x6			
	Entertainer 90	17.50	Horn	Yes		Ferrottype, 2½			200	11 0	20x12		
	Concert 80	25.00	Horn	Yes	Ferrottype, 2½	200	Rubber, 22x15		12 0	22x15			
Union Spinning & Plating Co., Inc., 67 Sudbury St. Boston, Mass.	Modulator	22.00	Horn	Yes			15		8 0	24			
United Radio Corp. Rochester, N. Y.	Peerless	35.00	Cabinet Cone	No	Paper, 6	240		Mahogany	7 8	10x12x6½			
Wright-DeCoster, Inc. 1466 Selby Ave. St. Paul, Minn.	W-D-101	54.00	Horn	Yes	Alloy	200			2 0	33½x17½			
Zisch Engineering Corp. 39 Avenue L, Newark, N. J.	Zeco	2.25	Horn	Yes	Ferrottype, 2 ⅝	90			0 12				
	Zeco	2.75	Horn	Yes		Ferrottype, 2 ⅝			90		0 8		
	Zeco	16.50	Drum	Yes		Paper, 10½			150		13 0		

Head Sets

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Weight in Ounces	D.C. Resistance in Ohms	Material of Diaphragm	Size of Diaphragm (in Inches)	Type of Driving Mechanism
Ajax Electric Specialty Co. St. Louis, Mo.	R 11	\$1.90	6	1250	Metal	2 ½	Single Coil, Two Pole
	R 22	2.75	10	2500	Metal	2 ½	
Bankers Trust Co., Receiver for Nathaniel Baldwin, Inc. Salt Lake City, Utah	Type C	10.00		1300	Mica	2 ½	B. A.
	Type E	12.00		1300	Mica	1 ½	B. A.
	Type F	12.00		1620	Mica	1 ½	B. A.
	Type G	12.00		1300	Mica	1	B. A.
Cannon & Miller Co., Inc. Springwater, N. Y.	Cannonball Dixie	2.00	6½	1800	Ferrottype Iron	1 ½	B. P. M.
	Cannonball Junior	2.75	7½	2000	Ferrottype Iron	1 ½	B. P. M.
	Cannonball	3.50	8	2000	Ferrottype Iron	2 ½	B. P. M.
Conn. Telephone & Electric Co. Meridan, Conn.	Connecticut J 175	7.00		2200	Japanned Iron	2	B. P. M.
Dictograph Prod. Corp., 220 W. 42d St., N. Y.	R-3		10	3000	Ferrottype Iron	1 ½	B. P. M.
Federal-Brandes, Inc., 200 Mt. Pleasant Ave., Newark, N. J.	Matched Tone	5.00	10	2000	Ferrottype	2 ½	B. P. M.
	Brandes Navy	6.00	12	2500	Ferrottype	2 ½	B. P. M.
Frost, Inc., Herbert H. 160 N. La Salle St., Chicago, Ill.	Frost Fone 174	3.00	7	2000	.008 selected Ferrottype Plate	1 ½	B. P. M.
	Frost Fone 175	3.50	7	3000		1 ½	B. P. M.
	Frost Fone 172	6.00	9	3200		2 ⅞	B. P. M.
Hartford Metal Prod. Co., Hartford, Conn.	VOX	2.00	8	2000	German Steel	2 ½	B. P. M.
Leich Electric Co., Genoa, Ill.	I B	3.50	11	2000	Ferrottype Iron	2 ½	B. P. M.
	Lark	4.50	12½	2400		2 ½	B. P. M.
Manhattan Electrical Supply Co., Inc. 17 Park Place, New York, N. Y.	Red Seal	6.00	12	2500	Steel	2 ½	B. P. M.
Marinette Electric Corp., Marinette, Wis.	Little Tattler	4.00	11	2200	Steel	2 ½	U. P. M.

Head Sets (concluded)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Weight in Ounces	D.C. Resistance in Ohms	Material of Diaphragm	Size of Diaphragm (in Inches)	Type of Driving Mechanism
Pacnet Radio Corp. 156 W. 16th St., N. Y.	Everytone 375-A	\$3.50	9	2420	Silicon Steel Silicon Steel	2 $\frac{3}{8}$	T. P. M.
	Everytone 375-B	3.75	9	3210		2 $\frac{3}{8}$	T. P. M.
Pal Radio Co., Inc. 1204 Summit Ave., Jersey City, N. J.	Pal-A	1.95	12	1200	{ Black Japanned Ferrottype Metal }	2 $\frac{1}{2}$	B. P. M.
	Pal-B	3.50	14	2000		2 $\frac{1}{2}$	B. P. M.
	Pal-C	5.00	14	2400		2 $\frac{1}{2}$	B. P. M.
Spartan Electric Corp., 99 Chambers St., N. Y.	Spartan	5.50	7	2000	Iron	2	B. P. M.
Stromberg-Carlson Tel. Mfg. Co. Rochester, N. Y.	Stromberg-Carlson 3-A		12	1200	Ferrottype Iron	2 $\frac{1}{2}$	B. P. M.
Teleradio Engineering Corp. 484 Broome St., N. Y.	Perfectone	4.00	16	2500	Coke Tin Enameled	2 $\frac{1}{2}$	B. P. M.
Tower Mfg. Corp., Boston, Mass.	Spitfire	1.95	8	2000	Metal Metal	1 $\frac{11}{16}$	B. P. M.
	Scientific	2.95	8 $\frac{1}{2}$	2500		1 $\frac{11}{16}$	B. P. M.
Trimm Radio Mfg. Co. ¹ 24 S. Clinton St., Chicago, Ill.	Dependable 60	4.40	16	2400	Ferrottype Iron Ferrottype Iron	2 $\frac{1}{8}$	B. P. M.
	Professional 70	5.50	16	3000		2	B. P. M.
Wayland Radio Mfg. Co., Wayland, N. Y.		2.75	6 $\frac{1}{2}$	2200	Ferrottype	1 $\frac{1}{2}$	B. P. M.

B. P. M.—Bi-polar Permanent Magnet. U. P. M.—Uni-polar Permanent Magnet.
T. P. M.—Tri-polar Permanent Magnet. B. A.—Balanced Armature.

Phonograph Units

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Weight in Lb. Oz.	Adjustable	Fits A or B Phonograph (See Note)	Material of Diaphragm	Size of Diaphragm (in Inches)	Type of Driving Mechanism
Atwater Kent Mfg. Co. Philadelphia, Pa.	5-V	\$6.50	0 14	Yes	A	Steel Steel	2 $\frac{3}{8}$	B. P. M.
	6-C	6.50	0 14	Yes	A		2 $\frac{3}{8}$	B. P. M.
Altone Mfg. Co. 1259 Main St., Seattle, Wash.	Altone	18.00	1 4	No	A and B	Mica	2 $\frac{3}{8}$	B. A.
Cook, James J. 500 S. Bentalou St., Baltimore, Md.	Type B, Super Dynamic	20.00	2 12	No	A and B	Mica	2 $\frac{3}{8}$	4 Pole B. A.
Dictograph Prod. Corp. 220 W. 42nd St., N. Y.	R-18		0 12	Yes	A and B	Silicon Steel Silicon Steel	2 $\frac{3}{8}$	B. P. M.
	R-5		1 1	Yes	A and B		2 $\frac{3}{8}$	B. P. M.
General Industries Co. Elyria, O.	Dulce-Tone Universal Note—Diaphragm and reproducer	10.00	0 11	Yes	A	See Note		B. A.
Globe Phone Mfg. Co., Inc. Reading, Mass.	Globe	5.00	0 10	Yes	A and B	Ferro Type Silicon Steel Covered with Laminated Wood	2 $\frac{3}{8}$	B. P. M.
	Globe T, Technolian		1 6	Yes	A and B		3 $\frac{3}{8}$	B. P. M.
Hardsocg Mfg. Co., Ottumwa, Ia.	Hardsocg	3.00	0 5 $\frac{1}{2}$	No	B	Iron	2	B. P. M.
Kirkman Engineering Corp. 484 Broome St., N. Y.	K-E	10.00		Yes	A and B	Steel Alloy	4	B. P. M.
Liberty Metal Prod. Co., Berea, O.	Liberty	10.00	1 4	No	A	Aluminum	3	B. P. M.
Pal Radio Co., Inc. 1204 Summit Ave., Jersey City, N. J.	Pal-D	3.00	0 10	Yes	A	Silicon Steel Coated	2 $\frac{1}{2}$	B. P. M.
	Pal-E	5.00	1 10	Yes	A		2 $\frac{1}{2}$	B. P. M.
Presto Machine Prod. Co. 70 Washington St., Brooklyn, N. Y.	Presto Blue-Ribbon	8.00	0 14		A	Mica-Metal	2 $\frac{3}{8}$	B. A.
Radiotive Corp., Brooklyn, N. Y.	Silkenvoice Type F	20.00	2 0	No	A and B	Silk Corrugated	3	B. A.
Teleradio Engineering Corp. 484 Broome St., N. Y.	Teleradio D-1	5.00	0 20	Yes	A and B	Silicon Steel	3	B. P. M.
Trimm Radio Mfg. Co. 24 S. Clinton St., Chicago, Ill.	Little Wonder-40	4.50	0 8	No	A	Ferrottype Ferrottype Ferrottype	2	B. P. M.
	Mfgs. Type Giant-30	8.50	1 0	Yes	A		2 $\frac{1}{2}$	B. P. M.
	Giant-30	10.00	1 0	Yes	A		2 $\frac{1}{2}$	B. P. M.
Zisch Engineering Corp. 39 Avenue L, Newark, N. J.	Zeco	3.50	0 8	Yes	A and B	Ferrottype	2 $\frac{3}{8}$	Pole Type

Note: A—Victor, Sonora, Brunswick, Columbia.
B—Edison, Pathe.

Sell Small Sets in Portable Cases

According to W. B. Ashford, proprietor of the Radio Den, Santa Ana, Cal., there is a demand for portable radio sets priced below \$100. To supply this demand, Ashford took several of his small two and three tube receivers to a local cabinet-maker and had cabinets made of the portable type, with strap handles and battery compartments. Each of these sets was converted into a portable receiver for \$8 and he sold 37

at \$82 apiece during the first month. This idea is particularly valuable in view of the fact that the market for the small receiver as a permanent installation is gradually declining. Many retailers will find it possible to dispose of smaller sets of this type by this method.

Are Log Sheets Among Your "Stickers"?

Radio log sheets of various kinds are among the worst "stickers" in many a retail radio stock. They fail

to move because they are not brought forcibly enough to the attention of store visitors or window shoppers.

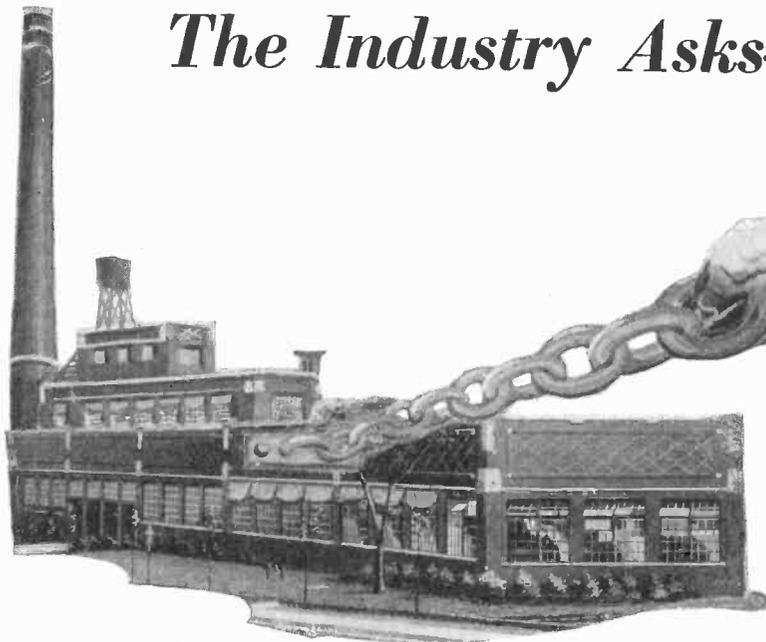
One New York dealer has hit upon a novel method of bringing these handy and inexpensive radio accessories to the notice of his customers.

In order to increase the sale of these usually slow-moving articles, he recorded a few stations on one of the sheets and then placed this log, with a pencil, alongside a radio set prominently displayed in his window.

"We sold a dozen the first day" he reports.

The Industry Asks—

Is



For the purpose of clarifying one of the most widely discussed problems of radio distribution—the future of the radio jobber—the editors of "Radio Retailing" have solicited the opinions of prominent men in the industry. Wholesalers, retailers and manufacturers have been invited to comment on the present situation and their opinions are reflected to a great extent in this article. Comment from readers is invited.

THE distribution situation as it exists today in the radio industry is without precedent in the history of other industries which resemble it to any appreciable degree. With few exceptions, manufacturers of other commodities have found the jobber—the middle-man—necessary in the scheme of things. In general, the wholesaler has been considered an efficient and economical link in the merchandising chain between manufacturer and consumer.

Yet many radio manufacturers, it becomes apparent, are seriously considering direct-to-the dealer distribution of their products; some, in fact, have already adopted this method of merchandising, which presumably eliminates the jobber, with varied results.

It is necessary, of course, in discussing so broad a subject to fix one thought firmly in mind. The method to be desired is that method which makes for the ultimate good of the *entire* industry—that method which is conducive to general trade prosperity in the future—and not a system which, though highly profitable to a single group within the industry, is of questionable value to another. With this point in mind, the initial expenditure of a manufacturer required to inaugurate one service or the other must be entirely

disregarded. The question of primary importance is *which* method embodies principles which will be of the greatest benefit to the industry at large; which system most effectually solves the problems or lightens the burdens of "our infant industry."

It seems to be the general opinion of analysts of the present condition that the change of distribution policy contemplated by some manufacturers has been brought about largely by one distinctive factor which may or may not be due to the methods of distribution now in general use. That factor is Price Maintenance. The problem of uniform list prices—the suppression of "gyp" merchandising methods—constitutes a snarl which must be disentangled before long. The evil of such price-cutting, discount-granting methods is plainly evident to all those engaged in the business and does not require reviewing here.

The manufacturer of radio apparatus, therefore, has this situation very much in mind when considering

the direct-to-dealer sales method. Closer contact with the retailer, controlled territories, controlled list prices, and the assurance that the manufacturer could instantly place his finger on the "sore spot" in his merchandising chain in the event of one cropping up, have appeared as very tempting inducements to direct selling. In the event of list prices, or standard merchandising practices being disregarded by a retailer under such a system, the offender could promptly be "excommunicated" or cut off from his source of supply and theoretically the evil would cease.

It is often said that in the event of a dealer being cut off by the instructions of a manufacturer selling through a distributor, this dealer could secure his merchandise through

the Jobber a Necessary Link *in the Chain of* **Radio Distribution?**



The wholesaler is a logical link in the merchandising chain from manufacturer to consumer—But there is a niche in the economic system for the manufacturer selling direct-to-dealer.

a jobber in another territory. As a matter of fact, this has often been done and in many instances the dealer thus cut off has deliberately slashed the price of this manufacturer's merchandise in reprisal.

On the other hand, conceding that the direct-to-dealer method might make it possible to lessen this evil, would not the proper selection of jobbers and a rigid territorial understanding between the jobber and the manufacturer also curb this evil? If the jobber understood that he was not to sell to retailers other than those within his territorial division and that all customers within this division were to be thoroughly investigated, would not this also cure the cut-price evil? With jobbers properly selected, it is safe to assume that by reason of their familiarity with the merchandising situations in their

respective territories, owing to their close contact with individual dealers in that territory, deliberate violations could be more readily corrected than by a manufacturer several hundred miles away.

"Gyping" may be effectually prevented, according to A. H. Grebe & Company, by the proper selection of jobbers. In the past, cut-price sales can be attributed largely to a careless selection of wholesalers, haphazard supervision when these jobbers finally have been selected, and over-production on the part of the manufacturer. Often the manufacturer has been compelled to overload the distributor, the distributor to overload the dealer and the dealer, who unfortunately has no one to whom he may "pass the buck," must then cut prices in order to liquidate his stock.

The above manufacturer has forestalled price-cutting, or rather has reduced it to a minimum, by manufacturing only against actual orders from jobbers, who in turn have already received orders from dealers in their territories, and by maintaining *no* production schedule.

Harry Alter, of the Harry Alter Company, Chicago jobber, suggests that "there would be no question at all about the jobber being the logical channel of distribution if there were not so many manufacturers seeking distribution who cannot interest jobbers of good standing to take on their lines. The manufacturer who plans to go 'direct' does so very often not because he finds the jobber unsatisfactory as a channel of distribution, but rather because such manufacturers are not able to secure enough good jobbers to form the

nucleus of a distribution organization."

At any rate, it is evident that any agency which might be substituted for the function of a jobber would require the same careful supervision which would make the jobber system successful.

Service to the Retailer

"Is the manufacturer who sells direct-to-dealer prepared to solve the problem of retail service?" readers will ask, regardless of the branch of the industry in which they are engaged. Service on a receiver which is found to be defective when delivered and installed in the customer's home, or on those sets which develop troubles requiring the replacement of parts, can be repaired in many cases only by some one thoroughly familiar with the construction—preferably the factory itself or its representative. Though both direct-selling manufacturers and those selling through distributors are agreed that dealers should be selected who have facilities for making ordinary repairs, most retailers have neither these facilities nor the time to perform such major service operations.

Jobber Nearer Dealer

Further, while many retailers prefer to deal directly with the factory, shipping expenses to and from the factory are often prohibitive, while the jobber is usually within a few miles of the retail outlet and is in a position to replace the set immediately and to repair it at his leisure or return such repair jobs to the factory in group shipments. While it is possible for the manufacturer to train the service department of his distributors, so that dealers may in turn be instructed, it would be im-

practicable to coach retailers individually in the servicing of each receiver handled.

Recent figures submitted to us by A. H. Grebe & Company, show that of 30,000 receivers manufactured and sold in the nine months from September, 1925, to June of this year, but 144 have been returned to the factory for replacement and many of those so returned were shipped without the knowledge of the local distributor who could easily have adjusted them. At the present moment, 28 of Grebe's wholesalers carry the Grebe line exclusively. Actually, the company has in these field representatives conscientious field-contact men who are at least as efficient and concerned with the company's welfare as directly-employed representatives would be.

Conversely, the Charles Freshman Company, selling direct, and by the way a highly successful proponent of this method, says that sets which are received by the dealer in imperfect condition *should* be returned to the factory.

The Freshman company originally sold its receivers through jobbers. On the first of June, 1925, after a year of merchandising under the former system, the company changed to the direct-to-dealer method. Gross sales from June, 1924, to June, 1925, were in the neighborhood of \$2,000,000. From June, 1925, to the present moment gross sales are estimated at \$7,000,000. It is possible that this tremendous increase is due more to the fact that Charles Freshman was the first company to produce a popular-priced tuned-radio-frequency receiver of the five-tube type than to the change in distribution methods, and their subsequent success cannot be attributed solely to the direct-to-dealer plan.

The company maintains that a reduction in sales expenses is made possible by its plan of eliminating salesmen and selling through the mails, direct to dealers. Accounts are actually opened, credit checked and all business transacted through this medium, with a consequent elimination of much sales expense. If a large selling staff were maintained, the company believes, its percentage of profit would be greatly reduced.

Credit Relations Important

The credit angle is of great importance to the retailer. We asked R. M. Klein, of F. A. D. Andrea, Inc., the reason why his company preferred the jobber method of distribution. Mr. Klein summed up the entire question in the single short sentence:

"We can secure distributors of unquestionable responsibility from a credit standpoint." When selling through the wholesaler, the manufacturer centers his financial risks upon a comparatively small group where it would obviously be necessary if dealing with retailers direct, to maintain credit relations with thousands.

Viewing the credit question from still another angle, the Pyramid Motor Equipment Company, New York City jobber, asks: "Is the manufacturer prepared to credit retailers on returned merchandise?" This jobber maintains that fully 20 per cent of the merchandise sold by wholesalers is returned for credit against the purchase of other articles. This condition is, of course, absurd, but if used with discretion is extremely helpful to the retailer.

Very often the jobber sells an article to the retailer, who later finds it impossible to sell this item in his particular location. Frequently the

The Arguments for the Jobber's Position

1. *The jobber performs all the functions of a direct factory representative and covers his territory thoroughly.*
2. *The jobber relieves the manufacturer of details of retail delivery. The jobber is in a position to make prompt delivery of merchandise in small quantities.*
3. *The wholesaler takes care of all accounting and book-keeping in connection with retail accounts.*
4. *Wholesale distribution permits volume sales at a minimum of expense to the manufacturer, thus reducing costs of distribution in proportion to sales.*
5. *The manufacturer maintains credit relations with a limited number of concerns. Jobber handles all credit direct with his retailers.*
6. *Selling through jobbers permits the manufacturer to estimate annual sales in advance, thus aiding him to reduce production costs.*

jobber may extend credit on this merchandise, providing it has not become obsolete, and authorize the dealer to return it in place of saleable merchandise, in turn disposing of this returned goods by selling it to some other retailer in a more advantageous position for its sale. Obviously the manufacturer is not in a position to make such credit adjustments.

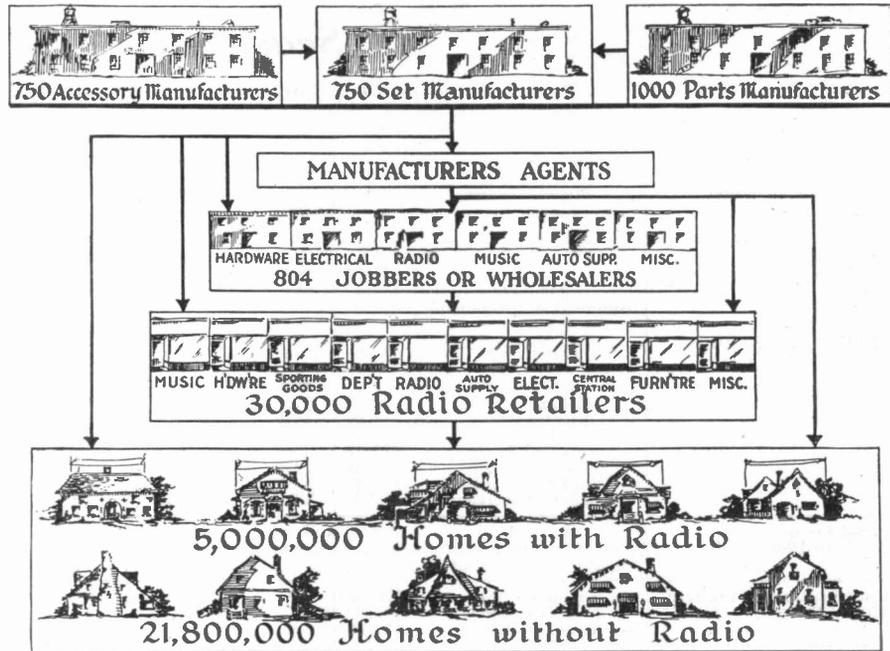
It is common practice among those manufacturers who now sell direct-to-dealers to extend credit only to those dealers who are rated financially above \$2,000. Accounts below this figure are usually avoided, but if factory representation, or coverage, is desired they are accepted and merchandise is shipped C.O.D. The manufacturer must in this case, of course, maintain a credit department equal to that of a jobber.

Deliveries of Merchandise

Prompt delivery of merchandise to the retailer is a factor which the manufacturer must be in a position to provide. When employing the wholesale distributor the manufacturer finds a ready warehouse for his merchandise in widely separated sections of the country, and the retailer may order merchandise as it is needed, securing prompt delivery. Frequently the dealer has neither the storage space nor the resources permitting him to stock heavily, yet business may be exceptionally good and stock moving rapidly.

Under the direct sales system, delivery may be expedited if the manufacturer maintains a warehouse at various sales centers. The fact remains, though, that the maintenance of such a branch office is in reality duplication of the jobber idea!

The cost of distribution to the manufacturer is perhaps the most important phase of the entire ques-



Showing the various steps in distributing merchandise from factory to consumer

tion. A reduction of distribution costs would mean a saving which would in turn be relayed to the dealer in the form of a list price reduction or a discount increase. Actually it is doubtful whether radio apparatus can be distributed more cheaply through one method than another. Quoting a prominent manufacturer of loud speakers "With regard to cost, it is my understanding that there is little to choose between the two methods. Apparently the sole advantage of the direct-to-the dealer method is that it gives the manufacturer more control over the operations of the retailer."

In direct contrast to this statement is that of the American Transformer Company, which has employed the direct method with "gratifying results." Quoting J. L. Schermerhorn of this company which manufactures parts exclusively, "In our plan of distribution, the dealer is not required

to order large amounts with the danger of overstocking. He can order just as few parts as he wants at the discount formerly allowed to jobbers. All shipments are made C.O.D., which the dealer is willing to accept because he is not obliged to purchase in a large quantity or pay out any large amount of money as would be the case in the C.O.D. sale of sets. The only restriction is that he must not advertise our parts at less than list price—many of the conditions outlined are very well known. Our plan of distribution has resulted in *increased sales without any increase in overhead.*"

The Beacon Radio Corporation, manufacturer of B batteries and other parts and accessories for several years has recently placed a new receiver on the market. Originally the company sold its products direct-to-dealer, but since the introduction

(Continued on Page 100)

The Case for Direct-to-Dealer Distribution

1. Direct-sales to the retail trade insure closer contact between the manufacturer and retailer, appreciably reduce "gyp" merchandising practices.
2. Permits manufacturer's close control of his merchandise.
3. Manufacturer can more completely supervise retail list prices of his product.
4. Direct method affords careful selection of dealers, and distribution without saturation of the consumer market in certain territories.
5. Plan secures greater co-operation in connection with local and sectional advertising.
6. Distribution costs reduced if sales are handled through the mails.
7. Elimination of the "middle-man" permits a reduction in list prices or an increased trade discount.

Supplementary Specifications of Radio Receivers

Season 1926-27

(Received Too Late for Classification in July Listings)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operates on Antenna and Ground or Loop
Aero Radio Co., 28 W. Warren Ave., Detroit, Mich.	Aerodyne	\$200.00	Spec.	Table, no	7	4	2	Tr	2	29x11x15		5	Loop
	Aerodyne	350.00	Spec.	Console	7	4	2	Tr	2				
	Aerodyne	550.00	Spec.*	Console	7	4	2	Tr	2				
Note—*A & B eliminator built-in													
Akradyne Radio Corp., 1834 Broadway, N. Y.	Akradyne-80	80.00	Neut.	Table, no	6	2	3	Tr, R	3	9x22x12	20	5	A & G
All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.	All-American R	80.00	TRF	Table Cabinet	5	2	2	Tr, I	2	20x12x12	32	5	A & G
	All-American R	90.00	TRF	Compartment	5	2	2	Tr	2	36x12x12	52	5	A & G
	All-American R	115.00	TRF	Hi-Boy	5	2	2	Tr, I	2	39x24x15	58	5	A & G
	Rauland Duet	115.00	TRF	Table	6	2	3	Tr, I	2	20x15x20	35	5	A & G
	Rauland Sextet	175.00	TRF	Hi-Boy	6	2	3	Tr, I	2	54x24x15	67	5	A & G
	Rauland Forte	210.00	TRF	Table	7	3	3	Tr, I	1	18x16x24	54	5	Both
Rauland Lorraine	335.00	TRF	Hi-Boy	7	3	3	Tr, I	1	4x15x24	119	5	Both	
Rauland Sovereign	435.00	TRF	Console	7	3	3	Tr, I	1	5x15x19	163	5	Both	
Amrad Corp., Medford Hillside, Mass.	Amrad AC-5	150.00	Neut.	Table, no	7				3	27x9x11	19	2-LX216	B
Note—Furnished with power unit, addition to the set listed in July.													
American Bosch Magneto Corp., Springfield, Mass.	Amborada RS-35	100.00	RF	Table, no	5	2	2	Tr	1		43	5	A & G
	Amborada RS-16	150.00	TRF	Table, no	6	2	3	Tr, R	2				
	Amborada RS-27	310.00	RF	Table, no	7	4	2	Tr	1				
Autometal Corp., 311 Falls St., Niagara Falls, N. Y.	Aragain E	95.00	TRF	Table, no	6	2	2	Tr	2	10x12x21	21	5	A & G
	Aragain B	120.00	TRF	Table, no	5	2	2	Tr	3	10x11x32	25	5	A & G
	Aragain C	150.00	TRF	Table, no	5	2	2	Tr	3	12x11x31	32	5	A & G
Baird Radio Mfg. Co., 152 Summer St., Boston, Mass.	Browning Drake	75.00	B* D	Table, no	4	1	2	Tr	2	8x22	20	Both	A & G
	Baird 4	85.00	TRF & Regn.	Table, no	4	1	2	Tr	1	8x19	20	Both	A & G
	Baird 8	150.00	S-H	Table, no	8	3	2	Tr	2	8x22	25	Both	Loop
Note—All models in console \$40 extra.													
Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.	2-T-5	50.00	TRF	Table, no	5	2	2	Tr	2	22x7x6	22	Both	A & G
	2-T-61	75.00	TRF	Table, no	6	3	3	Tr	2	26x8x13	35	Both	A & G
	2-T-61	150.00	TRF	Console, yes	6	3	3	Tr	2	48x14x34		Both	A & G
Buckwalter Radio Corp., 2632 Prairie Ave., Chicago, Ill.	Supertone 103	90.00	TRF	Table, no	6	3	3	Tr	2	31x11x10	31	5	A & G
	Supertone 203	150.00		Table, no	8	3	2	Tr	2	31x11x10	31	5	Loop
	Supertone 100	225.00	TRF	Console	6	3	3	Tr	2	16x36x40	90	5	A & G
	Supertone 166	325.00	TRF	Console	6	3	3	Tr	2	16x36x58	100	5	A & G
	Supertone 300	360.00		Console	8	3	2	Tr	2	16x36x43	90	5	Loop
	Supertone 366	425.00		Console	8	3	2	Tr	2	16x36x58	100	5	Loop
Crosley Radio Corp., Cincinnati, Ohio	Pup	9.75	Regen.	Table, no	1				1	7x6x5	3	Both	A & G
	4-29	29.00		Table, no	4	1	2	Tr	2	14x8x13	10	Both	A & G
	4-29	33.00		Portable	4	1	2	Tr	2	15x7x8	9	Both	A & G
	5-38	38.00		Table, no	5	2	2	Tr	3	19x8x9	8	Both	A & G
	5-50	50.00		Table, no	5	2	2	Tr	1	20x12x10	15	Both	A & G
	RFL-75	65.00		Table, no	5	2	2	Tr	3	26x10x12	20	5	A & G
	5-75	75.00		Console, yes	5	2	2	Tr	1	40x23x11	33	Both	A & G
	RFL-90	90.00		Console, yes	5	2	2	Tr	2	41x30x12	36	5	A & G
Eagle Radio Co., 16-19 Boyden Pl., Newark, N. J.	Eagle H	75.00	*	*	5	*	*	*	3	*	*	*	*
	Eagle F	150.00			5				3				
	Eagle K-3	175.00			5				3				
	Eagle, K-2	185.00			5				3				
	* Information sent incomplete.												
Electrical Research Labs., 2500 Cottage Grove Ave., Chicago, Ill.	Standard	89.50	RFL	Table, no	5	2	2	Tr	2	11x21x12	45	5	A & G
	DeLuxe	95.50	RFL	Table, no	5	2	2	Tr	2	11x21x12	50	5	A & G
	DeLuxe	129.50	RFL	Console, no	5	2	2	Tr	2	40x21x17	100	5	A & G
	DeLuxe	146.50	RFL	Table, no	6	3	2	Tr	1	40x21x17	125	5	A & G
	DeLuxe		RFL	Console	6	3	2	Tr	1				
Freed-Eisemann Radio Corp., Junius St. & Liberty Ave., Brooklyn, N. Y.	Model 10	60.00	TRF	Table	5	2	2	Tr	3	20x10x9	14	5	A & G
	Model 30	75.00	TRF	Table	6	2	2	Tr	2	19x10x10	21	5	A & G
	Model FE 15	75.00	TRF	Table	6	2	2	Tr	3	19x9x9	15	5	A & G
	Model 40	85.00	TRF	Table	6	2	2	Tr	1	19x10x10	21	5	A & G
	Model FE 18-3	90.00	TRF	Table	6	2	2	Tr	3	20x12x12	25	5	A & G
	Model NR 7	110.00	Neut.	Table	6	2	2	Tr	3	28x9x9	30	5	A & G
	Model 48	125.00	TRF	Table	6	2	2	Tr	1	32x12x12	47	5	A & G
	Model NR 45	160.00	Neut.	Table	6	2	2	Tr	3	32x12x12	60	5	A & G
	Model 50	175.00	TRF	Table	7	3	2	Tr	1	32x12x12	59	5	A & G
	Model 800	385.00	Neut.	Table	8	4	2	Tr	1	33x15x13	96	5	Both
Model 850	650.00	Neut.	Console	8	4	2	Tr	1	56x17x62		5	Both	
Holland Radio Corp., Peoria, Ill.	Revelation	80.00	TRF & Reg.	Table, no	4	1	3	Tr	2	10x26x13	50	Both	A & G
Radio Auto Distributors Washington, D. C.	Airtone Synauto	125.00	TRF & Reg.	Table, no	6	2	2	TR, I	3	26x9x11	17	5	A & G
Radio Rite Service Labs., 18-13th Ave., Newark, N. J.	RF-5	125.00	TRF	Table, no	5	2	2	Tr	2	12x15x15		Both	A & G
	RF-6	150.00	TRF	Table, no	6	3	2	Tr	2	12x15x15		Both	A & G
	RF-5C	175.00	TRF	Console	5	2	2	Tr	2	14x50x15		Both	A & G
	RF-6C	225.00	TRF	Console	6	3	2	Tr	2	14x50x15		Both	A & G
	RF-7C	275.00	TRF	Console	7	3	3	Tr, R	2	14x50x15		Both	A & G
Reichmann Co., Chicago, Ill. Note—This is in addition to the 2 models listed in July.	Thorola-58	125.00	TRF	Console, yes	5	2	2	Tr	2	38x33x13	64	5	A & G
Spielman Electric Co., 311 W. 59th St., N. Y.	Air Pilot	50.00	TRF	Table, no	5	2	2	Tr	3		18	Both	A & G
Stafford Radio Co., 29 Newberne St., Somerville, Mass.	Junior	2.00	Crystal	Table, no	0	0	0		1	2x4x1		None	A & G
	De Luxe	5.00	Crystal	Table, no	0	0	0		1	4x4x5		None	A & G
	Neuflex	6.50	Crystal	Table, no	1	0	0		2	5x7x1		Both	A & G
Sumter Radio Mfg. Co., Sumter, S. C.	Sumter-5	100.00	RF	Table, no	5	2	2	Tr	1	10x11x23	20	Both	A & G
	Sumter-6	110.00	RF	Table, no	6	3	2	Tr	1	10x11x25	21	Both	A & G

Radio Receivers (concluded)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operates on Antenna and Ground or Loop	
Sun Mfg. Co. Louisville, Ky.	2-A	\$60.00	RF	Table	5	2	2	Tr	3	9x9x23	20	5	A & G	
	26-B	97.50	RF	Table, yes	5	2	2	Tr	3	13x10x25	30	5	A & G	
	26-C	100.00	RF	Table, yes	5	2	2	Tr	1	13x10x25	30	5	A & G	
Sunbeam Radio Co. 706 Catralpa Ave. Lima, Ohio	Sunbeam REG-30	28.00	Special Single Ckt. TRF	Table, no	3	0	2	Tr	1	13x10x7	114	Both	A & G	
	Super Sunbeam CB-50	75.00	TRF	None	5 or 6	2	2 or 3	Tr & R	3	7x26x $\frac{1}{2}$	17	5	A & G	
Teery Electric & Mfg. Co. Goreville, Ill.	Tem-Co-Dyne A-12	250.00	TRF	Console, yes	5	2	2	Tr	3	36 $\frac{1}{2}$ x16x40	100	Both	A & G	
	Tem-Co-Dyne	150.00	TRF	Table, no	5	2	2	Tr	3	27x7	30	Both	A & G	
T. & H. Radio Co. Anthony, Kan.	TH-76	175.00	RF	Table, no	7	3	3	I	2	36x8x12	41	5	A & G	
Tilman Radio Corp. Lagro, Ind.	Tilman	49.50	TRF	Table, yes	6	2	3	Tr	3	9 $\frac{1}{2}$ x8 $\frac{1}{2}$ x26 $\frac{1}{2}$	20	5	A & G	
	Tilman	90.00	TRF	Console, yes	6	2	3	Tr	3	37x30x16	20	5	A & G	
Trav-Ler Mfg. Corp. Chicago, Ill.	Trav-Ler-5	65.00	RF	Portable, yes	5	2	2	Tr	1	12x10 $\frac{1}{2}$ x9	24	3	Loop	
	Trav-Ler-6	160.00	RF	Portable, yes	6	3	2	Tr	1	12x18x $\frac{1}{2}$	55	3	Loop	
Twitchell Co., S. A. 1925 Western Ave. Minneapolis, Minn.	F-3	35.00	Regen.	Table	3	0	2	Tr	2	8 $\frac{1}{2}$ x9x20	13	5	A & G	
	F-3	40.00	Regen.	Table	4	0	3	Tr, R	2	8 $\frac{1}{2}$ x9x20	14	5	A & G	
	C-4	50.00	Regen.	Table	4	1	2	Tr	3	8 $\frac{1}{2}$ x9x20	16	5	A & G	
	C-5	65.00	Regen.	Table	5	2	2	Tr	3	8 $\frac{1}{2}$ x9x26	20	5	Both	
	C-5-C	90.00	Regen.	Console	5	2	2	Tr	3	16x30x48	85	5	Both	
	L-2	100.00	Super. H	Table	8		2	Tr	2	8x11x20	22	5	Both	
	L-2C	175.00	Super. H	Console	8		2	Tr	2	16x30x48	115	5	Both	
	C-5	110.00	Regen.	Table	Same as C-5									A & G
	C-5 C-P	135.00	Regen.	Console	Same as C-5 C									A & G
	L-2	165.00	Super. H	Table	Same as L-2									A & G
L-2 C-P	250.00	Super. H	Console	Same as L-2 C									A & G	
Tymeson Radio Co. So. Lancaster, Mass.	Mell-O-Tone	50.00	TRF	Table, no	5	2	3	R	3	6x8x24	20	5	A & G	
United Metal Stamping & Radio Co., 410 E. Pearl St. Cincinnati, O.	Aristocrat	60.00	TRF	Table, no	5	2	2	Tr	2	21x9 $\frac{1}{2}$ x10	18	5	Both	
	E-Z-Toon, Jr.	80.00	TRF	Table, no	5	2	2	Tr	1	22x10x13 $\frac{1}{2}$	21	5	Both	
	E-Z-Toon, Sr.	95.00	TRF	Table, no	5	2	2	Tr	1	28x11 $\frac{1}{2}$ x11	25	5	Both	
	E-Z-Toon Master	125.00	TRF	Table, no	6	3	2	Tr	2	21x11x13 $\frac{1}{2}$	25	5	Both	
United Radio Mfg. Co. 191 Greenwich St., N. Y.	Urmco	100.00	TRF	Table, no	6	2	3		3	9x27	14	5	A & G	
Volotone Mfg. Co. Minerva, Ohio	Volotone-11	50.00	TRF	Table, no	4	1	2	Tr	2	8x20x11	12	3	A & G	
	Volotone-10	75.00	TRF	Table, no	5	2	2	Tr	1	8x20x11	18	5	A & G	
	Volotone-8	140.00	TRF	Table, no	6	2	3	Tr	1	9x26x11	25	5	A & G	
Waterbury Button Co. Waterbury, Conn.	Oracle-5		TRF	Table, no	5	2	2	Tr	3	9 $\frac{1}{2}$ x9 $\frac{1}{2}$ x20	15	5	A & G	
Valley Electric Co. St. Louis, Mo.	Valleytone-52	90.00	TRF	Table, no	5	2	2		2	28x10x9		5	A & G	
	Valleytone-5	90.00	TRF	Table, no	5	2	2		3	28x10x9		5	A & G	
Waugh Electric Mfg. Co. Trenton, N. J.	Echo	90.00	TRF	Table, no	5	2	2	Tr	3	10x12x21	18	5	A & G	
Wright-De Coster St. Paul, Minn.		175.00	TRF	Table, no	6	3	2	Tr	2	8x24x10	15 $\frac{1}{2}$	3	A & G	

Note—Transformer = Tr. Resistor = R Impedance = I.

Radio and Phonograph Combinations



Brunswick

The illustrated Panatropo-Radiola—model PR-48-C—is made by the Brunswick-Balke-Collender Company, Chicago, Ill. This instrument combines an eight-tube Radiola Superhetrodyne with the Brunswick Panatropo. Lateral cut records are played. The cabinet is a high-boy of period design, the overall dimensions of which are 51 in. x 34 in. x 22 in. The total weight is 221 pounds, and intended retail price, \$1,000.

Sonora

The Sonora Phonograph Company, New York City, makes the "Hamden" model. This contains a five-tube, tuned radio frequency receiver, combined with a Sonora phonograph. Lateral cut records are played. The cabinet is of the highboy style and has an intended retail price of \$325.

Another model made is the "Plymouth," also containing a five-tube tuned radio frequency set, whose intended retail price is \$275.

Victor

The "Alhambra I," is made by the Victor Talking Machine Co., Camden, N. J. This combines a five-tube, tuned radio frequency receiving set with an Orthophonic Victrola. Records of the lateral type may be played. The cabinet is of Spanish style with overall dimensions of 33 $\frac{1}{2}$ in. x 35 $\frac{1}{2}$ in. x 23 $\frac{1}{2}$ in. The intended retail price is \$325. Other models containing Radiola receiving sets are "Alhambra II," intended retail price \$425, "Florenza," intended retail price \$550, "Borgia I," intended retail price \$675, "Hyperion," intended retail price \$900, and "Borgia II," intended retail price \$1,000.



Wasmuth-Goodrich

The Wasmuth-Goodrich Company, Peru, Indiana, is making the illustrated "Verdi" model Emerson Phonograph Euphonic Instrument. This has a neutrodyne circuit combined with an Emerson phonograph. All styles of records may be played, and the overall dimensions of the cabinet, which is of the Italian period design, are 37 $\frac{1}{2}$ in. x 38 in. x 22 $\frac{1}{2}$ in. The total weight is 200 pounds, and intended retail price, \$100.



Window Broadcasting

Draws the Crowds

Davidson Brothers' department store, Sioux City, Iowa, celebrated fourth anniversary of its station WEAU by inviting entire city to participate in programs — 3,000 persons broadcast from store window studio

Crowds such as this surged about the studio window of Davidson Brothers' department store from Monday noon until Sunday night during the broadcasting of "Community Week" programs. Practically every resident of Sioux City, Iowa, participated or "listened-in" during that period.

THE demand for radio apparatus is directly proportionate to the amount and intensity of local interest in radio programs." Two months ago, Davidson Brothers Company, one of Sioux City's large department stores, took this principle as its guiding motive and staged a "community week of broadcasting" in which over 3,000 persons participated.

So closely did this happy idea tie in with the life of this community of 75,000 souls that it did far more than merely popularize station WEAU and Davidson Brothers' establishment which it represents. This "fourth anniversary week" of "local talent over the 'mike'" caused the entire city to talk about radio with

the result that, although this stunt was "pulled" in April, the business of every radio dealer in town felt the energizing impulse of this awakened popular interest in radio reception.

"Davidson Brothers' 'stunt' prolonged the season a month," said one dealer.

"My sales increased 250 per cent over normal," said another.

"My idea was to create radio programs which would be near to the heart interests of every man, woman and child in Sioux City," declared T. E. Corkhill, head of Davidson's radio department, manager of station WEAU, and the originator of this plan, to the western editor of *Radio Retailing*. "I did this by inviting, through my radio program

committee, every responsible organization in this city to contribute something to the program."

Here is how the week was divided:

Monday—Chamber of commerce, live stock and grain exchange day.

Tuesday—Civic, farm bureau and city organizations' day.

Wednesday—Woman's clubs' day.

Thursday—School and college day.

Friday—Luncheon and fraternal clubs' day.

Saturday—Store, industry and voice trials' day.

Sunday—Church choirs' day.

"You can well imagine the widespread interest each of these events aroused," Mr. Corkhill stated. "Remember," he explained, "that each of the 3,037 persons who were given an opportunity, for the first time in their lives to 'go on the air,' directly and indirectly must have represented almost everyone living in Sioux City. Take the 1,000 school kids, for example. Can't you picture the fond Mrs. Murphys and Mrs. Blacks trying to pick their youngsters' voices out of the childish refrains?"

Promoting the "Week"

Four things gave this "week of local radio" the widest possible publicity. They were: 1. Announcement of prizes for the best letters from listeners; 2. Announcing the plan well in advance over WEAU; 3. A special newspaper supplement; 4. Holding programs in store window.

Practical prizes were hung up by the store, and by the chamber of commerce as well, for the best letters of appreciation.

Of course the programs and the prizes were announced for many days prior to the occasion over WEAU, then the entire plan was

Sell Battery Eliminators Through Store Demonstrations

Dealers find power supply equipment can be sold by adopting the same methods that are used in selling sets

Almost every sizable town has a broadcasting station where a week's community program could be conducted under the auspices of the local radio dealers. The idea is to make it possible for hundreds to go "on the air" and thus popularize radio in a new sense.

Here is a practical plan along these lines, originated by a department store, that any live organization of dealers can "put over." If staged in the early fall it would surely have a marked effect in stimulating an active and widespread buying movement.

published in a special twelve-page newspaper supplement issued by the *Sioux City Sunday Journal*, clippings from which are reproduced on this page. The response was immediate. Requests for a chance to go on the air poured in.

Last, but not least, studio WEAU was transferred for the week from the sixth floor to the spacious street level corner window of Davidson Brothers' store, so that all might see it in operation.

An adjoining window was equipped with telephones and telegraph instruments and served as headquarters for the receipt of incoming messages of congratulations. Over 3,400 letters and telegrams were received by this business house during the week ending April 10.

"One of the most effective, inexpensive and resultful pieces of general publicity the company ever ran," was the verdict of Max Davidson.

"It sold the idea of radio to people who had heretofore taken no interest in it," remarked three local dealers who were interviewed.

It has been found profitable to equip retail radio stores with apparatus for the convenient and effective demonstration of sets and loud-speakers. Special booths, demonstration rooms and other apparatus have been installed and in most cases the increased sales have more than repaid the dealer for such installations.

The battery eliminator is rapidly becoming an important factor in the sales of the retailer, yet few dealers are equipped to demonstrate apparatus of this kind. Demonstration which has proven so effective in the sale of sets and speakers appears even more necessary in the sale of battery eliminators. This is undoubtedly due to the "newness" of these products and because of the many inefficient instruments which have appeared on the market from time to time which furnished the necessary potential, but with it an objectionable hum.

A large New York City dealer has installed equipment which makes

demonstration of all types of eliminators possible. In the business section of the city, as in many sections, notably in the vicinity of Boston, Mass., direct current only is available. On the other hand, in the residential sections, alternating current is rapidly replacing it. Therefore, an a.c. generator has been installed in the shop which is run by a small motor obtaining its power from the d.c. line.

This generator ordinarily furnishes standard 110-volt, 60-cycle a.c., but by slowing down the motor by the insertion of a rheostat in its supply line, 40-cycle a.c. is also available. In many rural districts, a.c. of this frequency is commonly used, therefore the addition of this apparatus makes it possible for the store to demonstrate eliminators of all types regardless of the current used by the shopping rural customer.

According to the store manager, this installation, which cost approximately \$350, has more than paid for itself in the increased sale of eliminators and battery chargers to out of town customers who would not buy without a demonstration.

Radio Corp. Buys WEAU

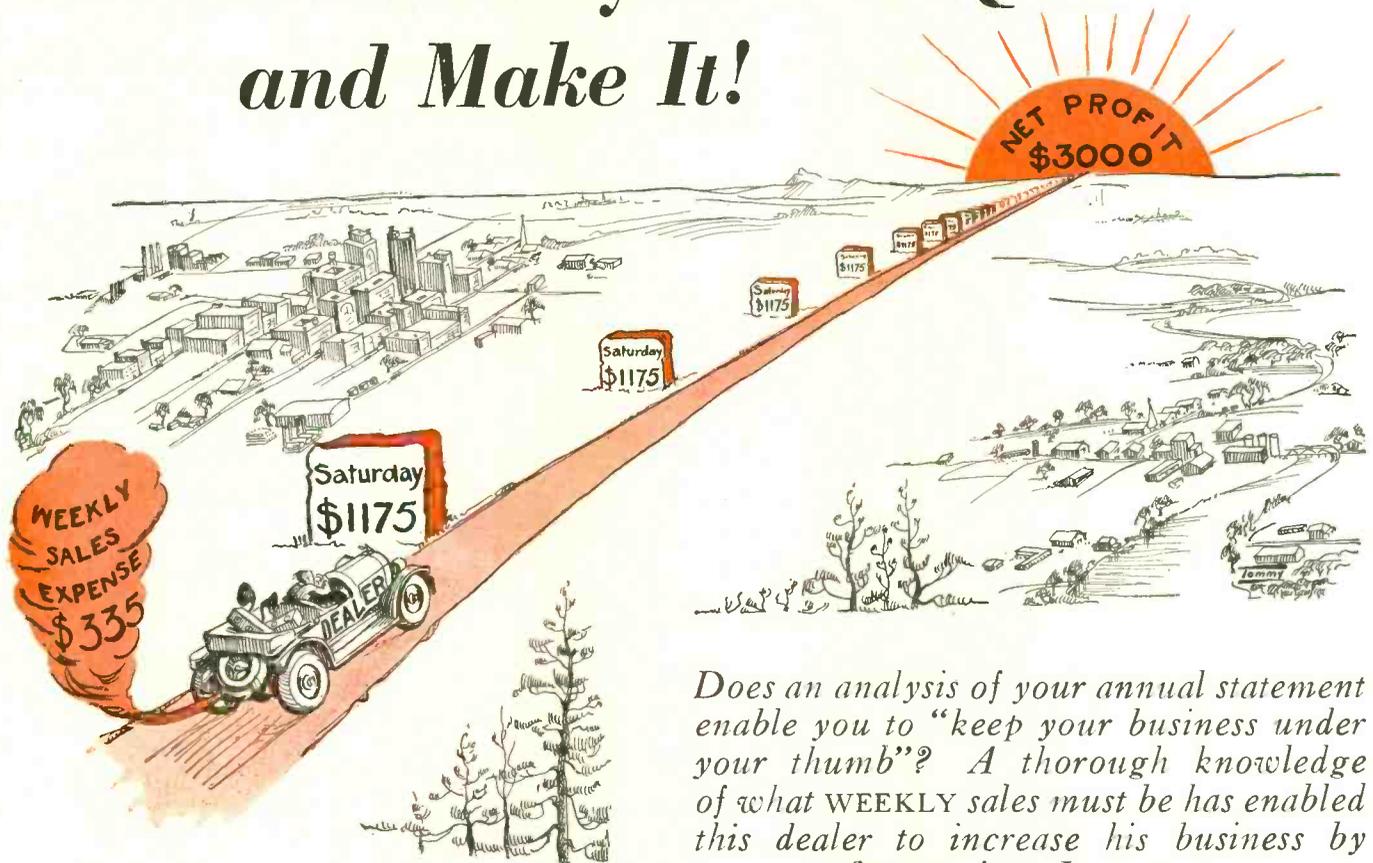
Station WEAU, New York City, of the American Telephone and Telegraph Company, has been purchased by the Radio Corporation of America, according to a recent announcement. For the time being, WEAU will be continued unchanged. Transfer of authority will not take place until the first of the year.



These reading notices, taken from the special supplement of the "Sioux City Sunday Journal" indicate the scope of the program covered by the "Week of Community Radio." Entire organizations went before the microphone. Each school

was allotted eight minutes. Sunday, the choirs from nine churches entered the spacious show window of Davidson Brothers' department store, Sioux City, Iowa, and broadcast religious music. The papers gave much space to the news end.

Set a Weekly Sales Quota— and Make It!



Does an analysis of your annual statement enable you to "keep your business under your thumb"? A thorough knowledge of what WEEKLY sales must be has enabled this dealer to increase his business by \$7,000 since January 1

By **WILLIAM McDONALD**
Assistant Editor, "Radio Retailing"

DO YOU know how much it costs you to run your radio business each week? Or what your weekly sales of merchandise must be in order to pay rent, light, delivery costs and other items of overhead that enter into the cost of running a retail store? If you do not, then—according to one New York City retailer who watches his business indicators closely—you are overlooking an opportunity of stimulating sales which has enabled him to increase his business by \$7,000 in the last seven months. Here's the idea—it may be worth \$1,000 a month to you.

Ordinarily the radio retailer has a pretty thorough knowledge of what his annual sales figure ought to be. He has been alternately coached, advised, and battered from pillar-to-post long enough to have acquired at least the rudiments of successful retail practice.

He knows that at the end of a given year he must have sold enough merchandise to cover his expenses

and to make a reasonable profit. But it is obvious that even a thorough knowledge of annual requirements does not permit the dealer to grasp his immediate situation; to "keep his business under his thumb."

Week after week passes with the merchant giving little thought to current sales or expenses—then an exceptionally good week comes along, several high-priced sets are sold and he gets the false impression that he is doing an astounding business. In reality, it is quite probable that fixed expenses during the slack periods have dissipated the profits of the exceptional week so that he has actually run at a loss.

This overlooking of weekly costs and sales reminds us of an old banking axiom which runs peculiarly parallel. "Watch the pennies and the dollars will take care of themselves." Paraphrased, it would read "Watch the week's profits and the year's net will take care of itself."

The remedy, according to the radio retailer already quoted, whom we will call Jones, is to figure out

what it costs you to operate per week, find out how many receivers, tubes, batteries and other accessories you must sell each week. In other words, set a sales quota—and make it! A definite sales objective set up in this way, as a guide post of what must be sold each week, has a tremendous psychological effect on the "boss" and on his sales force. With a weekly figure firmly fixed in mind, and an actual loss of money facing him if this figure is not exceeded—the dealer who sees profits thus slipping through his fingers will be goaded into activity.

A low quota on Thursday of the week, and prospects of falling below fixed expenses when the books close on the following Saturday, declares Dealer Jones, have the effect of a bombshell dropped in the midst of the sales force. There is a general hum and bustle in the shop, prospects who have appeared somewhat interested in a set or a battery eliminator are 'phoned, demonstration appointments are made, and every available force is brought to bear on closing sales "now."

The outstanding advantage of this weekly-quota method is that it enables the dealer to keep abreast of his business, to keep in close touch with his sales situation from day to day, and to bolster up the weak spots as they occur. Since this plan has been adopted the proprietor unconsciously finds himself eyeing the sales sheet anxiously and making an extra effort to relieve sales pressure the following week by selling *more* than his quota during the current week. It is a well-known fact that when a man can be made to think—and think hard—something happens. In the case of Dealer Jones, it certainly has happened. On the accompanying graphs, compare his gross sales since the first of January, 1926, with those of the previous year.

Irrespective of the so-called "summer slump," sales from March to July of this year exceeded those of 1925 by very nearly \$7,000. No "trick" sales methods, no bargain prices of "specials" did this—just a conscientious effort to cover expenses from week to week, with a thorough knowledge of what those expenses were.

We hope that this rather brief outline of the idea has been sufficiently interesting to warrant the purchase of a few lead pencils, a scratch pad and the investment of an hour or so of the reader's spare time in an analysis of his annual profit-and-loss statement.

It should appeal to the hard-headed business man as a practical method of stimulating sales—and the merit of the idea is that it entails *no* expense, and calls for no radical departure from any present system. Its sound advantages are self-evident.

In order to ascertain what the weekly sales figure should be, it is first necessary to determine the overhead expenses of the dealer's business. Dealer Jones listed the various items of fixed overhead under the caption, Expenses, as shown in the accompanying Profit-and-Loss statement. The annual total of these items was then placed opposite the proper headings. Care should be taken, when listing these total costs, that each total is the annual figure.

The only item which may be difficult to fix, if the dealer refers to his last income tax report, is Depreciation. Depreciation is found by estimating roughly the life of a piece of equipment, for instance an auto-truck, and by setting aside enough each year to provide for the pur-

chase of a new one at the end of this period. For example—A car that costs \$1,000 cannot possibly be driven more than five years if used for daily deliveries, so one-fifth of the original cost, or \$200 must therefore be charged and set aside each year so that a replacement fund may be accumulated to buy a new car at the end of the five-year period.

The next step is to sum up these items of expense—giving in the case of Mr. Jones's figures, an overhead of \$17,450 a year. Divide your annual overhead by gross sales and the result is the actual percentage of overhead, in terms of your sales for the year. Dividing this annual figure by 52 will give you the *weekly* cost of maintaining your store and doing business. In this particular case, \$335 was the total overhead per week.

Week's Sales Must Cover Costs and Profit

Without taking into consideration the profit desired by the dealer, it is seen, then, that the weekly sale of merchandise must include this overhead figure, or the goods must bear a mark-up sufficient to give a gross margin of at least 30 per cent on the retail sales price in order merely to cover expenses. Moreover, it is reasonable to expect that the dealer will earn at least a 5 per cent net profit, so that at least 35 per cent of the retail sales price of each article must therefore be set aside for operating expense and profit.

In this case the known overhead

(\$17,450) being 30 per cent of the retail sales price, the total selling price without a profit would be \$58,030. But assuming that a 5 per cent net profit over and above cost of merchandise and expenses should reasonably accrue, this would increase the selling price by 5 per cent. That is, taking \$58,030 as 95 per cent, the full selling price required would be 100/95 times \$58,030, or \$61,084, to pay expenses and return a 5 per cent profit.

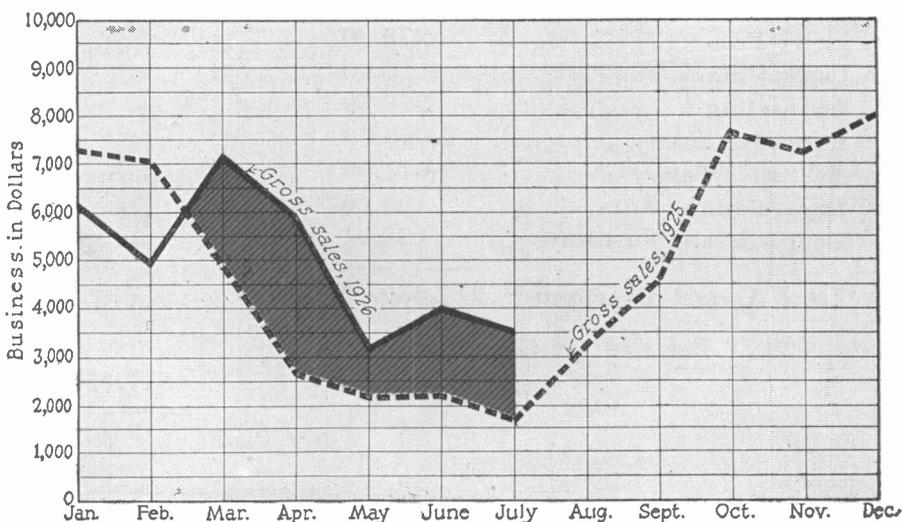
Dividing this yearly sales quota of \$61,084 by 52, gives an average weekly sales quota of \$1,175.

This weekly sales quota of \$1,175 includes a 30 per cent allowance to cover fixed expenses and a 5 per cent allowance for net profit. Each week, therefore, merchandise costing approximately \$783 would have to be sold at \$1,175—(a 35 per cent profit on *retail sales price*)—in order to cover expenses and make a profit.

If annual cost figures are not available (though the majority of dealers may easily obtain such facts from their own 1925 income-tax reports), the retailer may assume (to get started), that his overhead is approximately 30 per cent of his retail sales figure for the year. It is common practice among retail merchants to allow 35 per cent margin on the retail sales price, or a *mark-up of 54 per cent on cost price*, in order to cover overhead and net profit.

An examination of Jones' balance sheet, and the foregoing discussion

How Jones' Sales Increased, As the Result of His Quota Plan



With six months more to go, this dealer's gross sales figure shows an increase of approximately \$6,700 over the same period in 1925. The dreaded warm weather slump is still evident in this graph, but it is greatly reduced.

of mark-up naturally lead to the question of "How much does the dealer make on what he sells?" Very often the accountant who is called in by the retailer is proudly shown the store's daily or weekly sales record by a man who is inclined to be highly optimistic because he has made a much better showing than during this same period the preceding year.

Though an increase in gross sales should be the aim of every retailer, it is of primary importance to find

out what *the profits actually amount to*; that is, *what has the dealer left "net" after all expenses are paid?*

In many instances the retailer who, from surface indications, is finding business highly profitable; who is doing a good volume of business each year and running his store at a quite reasonable figure, winds up at the end of the year with an insignificant net profit. When he finally takes the trouble to analyze his statement he finds that he has made the rather common mistake of

computing his gross margin on the cost, instead of on the selling price.

Jones' statement for 1925 will prove conclusively to any retailer who insists upon establishing the sales price of his merchandise by treating the margin as a percentage of *cost*, that regardless of sales volume, or of the care taken to keep overhead expenses at a minimum, a business cannot be run on this basis, and have any profit left.

Margin of Profit, Should Be Figured on Retail Prices

Before the first of the year, Jones' practice was to mark-up his parts and accessories 33½ per cent *on the cost!* His average gross margin on all merchandise sold during the entire year, including the predetermined margin on sets bearing a fixed list, was 30 per cent, figured on the retail sales basis. Figured on *cost*, his mark-up should have been actually 42.8 per cent to give 30 per cent on sales—a difference of 13 per cent! With a fixed overhead of 29.7 per cent of retail sales, how could then, his annual statement show any reasonable profit?

By marking up his merchandise only 30 per cent on cost, he failed to provide for net profit, and the result was that his annual statement shows a net profit for the year of only \$395!

Each item of overhead is entirely within reason for the volume of business done, yet his profits for the year, allowing him only five per cent net on sales should have been approximately \$3,000.

Erects Permanent Aerials at Tourist Camp

The Radio Supply House, Moline, Ill., is getting business this summer through a unique advertisement at the local auto tourist camp. It has erected five permanent aerials at the camp for the use of the motorists. These aerials are strung between trees and a large sign extends the invitation to every camper to "hook in" with his set. Here's the way the sign reads:

These Aerials Erected by the
Radio Supply House
500 Sixteenth Street, Moline
Help Yourself—Call on Us for Your
Radio Supplies

The firm reports the sale of five sets and over \$170 worth of accessories and supplies to tourists in the few weeks the aerials have been up.

"Jones'" Profit and Loss Statement

December 30, 1925.

Total Sales\$58,622.99
Cost of Merchandise.. 40,780.79

17,842.20

Bank Interest..... 3.46

Gross Profit\$17,845.66

\$17,845.66

Expenses:

Rent\$ 3,494.90
Employees' Salaries 3,106.32
Advertising 2,311.99
Light and Power..... 1,131.71
Commissions 116.87
Auto Expenses 726.64
Telephone 177.64
Insurance 328.28
Interest on Loans..... 93.67
Store and Office Expense.. 490.63
Express and Parcels Post.. 70.93
General Expense 72.20
Legal Fees 278.00
Capital Stock Tax 3.00
Accounting 578.50
Executive Salary 2,060.00
Executive Salary 2,071.00
Depreciation, Auto 180.68
Depreciation, Furniture .. 158.01

Total Annual Overhead ..\$17,450.97

(29.77 Per Cent of Gross Sales)

\$17,450.97

Net Profit 394.69

How Jones' business stood at the end of the year 1925. By establishing a weekly sales quota he has been able to increase his gross sales \$7,000 since the first of this year, as shown on the graph on the preceding page. His statement at the end of this year is in a fair way to show a net profit of \$3,000 as against \$394.69 last year.

"In Heaven Above and in the Earth Below"

Wedding March Via Radio

At the wedding of Leon C. Grey of A. H. Grebe & Company, shown below, the wedding march was played via radio from WAHG.



No Static Here

Even in the depths of the earth, radio is at home. The picture above shows a set working perfectly in the Cave of the Winds, Manitou, Col., 2,000 feet underground.

Making It Easier for the Chorus

(Below) This combination Panatrop and audio amplifier is being used in Ziegfeld's latest New York revue to amplify the "feeble" notes of the various choruses.



Radio Aids Mail Planes

The Chicago - Minneapolis U. S. Air Mail planes (left) avoid storms by means of radio receivers with which the aviators are able to pick up weather reports broadcast by WCCO, St. Paul.



Bear "Falls" for Radio Music

Bears, too, like radio. At right, a Yosemite Park bruin is contentedly listening. The tuner-in seems all set for a quick get away.



Selling to the Farmer

The radio dealers of Central Canada find a mail order business one solution to problem of reaching the rural consumer

by Mail

THE farmer is an ideal prospect for radio equipment. He lacks other entertainment of an evening and is thrown on the resources of his own home, among which his radio instrument bulks very large. The more isolated his situation, the more this need becomes apparent.

The difficulty is—how shall he be reached? In closely settled districts where the farms are located near some settlement of considerable size, this answer is found in the personal contact of the local dealer with the surrounding district. In some sections of the West, radio dealers have built up a trade which covers a radius of forty miles about their headquarters.

Merchandising sets and rendering service at a distance of forty miles is however, an expensive item when contact is maintained personally—and inevitably much of this communication has come to be done through the medium of the mails. Thus almost every radio dealer who handles rural trade in some sense maintains a mail order business.

In Central Canada, this contact by letter has grown into a full-fledged business.

Such an establishment as Budden, Beard & Co., Ltd., of Calgary, Alberta, for instance, issues a yearly mail order catalog and price list and maintains an active trade with all parts of Western Canada. This firm is a retail electrical store, handling a diversified stock of appliances and wiring material, as well as radio. Some time back, they recognized the possibilities of the rural field and as an experiment issued the first cata-

logue. At the same time, advertisements were run in the rural papers reaching Western Canada. The response was immediate. That first year, \$4,000 was spent in advertising, and the business which resulted amounted to \$25,000.

It was interesting to find that the demand was largely for parts. Where sets were bought, the larger sets were in demand, long distance reception being a factor of importance, particularly where broadcasting stations are hundreds of miles distant.

The problems of servicing were not great, and were carried on very satisfactorily by letter.

An Entirely Cash Business

This business Budden and Beard carried on entirely on a cash basis, checks or money orders accompanying the original order, thus eliminating grief. By selecting for the distribution of catalogs the districts in which crops for the preceding year had been good,—a comparatively high return was received.

It is possible, however, to extend the time payment business to this rural field, as such a concern as the Winnipeg Piano Company can testify. This company is an old established firm in Winnipeg which has for years carried on a business in musical instruments. Recently radio has been added to this list. Winnipeg is the distributing center for a tremendous grain growing district in Central Canada and it is natural to look to the country consumer as part of the anticipated clientele. A radio catalog was issued and advertisements placed in rural papers. It was a reasonable thing to allow time

for payment to customers who were already on the company's books through the purchase of musical instruments. In these cases investigation had already been made and credit established.

When new customers applied for the purchase of radio on an installment basis, this was also granted whenever it was found that the man enjoyed good credit in his local district. He was always required to give two references—usually his bank and also a business reference. Occasionally the station master, often a former customer residing in his neighborhood, was glad to give confidential information as to his financial standing. With these precautions, it has been found that very little risk is run. Payments have been regular and in practically no case has the company lost through any such transaction.

Perhaps on account of the time payment feature, the business of this company has been largely with complete sets.

These instances of rural business developed by the retail radio shop in the city by no means stand alone—in fact it is the rule rather than the exception in this district for the retail dealer to carry on a mail order business of greater or less dimensions. As elsewhere, the customer appreciates the personal attention and technical service of small concerns—and in spite of large scale mail order competition, it has been fairly established that the enterprising smaller dealer who has a good commodity to sell and who renders an intelligent service can build up clientele in the rural districts.

"Eternal Vigilance"

—the price of success

This dealer decided to get out among his customers and find out why each one wasn't an enthusiast. Fifty per cent, he discovered, were not satisfied. Is everyone of your customers a 100-per cent booster?

"I HAD reason to believe that all was not well with many of our customers—they were too darn non-committal when I talked with them in the store," declared Bob Coblentz to one of the editors of *Radio Retailing* recently. Bob Coblentz is manager of the radio department of the J. W. Jenkins Sons Music Company, one of the oldest music houses in Missouri.

"I decided the only way to find out firsthand about conditions—why some of our customers seemed to hedge a little about boosting their sets—was to drop right in on the family circle some evening and learn just what the trouble was."

Here is what Coblentz found as a result of 75 calls in 60 evenings. First—over 50 per cent of the owners were not entirely satisfied with their buy but had made up their minds to take their medicine and shut up about it. In other words, here was a source of harmful influence to the radio game in general and to the great house of Jenkins. And one which no one in the radio department even suspected until Coblentz unearthed it.

Second—10 per cent of the disgruntled ones expected too much, 20 per cent did not know how to get the most out of their sets and three sets were improperly connected. He found that nine out of ten of the

difficulties were due to microphonic tubes.

"I would just tap the first audio stage or the detector tube," he said, "and in ninety per cent of the instances one or the other would ring so loud you could hear it all over the room. Loose elements is the cause in a case like this. I always took an extra tube along. You should see the pleased expression when I cleared up the trouble."

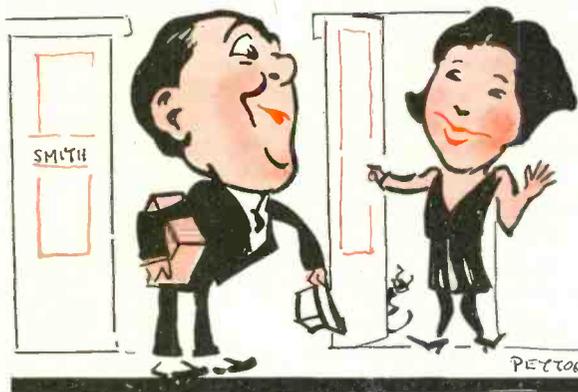
Coblentz added that he picked users' names from the files at random and that he simply phoned the owner a few minutes before starting out each evening, to make certain he would be home. "I did not ask him over the phone how his set was working or tell him who I was. In this way I obtained

a true cross-section of the situation."

Coblentz said that in practically every instance, he left the customer thoroughly satisfied and obtained from him the names of possible prospects.

The experience of Coblentz is given because it indicates the necessity of keeping in close personal touch with every user. Jenkins sells high priced, high class sets. There is no reason to believe, therefore, that conditions in Kansas City are any worse than in any other town.

Verily, "eternal vigilance" is the price of success in the radio business.



Taking Service out of the Problem Class



Niagara Falls dealer inaugurates a free weekly inspection policy and MAKES IT PAY—How customers are kept fully satisfied with their receivers

THE idea of service, as seen by a great many radio merchandisers, is to have a man pottering around from one trouble call to another with a kit-bag, at all hours of the night.

But, based on the old adage that an ounce of prevention is worth a pound of cure—P. J. Murphy, radio dealer of Niagara Falls, N. Y., has made this conventional idea of service seem very cheap and unprofitable.

Mr. Murphy started in the radio business like many others—without giving a great deal of thought to it. He already had a modest but progressive automobile battery station. And it is significant that at present, through his original methods of servicing radio sets, his radio business has far outgrown his automobile battery business.

Like other beginners' businesses, Mr. Murphy's was made more or less unpleasant by calls at various hours of the day and night concerning troublesome sets. This looked like bad business from the first, but there seemed no way to sidestep it. Murphy had built up his battery business on service and he must and would give service on his radio sets.

For about two months he struggled along with this situation. As more sets were put out, the number of calls naturally increased, even though the sets were as nearly

trouble which developed was battery trouble of one sort or another occurring during the evening when the set was in use. Thus it became plain that the only way to cut out the night calls, and at the same time please the public, was to test each set sold at regular intervals.

Having reached that conclusion, Mr. Murphy decided to go all the way in his service proposition and test each set sold once each week for the first year—Free!

Now, at that word "free," the majority of readers will probably rise right upon their hind legs and howl with disapproval. But, just a minute—Murphy made it pay. It would have been against all of his business instincts, for he is Scotland born, to give a free service unless it would prove like the well-known bread cast upon the waters.

One Man Tests Sets

Here is what he did—he assigned one man to make radio set tests. It took one day a week at first and then two and so on, as the number of sets out increased. He had a small Ford truck fitted up to carry spare batteries and other radio equipment. This truck was kept for radio purpose exclusively and the radio service man was made responsible for it.

Mr. Murphy had a bound inspection book printed, with different

troubleproof as they sets exclusively. Finally, he evolved a system that solved the problem completely and made him a highly popular radio man.

colored sheets in triplicate. A blank is made out at the home of the radio owner as each inspection is made. One blank is left with the owner and signed by the inspector. Another is filed in a card file in the office under the name of the set owner and the third is left in the book for the reference of the inspector. Each report indicates the condition of the batteries, tubes, connections, and the other factors which have to do with the efficient operation of the set.

Murphy made it a point to have the inspections made on the same day each week and the route was laid out so that it was followed in the same way each trip so that the owner gradually came to know practically the hour at which the inspector would arrive. In fact, this became so well recognized by the owners that they would often call up ahead of time if they were not to be at home at the usual inspection time and notify the inspector, in which case he would make the call later.

All of this caused, of course, considerable work for which there seemed to be no return.

But it did have certain definite and immediate results.

It eliminated the night trouble calls almost entirely, so that now a night trouble call is a rarity. At quitting time each day the radio man is done and Murphy also can go home with his mind free and the knowledge that there is "nothing to do until tomorrow."

The result of this trouble prevention has been that Murphy has hardly been able to keep up with the expansion of his business. He has done little or no newspaper advertising, so it may be said that practically the entire expansion of his business is due to the word-of-

mouth advertising of satisfied customers. There have been cases where one set—one satisfied customer—has been the direct cause of selling as many as six other sets.

Aside from the progressing increase of business as a result of this policy, the free inspection is not the dead loss it seems. In the first place, any owner who gets free service during an entire year and is satisfied with the performance of his set, is not going to buy new tubes or other accessories or parts from any other dealer. He is always going to do his radio buying, whatever it may be, of Mr. Murphy.

Then at the end of the year, that is, when the set has been under free service a year, that service stops unless the owner wishes to pay for it. Mr. Murphy offers to continue the service after the first year, just the same as before, for \$5 a month. As it has worked out thus far, nearly seventy per cent of the owners have accepted the proposition and have the service continued on the payment basis.

In this last particular the service system has become a paying proposition. This is especially true because of the renewal of tubes and the purchase of parts and accessories which occur after the first year.

Soldering Aerial Connection from the Housetop

Practically everyone agrees that the lead-in wire should, in all cases, be soldered to the aerial in order to insure consistent operation over a long period of use. However, it is not convenient in many cases to solder this connection. The result is you will probably find not more than one out of every five aerials soldered at this point. A high wind such as is encountered on the house top, as a rule, makes soldering with an iron impractical, especially if the iron has to be heated inside the house and then carried up to the roof. In some cases, the joint may be made on the ground and then the whole wire pulled into place. This, while giving an opportunity for soldering is often times impractical due to the fact that the joint cannot be spotted before the whole aerial is up.

Use Solid Alcohol

A simple and practical method of soldering a joint whether there is a wind or not is as follows: Clean the joint well by scraping the wires thoroughly. Then heat it by means

of a small tin of what is known as "canned heat." Use either rosen core or acid core solder and run it well into the joint when it has become thoroughly heated. The use of this kind of heat gives a good clean job which may be done in almost any place and no trouble will be experienced unless there is a cyclone at the time. If acid core solder is used be sure and clean the joint thoroughly after the job is finished.

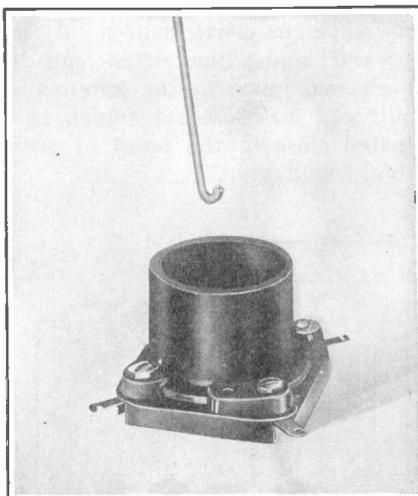
Minnesota Jobber Takes Service School to Dealers

"If the mountain won't come to Mohammed, then Mohammed will go to the mountain."—Ancient Proverb.

"The majority of our dealers need further instruction concerning the installation and servicing of sets but can't seem to find the time or money to come to us for this information so this fall we are going to go to them," states E. B. Gordon, head of the radio wholesale department of the Southern Minnesota Motor Supply Company, Mankato, Minn.

The plan is to have the service expert of this automotive and radio jobbing house spend a day with each of at least 40 of the firm's leading dealers. This expert will carry all necessary charts, diagrams and mimeograph sheets of specific instructions. He will also be provided with a quantity of special "quick action" testing instruments. The contact end of this device consists of a plug made from a tube base.

Tightening Contact Springs



Either a wire bent in the manner shown in the illustration or a buttonhook covered with spaghetti is a very handy tool for putting more tension on socket springs, by pulling them up.

For the Service Man

Radio Retailing invites its readers to send in servicing kinks and ideas.

A short description of from 100 to 200 words will suffice. If a sketch will help make the idea clearer, make a rough pencil drawing or send a kodak snapshot.

If acceptable for publication, it will be printed, accredited to you and a crisp new two-dollar bill will be sent you.

By inserting this "base-plug" in the tube socket the exact condition of each circuit may at once be determined. By inserting the tube in a special socket provided on the tester block the tube may be checked up. The condition of the batteries is also indicated by the meters on the block.

The Southern Minnesota Motor Supply Company has assembled a number of these special "testers" at a cost of \$14.60 each. It is proposed to lease this company instrument to any dealer who is sufficiently interested at a yearly charge of approximately \$7.

Points to Be Stressed

The "course" as laid out emphasizes particularly these three important essentials:

- One—That all sets and batteries be *tested* before they leave the store.
- Two—That the installation be a 100 per cent thorough job.
- Three—That the dealer *learn* how to apply the common sense tests for locating trouble.

The services of this traveling expert will be free to all dealers he calls on. His trips will undoubtedly do much, not only to cut down the amount of servicing which the jobber must now perform, but to bind the dealers, who take this day's instruction, to this distributor in closer bonds of friendship and of mutual dependence.

Cleans Storage Battery

In the vicinity of Stockton, Ill., most of the radio storage batteries are kept in the basement. R. L. Hanson tells us that when making

service calls he finds the majority of these batteries covered with dirt, dust and acid vapor. Therefore, the very first thing he does is to clean the battery.

Instead of carrying around material for this purpose, Hanson borrows from the housewife some ordinary baking soda which he dissolves in water. Then he takes the battery over to the basement drain and thoroughly washes it with this solution, which immediately neutralizes the acid. The battery is then rinsed with clean water and allowed to dry.

"This," says Hanson, "cleans the battery connections and terminals so they can be easily sandpapered and firm connections made. The dirt and acid vapor I find responsible for much weak reception and so-called static where the battery has been in use for a long time."

Temporary Transformer Repair

Once in a while the service man gets out on a job and finds that the primary of one of the audio transformers is burned out. Perhaps none of that type are available and it may take weeks to get one from the factory.

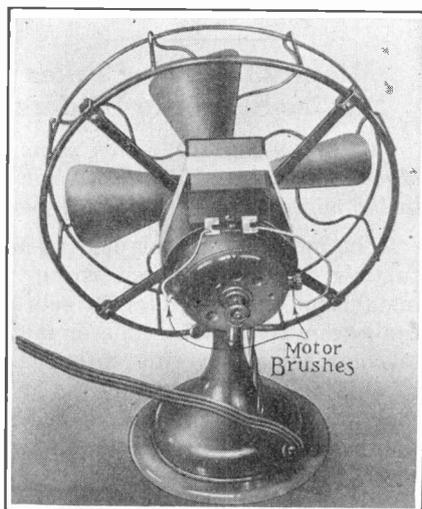
By the use of a very simple expedient, as shown in the accompanying illustration, the customer may have the use of his receiver, with only a slight decrease in volume.

The secondary of the transformer, which is still in good condition, is used as a choke coil, the grid post being connected to the plate of the tube in place of the regular plate connection and the filament connection to the B battery. In other words the transformer connections are reversed. The primary posts on the transformer are left open. A small bypass condenser of .005 to .01 mfd. is connected directly between the plate and grid of the two tubes,

and a grid leak is connected from the grid of the last tube to the negative filament.

The set will now operate with one stage of the choke coil type and one transformer coupled stage. The only noticeable effect is a slight decrease in volume and possibly a little better quality.

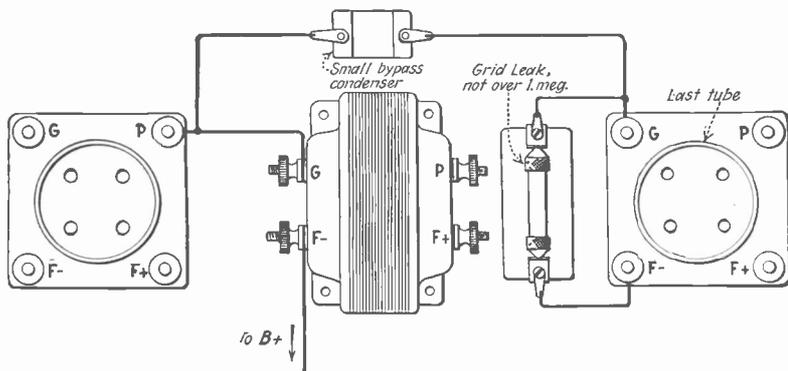
Eliminate Fan Interference



Interference caused by electric fans can be eliminated by shunting a 2 mfd. condenser across the brushes as shown above.

Poor Ground Causes Squeals

Many of the "inherently neutralized" and "internally balanced" tuned-radio-frequency receivers now on the market, when installed, prove absolute fallacies. However, in many instances, the canary-like notes and whistles which prove so annoying when tuning are due not to the construction of the receiver itself, but to some external cause. A poor ground connection often causes a high resistance in the antenna circuit and makes a set, which is adjusted close to the point of oscillation, "spill over."



A blown-out primary may be temporarily repaired by use of a small condenser and grid-leak, as shown above.

Change Coils and Condensers To Get Low Wavelengths

There are a great many of the older type Federal sets, numbers 59 and 61, in use today and every once in a while a dealer will be called upon to give advice to his customers in regard to them. One of the greatest troubles with them is the fact that they do not tune down to wave lengths around 200 meters. This cuts out in the vicinity of New York the popular sports station WMSG. These receivers give good quality and may be so altered that all of the broadcast stations can be received.

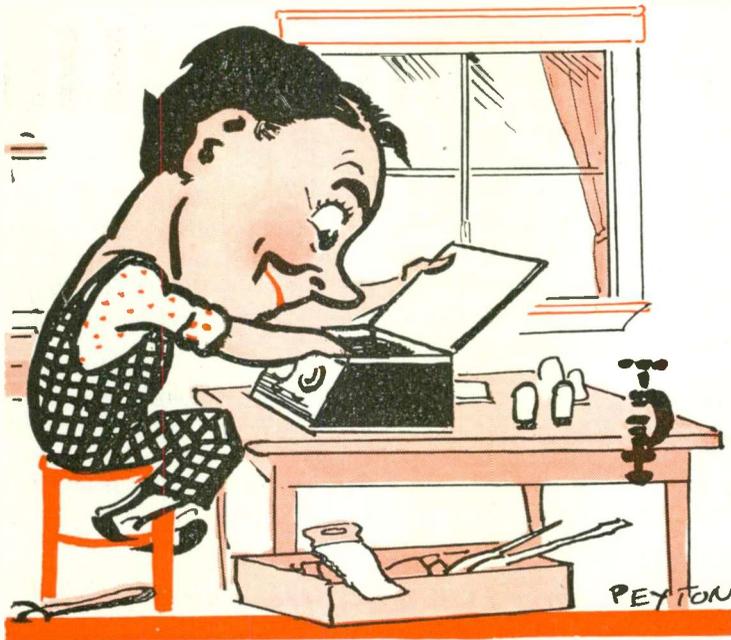
In order to accomplish this, remove the 11 plate variable condenser and substitute a 21 plate condenser. The new condenser will have a capacity of about .00055 mfd. Reduce the number of turns in the secondary coil to 32. The radio frequency transformers will have to be changed also to conform with the new wave band. Substitute a No. 38 transformer in place of the No. 35 normally in the receiver. If some other make of condenser is substituted for the Federal, the closest capacity will be found to be .0005 mfd. This is only slightly less than the Federal 21 plate and instead of 32 turns it would probably be necessary to leave one or two more turns on the coil. This change is not very difficult and permits the owner to continue the use of his receiver which now will cover the entire broadcast range.

Absorbing Battery Charger Interference

Battery chargers of the mechanical or vibrating type will cause a wide band of radio interference within a considerable radius. This may be prevented by connecting a condenser of from one-half to one mfd. capacity across the vibrating contacts. The condenser will absorb the sparking which is the direct cause of the interference.

Stationary Gas Engines Cause Slight Interference

The ignition system of gas engines will produce slight radio interference but it is usually of a very local nature. Grounding the frame of the engine and shielding the ignition wires, and grounding also the shield will eliminate any interference caused in this way.



Short Waves

Open New Field for Parts

The DX hound is still a DX hound. Once shown the great distances possible to receive below the 200-meter band, he will come back stronger than ever.

IT IS unfortunate that the industry should lose the support of the man who builds radio sets for the pleasure of building them. But to maintain his interest he must be rewarded by a new and higher grade of performance. As long as he can be tempted with these inducements, the home constructor remains a regular customer.

There is a promising field—the field of short-wave experiments—which has lately been winning thousands of recruits. The DX possible in this comparatively little-known field of reception makes broadcast listening look like a neighborhood hobby. Instead of flitting from state to state through the ether highway, the enthusiast in the new field jumps from country to country. He regards transcontinental reception as semi-local and his ear becomes accustomed to messages from almost every corner of the globe. The most successful listeners in the short wave territory have been able to hear stations in eight and ten foreign countries in a single evening, including European, South American and Australian stations.

No one who has become a regular listener in the short wave territory has been known to abandon it for lack of interest or variety. Initiation into the new field requires only a simple two-tube receiving set. Such a modest beginning makes it easy to convert broadcast listeners to short wave reception. The principal problem to overcome is the need for learning the code. But there are compensations for that. Amateur short wave transmission is, for-

tunately, conducted at such slow speeds that this difficulty is not insurmountable.

Furthermore, there is concert broadcasting to be heard on short waves. An illustration of the tremendous distances attainable is given by the fact that short wave transmission from America is frequently heard by daylight in Australia and Africa.

Market for Transmitting Equipment

But from the standpoint of the trade, the possession of a simple short wave receiver is only a beginning. Having heard short wave signals and learned to interpret them, it is usually impossible for the recruit to resist the lure of the key. Contrary to the general impression, a radio transmitter does not require a prohibitive investment.

It is no more difficult or complicated to build a small "B" battery power transmitter than it is to build a multi-tube broadcast receiver. An extensive series of experiments has been undertaken at Garden City, L. I., known as the Radio Broadcast-Eveready short wave experiments, with a view to investigating the possibilities of this field. Most of the work conducted there has been confined to transmissions with 201-A and WD-12 tubes, with filament and plate power supplied by batteries ordinarily used for broadcast reception. To one unacquainted with the possibilities, the records established seem little short of extraordinary. Even with the little WD-12 tube, using dry cells for filament supply and two or

three 45-volt "B" batteries in the plate circuit, communication over 800 and 900 miles has been frequently accomplished. A single 201-A tube easily established communication with 20 states, using approximately the same power as a 5-tube receiving set. It is interesting to cite the work of Clair Foster, who maintained, in midsummer, with a single 201-A tube and a few heavy duty "B" batteries, a regular schedule of communication between his station in Vancouver, B. C., and a fellow amateur at the far end of Australia. Remember this was done, not once, but on a regular schedule without transmission failures for a period of two weeks.

To capitalize this possibility requires the cooperation of a skilled short wave amateur. Probably you know the neighborhood short wave wizard already. If not, the American Radio Relay League in Hartford, Conn., can probably put you in touch with him. Employ this young man to install a small battery-powered transmitter in your store. Give your customers an opportunity to see how simple it is.

Conduct a free radio code class for an hour, several nights a week, after your transmitter has aroused local interest. Support it with advertising and publicity and find out for yourself whether short wave interest is worth capitalizing. If a dealer is responsible for introducing a man to the new field, teaching him the code, and helping him with expert advice, he has gone a long way to assure himself a permanent customer and friend.

Politics Prevents Enactment of Legislation

POLITICAL maneuvering in Congress frequently takes precedence over the public interest. This is what happened in the handling of radio legislation. It had been the intention all along to bring out some emergency bill to meet the situation until the House and Senate could agree on legislation, but even that failed when politics was played a few minutes too long. The stop-gap bill, intended to maintain the status quo until Congress might act, was passed by both House and Senate and was signed by the Speaker, but the time was too short to get it to the Senate for the signature of the Vice-President before the final gavel fell.

Following the fiasco on Capitol Hill, the Secretary of Commerce asked the Attorney General for an opinion as to his authority under existing law. That official replied promptly to the effect the Secretary of Commerce practically is without authority over broadcasting.

Will Omit Conference This Year

This does not mean, Secretary Hoover explains, that the 630 applications for broadcasting rights pending when Congress adjourned will have to be granted. No licenses are ever issued until the station has been completed. Since Congress will meet again in a few months and doubtless will act at that time, Mr. Hoover thinks it unlikely that any great number of stations will be built to take advantage of the present situation. He anticipates that the broadcasters will find ways of providing self-regulation in their own protection. It also was announced that the annual radio conference would be omitted this year.

* * *

So the Dill Bill, if agreed to by the House and signed by President Coolidge, will become law. The Senate, as usual, passed the worst possible legislation. How Congress has deteriorated in only 150 years.

* * *

The Usual Fate of Good Samaritans

THE man who enacts the rôle of a good samaritan is—unfortunately—too often one who usually receives nothing but condemnation for his good intentions. Secretary of Commerce Hoover was the first good samaritan to come to the aid of the radio industry when the broadcasting situation threatened to grow so complicated, through a superfluity of stations, that a state of confusion detrimental to the trade most certainly would have resulted.

Mr. Hoover stepped in and stemmed the tide as best he could. He can now sit back and feel well satisfied at having done an excellent job. He should receive the

thanks of everyone in the trade. *Radio Retailing* extends to him its gratitude for keeping chaos away as long as he did, and expresses regret that control of wavelengths was not continued in the Department of Commerce until suitable legislation could be enacted.

* * *

Mr. Hoover's intentions—commendable as they undoubtedly were—seem to have gone the way of those other good intentions that are said to be used for paving in a certain popular post-mortem residential district.

* * *

Summer Business Increasing

IN A recent questionnaire, *Radio Retailing* asked dealers how business this summer compared with last, the editors believing the hot weather depression is slowly filling in. While in many cases, little change was reported over last year, by far the majority of answers showed an increase of from one to 25 per cent this summer.

That is the most optimistic indication of future prosperity that the trade could possibly have.

* * *

One dealer answered "Radio Retailing's" summer questionnaire this way—"NO, the summer slump is NOT being overcome and YOU KNOW IT!"

Oh, well, we can't all agree on everything.

* * *

A Long Stride Toward Stabilization

THE radio industry is to have its first trade show. The Radio Manufacturers' Association deserves the greatest commendation for its announced plan to conduct a trade show in connection with its annual convention in Chicago next June.

This trade show should receive the support of the entire industry—it will mark a definite milestone in radio's progress toward stabilization, for the reason that manufacturers will have their 1927-28 lines planned and in production early in the summer, and ready for marketing, well in advance of the Fall season.

If manufacturers will, at this time, start planning their next year's lines for first presentation at this trade show, the greatest possible progressive step will have been taken.

* * *

"Chaos!" declares Mr. Hoover. "No chaos!" shouts Mr. McDonald. One of these boys is right and it begins to look as though it isn't Mr. McDonald.

* * *

The Music Industry Takes Action

AT A recent convention of musical interests in New York City, on the 25th anniversary of the formation of the National Association of Music Merchants,

This to Say—

Radio Retailing

Vol. 4, No. 2

the foremost piano manufacturers pledged \$200,000 a year for the next three years to be spent in co-operative advertising for the stimulation of interest in the piano. This sum is to be expended without reference to individual trademarks.

Piano retailers have signified their approval by voting to match this sum annually by affixing a stamp tax on every piano sold at retail. The "fundamental" musical instrument made its appearance in 1709 and has been marketed for over a century, yet manufacturers are only beginning to realize that it is the instrument and not a trademark which must be sold to the public. Similar co-operative advertising has succeeded in many other industries. Will the radio industry profit by the experience of others?

* * *

"Two New York Radio Shows Combine," says newspaper headline. Evidence of budding co-operation between radio manufacturers. What a truly great industry this is getting to be.

A Resolution for the New Radio Year

NEXT month sees the starting of a new business year for radio. And any New Year's Day is always a time for good resolutions.

Let resolution No. 1 for the 1926-27 radio season be a promise to yourself to refuse to grant "courtesy discounts," whatever the pretext on which requested or demanded.

A courtesy discount is an admission that the regular retail price is too high. Giving a courtesy discount is a poor way to establish confidence. For the courtesy-discount matter never stops with the man who first receives the favor. He tells a friend, and the friend tells another friend. Soon the courtesy-discount price is the recognized price for your store. Courtesy-discount giving is easy to start and hard to stop. Resolve: No courtesy discounts in 1926-27.

* * *

While legal punishment may not be meted out to those stations which upset the broadcasting situation by going on the air or changing wavelengths without due regard for other stations, vays can be found to administer enough moral punishment to make the offending stations wish they had left well enough alone.

* * *

Politics and Radio

THE Senate passed the Dill Bill, which would put radio control in the hands of a politically appointed commission. Federal control of anything generally borders on the ludicrous, as "Prohibition" has proven.

If the measure becomes law, the radio industry will probably alternate between amusement and exasperation at the attempts of five politicians to regulate it. We shall develop one of two things—either a wonderful sense of humor, or a fine control of our tempers. Let us hope the bill is scrapped before it goes any further.

"And if this be treason, make the most of it."

* * *

The Senate, they say, has the best intentions in the world regarding radio. But a \$50,000 a year melon is liable to spoil anybody's intentions.

Making a Football of an Industry





RCA LOUDSPEAKER 104

RADIOLA 28

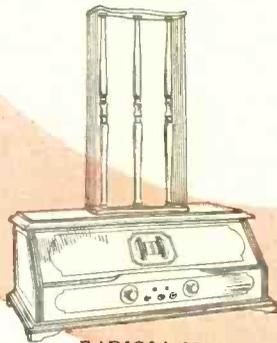
Radiola 28, (at right) eight-tube super-heterodyne, including eight Radiotrons. . . . (list) \$260

RCA Loudspeaker 104, (at left) with power amplifier and battery eliminator, operates the set entirely without batteries—on any 50-60 cycle, 110 volt lighting circuit. Complete in its cabinet. . . (list) \$275

A. C. Package, adapting the Radiola for use without A, B, or C batteries. (list) \$35



RADIOLA 30



RADIOLA 25



RADIOLA 20



RCA LOUDSPEAKER 100



RCA Radiola

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

Order now — there's a clear road ahead

In any race, only the man who plans ahead can win. The radio dealer has had a great handicap, because the future was too full of doubts, and advance planning was a gamble. This is no longer true—not for the RCA Authorized Dealer.

The RCA dealer knows today the models that he will have for sale straight through the year. He is fully protected against a price-drop. He can order now—make his plans for his fall and winter business—be ready a jump ahead of the man-who-can't-take-a-chance!

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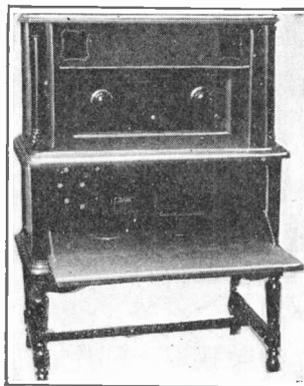
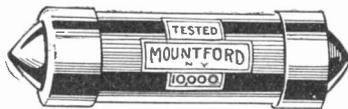
What's New in Radio and

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

Heavy Duty Resistance for Eliminators

Radio Retailing, August, 1926

C. E. Mountford, 465 Greenwich Street, New York, has developed a heavy duty resistance for use as a voltage regulator in battery eliminators. The resistances are available in sizes from 1,000 to 100,000 ohms and are about the same length as the standard grid-leak but slightly larger in diameter. The entire unit is encased in glass and according to the manufacturer will not heat over 70 degrees centigrade. Accuracy is guaranteed within 10 per cent of the rated resistance.



Console with Vanishing Doors and Adjustable Panels

Radio Retailing, August, 1926

The Detroit Woodcraft Corporation, 2260 Hendrie Avenue, Detroit, are offering a complete line of console cabinets. They are built of solid walnut and walnut veneer. The decorations on the doors are inlaid wood landscape scenes, the outer line being a metal resembling silver. They are equipped with vanishing doors and panels, adjustable from 18 in. to 26 in. The circuit compartment pulls out on a ledge like a drawer for adjusting tubes, etc. The speaker for the various models will carry Temple or Newcombe-Hawley horns with Baldwin units.

B & C Power Unit with Full-Wave Rectifier

Radio Retailing, August, 1926

The Freed-Eisemann Radio Corporation, Junius Street and Liberty Avenue, Brooklyn, N. Y., is now making a B and C Power Unit known as "Model 16." It operates on 110 volt 60 cycle current having both a double wave rectifier tube and a voltage regulator tube. A safety switch automatically cuts off the voltage when a door at the top leading to the binding post terminal board is opened. This unit has been so designed, according to the manufacturer, that it can be used with all sets, operating with a new detector and power tubes. Intended retail price, less the tubes, is \$45.

Radio Table with Battery Compartment

Radio Retailing, August, 1926

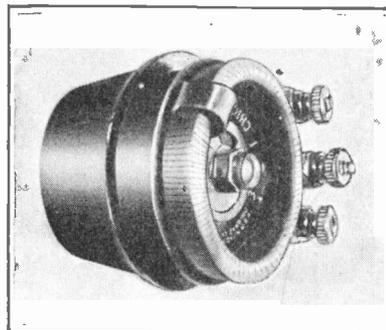
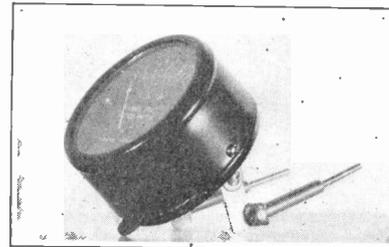
The J. E. Haberer Furniture Company, Trinity Avenue, Lowville, N. Y., manufactures the radio table shown in the illustration. The table is finished in Adam-Brown mahogany and walnut and is equipped with a lower battery and charger compartment. The top measures 14 in. x 30 in. Intended retail price in lots of six, \$8.75, singly, \$9.00.



Swiveled Pin-Jack Voltmeters

Radio Retailing, August, 1926

A pin jack voltmeter, shown in the illustration and known as No. 514, is being made by the Beede Electrical Instrument Company, Penacook, N. H. It has a 6-volt scale, marked off at 3 volts, for use in Radiolas. The silver figures and divisions are set against a black background. It measures 2 in. in diameter and 1 in. deep. At the bottom is an off-and-on-switch, so that the meter may be left connected mechanically but cut out of the circuit electrically. The pin jacks are equipped with swivels so that the meter may be tilted to any desired position. Intended retail price \$3.



Non-Inductive, Wire-Wound Potentiometer

Radio Retailing, August, 1926

The "Hi-Pot" universal volume control potentiometer, manufactured by the Carter Radio Company, 300 South Racine Avenue, Chicago, may be used as a stabilizer in radio frequency circuits, as a tone and volume control in audio amplifiers or in connection with the auto-transformer method of audio amplification. The instrument is a non-inductive, wire-wound resistance and a sliding arm permits a resistance variation from zero to 500,000 ohms. Equipped for a single hole mounting, overall diameter 1 3/8 in. Intended retail price, with knob, \$2.25.

Radio Tube Socket

A socket designed for the new UX type base is being made by Remler Radio Manufacturing Company, 182 Second Street, San Francisco, Cal. Bakelite is used for insulation and embossed surfaces clean the tube contacts as they are inserted. The contacts are self-aligning, and the full floating springs allow a smooth in and out pull. Both soldering lug terminals and screw terminals are provided for each connection, and each contact spring is an integral part of the terminal lug. Intended retail price, 75c.

High Voltage Filter Condensers

Radio Retailing, August, 1926

The Aerovox Wireless Corporation, 489 Broome Street, New York, has placed on the market high voltage filter condensers in capacities ranging from .1 to 4. mfd. Type 1225 is designed to operate at 500 volts d.c. or 350 volts a.c. Type 1230 will operate satisfactorily, according to the manufacturer, when currents below 1,000 volts d.c. or 700 volts a.c. are employed. Combinations of filter condensers in the familiar "block" form for use in battery eliminator circuits are also available.

Where to Buy It

News of Latest Products
Gathered by the Editors

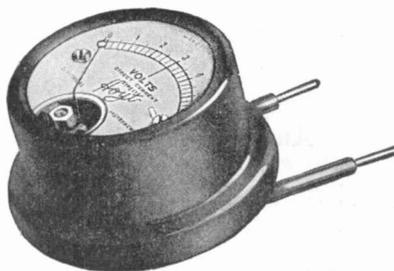
All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



A Jack-Tip Voltmeter for Radiolas

Radio Retailing, August, 1926

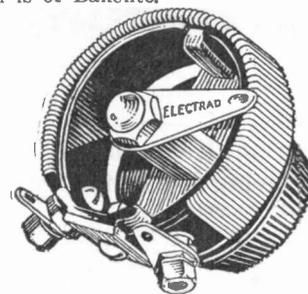
A jack-tip voltmeter as shown in the illustration is being made by the Hoyt Electrical Instrument Company, 26 Brighton Avenue, Boston, Mass. It is designed for use with Radiolas or similar sets equipped with tip-jacks and shows filament voltage. The construction of the meter enables it to be turned either vertically, horizontally or at any angle for easy reading. It is known as type 17-B-DC and is mounted in a brown enamel case with a hand calibrated scale marked in red at 3 volts. Range 0 to 6 volts. Intended retail price \$7.50.



Bakelite Insulated Rheostat

Radio Retailing, August, 1926

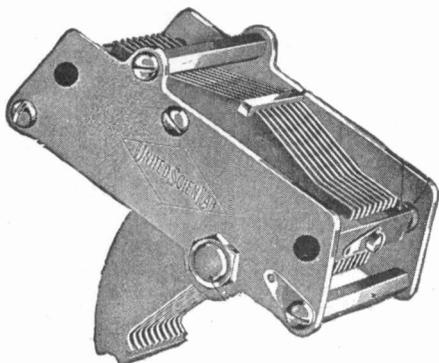
An improved rheostat is being made by Electrad Incorporated, 428 Broadway, New York, in which the manufacturer guarantees the resistance element to be within five per cent. The shaft is milled, fitting snugly into a squared hole in the contact arm. A phosphor bronze spring holds the arm securely to the coil. The bearings are extra long and the insulation is of Bakelite.



Variable Condenser with Adjustable Bearing

Radio Retailing, August, 1926

The United Scientific Laboratories, 80 Fourth Avenue, New York, has added a new variable condenser to its products with the following specifications: Radion insulation throughout, adjustable ball and cone bearing to insure permanent alignment of rotor plates, heavy brass frame and supporting posts. The condensers are manufactured in .0025, .0035 and .005 mfd. capacities. They are also available in double or triple gang construction form.



High Voltage Transmitting Condensers

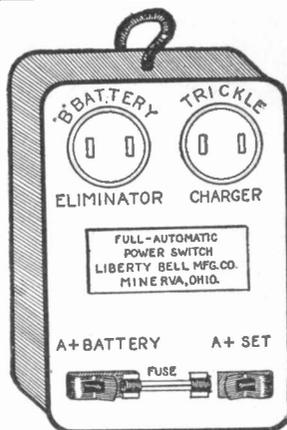
Radio Retailing, August, 1926

The Tobe Deutschmann Company, Cornhill, Boston, is marketing high voltage breakdown condensers suitable for use in transmitters and B battery eliminator outfits, in capacities ranging from .1 to 5 mfd. Capacities are guaranteed to be within 5 per cent of rating and units are equipped with heavy aluminum cases. Intended retail price .1 mfd., 1,000 volt type, \$1.10; 2,000 volt type, \$2.25; .25 mfd., 1,000 volt, \$1.20; .5 mfd., 1,000 volt, \$1.40; 2,000 volt, \$3.25; 1 mfd., \$1.75; 2,000 volt, \$4.50; 2 mfd., 1,000 volt, \$2.65; 2,000 volt \$7.50; and 5 mfd., 2,000 volt, \$13.75.

Automatic B Eliminator and Trickle Charger Switch

Radio Retailing, August, 1926

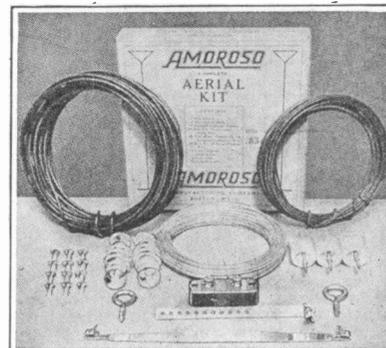
When connected in series with a radio receiver and storage battery the No. 602 "Full-Automatic" power switch, manufactured by the Liberty Bell Manufacturing Company, Minerva, O., controls the B eliminator, trickle charger, or both. When the set filament switch is turned on the trickle charger is automatically disconnected, and the B eliminator is turned on. Upon turning the receiver off the trickle charger is connected with the storage battery and the B eliminator is disconnected. According to the manufacturer, this switch, which contains a 10 amp. line fuse, precludes the possibility of blowing tubes or fixed condensers by leaving the B battery eliminator in operation with set turned off. Intended retail price, equipped with a flexible cord and wall plug, \$5.



Fully-Equipped Antenna Kit

Radio Retailing, August, 1926

The Amoroso Manufacturing Company, 75 High Street, Boston, is placing on the market an antenna kit containing the illustrated equipment. These are—1 lead-in strip, 1 ground clamp, 1 approved lightning arrester, 100 ft. 7-22 tinned copper antenna wire, 50 ft. white covered No. 14 lead-in wire, 25 ft. hook-up wire, 2 glass insulators, 3 porcelain insulator knobs, two screw eyes and 12 insulated staples. The intended retail price is \$3.50.



Vernier Tuning Dial with 20 to 1 Ratio

Radio Retailing, August, 1926

The "Aristocrat" vernier dial is manufactured by the Kurz-Kasch Company, Dayton, O. The dial is made in black, mahogany or walnut finish and is available for either clockwise or counter-clockwise rotation. Overall dimensions are 4 in. wide x 4 1/2 in. high. The intended retail price of number 590 which has a clockwise motion is \$2; of number 591, which has a counter-clockwise motion, \$2.

Straight Line Frequency Condenser

Radio Retailing, August, 1926

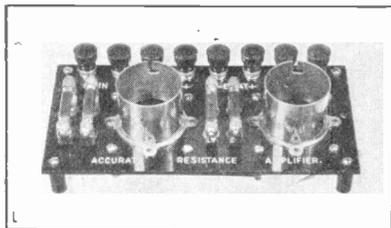
The Reichmann Company, Chicago, Ill. is making a low-loss, straight line frequency condenser. According to the manufacturer this condenser, when used with a low-loss doughnut coil, covers a range of 165 to 545 meters. The usual elongated rotor plate design of this type of condenser is overcome by cutting away part of the stator plate. This produces a smaller instrument.

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

Two-Stage Resistance Coupling Audio Unit

Radio Retailing, August, 1926

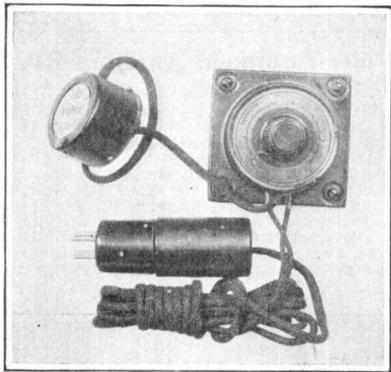
The Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago, is manufacturing a two-stage resistance coupled audio frequency unit, complete with sub-panel, sockets, resistances and necessary blocking condensers and binding posts. This is known as model 1410. The Bakelite panel is 7 in. long x 3 1/2 in. wide and is equipped with mounting brackets. The binding posts are appropriately labeled. Intended retail price, complete, \$6.



Phonograph Reproducer Using Receiving Set Amplifier

Radio Retailing, August, 1926

The "Gradeon" is the name of the device being made by David Grimes, Inc., 151 Bay Street, New Jersey, N. J. for obtaining reproduction from a phonograph through the audio frequency amplifiers of a radio set. As shown in the illustration there are 3 units comprising this device. The first is attached to the tone arm of the phonograph taking the place of the mica diaphragm and having a place for the needle which is inserted in the usual manner. From this a cable runs to a volume control which may be placed by the side of the turntable on the phonograph. A plug which is similar to the base of a tube is inserted in the detector socket of the radio set. A cable connects this to the volume control. These connections being made the radio set is turned on. The phonograph is started in the usual manner and reproduction is through the loud speaker connected to the radio set. Any desired volume may be obtained. Intended retail price \$17.50.



Four-Tap Trickle Charger with Variable Rate

Radio Retailing, August, 1926

Non-interference with radio reception is claimed for the G-E Tungal trickle charger, manufactured by the General Electric Company, Schenectady, N. Y. This trickle charger is equipped with four taps which permit the charging rate to be varied to suit the requirements of the user. These provide three different low rates and a 1/2 amp. boosting rate.



A Battery Testing Meter

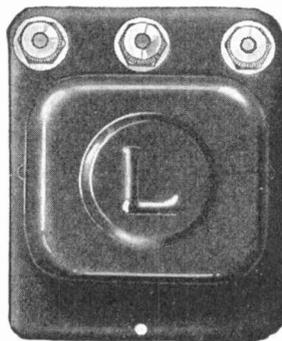
Radio Retailing, August, 1926

The Beede Electrical Instrument Company, Penacook, N. H. is making the illustrated A battery tester which takes the place of a hydrometer. Placed across the terminals of a storage battery, regardless of polarity, it gives an immediate indication of the battery condition and shows whether it needs charging or not. It is equipped with a second scale so that each individual cell may be tested as well as the entire battery. The case is nickel plated and the instrument is guaranteed by the manufacturer to be accurate. Intended retail price, \$1.50.

Radio Frequency Amplifier Tube

Radio Retailing, August, 1926

"Type DL-4" the latest tube being made by the DeForest Radio Company, Central Avenue at Franklin Street, Jersey City, N. J., is designed especially for radio frequency amplification. It has the long prong type Isolantite base. According to the manufacturer a mean average of constants when measured at 90 volts plate at zero grid potential are as follows: Amplification Factor 8.38; Mutual Conductance 1040; Grid-Plate Capacity in Mfds. 9.6. It is further claimed that when used in radio frequency positions for which it has been designed, these qualities result in a very substantial volume in DX work. Intended retail price \$2.50.



Automatic Trickle Charger Switch

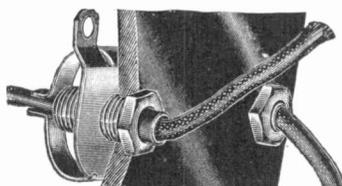
Radio Retailing, August, 1926

The No. 501 "Full-Automatic" trickle charger switch, manufactured by the Liberty Bell Manufacturing Company, Minerva, O., when connected in series between the set and A battery automatically cuts off the trickle charger when the set is in operation and reconnects it with the storage battery when the receiver is not in use. According to the manufacturer, this eliminates all electric light line hums in the receiver. The instrument is equipped with a heavy metal case. Intended retail price is \$1.50.

Panel Mounting Cigar Lighter

Radio Retailing, August, 1926

An electric cigar lighter to be used with radio sets attached to the 6-volt storage battery is being made by E. Edlemaun & Company, 2332 Logan Boulevard, Chicago. A small spring clip comes with the lighter so that all that is necessary to mount the lighter on the panel or any other convenient place is to drill a 1-in. hole, insert the stud and tighten the nut. A push button on the lighter itself controls the current to be passed through the heating coils. If it is desired to use the lighter for a trouble lamp simply remove the cigar lighter tip and insert a regular bulb. It is nickel plated and comes complete with wire ready to attach. Intended retail price \$1.25.



Double-Spring Phone Tip-Jack

Radio Retailing, August, 1926

The illustrated phone tip-jack, manufactured by the Brooklyn Metal Stamping Corporation, 718 Atlantic Avenue, Brooklyn, is equipped with double spring contact which, according to the manufacturer, insures a positive grip. The jack is stamped from spring material.

News of Latest Products Gathered by the Editors

Oscillator Operating from Electric Light Lines

Radio Retailing, August, 1926

The "Superunit" set tester, manufactured by Hanscom Radio Devices, Woonsocket, R. I., is a small oscillator operating from either a.c. or d.c. electric light lines. It is said to radiate a strong steady signal for about 50 ft. which provides a test signal. When equipped with a vacuum tube of the 201-A type and a 25 watt electric lamp this unit may be plugged into the lighting circuit by means of a cord and socket provided. The dial of the instrument is calibrated in meters from 200 to 575 and no buzzers or batteries of any description are used. Intended retail price, without tube or bulb, \$10.



Table Mounting Block for Pin-Jack Voltmeter

Radio Retailing, August, 1926

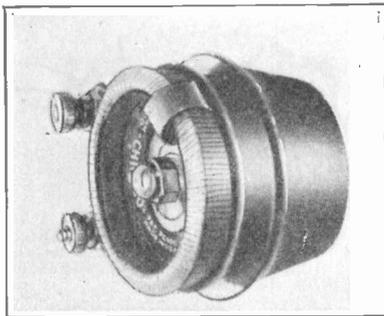
By means of the table mounting block made by the Hoyt Electrical Instrument Company, 26 Brighton Ave., Boston, their "Tip-In" voltmeter may be converted into a two-range voltmeter for general testing of batteries and circuit. The dimensions of the block are 4 1/2 in. x 3 1/2 in. and it is equipped with a 30 to 1 multiplier. This gives an additional range on a 0 to 6 voltmeter of 0 to 180 volts. Price of block, with multiplier, \$3.50.



Variable High Resistance Used as Volume Control

Radio Retailing, August, 1926

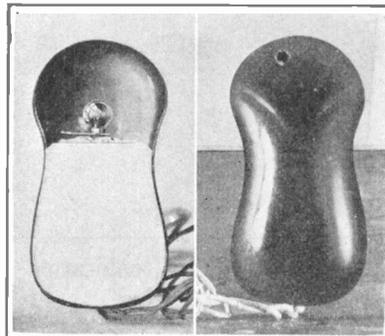
The "High-Ohm" universal volume control, manufactured by the Carter Radio Company, 300 South Racine Avenue, Chicago, is a non-inductive, variable, wire-wound resistance having a maximum value of 500,000 ohms. Resistance is varied by means of a sliding arm which permits the use of this instrument as a volume control in radio frequency circuits, as a regeneration control, or in connection with resistance and impedance coupled audio amplification circuits. The instrument is equipped with a knob which projects but 3/8 in. from the panel. The entire unit is 1 1/2 in. in diameter and is single-hole mounting. Intended retail price, complete with knob, \$2.



Straight Line Frequency Condenser

Radio Retailing, August, 1926

The Furnell Manufacturing Corporation, 24 Scott Street, Newark, N. J., is making the illustrated condenser which utilizes tapered concentric rings. It is said to space the stations equally over 360 degrees of shaft movement which is one complete rotation of the dial. Three-hole mounting is used and there are no gears, racks, solder, or friction used in the condenser. Bakelite is used for insulation. Protection from dirt and dust is obtained by means of a celluloid shield. If desired an aluminum electrostatic shield may be had. Capacities of .0003, .00035, and .0005 mfd. may be purchased at intended retail prices of \$5, \$5.25 and \$6 respectively. Price with shields is slightly more.



Panel Illuminating Lamp

Radio Retailing, August, 1926

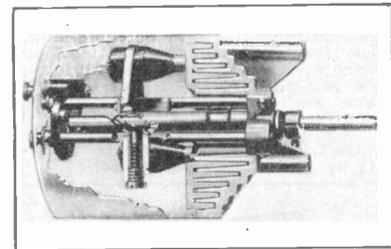
The radio panel lamp illustrated, manufactured by the Logan Pottery Company, Logan, O., is equipped with a simple on and off switch. The forepart of the lamp which projects over the panel of a receiver, illuminating the dials, serves as a shade, the entire unit being held in place by a weight embedded in the end of the instrument. The device is to be connected with the storage battery operating a radio receiver by means of a light flexible cable provided. Intended retail price, \$2.



Vacuum Tube for Impedance and Resistance Amplifiers

Radio Retailing, August, 1926

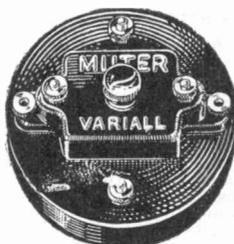
The C. E. Manufacturing Company, Incorporated, 702 Eddy Street, Providence, R. I. is manufacturing a vacuum tube designed specifically for use with impedance and resistance coupled audio amplifiers. Type G is a high mutual conductance tube with the following characteristics: Filament voltage—5, Filament Amp. 25, Plate voltage—45-90. Intended retail price, \$2.50.



Interference and Static Reducer

Radio Retailing, August, 1926

No. 1800 interference and static reducer, manufactured by the Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago, is mounted in a molded Bakelite case, 3 1/2 in. in diameter and may be attached to any receiving set without the use of tools. According to the manufacturer the variable knob on the unit permits local stations to be tuned out completely. Intended retail price, \$2.50.



Two to Four Stage Resistance Amplification Kits

Radio Retailing, August, 1926

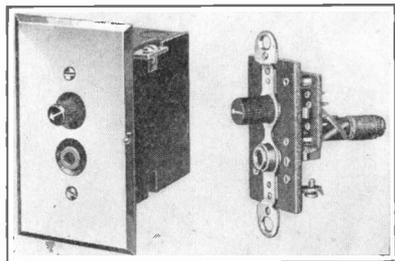
Resistance coupled audio amplification kits manufactured by the Polymet Manufacturing Corporation, 599 Broadway, New York City, are obtainable in two, three and four stage units. These kits consist of the necessary .006 coupling condensers, 100,000 ohm coupling resistances, grid-leaks, condenser mountings and a .002 by-pass condenser. Sockets and wiring equipment is not included. Intended retail price, Kit A, three-stage, \$4. Kit B, four-stage, \$5. Kit C, two stage \$3.

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

Loudspeaker Outlet Control for Wall Mounting

Radio Retailing, August, 1926

Type 6429 headset and loudspeaker outlet manufactured by the Western Electric Company, 100 East 42nd Street, New York City, is a combination outlet jack and a volume control in the form of a variable high resistance. The mechanical portion of the volume control and jack is encased in a metal container, the knurled control knob projecting beyond the wall mounting face plate as shown in the illustration. By the use of this outlet box volume may be controlled at the outlet without approaching the receiver.



Pancake Coils With Bakelite Mountings

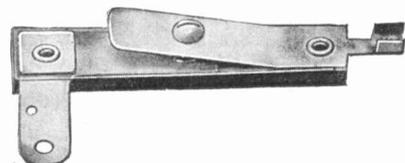
Radio Retailing, August, 1926

The Eastern Electric & Manufacturing Company, Providence, R. I., manufactures the Hexcell line of inductances, which consists of a three-circuit tuner, No. 502, Roberts circuit kit, No. 5RC, Browning-Drake coils, No. 5BD and a short wave tuner covering wavelengths between 40 and 115 meters, No. 5SW. All coils are wound in the familiar pancake form and are mounted on genuine bakelite with convenient binding posts. Intended retail prices: No. 502, \$3, No. 5RC, \$6, No. 5BD, \$6 and No. 5SW, \$3.50.

Station Index and Perpetual Radio Log

Radio Retailing, August, 1926

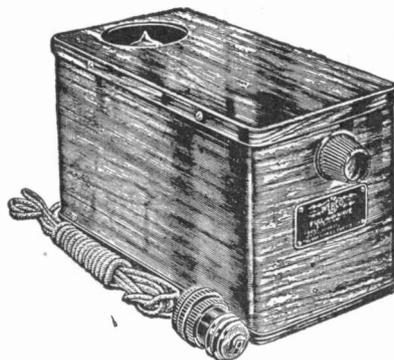
The Acme Visible Radio Log manufactured by the Acme Card System Company, 116 South Michigan Avenue, Chicago, Ill., contains an alphabetically arranged list of broadcasting stations of the United States and its possessions, Canada and Mexico, indexed by states and cities. Provision is made for wavelength, watts, dial settings and a space for indicating reception. All stations are cross-indexed by call letters. Space is also provided for the addition of new stations in proper alphabetical order to a capacity of 3,000, making the log permanent. Finished in brown Spanish leather, gold lettered, size 7½ in. x 11½ in. Intended retail price, \$4.



Neutralizing Condenser

Radio Retailing, August, 1926

Illustrated is the neutralizing condenser being made by C. E. & H. T. Hargraves, 1103 Warwick Avenue, Lakewood, R. I. This condenser mounts directly on the grid terminal of the tube socket and can be adjusted while the set is in action. A small hole is provided for bus bar connection. The capacity ranges approximately from 1½ to 30 mmfds. Intended retail price is 75c.



B Battery Eliminator with Raytheon Tube

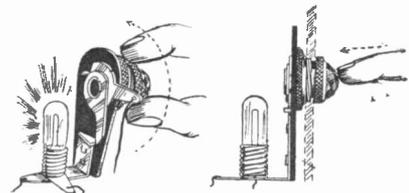
Radio Retailing, August, 1926

The Webster "Super-B" eliminator, type WB-4, manufactured by the Webster Company, 3504-12 West Lake Street, Chicago, Ill., is furnished with 3-voltage taps and will furnish detector voltage variable from 10-75 volts, amplifier voltage up to 120 volts and a third power-tube tap supplying up to 180 volts at 60 milliamps. Full wave rectification is obtained with the Raytheon tube and the unit is put up in a metal cabinet, 5½ in. high, 4½ in. wide by 10 in. long, finished in walnut grained enamel. Equipped with an on and off tumble switch and rectifying tube the intended retail price is \$50.

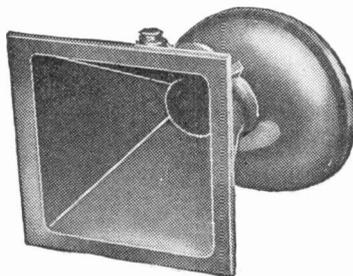
Panel Battery Switch with Pilot Lamp

Radio Retailing, August, 1926

A small pilot lamp which is wired in the filament circuit of the receiver is incorporated in the panel mounting battery switch manufactured by the Bruno Radio Corporation, 40 Paynter Avenue, Long Island City, N. Y. A pear-shaped fibre strip is fitted with a small lamp socket and the exposed knob, made of red glass, acts as the switch and as an indicator. To close the filament circuit the glass knob is turned to the right and to turn the set off the



glass is pushed with the tip of the finger and a coil spring pulls the contact lever back. Single hole mounting. Intended retail price, 75c.



Compressed Fibre Horn

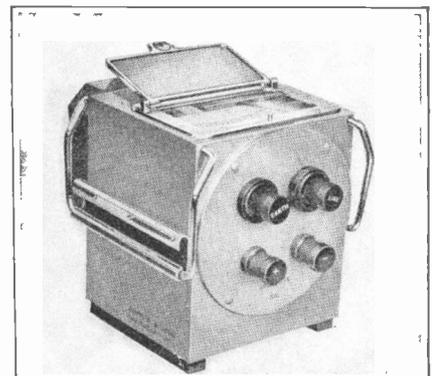
Radio Retailing, August, 1926

Long-grain wood fibre is employed in the manufacture of the compressed fibre horns for use in consoles and as cabinet type speakers, manufactured by the Hardsocg Manufacturing Company, Ottumwa, Ia. Type 2440, as illustrated, is furnished equipped with a metal ferrule which fits standard units and is 7 in. x 7 in. x 3½ in. deep. The company is in a position to build horns to order with air columns ranging from 4 to 6 ft. long.

Instrument for Resistance Measurement

Radio Retailing, August, 1926

The "Meg" Ohmmeter, shown in the illustration, is manufactured by James G. Biddle, 1211-13 Arch Street, Philadelphia, Pa. This is a direct reading instrument for the measurement of high resistance. The pointer indicates ohms and megohms on a scale just as a voltmeter indicates volts. Overall dimensions are 5½ in. x 6 in. x 6½ in. and the weight is 4½ lbs. This instrument will be found very valuable for measuring resistors, grid-leaks, and for testing the insulation resistance of condensers, transformers, parts, panel-boards, and between circuits of assembled apparatus. The operating voltage does not have to be exact and even if it fluctuates during a test the reading on the scale is not affected according to the manufacturer. The intended retail price is \$100.



Resistor in Sealed Tube

Radio Retailing, August, 1926

The "Vacuum Tipon Loewe-Leak," a resistor mounted within an evacuated, sealed glass tube, is being marketed by the Tobe Deutschmann Company, Cornhill, Boston, Mass. These resistances may be used as grid-leaks or in conjunction with resistance or impedance coupled amplifiers and are obtainable in sizes ranging from 10,000 to 10,000,000 ohms. Intended retail price, of resistances ranging from ½ to 4 megohms, 50c-50,000 ohms, 75c. and 100,000 ohms, \$1.

Solderless Ground Clamp

Radio Retailing, August, 1926

The Gee Vee Ground Clamp, manufactured by the Gillette-Vibber Company, 34 Maple Street, New London, Conn., is the familiar type of adjustable clamp of the copper strip type with a solderless feature. The ground lead may be clamped tightly to the pipe in a small groove provided. The strap is made of copper ¼ in. x .025 in. a galvanized nut bolt and washer and is adjustable from ½ in. to 1½ in. This takes the usual sizes of radiator pipes.

News of Latest Products Gathered by the Editors

A Battery Filter Circuit Unit

Radio Retailing, August, 1926

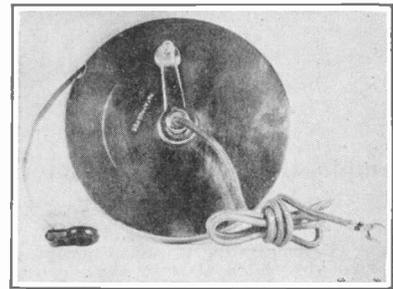
Joyce Brothers, 71 Chestnut Street, Boston, Mass., announce a filter designed to be used with any of the standard rectifiers which smooths out the current and therefore allows the operation of radio tubes direct from lighting circuit. It can be used with any of the chargers, of from two to five ampere capacity. Its approximate dimensions are 6½ in. x 7 in. x 7½ in. Intended retail price \$19.



Reel Aerial with Insulator

Radio Retailing, August, 1926

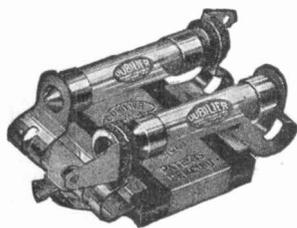
The "Reel" Aerial, manufactured by the Hawkeye Radio Company, Cedar Rapids, Ia., contains approximately 100 ft. of ¼ in. wide, flat drawn copper wire in a heavy nickle-plated case ¼ in. in diameter. The outer end of the antenna is equipped with an insulator and the end to be attached to the set with a small forked terminal. The complete device weighs 21 oz. According to the manufacturer it is particularly adaptable to portable use and temporary installations. Intended retail price, \$5.



Compact Unit for Resistance Coupled Amplifier

Radio Retailing, August, 1926

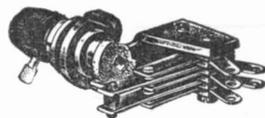
A Micadon known as 640-A is being made by the Dubilier Condenser & Radio Corporation, 4377 Bronx Boulevard, N. Y., for use with resistance coupled amplifiers. It is very compact and due to its construction eliminates wiring which would have to be done if separate resistor and leak mountings were used. It is made and tested in accordance with standards set by this company. The condenser is made in capacities of .006, .0075, .01, .015, and 0.2 mfd.



Small Jack Has Heavy Springs

Radio Retailing, August, 1926

The Yaxley Manufacturing Company, Chicago, Ill., announces a new jack to be known as the "Junior Jack." This jack has heavyweight springs with pure silver contacts, is strongly made and in all other respects excepting size is the same as the standard Yaxley jacks. It can be furnished in all spring combinations of from one to seven springs, and takes any standard radio plug. Illustration shows one-half actual size.



All Aluminum Radio Horn

Radio Retailing, August, 1926

The Union Spinning and Plating Company, Incorporated, 67 Sudbury Street, Boston, Mass., manufactures all-aluminum horns in various standard sizes. The bells of the horns are of heavy spun aluminum finished in either mahogany or walnut grain. The goose-neck or throat of the instrument is cast aluminum, securely attached to a heavy art base by means of a threaded hexagon nut. Goose-necks and bases may be purchased separately in various finishes. Bases are provided with heavy felt pads and are not equipped with reproducing units.

Sales and Service Record Card

Radio Retailing, August, 1926

The American Kardex Company, Incorporated, Tonawanda, N. Y., manufactures a 5½ in. x 8 in. record card for the radio retailer which serves as a complete sales record from the prospective to the service stage. The card, printed on white stock, is ruled and divided into three sections. The first provides a follow up record of prospects, the second lists the items of a complete sale and the third is a section devised to list dates, nature and disposition of service calls. They are available in quantities from the manufacturer.

Compact Non-directional Outside Antenna

Radio Retailing, August, 1926

Sensitivity and non-directional qualities are claimed for the "Wave-X," an outside antenna manufactured by the Pressed Metal Manufacturing Company, Waukesha, Wis. The antenna is 5 ft. over all, made of highly conductive metal and is obtainable in various styles with or without mounting poles. Wave-X No. 1, equipped with a 3 ft. sleeve for mounting on a pole or pipe, has an intended retail price of \$9. No. 2 with an 8 ft. pole, steel guys and an adjustable roof connector has an intended retail price of \$12.50. Type 3, designed for attachment to the side of a building or chimney, equipped with steel brackets, guys and a 5 ft. mast has an intended retail price of \$12.50. A lead-in bracket, but not the lead-in wire is furnished with each antenna.



Convertible Steel Shelving

Radio Retailing, August, 1926

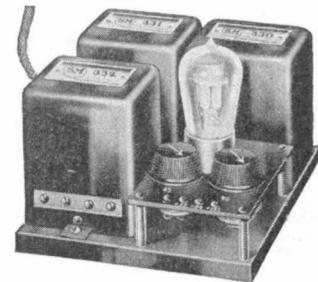
The Van Dorn Iron Works Company, Cleveland, O., is making steel shelving built up from a small number of interchangeable pieces. The method of construction is similar to that of mechanical toy constructor sets. Auxiliary pieces are made, simple in construction, and specially designed to fit all shelving to the requirements of every kind of business.

Radio dealers will find this especially useful in constructing storage room for parts, accessories, etc. Sectional steel show cases are also made by this company, which are built in 3 ft. sections and are very easy to move or rearrange.

Small Spring Clips Colored to Designate Polarity

Radio Retailing, August, 1926

The small spring clips, manufactured by the Mueller Electric Company, 1533 East Thirty-first Street, Cleveland, Ohio, are designed expressly for the connection of leads to dry-cells. This clip, known as the No. 45—"Pee Wee," has a jaw spread of ⅞ in. and is 1½ in. long, and comes equipped with a screw connection. It is furnished in either red or black to designate polarity. If required, small rubber cap insulators are provided. The intended retail price of the clip equipped with the insulated cover is 9c, without this insulator, 5c.

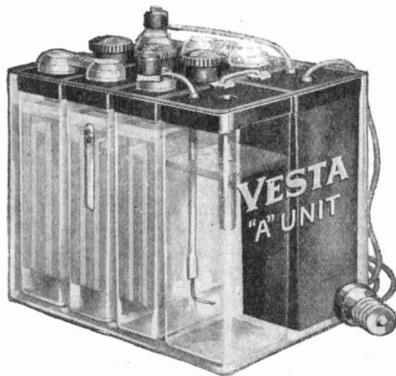


B Battery Eliminator Kit on Metal Base

Radio Retailing, August, 1926

Silver-Marshall, Incorporated, 870 West Jackson Boulevard, Chicago, Ill., are making what is known as No. 650-B, "Plug-In B" power supply. This comes fully mounted on a metal base 6½ in. x 7½ in. The unit is mounted but not wired up. There are two controls for regulating the output voltages. Intended retail price is \$35.

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



Combination Storage A Battery and Trickle Charger

Radio Retailing, August, 1926

The Vesta Radio A unit, manufactured by the Vesta Battery Corporation, 2100 Indiana Avenue, Chicago, Ill., is a combination storage battery and trickle charger built in a heavy glass case. The combination is designed to operate on 110 volt a.c. and is equipped with a built-in hydrometer of the floating ball type. According to the manufacturer the unit may be left connected continuously without overcharging. Intended retail price, complete with connecting cable and socket plug, \$25.



Portable Service Test Set

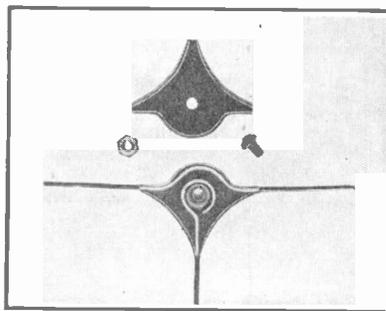
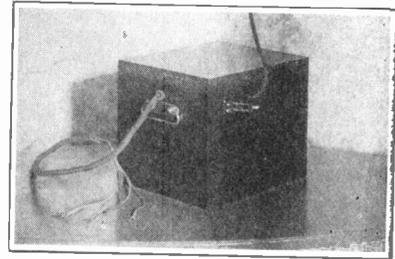
Radio Retailing, August, 1926

"No. 117" service test set is the latest device developed by the Jewell Electrical Instrument Company, 1650 Walnut Street, Chicago, Ill. It is a portable service set consisting of an assembly of measuring instruments especially designed and adapted to radio set and tube test service, within a carrying case incorporating a special compartment for A, B, and C test batteries, space for a special set of flexible, insulated ferrule, phone tipped test leads and a drawer for tools, wire, repair material, etc. The case is of three-ply wood 15½ in. high, 7 in. wide and 12 in. long, covered by cobra grain "Keatol." The instrument panel contains a universal type tube socket, a combination milliammeter-ammeter giving direct reading on three scales of 0-7 amps., 0-14 and 0-70 milliamps. A four scale, B-eliminator type voltmeter reading in combination from 0-280 volts, having an internal resistance of 800 ohms per volt on the high scale. A tube biasing switch and a 60 ohm rheostat for tube filament adjustment are also incorporated.

Electrolytic A and B Battery Eliminator

Radio Retailing, August, 1926

The "National" A and B battery eliminator, manufactured by the National A & B Eliminator Corporation, 1273 Bedford Avenue, Brooklyn, employs the electrolytic method of rectification and is designed to operate on 110 volt, 60 cycle current. The unit is equipped with a substantial wooden case, a flexible cable connector. A variable resistance permits the use of voltages between 20 and 90 on the detector. According to the manufacturer, the unit delivers a steady current to any type of receiver and completely eliminates the a.c. hum. Intended retail price, \$59.50.



Solderless Antenna-Lead-in Connector

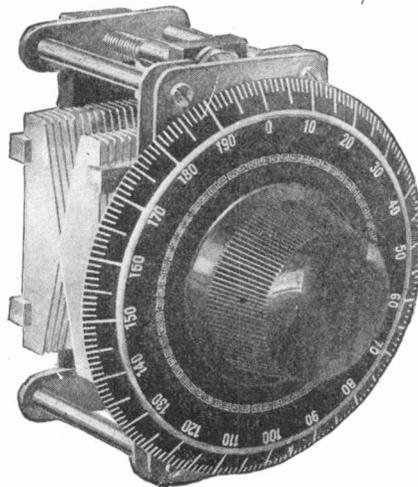
Radio Retailing, August, 1926

The Tip-Top lead-in connector holds the lead-in and the antenna together securely without soldering, according to its manufacturer, the James F. Doolan Manufacturing Corporation, 62 West 45th Street, New York. The device consists of two small brass plates furnished with a heavy nut and bolt which serve as a clamp. The antenna is inserted between these two plates, and the lead-in wire looped around the center screw which is then tightened, clamping the two wires securely together. Intended retail price, 25c.

B Battery Eliminator

Radio Retailing, August, 1926

The American Bosch Magneto Corporation, Springfield, Mass., is making the illustrated B battery eliminator known as "Nobattery." This is said by the manufacturer to be entirely noiseless in operation. It operates from the house current and provides variable plate voltage up to 150 volts. This may be regulated also to supply the needs of a set using either 90 or 135 volts. It is entirely encased in metal and stands upon four small rubber feet.

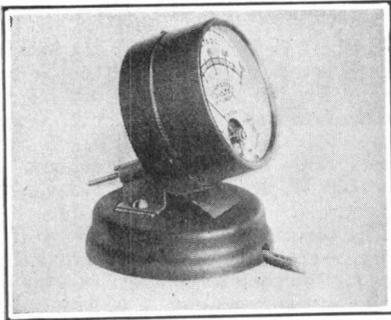


A Variable Condenser with 360 Degree Dial

Radio Retailing, August, 1926

The Wade straight-line wavelength variable tuning condenser, manufactured by the Viking Tool & Machine Company, Inc., 745 65th Street, Brooklyn, N. Y., embodies the angular-plate horizontal-plane movement method of construction. These condensers, which are manufactured in standard capacities, are equipped with a 360 degree, lacquered vernier dial with a 16-1 ratio. The separately grounded frame of the instrument is built so as to form a shield around the plates from which it is insulated. Intended retail prices range from \$6 to \$6.50, according to capacity desired.

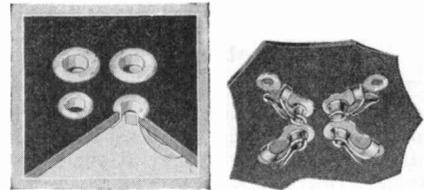
News of Latest Products Gathered by the Editors



Pin-Jack Voltmeter with High Range Adapter

Radio Retailing, August, 1926

Type 506 pin-jack voltmeter, manufactured by the Weston Electrical Instrument Corporation, Newark, N. J., is furnished with a high range stand, fitted with flexible leads and internal resistances, which permit the instrument to be used either as a filament voltmeter or in connection with B battery voltages. The meter and stand are in separate, detachable units, the pin-jacks with which the meter case is equipped fitting into receptacles provided on the stand. Manufactured in double range combinations, 160/4 volts for use with dry cell operated receivers and in 160/8 volt range for storage battery sets. Intended retail price, \$10.



Vacuum Tube Socket for Sub-Panel Mounting

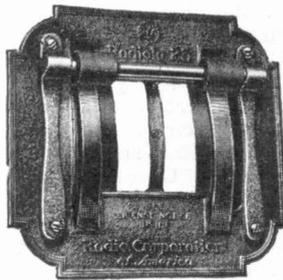
Radio Retailing, August, 1926

The Insulating Company of America, 347 Madison Avenue, New York, manufactures a vacuum tube socket designed especially for sub-panel mounting. When this new socket is used, the tube prongs are inserted in four eyelets and are held by phosphor-bronze curved springs mounted beneath the panel. The terminal lugs, also mounted beneath the panel, are designed for soldered, eye-letted or screwed connections, and may be swung in any direction, after the socket has been mounted, to accommodate wiring. The socket may be mounted in a square of 1 1/2 in. and does not project above the sub-panel.

Vernier Tuning Control for Radiolas

Radio Retailing, August, 1926

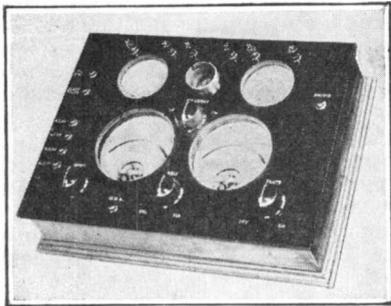
The Maxum tuning control, shown in the illustration, is manufactured by the Maxum Radio & Electric Company, 54th and Woodland Avenues, Philadelphia. It is designed for use in connection with Radiolas 25, 28 and 30, and is said to permit a "hair line" adjustment otherwise unattainable on this type of set. Intended retail price, \$2.50.



Direct Reading Vacuum Tube Test Set

Radio Retailing, August, 1926

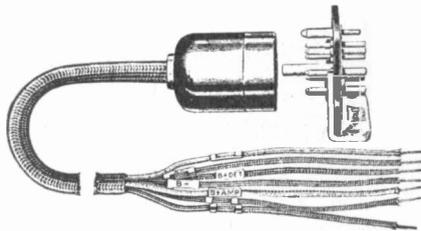
The illustrated direct reading vacuum tube set is being made by the Jewell Electrical Instrument Company, 1650 Walnut Street, Chicago, Ill. Mutual conductance is indicated directly in micromhos. Plate resistance is recorded directly in ohms. Amplification constant, filament voltage and other characteristics may be also instantly ascertained. All scales are evenly divided, the mutual conductance scale reading to 2,000 micromhos, the plate resistance scale to 30,000 ohms and the amplification constant scale to 30, these three scales being 3 1/2 in. long and furnished with mirrors and knife-edged pointers. The complete set is 14 1/2 in. x 10 1/2 in. x 4 1/2 in. The intended retail price is \$175.



Bakelite Cable Connector Plug

Radio Retailing, August, 1926

A cable connector plug of bakelite construction is being made by the Yaxley Manufacturing Company, 9 So. Clinton Street, Chicago. It is equipped with metal cable markers, phosphor bronze double contact springs, tinned to prevent oxidizing. The contacts are so arranged that the plug cannot be inserted incorrectly. Brass pins are used in the connector plate which mounts by means of a bracket which is reversible or may be removed entirely for sub-panel mounting. RMA standard color code is used and 6 extra markers are packed with each plug. Cable length 5 ft. Intended retail price, complete, \$3.50.



Trickle Charger for Storage Batteries

Radio Retailing, August, 1926

Illustrated is the trickle charger manufactured by the Stord Manufacturing Company, West 25th Street and Detroit Avenue, Cleveland, O. A 2-amp. Tungar rectifying bulb is used in this charger which is designed to maintain the normal capacity charge of a 6-volt storage battery. The charging rate is from 1/2 to 1 amp. Intended retail price complete with Tungar bulb, \$10.50.



High Resistance Designed to Withstand Heavy Currents

Radio Retailing, August, 1926

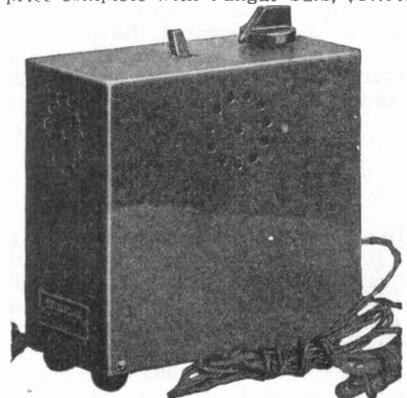
The Tobe "Veritas Hi-Current Resistor," made by the Tobe Deutschmann Company, Boston, is designed to carry higher currents than the ordinary grid-leak type of resistance and is capable of carrying 4 to 5 watts. According to the manufacturer the resistance material which has been placed directly on the inside of the glass tube permits the heat generated by high currents to be dissipated through radiation more readily than when this resistance is mounted some distance from the glass. The end caps are slotted to permit soldering to the unit, which may be accomplished without loosening these caps. Intended retail price, 10,000 ohms and under \$1.10; 50,000 ohms, 90c; 100,000 ohms; 80c; 1/2 to 1 megohm, 75c.



Five-Pole Double-Throw Knife Switch

Radio Retailing, August, 1926

The No. 2050, five-pole, double-throw knife switch shown in the accompanying illustration is manufactured of heavily nicked brass with molded Bakelite base and handle, by the Leslie F. Muter Company, 76th and Greenwood Avenues, Chicago. Intended retail price, \$2.50.



What the Trade Is Talking About

Federated Trade Association Will Meet in Detroit

The Federated Radio Trade Association, an organization of existing state and territorial radio trade associations, will hold its next meeting at the Hotel Statler, Detroit, August 16-17.

Two authorized delegates from each association will constitute the corporate body for the transaction of all business. Returns indicate that a large number of additional members of the various associations will also attend the meetings.

The following purposes of this organization are now receiving detailed study by the program committee for presentation at the Detroit meeting:

The formulation of national standard trade practices.

The problem of radio interference and its remedy.

The elimination of misrepresentation in radio advertising.

The securing of adequate legislation for the control of broadcasting.

The promotion of radio shows.

The conduct of national surveys covering such problems as the "trade-in."

The analysis of the trend of the market.

Educating the trade to the value of co-operation.

Sponsoring schools for the training of radio service men.

N. C. Beerend, secretary of the Wisconsin Radio Trade Association, will present the subject of "trade-ins." Harry LaMertha, president of the Radio Writers' Association, and a member of the St. Louis Radio Trade Association, will discuss the ethics of radio advertising.

Plans for the organization of local listeners' clubs, for devising standard forms for customer's receipt and for an inspection of the federated school for the training of service men at Detroit are on the program.

There are over 30 local radio trade associations in the United States at the present time. At least 20 are expected to send delegates to the conference at Detroit.

The Michigan Radio Trade Association, as host to the convention, has promised all the entertainment that the delegates and other members will be able to crowd into a two-day session.

Following the two previous meetings of the Federation at Minneapolis and Chicago respectively, the affiliated associations and the trade at large, according to H. H. Cory, national secretary of the Federated Radio Trade Association, have expressed hearty approval of this organization, its purposes and the work it is attempting to do.

Priority of Hazeltine Patents Sustained

The Hazeltine Corporation, holder of the L. A. Hazeltine patents covering the capacitative neutralization of radio frequency circuits, and plaintiff in an action brought against the Electric Service Engineering Corporation for alleged infringement, has received the decision from Judge Thomas D. Thacher in the Southern District Federal Court.

This award, closely following a decision rendered by Judge Robert A. Inch in the Eastern District Court of Brooklyn, N. Y., which holds that the Hazeltine Company's patents do not infringe on the Alexanderson, Rice, Goldsmith or Weinberger patents held by the Radio Corporation of America, or its subsidiary, the General Electric Company, establishes the priority of Professor L. A. Hazeltine's claims.

Rocky Mountain Retailers Stage Second Convention

More than sixty radio retailers from Colorado, Wyoming, and New Mexico attended the Second Annual Rocky Mountain Radio Dealers Convention, July 8-9 in Denver, officially inaugurating the 1926-1927 radio season in this section. The first morning of the convention was given over to a round-table discussion of retail sales problems and an address by Orval Peterson, vice-president and general manager of the Rocky Mountain Radio Corporation, which sponsored the convention.

The following representatives of factories represented by the corporation in this section were present and added materially to the general success of the undertaking: Roy S. Dunn, Zenith Radio Corporation; E. L. Shepard, C. H. Carey and O. T. Thorsen, Crosley Radio Corporation; R. L. Canning, Federal Radio Corporation; W. C. Bible, Westric Battery Corporation; R. E. Wilkins, Sterling Manufacturing Company; R. R. McKerihan, Geo. W. Walker Company; V. K. La Mar, Jefferson Electric Manufacturing Company; M. Raphael, A. H. Grebe & Company, Inc.; O. P. Austin, and J. D. Hobart, National Carbon Company.

Herbert Wall Elected President of Indiana Trade Association

Herbert C. Wall, of Fort Wayne, Ind., was elected president of the Indiana Radio Trades Association at its first state meeting held in Fort Wayne, June 14. Howard Cranfill, of South Bend, was elected vice-president and Chester W. Keen of Fort Wayne, secretary.

The meeting was addressed by H. H. Cory, secretary of the Federated Radio Trades Association. Mr. Cory predicted an increase of 100 per cent in the total volume of radio business which will be transacted in the United States during the 1926-27 season. This optimistic forecast was based on information Cory has obtained because of his contact with organized radio activities.

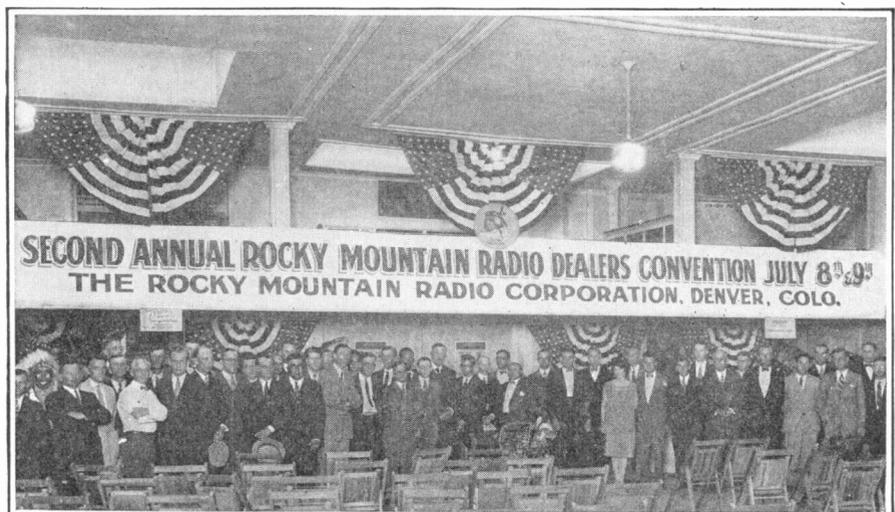
An attendance of 145 radio dealers, jobbers and manufacturers' representatives from all over the northern part of Indiana featured this meeting and indicates the degree of enthusiasm manifest in radio trade organization work.

Tentative R.M.A. Convention Date Set

The week of June 8 was recommended as the time, and the new Stevens Hotel, Chicago, as the place for the 1927 convention and trade show of the Radio Manufacturers' Association, at a meeting of the Board of Directors in Buffalo, June 29.

H. H. Frost, as chairman of the show committee, will place this recommendation before the association members at the meeting to be held in conjunction with the Radio World's Fair in New York City, September 13-18.

Price Cutters Beware!



The Indian head prominently displayed in the center of this photo, just over the heads of these dealers attending the Second Annual Rocky Mountain Radio Dealers Convention, held recently in Denver, Colo., and the chief in full war regalia at the extreme left

of the photo bode no good for the "gyp" radio dealer in this section. It is highly probable that in the event of a retailer cutting prices the entire group would rise in a body and make Custer's Last Stand look like a meeting of the Ladies' Aid Society.

Radio Shows and Conventions

August 16-18: Federated Radio Trade Association Convention, Hotel Statler, Detroit.

August 21-28: Third Annual Pacific Radio Exposition, Exposition Auditorium, San Francisco.

September 5-11: Fourth Annual Radio Exposition, Ambassador Auditorium, Los Angeles.

September 13-18: Radio World's Fair, New Madison Square Garden, New York City.

September 13-18: Winnipeg Radio Show, Alexander Hotel, Winnipeg, Manitoba, Can.

September 15-18: Akron Radio Exposition, Akron, O.

September 20-23: Second Annual Radio Exposition, City Auditorium, Houston, Tex.

September 20-26: Cleveland Radio Exposition and Trade Convention, Exhibition Auditorium, Cleveland.

September 20-25: Second Annual Pacific Northwest Radio Exposition, Public Auditorium, Portland, Ore.

September 25-29: Fourth Wisconsin Radio Exposition and Trade Convention, Milwaukee.

September 26-October 2: Pittsburgh Radio Show, Motor Square Garden, Pittsburgh.

September 27-October 2: Sixth Annual Boston Radio Exposition, Mechanics' Building, Boston.

September 27-October 2: Fifth Annual Northwest Radio Show and Northwest Radio Trade Association Convention, Kenwood Armory, Minneapolis, Minn.

September 27-October 2: National Radio Exposition, Exposition Hall, Hotel Sherman, Chicago.

October 4-9: Pittsburgh Radio Show, Duquesne Gardens, Pittsburgh.

October 4-9: Montreal Radio Show, Windsor Hotel, Montreal, Quebec, Can.

October 11-17: Fifth Annual Chicago Radio Show, Coliseum, Chicago.

October 18-23: Second Southwest National Radio Show and Trade Convention, Coliseum, St. Louis.

October 16-25: Buffalo Radio Show, Broadway Auditorium, Buffalo.

October 25-31: Fifth Annual Detroit Radio Show, Convention Hall, Detroit.

October 25-30: Second Annual Indianapolis Radio Exposition, State Fair Grounds, Indianapolis, Ind.

October 25-30: Toronto Radio Show, Coliseum, Toronto, Ontario, Can.

October 30-November 6: Third Annual Radio Exposition, 23rd Regiment Armory, Brooklyn.

October 30-November 6: Cleveland Radio Industries Exposition, Public Auditorium, Cleveland.

November 9-13: Fourth Wisconsin Radio Exposition and Trade Convention, Milwaukee Auditorium, Milwaukee.

June 8-13: Radio Manufacturers Convention and Trade Show, Stevens Hotel, Chicago.

New Atwater Kent Financing Plan

As a result of a year's careful study of installment selling finance systems, the Atwater Kent Manufacturing Company, Philadelphia, Pa., has concluded negotiations with the Bankers' Commercial Security Company, Inc., 270 Madison Avenue, New York City, whereby authorized Atwater Kent retail dealers may be enabled to sell the Atwater Kent line on the deferred payment plan.

Under this plan the Bankers' Commercial Security Company will purchase retail installment paper on Atwater Kent receivers and accessories from retailers who comply with their requirements. The plan contemplates the use of standard retail contracts but if so desired special forms may be obtained from the company at a nominal cost.

At least 25 per cent of the price must be secured by the retailer under this plan, before paper is offered for purchase. Accessories may be included in this amount provided they are sold with the receiver. Contracts must mature within six months from date of issue, except on sales of model No. 32 which may run for eight months.

When sold on the time payment plan, merchandise must be marked up on the standard retail list price as follows: Four months' time or less—2½ per cent; five months—3 per cent; 6 months—3½ per cent; seven months—4 per cent, and eight months—4½ per cent.

Under this plan the retailer retains the initial payment, or 25 per cent of the sale and the security company discounts the balance, or 75 per cent of the total, as follows: When the terms of the contract are under four months, the security company discounts 97 per cent; 5 months—96 per cent; 6 months—95½ per cent; 7 months—95 per cent, and if the paper matures in 8 months—94½ per cent.

Twenty per cent of the face value of the contract is paid to the dealer in equal monthly installments as his customers pay him, and the balance of the discount proceeds, less the bank's fee, is immediately forwarded in cash to a wholesaler designated by the dealer, to be credited to the dealer's merchandise account. Under this financing plan, all collections from customers are made by the dealer and are in turn forwarded to the security company, the dealer being held responsible for unpaid installments. Further particulars may be obtained by writing direct to the company in Philadelphia.

Charles T. Wilkins, for the past two years in charge of Victrola, Band Instrument and Musical merchandise sales with the Allen-Thede Company, Tulsa, Okla., is now identified with the Adams Music Company, Fort Worth, Tex.

F. A. D. Andrea, Inc., has added to its personnel Charles M. Sherwood, who will be associated with the metropolitan sales force, and R. G. Entwistle, who will represent the company at its Canadian branch, Fada Radio, Ltd., Toronto, Ont.

Bosworth Electric Appoints New Representatives

The following concerns have been appointed sales representatives by the Bosworth Electric Manufacturing Company, Cincinnati, Ohio: The Kowfeldt Company, 529 South 7th Street, Minneapolis, Minn., covering Minnesota, Wisconsin, North and South Dakota and northern Michigan. Detsch & Company, 555 Turk Street, San Francisco, Cal., maintaining branch offices in Denver, Colo., Spokane, Wash., and Portland, Ore., has been appointed west coast representative. J. H. Lyte, Narberth, Pa., will cover eastern Pennsylvania, Maryland, Washington, D. C., and part of New York. E. A. Hoyt, 25 West Broadway, New York City has been appointed to take charge of the company's activities in the metropolitan district of that city.

The Splitdorf Electrical Company, 392 High Street, Newark, N. J., has appointed Robert W. Porter, director of

sales. Mr. Porter was formerly vice-president and director of sales of the R. E. Thompson Manufacturing Company, New York City.

C. H. Bunch, chief electrical engineer of the Acme Electric and Manufacturing Company, 1444 Hamilton Avenue, Cleveland, is touring the west on an extensive trip in the interests of that company.

The Automatic Radio Manufacturing Company, Inc., manufacturer of the Bluebird radio receiver, formerly located at 28 Cross Street, Boston, Mass., is now in new quarters at 332 A Street, at Congress, Boston.

Walbert of Canada, Ltd., has been organized by Canadian capital to manufacture and distribute Walbert Penetrulas, Isofarad Receivers, and kits, in Canada. This concern has been licensed by the Walbert Manufacturing Company, Chicago, to manufacture these items. The new concern is located in London, Ontario, and is under the management of George Young and William Daniel.

Commerce Department to Exhibit at Sesqui-centennial

The U. S. Department of Commerce, through the Bureau of Navigation, is to have one of the most comprehensive displays ever assembled to show the advancement made in radio communication methods at the Sesqui-centennial Exposition in Philadelphia, according to a recent report.

The various transmitters and receivers employed as standard equipment in commercial stations since the inception of radio communication, including the most modern apparatus, are to be a feature of the exhibit. The instruments used in enforcing broadcasting regulations and modern equipment employed to locate interference and power leaks will also be on display.

The Broadcasting Company of America, recently formed company which operates station WEAJ, New York City, elected the following officers at its initial director's meeting: J. C. Lynch, president; W. E. Harkness, vice-president and general manager; G. F. McClelland, manager of broadcasting; F. S. Spring, secretary, treasurer and assistant broadcast manager; H. F. McKeon, auditor.

The Arcony Radio Company, 173 Greenwich Street, New York City, has completed its plans to manufacture a popular-priced six-tube radio receiver which is to be marketed shortly. I. Lieber, formerly manager of the General Radio Sales Company has been appointed sales manager of the organization.

The Standard Radio Corporation, 41 Jackson Street, Worcester, Mass., is in bankruptcy in the District Court of the United States, District of Massachusetts, according to a notice mailed to creditors of the corporation postponing

the payment of the first dividend until October 1, 1926, by Daniel W. Lincoln, referee in bankruptcy.

The Allen D. Cardwell Manufacturing Corporation, 81 Prospect Street, Brooklyn, N. Y., has revised its system of distribution. Sales are to be separately handled under three classifications, manufacturers, retail and amateur. Broadcast receiving equipment is to be sold as heretofore, through wholesale representatives with protected territories while the factory will sell manufacturers and amateurs direct. Jobbers will also handle amateur equipment on a small scale.

The Charles Freshman Company, New York City, has added Sidney E. Finkelstein, formerly director of sales of the Bruno Radio Corporation, to its staff as sales engineer.

W. D. A. Peaslee, formerly secretary to the president of the Daven Radio Corporation, 158-160 Summit Street, Newark, N. J., has been appointed general manager of that company. Mr. Peaslee, an engineer of distinction, has been successively general manager of the Jeffery Dewitt Insulation Company, chief engineer of the Belden Manufacturing Company, and president of the Terloo Electric and Manufacturing Company.

R. L. Rouse has been appointed general manager and chief engineer of the United Research Laboratories, Cincinnati, specialists in radio and electrical research and design. Mr. Rouse is a graduate of Pennsylvania University and the Radio Institute of America and has been connected with radio for twelve years.

George Lewis, formerly assistant to the president of the Crosley Radio Corporation, has been appointed vice-president and general manager of the Ken-

"Convention-ality"



Here's Alfred H. Bartsch, general sales manager of the American Bosch Magneto Corporation, snapped while attending the recent convention of Bosch radio distributors. Mr. Bartsch tells a story of a Chicago woman who attached her radio lead-in wire to the percolator because coffee was "ground" there.—We forgive him, but it takes an effort!

Rad Corporation, Owensboro, Ky. The company manufactures radio vacuum tubes.

The Amplion Corporation of America, New York City, has increased the discount on the entire line of Amplion speakers to 40 per cent off list price to the retailer. A proportionate increase has been granted to wholesalers who distribute the company's products throughout the country.

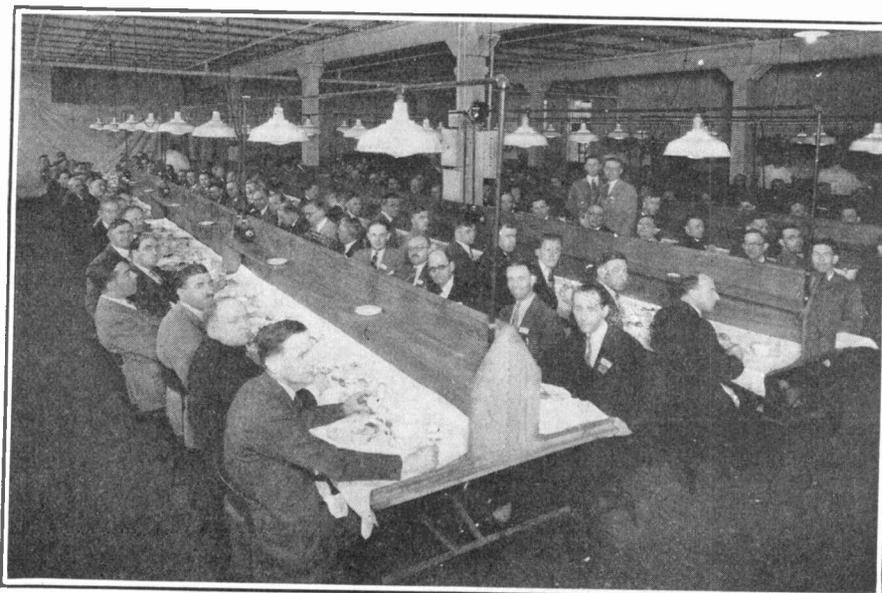
Howard R. Fuller, formerly assistant sales manager of the Charles Freshman Company, has been appointed sales manager of the electrical division, Apco Manufacturing Company, Providence, R. I. The products of the company will in the future be marketed directly to authorized retail dealers.

A. C. Whitefield, former president of the Diva Radio Corporation, 294 East 137th Street, New York City, has withdrawn from the management and affairs of that company.

The All-American Radio Corporation, 4201 Belmont Avenue, Chicago, has appointed McDonough Brothers, 716 Glenn Building, Atlanta, its exclusive sales representative for Tennessee, Mississippi, Alabama, Georgia, Florida and the Carolinas. The George Hamburger Company, 1715 California Street, Denver, will cover Wyoming and New Mexico.

The Insulating Company of America, Inc., formerly the Radio Panel & Parts Corporation, 59 Warren Street, New York City, has announced the appointment of Samuel Edelson as vice-president and a director of the organization.

Sure Enough, an Assembly Room



In an address to distributors gathered round the festive board in the assembly room of the Crosley Radio Corporation's plant during a recent convention, Powell Crosley, Jr., stressed quantity production as the leading factor in the com-

pany's success. Offhand, a glance at the gentleman's empty plate in the foreground looks more like "wholesale destruction" to us. A plain board floor certainly has its advantages at these conventions, though.

King Radio Distributors Hold Convention

More than 200 jobbers attended the convention of the King-Buffalo Company held in June at the factory in Buffalo, N. Y.

Among those in attendance were: John Betz, Akron Parts Co., Akron, Ohio; C. J. Bailey and H. P. Tozier, James Bailey Co., Portland, Me.; F. A. Brydges, Barker, Rose & Clinton Co., Elmira, N. Y.; Fred Staehling and F. G. Wideman, Barrett Hardware Co., Joliet, Ill.; A. M. Cronin, P. J. Cronin Co., Portland, Ore.; A. C. Kaebel, Cummings & Emerson, Peoria, Ill.; C. W. Donaldson, Donaldson Radio Co., Kansas City, Mo.; George W. Dressen, General Motor Equipment Co., Inc., Mitchell, S. Dak.; Carl W. Hamilton, Jennison Hardware Co., Bay City, Mich.; G. U. Pickering, Kay-Pickering Co., Tulsa, Okla.

George R. Clarke, Lake States General Electric Supply Co., Detroit, Mich.; W. H. Metz, William H. Metz Co., Des Moines, Ia.; David F. Goldman, North American Radio Corp., New York City; R. A. Cooley, W. S. Nott Company, Minneapolis, Minn.; D. D. Weiss and William G. Reese, Philadelphia Motor Accessories Co., Philadelphia, Pa.; A. L. Volz, Rappole & Robbins, Inc., Jamestown, N. Y.; H. L. Gwatkin, Reliable Tire & Accessories Co., Muskegon, Mich.; Harley Riga, Joseph Riga, Bert Hyatt and Charles Carter, J. G. Riga & Sons Co., Inc., Springfield, Mass.; C. H. Shuptrine, Shuptrine Parts & Service, Inc., Cedar Rapids, Ia.; T. F. McNamara, Smith-Perry Electric Co., Dallas, Tex.; L. E. Dunmire, Standard Radio Supply Co., Fort Dodge, Ia.; O. J. Fisher, United Electric Co., Wichita, Kans.; R. A. Whipple, Wakem & McLaughlin, Inc., Chicago, Ill.

Otto M. Woods and H. T. Ueber, Wayne Hardware Co., Fort Wayne, Ind.; Arthur Willis, Willis Co., Canton, Ohio; John V. Wilson, George E. Gillespie, John V. Wilson Co., Boston, Mass.; J. G. Barnes, S. Fischman, Keystone Radio Corp., Pittsburgh, Pa.; Chelsea York, A. Z. Heller, York Supply Co., Greenville, Ohio; R. N. Swanson, F. Deitz, Vreeland Radio Corp., Denver, Colo.; Fred Schuber, F. T. Jensen, Rochester Auto Parts, Inc., Rochester, N. Y.; Fred

I. Lenzi, Inland Radio Co., Spokane, Wash.; Joseph Rose, Charles Rubel & Co., Inc., Washington, D. C.; George Christopherson, McIntyre-Burrall Co., Green Bay, Wis.; Robert Dean, Tire Service Corp., New Albany, Ind.; M. Y. Brockett, Buford Bros., Inc., Nashville, Tenn.; J. H. Taylor, Gibbes Machinery Co., Columbia, S.C.; Fred Wilson, E. M. Wilson & Son, Newark, N. J.; Fred Schreiner, General Radio Corporation, Harrisburg, Pa.; and F. A. Buttrey, Radio Auto Supply Co., Havre, Mont.

In Canada the King line is marketed by King Quality Products, Ltd., and was represented by: James Paton, Canadian Fairbanks-Morse Co., Montreal, Que.; William H. Haire, J. F. Geary, James Cowan & Co., Ltd., London, Ont.; William Moncur, Cutten & Foster, Ltd., Toronto, Ont.; J. H. Maitland and Mr. Chitty, J. H. Ashdown Hardware Co., Ltd., Winnipeg, Man.

Houston Radio Show in September

Houston, Texas, will stage its second annual radio exposition under the auspices of the Houston *Post-Dispatch* from September 20-23 in the City Auditorium. The exposition is being promoted by the owner and operator of station KPRC, and is sponsored by 41 retailers of the city who are also exhibitors.

Set List Corrections

In the July issue of *Radio Retailing*, on page 36, Model 57 receiver made by Reichmann & Company, Chicago, Ill., was misquoted at \$50. The correct retail price is \$60.

On page 39, model C-30 receiver, made by the Federal Radio Corporation, Buffalo, N. Y., was misquoted at \$200. The correct price of this set is \$300.

Trilling and Montague, Philadelphia, has been appointed a distributor by A. H. Grebe & Company, New York City, maker of Synchronphase broadcast receivers. The company will secure distribution of the Grebe products in southern Pennsylvania and eastern New Jersey.

Akron Blossoms Out With Show

Akron, Ohio, is to have its first exclusive radio exposition in the State Armory building, September 15-18 under the direction of the Times-Press. Exhibit space is to be limited to retailers and jobbers in Akron and nearby towns. According to George Missiy, secretary, manufacturing interests are best aided by establishing the identity of the local dealer. For this reason manufacturers' exhibits have not been solicited.

Cleveland's Second Annual Radio Exposition

The Second Annual Radio Exposition of Cleveland, O., is to be held in the municipal auditorium, September 20-26 under the supervision of G. B. Bodenhoff, who managed the exhibition last year. Two floors of the building have been engaged, the lower floor to be given over largely to manufacturers' exhibits.

Arthur T. Haugh, president of the Radio Manufacturers Association and general manager of the King Manufacturing Company has accepted the honorary chairmanship of the manufacturers' committee with L. G. Baldwin, R.M.A. secretary and radio sales manager of the Willard Storage Battery Company, serving as general manager.

The Tobe Deutschmann Company, manufacturer of fixed condensers, formerly located in Cornhill, Boston, Mass., is now located in new and larger quarters at Cambridge, Mass.

The C. E. Manufacturing Company, Inc., Providence, R. I., makers of vacuum tubes, is adding a complete floor to its manufacturing plant at 702 Eddy Street which will increase available space to 30,000 sq.ft. This addition will permit a production increase of one-third.

The Peruvian Broadcasting Company, Lima, Peru, has taken the exclusive agency of the F. A. D. Andrea Corporation, manufacturer of Fada radio receivers, for the country of Peru.

King Distributors Visit Factory in Buffalo



The distributors of King-Buffalo, Inc., manufacturers of the King line of radio receivers, held an enthusiastic sales convention at Buffalo June 10, 11, and 12. Over 200 attended the gathering which was held for the purpose of announcing the new King Line and explaining the King

sales policy for 1926-1927. A. T. Haugh, vice-president of the company, who was recently elected president of the Radio Manufacturers' Association, presided. Attending distributors voiced optimistic opinions on radio sales during the 1926-1927 season.

Northwest Radio Show in Minneapolis

The Fifth Annual Northwest Radio Show will be held this year in the Kenwood Armory and Coliseum, Minneapolis, Minn., September 27 to October 2, under the auspices of the Northwest Radio Trade Association. The annual convention of members of the association will also be held during this week and invitations have been issued to retailers in the Northwestern states to attend. Forty-five thousand square feet of floor space will be available for exhibition purposes this year and national leaders in the industry are scheduled to address the convention sessions on subjects related to radio advertising and selling.

Wire Manufacturers Organize

The Radio Cord Manufacturers' Protective Association has been formed by seven New England manufacturers of flexible wire, phone cords and battery cables for the purpose of standardizing the industry, protecting the jobber and dealer and promoting the sale of their products through co-operative advertising.

Members of the association have decided to eliminate various unnecessary types of cords and cables. Phone cords are to contain at least 10 tinsel strands, as less than this number increases fire hazard when used to conduct more than 100 volts. Cables used as battery connections in the future will be composed of at least No. 20 B & S gage copper wire covered with $\frac{1}{8}$ in. rubber wall.

Toronto Exhibition Scheduled

Toronto, Canada, is planning its third radio show months in advance. The exhibition is to be held October 25-30, in the Coliseum at the Canadian National Exhibition Grounds under the auspices of last year's sponsor, the Canadian Radio Trades Association. Floor space available is 230 ft. x 100 ft. A Canadian radio trade convention may be held during show week if present plans materialize.

George H. Kiley, formerly secretary of the Farrand Manufacturing Company of Long Island City, N. Y., was elected vice-president and general sales manager at the annual meeting of the company. James A. Dunn was designated to replace Mr. Kiley as secretary.

F. E. Eldredge has been appointed commercial manager of the radio department, Westinghouse Electric & Manufacturing Company, with headquarters at the East Pittsburgh works. An office will also be maintained at 150 Broadway, New York City.

J. L. Lavin, formerly sales manager of the Eastern Advertising Agency, has been elected vice-president in charge of sales and advertising of the Teletone Corporation of America, manufacturer of radio apparatus, 449 West 42nd Street, New York City.

The Freed-Eisemann Radio Corporation, Brooklyn, N. Y., was awarded first prize in a recent black-and-white poster design contest, the Fifth Annual Exhibition of Advertising Art. The second prize in the black-and-white line division was also awarded to the company. F. R. Cruger and Wilford Jones designed the winning posters which have been used in the company's magazine advertising.

Utica Radio Engineers, Inc., of Utica, N. Y., has been chartered at Albany, with a capital of 100 shares of no par value. The members of the new firm will serve as consultants and draughtsmen in the radio and electrical apparatus field. Fred Weinberg, Schenectady, N. Y., William E. Newman, Utica, and Frederick E. Beck, Utica, are the directors and subscribers of the corporation.

E. A. Davenport, formerly assistant sales manager of the Jewett Radio and Phonograph Company, Pontiac, Michigan, was recently appointed general sales manager for Wakem & McLaughlin, Inc., distributors and jobbers of radio equipment, Chicago.

R. B. Clark, formerly sales manager of the Cleveland Engineering Laboratories has become affiliated with Clark, Fleming & Baehr, manufacturers' representatives, 1400 West 25th Street, Cleveland, Ohio. Mr. Clark has been connected with the sales and engineering departments of several well known electrical and automotive manufacturers, including the National Carbon Company and the U. S. Light & Heat Company.

H. B. Gay, formerly sales manager of the Electric Storage Battery Company, Philadelphia, manufacturer of Exide storage batteries, has been appointed vice-president of that organization. Mr. Gay, who has been connected with the company as manager of a number of its branch offices since 1901, will also continue in charge of sales.

Arthur A. Trostler, former district manager of the Music Master Corporation, has become affiliated with the sales staff of the Freed-Eisemann Radio Corporation of Brooklyn, N. Y. Mr. Trostler will cover the territory between Kansas City and the Pacific Coast.

Edward Alfred Graham, who died at his home in London, England recently, was known throughout the world as one of the outstanding acoustic and electrical engineers. Thirty-five years ago his father, Alfred Graham invented the Graham telephone system used extensively by the navies of the world. As head of Alfred Graham and Company, Edward Graham later perfected the Amplion radio speaker. News of his death is received with sincere regret in this country.

Central States Exposition Again at Indianapolis

The Second Annual Radio Exposition of the Central States will again be held this year at Indianapolis, Ind., October 25-30, under the auspices of the Broadcast Listeners' Association of that city with the co-operation of the radio trade. The show will be held in the manufacturers' building of the State fair grounds and will be managed by Claude S. Wallin, who directed the 1925 exposition.

Six soundproof test rooms in which exhibitors may demonstrate apparatus will be available.

F. S. Martin of the Martin, Hartley & De Witt Sales Company of 99 Bedford Street, Boston, long identified with radio in New England and formerly active with the original Federal Telephone & Telegraph Co., is going to New York as general sales manager for the Davy Electrical Corporation, which will place on the market four models of the Davy Eliminator, covering the entire A and B range. There will be no change in the policy of the Martin, Hartley & De Witt Sales Company, Mr. Martin retaining his interest. R. F. Hartley will be actively in charge of operations.

A. R. Baker, has resigned as sales manager of the radio department of the Cruver Manufacturing Company, 2456-60 West Jackson Boulevard, Chicago, Ill. Mr. Baker has not announced his plans for the future.

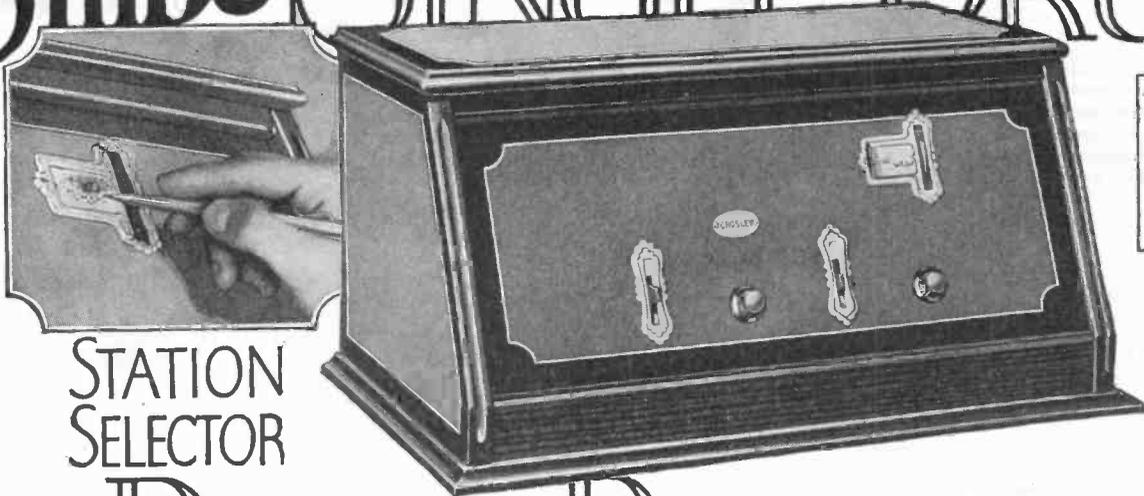
The Sangamo Electric Company, Springfield, Illinois, has appointed the Electrical Sales Company, 261 Franklin Street, Boston, Mass., New England distributors of Sangamo radio parts.

Clark, Fleming and Baer, 1400 West Twenty-fifth Street, Cleveland, Ohio, has been appointed exclusive wholesale distributor of Perryman vacuum tubes for Illinois and Indiana, in addition to its present territory, Michigan and Ohio.

The Anylite Electric Company, 1418 Wall Street, Fort Wayne, Ind., has been appointed a distributor by the Grigsby-Grunow-Hinds Company, manufacturer of Majestic battery eliminators and also by the Hipwell Manufacturing Company, manufacturer of the Hipco line of B batteries.

Harold C. Bodman, who has conducted a business under his own name as manufacturers' representative at 216 West Thirty-fourth Street, New York, has become associated with Rossiter & Company, Inc., 136 Liberty Street, New York, as sales manager. Mr. Bodman will in his new capacity continue to represent Silver-Marshall, Inc., and the Belden Manufacturing Company, both of Chicago, though he has given up his other radio lines. Rossiter & Company, Inc., sole Metropolitan distributors for Sangamo Electric Company of Springfield, Ill., will hereafter distribute Silver-Marshall and Belden radio products in addition to Weston and other lines already carried.

5 tube SINGLE DRUM



STATION
SELECTOR



RADIO RECEIVER

6 Other Crosley Radio Achievements

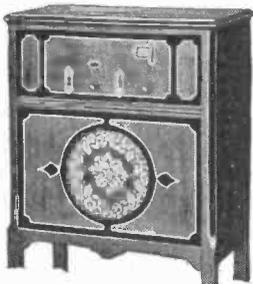
The Crosley 1-tube "Pup"—\$9.75—a double-circuit set, with which laymen have heard radio signals probably the greatest distances.

The 4-tube 4-29—\$29—a 4-tube receiver of amazing efficiency. Already proven its right to a permanent position in the Crosley line. CRESCENDON equipped!

The 5-tube 5-38—\$38. The 5-tube tuned radio frequency set incorporating the CRESCENDON—a spectacularly popular model.

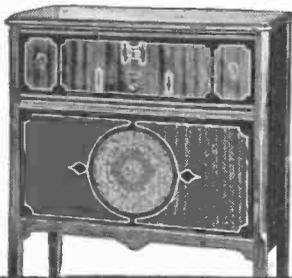
The 5-tube RFL 75—\$65—true cascade amplification; non-oscillating—non-radiating, regardless of how it may be mishandled.

The 5-tube 5-75—\$75—embodying the 5-tube single control, with drum station selector, as offered in a table model at \$50. **SOLID MAHOGANY cabinet. Musicone built-in—41 inches high.**



The 5-tube RFL 90—\$90—introducing the double drum station selector! Solid mahogany cabinet. Musicone built-in—ample room for batteries and all accessories, 41 inches high, 30 1-2 inches wide.

Prices slightly higher West of the Rockies.



Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 or, under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.

The CROSLEY MUSICONES



The announcement of the new Super-Musicone is predicated on the success of the Regular (12 inch cone) Crosley Musicone in replacing hundreds of thousands of old type loud speakers. **Musicone Regular 12 inch cone \$12.50. Super-Musicone 16 inch cone \$14.75. Musicone sole with built in Musicone \$32.00.**

Crosley Musicones are manufactured under basic patents issued and pending, controlled by Crosley.



With the Graphic Station Selector, Stations from one end of the wave band to the other, are easily brought in at all times—**IN THE SAME PLACE.**

\$50.

Contrast the surpassing performance of this new type of Crosley Radio with what has hitherto been considered radio perfection.

The cabinet is solid mahogany, beautifully finished in two-tone and striped in gold. Metal fittings are rose gold finish.

The metal shielded chassis is divided into three compartments. The units shielded from each other, prevent interstage as well as external coupling. This improves stability of circuit and increases selectivity. This has never before been offered in sets of moderate price.

Crescendon Control affords unusual volume from distant stations.

Heretofore single dial control sacrificed selectivity. By means of the Acuminators, very sharp tuning is accomplished where the reception from local stations spreads broadly over the dial. Under average conditions, when once adjusted, these acuminators do not have to be touched again.

CROSLEY RADIO

BETTER
COSTS
LESS

Write Dept. 730, CROSLEY RADIO CORPORATION, CINCINNATI, O.

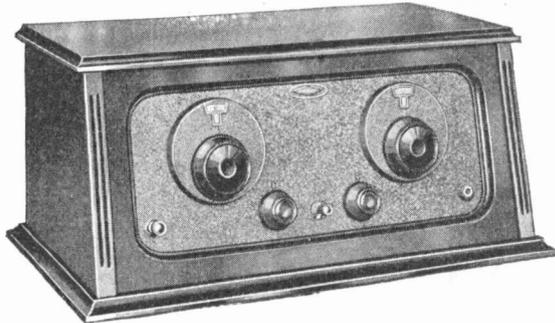
Splitdorf Sets Stay Sold

THE Splitdorf line for the 1926 radio year includes two wonderfully efficient receivers, each equipped with the new Super Power Switch, and two highly developed speakers. It, also, includes a full line of up-to-the-minute radio consoles, radio tables and other specialties to meet an exacting demand.

The Splitdorf is a line that will meet the requirements of the critical, well-informed buyer who wants his radio to be a permanent investment and always give uninterrupted SATISFACTION. Write or wire for "The Nine Vital Points," showing why you can succeed with Splitdorf.

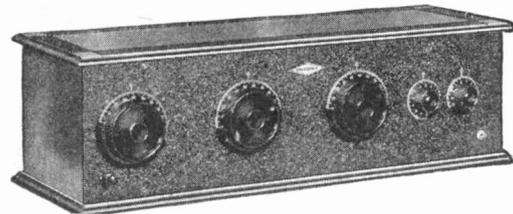
SPLITDORF ELECTRICAL COMPANY, 392 High Street, Newark, N. J.
Subsidiary of Splitdorf-Bethlehem Electrical Company

Note: Models RV-580 and RV-695 are equipped with the Splitdorf Super Power Switch, the greatest radio development of the year. Makes receivers equally efficient on all wave lengths.



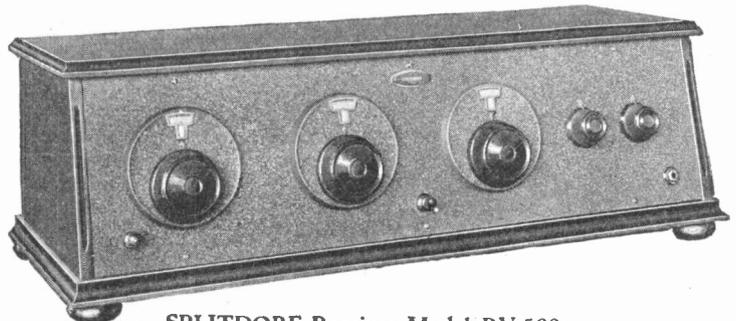
SPLITDORF Receiver Model RV-695

This set is a SIX tube, inherently neutralized, two control receiver having three stages of radio frequency amplification, detector and two stages of audio. The Splitdorf Super Power Switch—a feature that materially increases the efficiency and volume of the receiver at higher wave lengths—also is a part of this receiver. Wired to permit use of power tubes. Entire receiver only 22 inches long overall by 12 3/4 inches deep by 10 inches high. Encased in a Walnut cabinet, lacquer finished in two-tone effect. Price, \$95



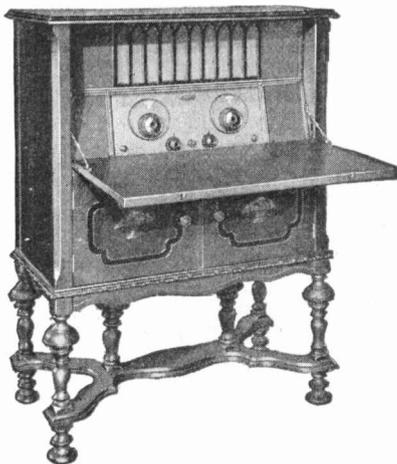
SPLITDORF Receiver Model R-560

A five tube, inherently neutralized, tuned radio frequency receiver designed to combine simplicity and ease of operation with economy both in first cost and maintenance. Large tuning dials which make accurate tuning easy. Encased in attractive, hinged-top cabinet lacquer finished in two-tone effect—dark Walnut and light natural grain. Five-terminal cable, permanently attached to rear, permits of making battery connections easily. Price, \$60



SPLITDORF Receiver Model RV-580

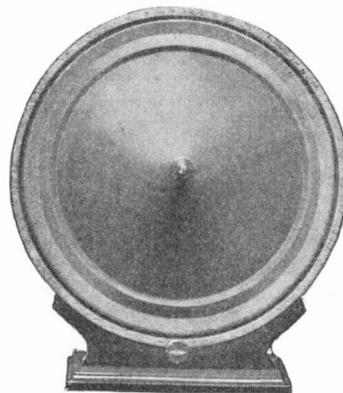
Five tubes—an inherently neutralized, tuned radio frequency receiver. Equipped with vernier tuning dials and straight line frequency variable condensers of Splitdorf design. Located at the lower center part of the panel is the Splitdorf Super Power Switch, which greatly increases volume on weak signals, especially on the higher wave lengths. Wired to permit use of power tubes. Encased in attractive piano-hinged top cabinet, lacquer finished in two-tone Walnut. Price, \$80



SPLITDORF Console Model C-215

Equipped with Model RV-695 Receiver
Fitted with the Duo-dial SIX Splitdorf Receiver, this console creation represents the latest development in radio appointments for homes of refinement.

Model C-215 fitted with RV-695 Receiver
Price, \$215



SPLITDORF Cone Speaker

The Splitdorf Cone type speaker is supplied with a handsomely finished base for use on table. Also equipped with silk cord for hanging. Price, \$25



SPLITDORF Speaker Model D

This is a smooth-finish, large horn of special rubber composition. A swan-throat speaker of exceptional tone quality. Will handle exceptional volume without distortion. Price, \$22.50

(Prices slightly higher west of Rockies and in Canada)

Succeed with Splitdorf

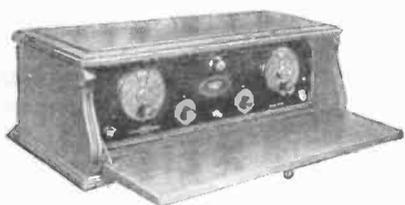
Unequaled!



Trinity Five Tube Compact Cabinet

Appeals to people desiring a high quality receiver of compact size. $7\frac{1}{2} \times 6\frac{3}{4} \times 22$. Inconspicuous on library table or fits into book-case. Mahogany finished cabinet with rounded edges

\$50
(2-T-5)



Trinity Six Tube Table Model

Has three steps of audio frequency. Pilot light on panel. 5 ply genuine mahogany cabinet, $8\frac{1}{2} \times 13 \times 26\frac{1}{2}$. Drop leaf door. Undoubtedly one of the most beautiful receivers ever built

\$75
(2-T-61)



Trinity Six Tube Bio-Phonic Console

Same as model 2-T-61; installed in high-grade console cabinet, $14\frac{1}{2} \times 34 \times 48$. Of 5 ply genuine mahogany with Trinity-Beacon Bio-Phonic Reproducer built in. Spacious compartments for batteries or eliminators

\$150
(2-T-61 Console)

When we say the Trinity Line is *unequaled* at the price, we prove it by comparison and we make our comparison with sets that cost from 30% to 50% more than Trinity.

The astounding values which BEACON offers are possible only because BEACON is the Broadcast Receiver Division of the world's largest radio parts plant. BEACON builds its own cabinets, moulds its own bakelite, produces its own condensers, rheostats, jacks, binding posts, horns, etc., etc. No other manufacturer profits on these parts.

The dealer who enthusiastically exploits the merits of Trinity and who associates his good name with Trinity performance, can do so knowing that his *profits are permanently protected* by the largest institution of its kind. Trinity values will always excel! The BEACON method of manufacture is a positive assurance of this fact.

The Trinity dealer franchise is the most valuable franchise you can obtain. Write to us and we will have our local distributor prove by demonstration and comparison why the Trinity Line is *unequaled*.

TRINITY RADIO

TWO TUNING CONTROLS
NO SOLDERED CONNECTIONS

Built Under U.S. NAVY Dep't License and 88 Patents



Address Department R86

BEACON RADIO MFG. CO., Inc.
323 Berry Street, Brooklyn, N. Y.

Is Jobber a Necessary Link in Radio Distribution?

(Concluded from page 65)

of this set jobbers have been secured. The company maintains that national distribution is essential for the manufacture of radio apparatus, that national distribution and the lowering of production costs permitted by volume sales are prime requisites and that distributing through wholesale channels already in operation is the most satisfactory way to cover the entire country and pave the way for quantity sales.

Clearly, it would cost a manufacturer as much to distribute his own merchandise as it does through the older wholesale distributor system. The jobber today is doing business—taking care of deliveries, replacements, finance credit and every factor bearing on the subject of distribution with an overhead of approximately 18 per cent on gross sales. It is to be doubted if the manufacturer could distribute his own merchandise on a closer margin. Especially as the jobber's salesman who fails to make a sale of one article of merchandise can at least pay his traveling expenses by selling some other article in his line, while the manufacturer's representative on the other hand, is compelled to cover expenses by the sale of one specific article.

Limiting dealers in each town according to population—which has been contemplated by some manufacturers—would limit the manufacturers' sales calls to one or possibly two dealers in a small town—the salesman would find his stops few and far between. Certainly this method would make sales overhead prohibitive in proportion to actual sales.

Where the Direct Method is Successful

When contrasting the two distribution methods, those direct-selling manufacturers producing radio receivers as an adjunct to other commodities, or those manufacturers already maintaining sales offices and forces for the distribution of their original product do not present at all a true picture of the situation and cannot be considered definite proofs of the success of this method. Neither are those parts manufacturers whose business is largely the sale of equipment to manufacturers of assembled receivers representa-

tive of success in this field. A manufacturer not interested in quantity sales, or one who controls the market on the product which he manufactures, undoubtedly is in a strategic position to eliminate the jobber.

George A. Scoville, vice-president of the Stromberg-Carlson Telephone Manufacturing Company, in a statement to *Radio Retailing*, says: "The reason underlying our selection of direct-to-dealer sales is that we have our own field force and, naturally, are our own jobbers. With our set-up, we feel that it is more economical for us to sell direct to the dealer than through the jobber, and while it may not move the greatest volume of merchandise for the time being, it will certainly give a more stable and increasing volume."

Summing up the entire situation, we quote an excerpt from an address delivered by David Sarnoff, vice-president of the Radio Corporation of America, to members of the National Electric Light Association at its recent convention in Atlantic City: "There should be complete recognition that the jobber renders certain specific services in distribution which must be completely reproduced in order to warrant his part in the total spread being turned over to the retailer."

The consensus would seem to indicate that after all it is the policy of the individual manufacturer, the actual worth of his product which is of primary importance. As to the subject of comparative costs, it matters little which method of distribution is employed. The success of the undertaking would depend largely on the financial policy and attitude of the concern itself and whether it would care to take upon itself the functions and expenses of the middleman.

Third Radio Banquet

The third annual Radio Industries Banquet will be held this year on the evening of September 15 at the Hotel Astor, New York City. Elaborate plans are being made and it is expected that between 1,500 and 2,000 radio men and their guests will attend. A fine program of entertainment is being prepared under the direction of Major J. Andrew White, and, according to indications, at least 30 stations will broadcast the event.

R. S. Williams & Sons, Ltd., Toronto, Canada, has been appointed exclusive distributor for the Dominion of Canada by the Magnavox Company, Oakland, Cal.

Status of Radio Legislation As Congress Adjourns

(Concluded from Page 53)

pointed by both houses of Congress, in whose hands the entire matter now rests until the next session although it is thought likely that brand new legislation will be drafted, owing to failure of the conferees to agree.

In view of the adjournment of Congress on July 3rd, both houses passed a resolution on that date designed to preserve the present status of radio broadcasting until adequate legislation might be passed early in December.

The resolution provided that no license be renewed for more than 90 days or issued to broadcasting station applicants for more than two years, thus preserving order in the broadcasting field until the next session. This measure failed to reach either Vice-President Dawes or President Coolidge in time for signature and the situation may therefore be summed up with a huge question mark. So it will remain until the next session of Congress.

The copyright controversy came into the limelight in the Senate, before the passage of the White Bill, when Senator McKellar of Tennessee introduced an amendment establishing the Federal Radio Commissions right to regulate copyright rates after public hearings and to permit the use of copyrighted music by all other licensees of similar stations upon the payment of such rates as may be affixed by the commission. The amendment was defeated.

The Specialty Service Corporation is settled in its new and larger quarters at 575 Atlantic Avenue, Brooklyn. Herbert Schlecht has been engaged to look after every possible dealer help.

The Specialty Service Corporation handles Crosley, Amrad, Magnatron tubes, Bright Star batteries, Balkite, Hartford batteries, Daven, All-American and various other well known products.

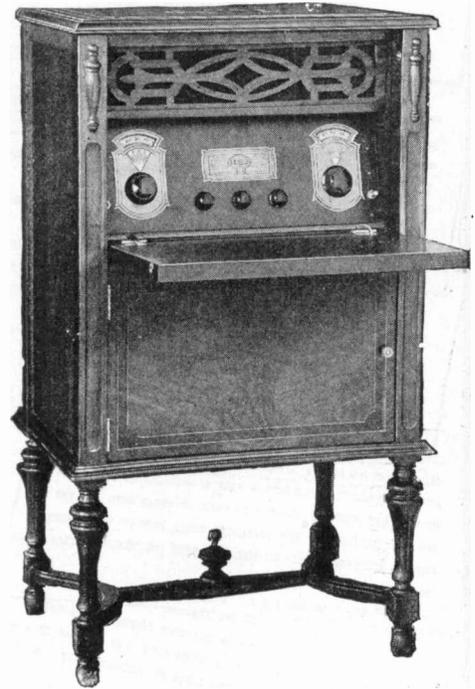
Paul H. Brown has been appointed sales manager of the radio equipment division of the Grigsby-Grunow-Hinds Company, manufacturer of Majestic Raytheon battery eliminators, 4540 Armitage Avenue, Chicago, Illinois. Mr. Brown was formerly sales manager of the Webster Company and district manager of the All American Radio Corporation.

The Harry Alter Company, Chicago, Ill., wholesale distributor of radio apparatus, has added the following new to its sales force: H. Lingenfelder, Charles Henley, M. Schufeldt and Roy K. Morris.

What receiver will sell this fall?

**ERLA
and
RFL**
have built a
new set to
meet these
demands

Better tone quality than any yet known
No squealing
Better selectivity than has been offered
Easy manipulation
Maximum distance and volume for a given dollar
More exquisite cabinet work and the utmost in technical efficiency



Erla (RFL) Monodic S-5 De Luxe Console
Quartered and matched figured walnut panels. Supreme excellence in materials and construction. Built-in loud speaker.

REAIZING that the demand this year is for *better* radio reception ... knowing that your need is for a trouble-proof set, the Electrical Research Laboratories have joined forces with the finest scientific brains in the country to meet that demand.

The new Erla (RFL) Monodic Receiver is the joint achievement of our own engineers and the world-famous Radio Frequency Laboratories of Boonton, N. J.

Banishes squeals

The Erla (RFL) employs principles that are new and notably in advance of present standards. These new principles banish completely squealing, "blooping," and distortion. Other manufacturers have attempted this. But have never succeeded save by sacrificing distance and volume. In the new Erla (RFL) there is positive gain in reception, and equally important, an ease and certainty of operation that now puts distance, volume and selectivity at the command of every member of the family!

Four great improvements

Here in detail are the four great improve-

ments which this master stroke of engineering accomplishes:

1. Squeals and howls completely done away with in tuning, *automatically*. No expert manipulation of knobs needed.
2. Radiation—annoying broadcasting of squeals into neighboring antennae eliminated.
3. Harshness and fuzziness of tone, resulting from regeneration, eradicated, and reproduction of sound made *entirely natural and undistorted*.
4. Stations inaudible with most receivers—except when manipulated by experts—now brought in loud and clear by anyone. Vastly improved selectivity.

Other profit-makers to equip the **ERLA and RFL**



Omnitonic Cone Speaker

Universal in range and pitch. Brings out both low and high notes with absolute fidelity of tone. To list at \$17.50.

"Big Ten" "B" Unit



A positively *hump-free* "B" unit with a big safety factor. Will handle 10 tubes with perfect results. To retail at \$45.00.

"Triple-Life" Tubes

Last fully three times as long as present style tubes. Also greater uniformity. Minimum of 3,000 hours service at rated voltage. To sell at usual prices.



A fool-proof set

To you the most important feature of this amazing new set is that it is transportation-proof ... and fool-proof when installed.

It lets you devote your time to *selling* with no worries about the set itself. Send the new Erla (RFL) out in the original package. It will be found O. K.

In exquisite cabinets

The new Erla (RFL) Monodic Receiver is put up in the most artistic cabinets in Erla's history. These cabinets make the new Erla, in eye value as well as performance value, the outstanding profit opportunity on the market today.

Prices are materially under comparable competitive receivers. Our famous one-profit system of manufacture makes possible these extremely low retail prices, yet allows distributor and dealer adequate margins.

Send today for the full story

Don't sign up for any radio line, no matter how attractive the offer may seem, until you receive the new Erla (RFL) proposition. Send your name at once for complete information. Be in line for a franchise provided your territory is open. Just write your name and address on coupon, clip and mail.

Electrical Research Laboratories,
Dept. K-50 2500 Cottage Grove Ave., Chicago

Send me full information on your dealer proposition as advertised.

ERLA

ELECTRICAL RESEARCH LABORATORIES, CHICAGO

H.D.M. 9-26

WESTERN UNION TELEGRAM

Received at Grand Central Terminal Main Concourse, N. Y.

415 LEXINGTON AVE NEW YORK NY

415 LEXINGTON AVE NEW YORK NY

WE REGARD THE DAYFAN AS ONE OF THE BEST RADIOS ON THE MARKET BECAUSE OF ITS SIMPLICITY OF OPERATION REQUIRES VERY LITTLE SERVICING THE DAYFAN COMPANY ADVISES EXTENSIVELY THEIR DEALERS HELPS ARE WORTH WHILE THEIR RESTRICTIVE POLICY IS FINE ALL THINGS CONSIDERED DAYFAN IS A VERY DESIRABLE RADIO HANDLE

OLIVER MUSIC SHOP, PHILADELPHIA FEB 19 24

415 LEXINGTON AVE NEW YORK NY

DAYFAN OVER BIG LAST SEASON SOLD ALL I PURCHASED ONE CUSTOMER BLIND HAD RECEIVED FORTY EIGHT D X STATION G W NEEDHAMER.

415 LEXINGTON AVE NEW YORK NY

GIVE ME GREAT PLEASURE TO SAY A GOOD WORD FOR DAYFAN RADIO WE HAVE YET TO FIND A DISSATISFIED CUSTOMER IT IS SECOND TO NONE FOR QUALITY OF RECEPTION VERY ECONOMICAL ON BATTERIES WE HAVE HAD VERY FEW REPAIRS TO MAKE ON THESE SETS AND THE DAYFAN QUALITIES OF NOT UNLOADING THEIR SETS ON THE MARKET AT REDUCED PRICES AND THEIR COOPERATION WITH THE DEALERS HELPS A LOT VERY TRULY

BATTERY AND TIRE SERVICE CO I STIVES PRESIDENT.

415 LEXINGTON AVE NEW YORK NY

WE TOOK AGENCY FOR DAYFAN RADIO IN THE RUSH PERIOD OF OUR RADIO SEASON AND EVEN WITH THE START THAT OTHER LINES HAD DAYFAN IN A SHOW THERE WAS AMONG THE LEADERS WE FOUND LARGE DISTRIBUTOR VERY FINE TO GET ALONG WITH AND FOUND THEIR POLICY VERY FAIR

415 LEXINGTON AVE NEW YORK NY

CONSIDER DAYFAN RADIO THE ONLY EXPECTED RADIO BEING OFFERED TO PUBLIC WELL PLEASED WITH DAYFAN DEALERS POLICY ALSO OUR JOBBERS P W KELLY CO SYRACUSE NY

CLARK CYCLE CO INC CAROL CLARK PRES.

415 LEXINGTON AVE NEW YORK NY

DAYFAN QUALITY TONE AND SELECTIVITY TOGETHER WITH ONE DIAL CONTROL HIGHLY APPRECIATED HERE IN TRENOR THE COMPANY'S COOPERATION HAS BEEN FINE AND POLICY RIGHT LOCAL ADVERTISING HAS BROUGHT US GOOD RESULTS

EXPEDITE FINE BUSINESS IN WALL

RANDOLPH ELECTRIC CO

415 LEXINGTON AVE NEW YORK NY

THE DAYFAN RADIO IS OK (IT LEADS THEM ALL) IN PERFORMANCE BEAUTY AND EASE OF OPERATION THE COOPERATION OF DEALER DISTRIBUTOR AND MANUFACTURER IS THE ONLY WAY TO SELL RADIO THE DAYFAN DEALER POLICY ALSO PROTECTS THE CUSTOMER FROM UNSUBSTANTIAL LEADS AND GIVES HIM THE PROPER FOLLOW UP SERVICE

HALL ELECTRIC CO W S HALL.

415 LEXINGTON AVE NEW YORK NY

I THINK THE DAYFAN DEALERS FRANCHISE AND DEALERS PROTECTION AS WELL AS THE PUBLIC AS IT ELIMINATES CYPIC AND THEREFORE GIVES THE DEALER A FAIR PROFIT WHICH ENABLES HIM TO SERVE HIS CUSTOMERS BETTER WHICH IN TIME INCREASES BUSINESS WITH A REPUTATION OF SERVICE

G W AMBY.

415 LEXINGTON AVE NEW YORK NY

THE DAYFAN POLICY IS LIKE THEIR RADIO UNEX CALLED THEIR DISTRIBUTOR W KELLEY OF SYRACUSE HAS ALWAYS A WARM WELCOME FOR THE SALESMEN OF DAYFAN PRODUCTS THE DAYFAN DISTRIBUTORS ARE ALWAYS THERE WITH THE IF NOT RIGHT WE MAKE IT RIGHT I HAVE YET TO FIND PAULT WITH DAYFAN GOODS OR DAYFAN SERVICE

G R FLEWES.

415 LEXINGTON AVE NEW YORK NY

THOROUGHLY SOLD ON DAYFAN ONE SET INVENTORY

WHEREVER HEARD

FRANKLIN

415 LEXINGTON AVE NEW YORK NY

WE FIND THE DAYFAN RADIO OR AND THE DEALERS POLICY GOOD

AND SOBS.

WESTERN UNION TELEGRAM

Received at Grand Central Terminal Main Concourse, N. Y.

415 LEXINGTON AVE NEW YORK NY

415 LEXINGTON AVE NEW YORK NY

WE ARE ONE HUNDRED PERCENT SOLD ON DAYFAN RADIO IT IS BY FAR THE EASIEST SET ON THE MARKET TO SELL AND THE SIMPLEST TO OPERATE ALL DAYFAN SETS STAY SOLD AS THERE IS PRACTICALLY NO SERVICE CONNECTED WITH THE SET AFTER IT IS SOLD WE WOULD NOT GIVE UP THE DAYFAN FRANCHISE FOR ANY OF THE MARKET SET SET IS ABSOLUTELY RIGHT

JOHN T KRISTE.

415 LEXINGTON AVE NEW YORK NY

WE HAVE YET TO RECEIVE OUR FIRST COMPLAINT FROM A DAYFAN CUSTOMER OR MAKE OUR FIRST COMPLAINT TO DAYFAN HEADQUARTERS ALL OK EVERYWHERE

EDWARD A WOOD MUSIC CO 291 A BROADWAY.

415 LEXINGTON AVE NEW YORK NY

THE SLOAN ONE YEAR AHEAD EXPRESSES OUR IDEA OF DAYFAN EVERY DAYFAN SOLD BY THIS SHOP STILL OWNED BY ORIGINAL PURCHASER THE ELECTRIC SHOP M R CUTLER, BEYOND CRITICISM

MAITLAND MO 19 345P

415 LEXINGTON AVE NEW YORK NY

THE DAYFAN RADIO IS THE BEST RADIO WE EVER SOLD OUR PATRONS ARE ALL DAYFAN BOOSTERS WE FEEL WE OWE OUR SUCCESS LAST YEAR MOSTLY THE HELPFULNESS OF THE DAYFAN DEALERS POLICY

HEWITTS BATTERY AND ELEC SHOP.

415 LEXINGTON AVE NEW YORK NY

LATE LAST SEASON WAS OUR FIRST ONE IN RADIO AND WE HAVE SOLD GREAT MANY DAYFAN RECEIVING SETS HAVE HAD EXCEPTIONALLY GOOD RESULTS WITH SAME STOP POP TONE QUALITY AND RECEPTION WE BELIEVE THERE IS NONE BETTER

TRIANGLE RADIO SALES AND SERVICE.

415 LEXINGTON AVE NEW YORK NY

DAYFAN RADIO HAS OUR COMPLETE APPROVAL WE HANDLED IT EXCLUSIVELY LAST SEASON AFTER TRYING OUT EXTENSIVELY QUALITY OF SETS WE HAVE ABSOLUTE CONFIDENCE IN THE SUPERIOR QUALITY OF WORKMANSHIP IN THIS SET POLICY OF DEALER MOST FRIENDLY WITH WARM REPORT AT HELPFULNESS IN ANY SITUATIONS AS LONG AS DAYFAN PRODUCES THIS KIND OF WORKMANSHIP AND SALES POLICY WE ARE DAYFAN BOOSTERS

H W UPLAND PIANO CO.

415 LEXINGTON AVE NEW YORK NY

OUR WIRE THIS DATE RECEIVED WOULD SAY HAVE HANDLED DAYFAN RADIO FOR A YEAR AND A HALF IN WHICH TIME HAVE TAKEN OUT SEVERAL OTHER MACHINES AND REPLACED THEM WITH THE DAYFAN WHICH HAVE GIVEN VERY SATISFACTORY RESULTS IN EVERY CASE ONE OF MY CUSTOMERS PICKED UP A STATION IN VICTORIA PICKED UP STATION WHICH ACCORDING TO TEST PROVED TO BE A STATION IN BUENOS AIRES ANOTHER CUSTOMER PICKED UP ALL CUBAN STATIONS THE DAYFAN HAS PROVED TO BE THE LADDER OF ALL RADIO I HAVE HANDLED

LARSEN MUSIC HOUSE R LARSEN.

415 LEXINGTON AVE NEW YORK NY

I HAVE BEEN IN RADIO BUSINESS FOR THREE YEARS AND TONE EASIEST SET I EVER SOLD HAS BEST DEMONSTRATION WILL DO EVERYTHING CLAIMED BIG HITS THIS COMING SEASON

Let Last Season's Day-Fan Dealers Tell You what they think of the Day-Fan Radio and the Day-Fan Dealer Policy!

DAYFAN

5-6-7 Tube \$89.00 - \$150.00
Single Dial Control

Day-Fan Electric Company (The Dayton Fan & Motor Co.)
DAYTON, OHIO
Makers of Radio Receivers, Fans and Motors with the Precision and Quality of 37 Years Electrical Experience

WESTERN TELEGRAM

Here are Some of their Wires in answer to Our Question: "How do you like Day-Fan?" If you want Satisfaction like this USE THE COUPON!

TELEGRAM

REPLYING TO YOUR WIRE FIRST THE DAYFAN RADIO HAS PROVED VERY SATISFACTORY THE SERVICE THE DAYFAN GIVES IS EXCELLENT I HAVE FOUND THEM VERY PROMPT AND THEIR POLICY IS RIGHT IN EVERY WAY

415 LEXINGTON AVE NEWYORK NY

ONE OF THE MOST SATISFACTORY RADIO SOLD LAST SEASON ONE STEP AHEAD OF THE OTHERS FIND IT A PLEASURE TO BE A DAYFAN DEALER AND I WOULD BE PLEASED TO BE A DAYFAN DEALER EVERY SUCCESS FOR NEXT SEASON

CITY MUSIC CO.

415 LEXINGTON AVE NEWYORK NY

WE CONSIDER THE DAYFAN RADIO THE BEST ON THE MARKET THE DAYFAN ADVERTISING LAST SEASON MORE THAN DOUBLED OUR SALES WE LIKE TO KEEP UP THE GOOD WORK

ANDERSON LIGHT AND SALES CO.

415 LEXINGTON AVE NEWYORK NY

AS ONE OF THE LARGEST DEALERS IN CHICAGO WE HAVE SOLD THE DAYFAN RADIO FOR MANY YEARS AND HAVE EXPERIENCED NOTHING BUT THE UTMOST SATISFACTION BOTH AS TO DEALER COOPERATION AND PERFORMANCE OF THE DAYFAN RECEIVER WE LOOK FORWARD WITH INCREASE INTEREST TO FURTHER DEVELOPMENT OF THIS ALWAYS RELIABLE RADIO

J. J. CAESTCKER GENERAL MGR.

415 LEXINGTON AVE NEWYORK NY

WAS SLOW IN GRASPING OPPORTUNITY OFFERED BY DAYFAN AFTER TAKING THE LINE LAST SEASON BUYERS INTEREST TURNED TO SAME AND I REALIZED I SHOULD HAVE HAD IT SOONER AM A BELIEVER IN DAYFAN RADIO AND THINK THE SALES POLICY IS TO THE DEALERS INTEREST THE NEW MODELS ARE TRUE A YEAR AHEAD IN VOLUME SELECTIVITY AND TONE

W. E. SMITH RADIO SHOP

415 LEXINGTON AVE NEWYORK NY

WE HAVE SOLD ON DAY FAN PERIOD GAVE FULL CONFIDENCE IN MACHINE AS WELL AS THE MANUFACTURERS PERIOD WE JUST TELL THE TRUTH ABOUT IT AND THE MACHINE DOES THE BEST DEALER WE KNOW THEY WILL NOT BE OPHRAS NEXT YEAR

RELAT HARDWARE CO.

415 LEXINGTON AVE NEWYORK NY

OUR EXPERIENCE SELLING DAY FAN RADIO MOST SATISFACTORY AND PROFITABLE STOP THE DEALER POLICY BOTH FROM THE STANDPOINT OF SERVICE AND PROTECTION IS VERY CONSIDERABLE

SCHNEIDER MUSIC CO.

415 LEXINGTON AVE NEWYORK NY

IN REPLY TO YOUR TELEGRAM WE WOULD ADVISE THE DAYFAN RADIO THROUGH THE DAYFAN DEALERS FRANCHISE IS THE MOST SATISFACTORY OF ANY RADIO APPARATUS THAT WE HAVE EVER HANDED THE LEASE SERVICES FOR US AND THE BEST SERVICE FROM THE COMPANY

L. M. WILLARD.

415 LEXINGTON AVE NEWYORK NY

MANY ARE THE SATISFIED CUSTOMERS WE HAVE MADE WITH A DAY FAN RADIO AT THE LOWEST PRICE OUR CUSTOMERS ENJOY THE TONE QUALITY SELECTIVITY AND EASE OF OPERATION

THE GEO A CLARK CO. D. HEGGIE MANAGER.

415 LEXINGTON AVE NEWYORK NY

WITH AN EVEN CHANCE TO DEMONSTRATE WE NEVER LOST A SALE TO A COMPETITOR THE PROTECTION TO US AS A DEALER AND FACTORY SERVICE WAS ONE HUNDRED PERCENT PERFECT LARRY THE DAY FAN EXCLUSIVELY AND TOOK IT ON AFTER CAREFUL STUDY OF THE RADIO MARKET

FRANK W. SALVORON.

415 LEXINGTON AVE NEWYORK NY

DAYFAN RADIO HAS ENOUGH SELLING FEATURES SUCH AS SINGLE DIAL CONTROLS INCLUDING ETC TO KNOCK DOWN SALES RESISTANCE TO ALMOST THE ZERO POINT STOP DAYFAN DEALER POLICY IS EASILY ONE OF THE BEST IN RADIO STOP DAYFAN RADIO WITH DAYFAN DEALER POLICY MAKES DAYFAN THE BEST MERCHANDISING PROPOSITION IN RADIO

MURK SMITH MUSIC CO.

415 LEXINGTON AVE NEWYORK NY

DAY FAN FIVE OUR BEST SELLER LAST SEASON STOP THE SIX FRANCHISES ELSEWHERE

415 LEXINGTON AVE NEWYORK NY

IN REPLY TO YOUR TELEGRAM WE WOULD ADVISE THE DAYFAN RADIO THROUGH THE DAYFAN DEALERS FRANCHISE IS THE MOST SATISFACTORY OF ANY RADIO APPARATUS THAT WE HAVE EVER HANDED THE LEASE SERVICES FOR US AND THE BEST SERVICE FROM THE COMPANY

L. M. WILLARD.

415 LEXINGTON AVE NEWYORK NY

WHAT DAY FAN RADIO WE HAVE HAD HAS BEEN PERFECTLY SATISFACTORY AND ARE GIVING GOOD RESULTS

ATHERTON FURNITURE CO.

415 LEXINGTON AVE NEWYORK NY

I FIND DAYFAN RADIO VERY SATISFACTORY AND ALSO THE DEALER POLICY UNDER WHICH DAYFAN IS SOLD

J. C. HERRINGTON.

415 LEXINGTON AVE NEWYORK NY

WE CONSIDER THE DAYFAN DEALER FRANCHISE AND THEIR EXCLUSIVE SALES POLICY A WORTH WHILE RADIO PROPOSITION AND IN 1925 IT PROVED TO BE A PROFITABLE BUSINESS INVESTMENT AS IT WAS A WELL MADE RADIO RECEIVER AND REQUIRED VERY LITTLE SERVICING STOP WE ARE COUNTING TO HANDLE THE DAYFAN LINE FOR THE SEASON OF 1926

WHITE ELEC. CO.

415 LEXINGTON AVE NEWYORK NY

DAYFAN RADIO WAS MY BEST SELLER LAST SEASON AND MOST OF MY SUCCESS WAS DUE TO THE DEALER POLICY THE COMPANY CARRIED OUT STOP A YEAR AHEAD IS A GOOD MOTTO

INDEPENDENT RADIO AND ELECTRICAL SUPPLY.

415 LEXINGTON AVE NEWYORK NY

DAYFAN RADIO CARE US WONDERFUL SATISFACTION LAST SEASON AND EACH LIBERAL THEY NOT ONLY COOPERATED WITH THE DEALER IN SECURING SALES AND GIVING SERVICE BUT THEY REALLY PROTECTED HIM IN HIS TERRITORY WE ARE THEREFORE PLEASED AND HIGHLY SATISFIED WITH DAYFAN AND HOPE TO BE WITH THEM NEXT SEASON

OLDENDORPS MUSIC HOUSE.

415 LEXINGTON AVE NEWYORK NY

DAY FAN RADIO IS SURPASSED BY NONE AND WISH TO CONGRATULATE VERY HIGHLY THEIR POLICY TOWARD THE DEALERS A COOPERATION COLLABORATION BETWEEN A RADIO SVC

415 LEXINGTON AVE NEWYORK NY

IN OUR EXPERIENCE WITH THE DAYFAN RADIO LAST SEASON WE FIND THAT IT IS VERY SATISFACTORY AND GIVES STEADY SERVICE WHEN INSTALLED CORRECTLY WITH SUFFICIENT AERIAL AND A GOOD GROUND A GOOD INSTALLATION WILL GIVE GOOD SERVICE AND SATISFACTION TO ANY CUSTOMER CUSTER ZINS SERVICE.

415 LEXINGTON AVE NEWYORK NY

WE VALUE OUR DAY FAN FRANCHISE VERY HIGHLY STOP DAY FAN RADIOS BECAUSE OF THEIR UP TO THE MINUTE FEATURES ARE EASY TO SELL AND ALWAYS PLEASE THE CUSTOMER STOP ALSO IT IS QUATIFYING TO DO BUSINESS WITH A COMPANY THAT IS SO REDDUCIBLE IN EXTENDING HELP TO THEIR DEALERS

R. B. COLLIS SPRAYER CO.

415 LEXINGTON AVE NEWYORK NY

DAYFAN ARE READY SALE ONCE DEMONSTRATED IN HOME IS SURE SALE WE HAVE A LOT OF SATISFIED CUSTOMERS

M. E. MOORE ANCOLA HARDWARE.

415 LEXINGTON AVE NEWYORK NY

YOUR WIRE DATE RE DAYFAN RADIO SALES LAST SEASON EXPECTATIONS NO SERVICE AS YET, WELL PLEASED

415 LEXINGTON AVE NEWYORK NY

WE VALUE OUR DAY FAN FRANCHISE VERY HIGHLY STOP DAY FAN RADIOS BECAUSE OF THEIR UP TO THE MINUTE FEATURES ARE EASY TO SELL AND ALWAYS PLEASE THE CUSTOMER STOP ALSO IT IS QUATIFYING TO DO BUSINESS WITH A COMPANY THAT IS SO REDDUCIBLE IN EXTENDING HELP TO THEIR DEALERS

R. B. COLLIS SPRAYER CO.

415 LEXINGTON AVE NEWYORK NY

DAYFAN RADIO APPROVE OF NEWSPAPER ADVERTISING BUT WOULD SUGGEST A LITTLE MORE NATIONAL ADVERTISING TO BRING THE NAME MORE PROMINENT BEFORE THE BUYING PUBLIC

C. P. JACKSON.

415 LEXINGTON AVE NEWYORK NY

WE CONSIDER THE DAYFAN RADIO THE BEST ON THE MARKET THE DAYFAN ADVERTISING LAST SEASON MORE THAN DOUBLED OUR SALES WE LIKE TO KEEP UP THE GOOD WORK

ANDERSON LIGHT AND SALES CO.

Here's Your Coupon!



DAY-FAN ELECTRIC COMPANY, Dayton, Ohio, Dept. B-B

You may send me particulars regarding distributors franchise dealers franchise.

Name _____ Address _____ Town _____ State _____

FAN

A Great Musical Instrument!

UNITRON CHARGER TUBE



Adapted for use in any bulb type of charger, this new Unitron 2 1/2-ampere electrolytic charging tube has three great features. It is vastly more economical of current cost; has no filament or other fragile, wearable parts; and through its use the charger will deliver either a trickle charge of 6-10 of an ampere or a 2 1/2 ampere rate, at the option of the operator. It is guaranteed on a free replacement basis for two years, and lasts a lifetime. A little faucet water now and then is all the attention ever needed. Same size and same screw base as ordinary 2 1/2-ampere charger tubes, and fits same sockets. Noiseless. Troubleproof. Never loses its charging power.

Price \$4.50

[For use in rectifiers where tube is in horizontal position, an adapter is needed so liquid will not spill. Adapter is \$2.00]

UNITRON CONTROL



The Unitron Control enables you to draw current for both your "A" charger and "B" eliminator from a single light socket, and to control them both from the switch located on the operating panel of your radio. When you turn your set on, the "B" eliminator is thrown in and the "A" charger is cut out. When the set is turned off the reverse is accomplished.

Complete with Connections. Price \$6.00

UNITRON NO-BEE—TYPE No. 135



For sets needing up to 150 volts—"B" power that is incomparably quiet. Two voltage variations, 0 to 70 for detector—60 to 120 for first amplifier circuit—135 to 150 volts for final stage. Comes equipped with the new Unitron filamentless electrolytic tube, which is guaranteed on a free replacement basis for two years but lasts many more. Once attached, never needs further adjusting. 1-10 of a cent an hour to operate. Duco Mahogany finished case. 6 1/2" x 7" x 8 1/2" high. R.C.A. UX 213 Tube can also be used.

PRICE COMPLETE WITH UNITRON TUBE \$40.00

UNITRON A-B COMBINATION



In one compact device, 12 1/4" x 7" x 8 1/2" high, 150 volts of "B" power and "A" battery charger of 2 1/2 amperes. Two snap switches. Pull one—"A" battery is charging. Pull the other—"B" power flows silently to set. Has new filamentless Unitron Cell Tubes that are guaranteed two years. No power hum or distortion possible. Once connected to "A" battery and "B" circuit (a few minutes suffice), never needs adjusting or repairing. Duco Mahogany finished case. Tungar No. 195728 or Rectigon No. 277681, 2-ampere tubes, and R.C.A. UX213 Tube can also be used.

PRICE COMPLETE WITH UNITRON TUBES \$57.50



Announcement

Ten Light-Socket that Meet Every

GIVE it to them—with Unitron Power Devices. There is Unitron power to cover every need, from trickle charging a four volt "A" battery—to eliminating 150 volts of "B" battery.

The Unitron line is complete. Sales no longer are limited to higher priced buyers. There is Unitron power service for radio fans in every price class.

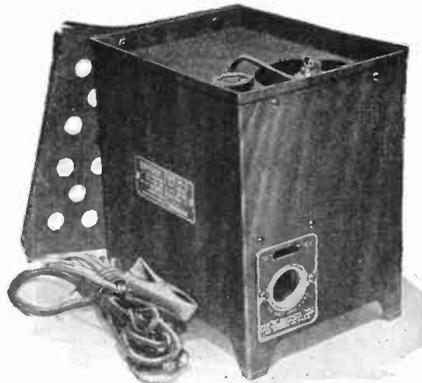
Though You Never
CLIP AND SEND

UNIT

REG. U.S.

RADIO POW

UNITRON CHARGER No. 0



For overnight recharging of radio or automobile batteries subjected to heavy drain, this rectifier fills a great need. Charging rate 6 amperes. A two-way switch permits also recharging wet "B" batteries of up to 100 volts, using same charging clips. Equipped with Tungar No. 139048 or Rectigon No. 280414 Tube, which is guaranteed to serve 1000 burning hours. Charge tapers down as the battery regains full strength. Economical. Noiseless. Can be permanently connected to the set. Housed in Duco Mahogany finished case. 8 1/2" x 6 1/2" x 9 1/2" high.

COMPLETE WITH TUBE \$28.00

of Power Devices Radio Need

Years before radio came, Unitron power devices were tested and proved and widely sold for industrial service. And now—by national magazine advertising, the Unitron name is known to millions of radio fans. It means silent radio power delivered with amazing new economy.

FOREST ELECTRIC COMPANY
NEWARK, NEW JERSEY

In Canada:
Forest Electric Company, Ltd., 32 Eastern Ave., Toronto

Before Sent a Coupon
THIS ONE Today!

UNITRON

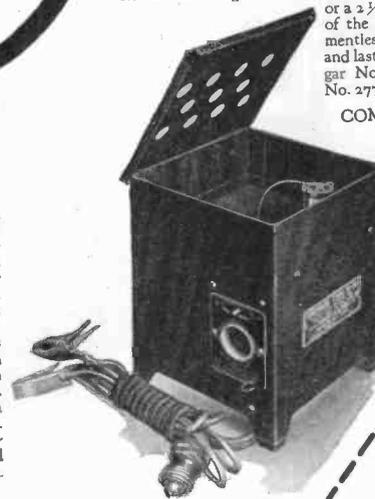
PAT. OFF.
POWER DEVICES

UNITRON "A" POWER



An excellent 30-ampere, glass contained "A" Battery, combined with Unitron Trickle Charger and Unitron Control in one compact Unit. Attached to set, then plugged into nearest light socket. That's all. "A" current never again runs down. Shut off set switch and trickle charger begin work. Can't overcharge. Current cost less than a tenth of a cent per hour. Noiseless, dependable, guaranteed safe. Handsome metal case, Duco Mahogany finish. 12" x 8 1/4" x 9" high.

\$38.00



COMPLETE WITH TUBE
\$18.00

UNITRON NO-BEE TUBE

True solution to tube difficulties in all single wave "B" eliminators. No filament to break or wear out. Special strength glass, practically unbreakable, divided into six cell sections connected together in series. Rectifying elements made of metals guaranteed two years and will last a lifetime. Has standard X type tube base, which fits standard sockets. Is really a small rectifying tube requiring only a little ordinary water every few months. Voltage remains constant at all times, eliminating any loss of signal strength, ever. Noiseless. Amazing operating economy.

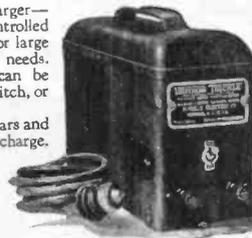
Price \$6.50



UNITRON TRICKLE

An unusual electrolytic "A" trickle charger—with three distinct charging speeds, controlled by three-way switch. Thus the small or large battery can have exactly its current needs. Permanently connected to battery, can be turned off or on by use of the toggle switch, or can be kept charging continuously. Rectifying elements guaranteed two years and will last a lifetime. Silent. Can't overcharge. Current cost 1-10 of a cent per hour when battery is charging. Mahogany Duco finished case, 9" x 3 1/2" x 6 1/2" high.

COMPLETE \$12.00



UNITRON NO-BEE—TYPE No. 90

For sets using up to 90 volts—the ideal light-socket "B" power. Voltage up to 45 for detector circuit—and up to 90 for amplifiers at 25 milliamperes. Equipped with new Unitron Electrolytic Tube, which is guaranteed for two years and lasts many more. No hum or power distortion is possible. Connect the No-Bee the same as batteries and forget it. Can't run down. Economical! Costs only 1-10 of a cent an hour to run. Mahogany Duco finished case, size 9" x 3 1/2" x 8 1/4" high. R. C. A. UX113 Tube can also be used.

PRICE COMPLETE
WITH UNITRON
TUBE \$30.00



UNITRON CHARGER No. 00

A three-purpose battery charger for—6-volt "A" batteries, 4-volt "A" batteries, or up to 100 volts of wet "B" batteries. Three way switch permits this flexibility. Can be used even while set is working. All charging is accomplished by use of the same charging clips. Overcharging is impossible and current cost is same as used by 90-watt electric lamp. Absolutely noiseless. 6 1/2" x 6 1/2" x 8 1/2" high.

Equipped with the new 2 1/2 ampere Unitron Electrolytic tube and through its use the charger will deliver either a trickle charge of 6-10 of an ampere or a 2 1/2 ampere rate, at the option of the operator. This tube is filamentless, guaranteed for two years and lasts for many more. The Tungar No. 195528 or the Rectigon No. 277681 Bulbs can also be used.

COMPLETE WITH TUBE
\$18.00

Forest Electric Co.
New and Wilsey St.
Newark, New Jersey

Gentlemen:

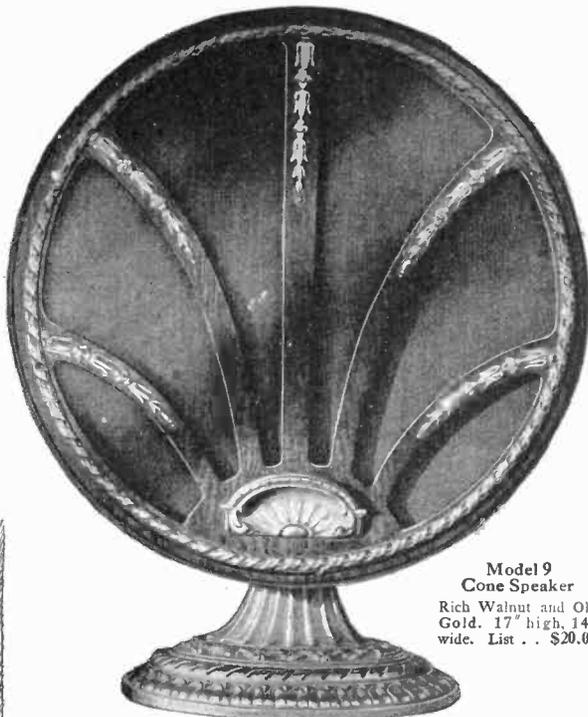
Mail me at once, details of the Radio Unitron dealer franchise—further information about the various products—and how you personally back up the dealer.

Name.....

Address.....

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

Thorola SPEAKERS &



**Model 9
Cone Speaker**
Rich Walnut and Old
Gold. 17" high, 14"
wide. List . . . \$20.00

SPEAKER styles may change, but the standards of tonal quality were fixed by musical art and acoustic science long before radio. It was only the most advanced radio engineering which always enabled Thorola speakers to meet the established critical standards of tone.

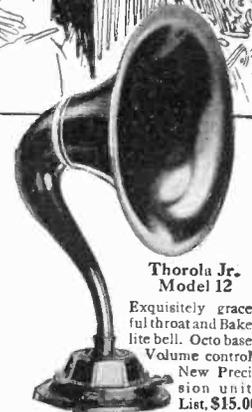
That is why the introduction of a cone speaker bearing the Thorola name first caused Radio to concede that scientifically true reproduction was possible in instruments of this type. Here was another outstanding Thorola attainment—based on the Thorola double-diaphragm principle. With two diaphragms, the Thorola Cone Speaker is able to cover the entire range of reproduction without sacrificing accuracy for either the high or the low end!

Thorola thus literally built this popular kind of speaker around the most popular thing in radio—**TONE—THOROLA TONE.**

Such a combination has sales possibilities which you cannot overestimate. You have an asset in the public acceptance of Thorola character. You can demonstrate perfect reception of music and speech. You command speaker volume that permits better handling of the best receivers, at any distance. You can play up fresh, logical technical betterments. And all of it is embraced in a beautiful instrument of irresistible modern style.



The Thorola line of speakers offers the sure way for every dealer to be in on this season's Thorola profits. Thorola speakers are available to all dealers. Write your jobber—he has them in stock.



**Thorola Jr.
Model 12**
Exquisitely graceful throat and Bakelite bell. Octo base. Volume control. New Precision unit. List, \$15.00

**All prices
slightly higher
West of Rockies**

**Thorola 4
Speaker**
Black Bakelite bell, golden throat band. "Classic" base, complete with cord and connections. Height, 23". List . . . \$25.00



Thorola 4
This speaker ranks as perhaps the steadiest selling single item in radio history. Thorola reputation for artistic leadership began with the Controlled Mica Diaphragm of this speaker, and its exclusive Separix, which brought true music to radio by making it possible to reproduce overtones faithfully. The matchless beauty of the Thorola Bakelite bell and Classic base, is why thousands will actually have no other type of speaker. Thorola 4 performance, made possible by double "push-pull" amplification and other features, is why this speaker is more than ever the leader of its type. List . . . \$25.00

Thorola Junior
At a moderate price there is only one way to obtain Thorola character—the Thorola Junior Speaker. Its size is somewhat smaller, but its voice is fine. List . . . \$15.00

Radio 1926 RECEIVERS

YOU know how Thorola Low-Loss Doughnut Coils—and Thorola Golden Tone Transformers transferred public interest from the confusion of *circuits* to the realities of *performance*. These transformers, with their incredibly fine balance and precision construction, brought characteristic Thorola tonal perfection to the field of complete receivers.

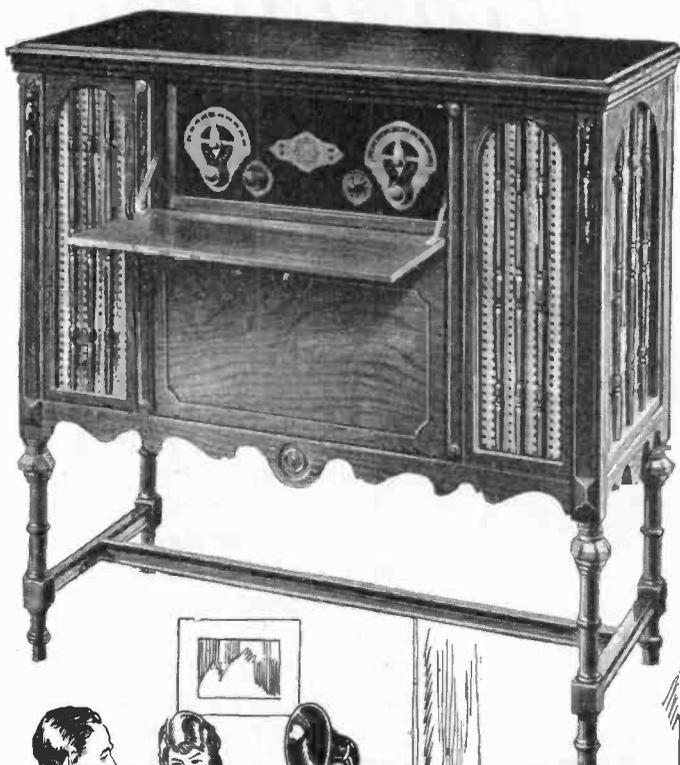
And Thorola Low-Loss Doughnut Coils made selectivity a certainty instead of an argument. The self-contained field of Thorola Doughnut Coils banished uncontrollable "pick-up," and internal interferences as well. A whole train of circuit refinements followed because the old radio uncertainties and variables were no longer able to upset every scientific calculation.

Now, for the 1926-27 season all these fundamental Thorola advancements in tone and power have received another year of intensive development. Naturally, results are improved, and they are attained with certainty and simplicity. Modern two dial control is now used. Sooner or later all really selective sets must come to it.

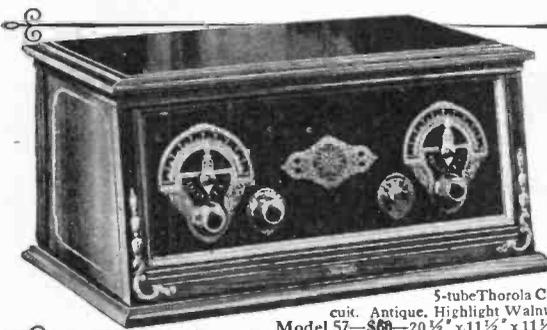
Just look at the beauty of latest Thorola radio furniture and you know why this line brings people in. Listen to the sure, artistic musical effects and you know why each Thorola receiver invariably produces a whole neighborhood of Thorola enthusiasts.

These self-multiplying sales all go to the fortunate Thorola dealer, because the Thorola receiver franchise offers exclusive protection. Isn't it wise to come in ahead of the waiting list?

REICHMANN COMPANY,
1725 West 74th Street, Chicago, U. S. A.



**Model 59 (above)
De Luxe Console**
5-tube Thorola Circuit, Cone and Horn Speakers. Genuine Walnut, Antique Highlight finish. 38½" high, 38½" wide, 17" deep. List, \$185.00



5-tube Thorola Circuit. Antique, Highlight Walnut, Model 57—\$60—20½" x 11½" x 11½"

The Thorola Model 57, of the compact type, puts finest radio within the reach of all. Workmanship and finish is the same as in the luxurious console models. Performance is uncompromisingly Thorola!

Smaller Thorola Console, Model 58, enables Thorola dealers to cover the whole console market. This set, also in Antique, Highlighted, Genuine Walnut, is a triumph of craftsmanship in the cabinet, circuit and speaker.



Model 58 . . . List, \$125

The De Luxe Console illustrated above is Thorola Model 59, a magnificent instrument with a cabinet of Artique, High-Lighted Walnut. Nothing like this artistic luxury has ever been obtainable near the price and Model 59 performance is clearly unsurpassed at any price. Note the two speaker compartments, containing separate horn and cone speakers, connected in series.

Help him get RESULTS

That's the quickest way to turn a casual purchaser into a steady customer

RADIO owners are after results. Most of them know little about the technical details of their sets—and they care less!

So, if you sell the customer radio parts that *do* give results, and do *not* give trouble, you gain his confidence and, naturally, his steady trade.

That is why radio dealers find the Exide line so profitable. Exide Radio Batteries always deliver the goods—a steady, powerful flow of current so necessary for clear reception. Their dependability and long life often form the basis of lasting customer good-will.

Exide Radio Batteries sell easily. People like to buy something they know. There are few people who *do not* know the Exide name, either from the prominent national advertising or from actual experience with these batteries in the many other fields where Exide has established a reputation for reliability.

There is an Exide Battery for every type of radio set. Build up the customer's confidence in your judgment by recommending the Exide best suited to his needs.



6-VOLT "A" BATTERY
The rugged, good-looking Exide 6-Volt "A" Battery, in the one-piece case.



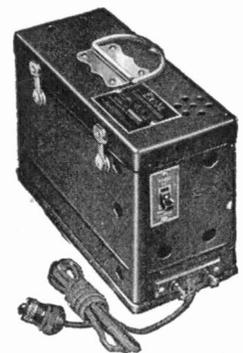
4-VOLT "A" BATTERY
Compact Exide "A" Battery for low-voltage tubes. Also made in 2-volt size.



RECTIFIER
Exide Rectifier for economically recharging "B" Battery from your own house current.



24-VOLT "B" BATTERY
In glass cells, 6000 milliamperes hour capacity. Also made in 48-volt size.



EXIDE RADIO POWER UNIT
(Combination "A" Battery and Charger.) To be kept connected to both light socket and radio set. When switch is raised, radio set is connected, when lowered, battery is automatically placed on charge. Made in two sizes—for sets using 4-volt and 6-volt tubes.

THE ELECTRIC STORAGE BATTERY COMPANY
PHILADELPHIA

Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto

Exide

RADIO BATTERIES

FOR BETTER RADIO RECEPTION, USE STORAGE BATTERIES



EAGLE MASTER CHARGER

The Charger of the Future!

This highly-developed instrument, when connected to batteries, forms a *complete power unit* for any set on the market. Automatic in action, and practically fool-proof.

The hundreds of thousands of radio owners whose sets are equipped with batteries are annoyed by the trouble and expense of renewing their power units, yet balk at the high cost of "eliminators." Here, then, is the ideal charger for the great majority of present-day sets—at a price even the "little fellow" can afford. Years of dependable power for a few cents per week.

The Eagle Master charges A batteries full or trickle, and at a turn of the switch becomes a charger for B batteries of all standard voltages. It is not necessary to disconnect any wires from the set or batteries—the Master being automatic in operation—*simply point the arrow and throw the switch*. All connections are made in rear, making it particularly adaptable for cabinet use. No variable resistances in the form of lamps or coils for various size B batteries. Charges A batteries trickle to 2 amps. Charges B batteries 45 to 135 volts.

Mahogany crackle finish with copper and black background panel.

List Price \$21.00 without tube

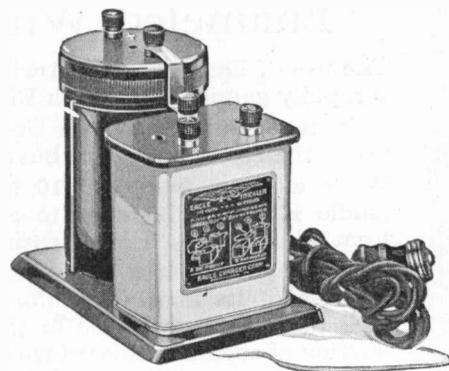
Keep in mind the growing popularity of chargers and place an order with your jobber to take care of the mighty profitable business the *Master* will bring this fall. If your jobber can't supply you, write "Charger Headquarters."

Nation-wide newspaper advertising will tell the public about the superiority of Eagle Chargers.

EAGLE CHARGER CORPORATION

121 North 8th Street, Philadelphia

See the Complete line of Eagle Chargers at the New York Radio Show Booth 7 Section EE



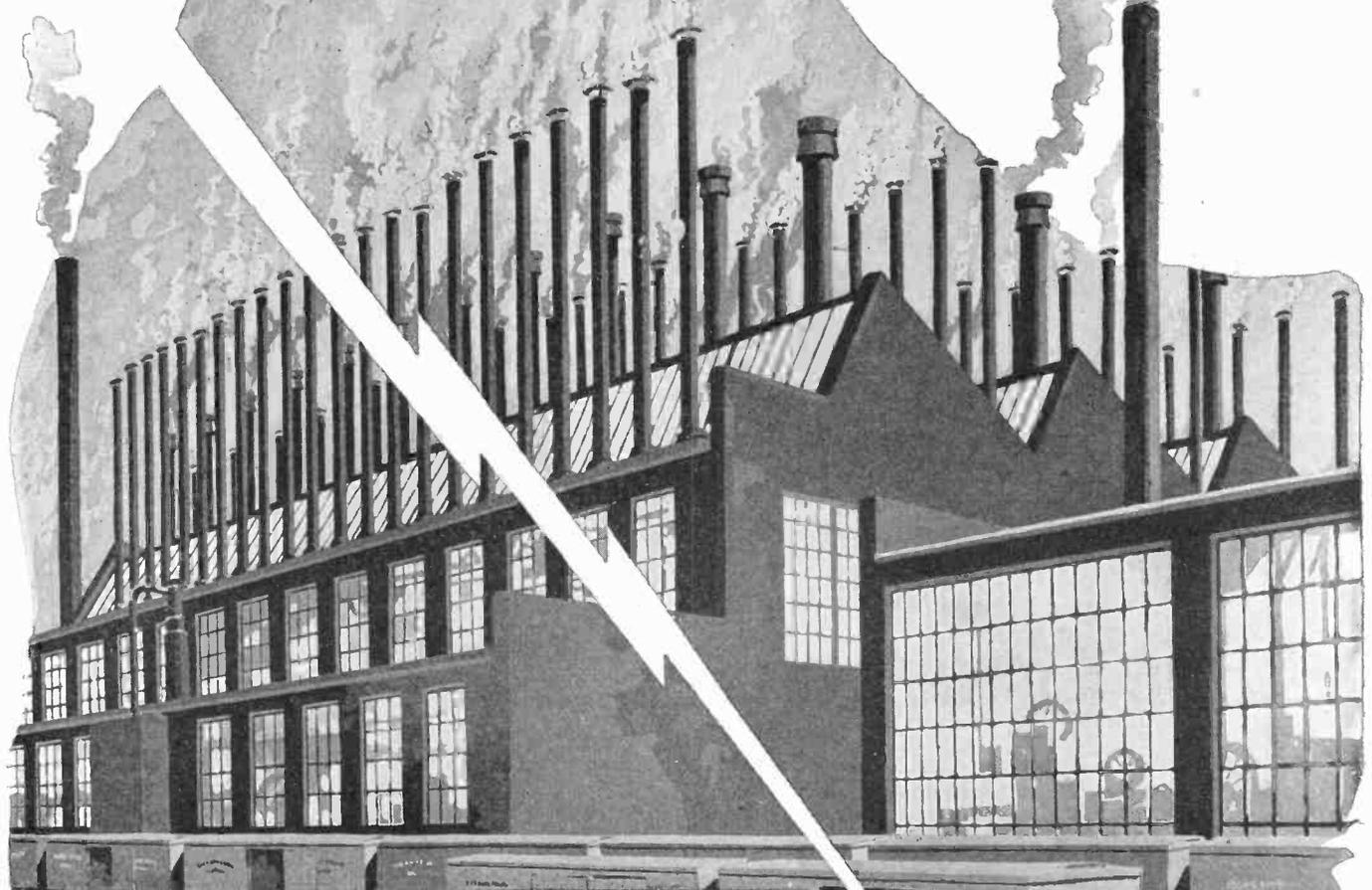
EAGLE TRICKLER

Incorporates the new and exclusive feature of charging *both A and B batteries!* Practically a complete power unit for the price of an ordinary trickle charger. Eagle Trickler is shipped *dry*. No liquid chemicals needed. Your customer just adds plain water. Especially adaptable for the new TAB rechargeable "B" Batteries that are now on sale. "A" Batteries rate 1/2 amp. "B" Batteries rate 250 millamps. Charges "A" Batteries while listening in.

List Price \$10.00 Complete

DUDLO

MAGNET WIRE AND WINDINGS



Enameled Wire in Radio

The use of Dudlo enameled wire in Radio manufacture is rapidly gaining favor with Radio engineers.

This is evidenced by the increasing demand which keeps the enameling plant busy day and night

While all sizes from No. 10 to No. 46 are enameled, Dudlo is especially fitted to produce the finer sizes—from 36 to 46—used so extensively in Radio.

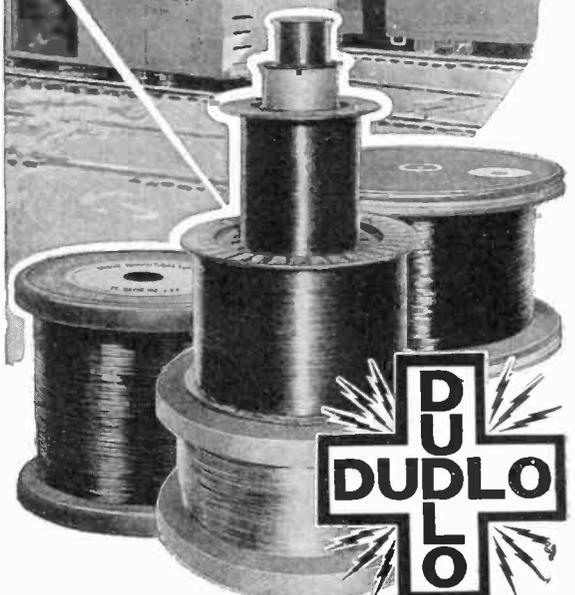
Dudlo enameled wire is generally specified as standard because of its absolute uniformity and dependability. This plant has specialized in the development and production of enamel insulated wire to a greater degree than any other wire mill in the world.

The majority of Radio manufacturers are now using Dudlo wire and coils. If you are one of the few who are not, we invite your inquiries. Send for the new illustrated folder on "Wire and Windings" which is now ready for you.

Eastern Office and Warehouse
412 Chamber of Commerce Bldg.
NEWARK, N. J.

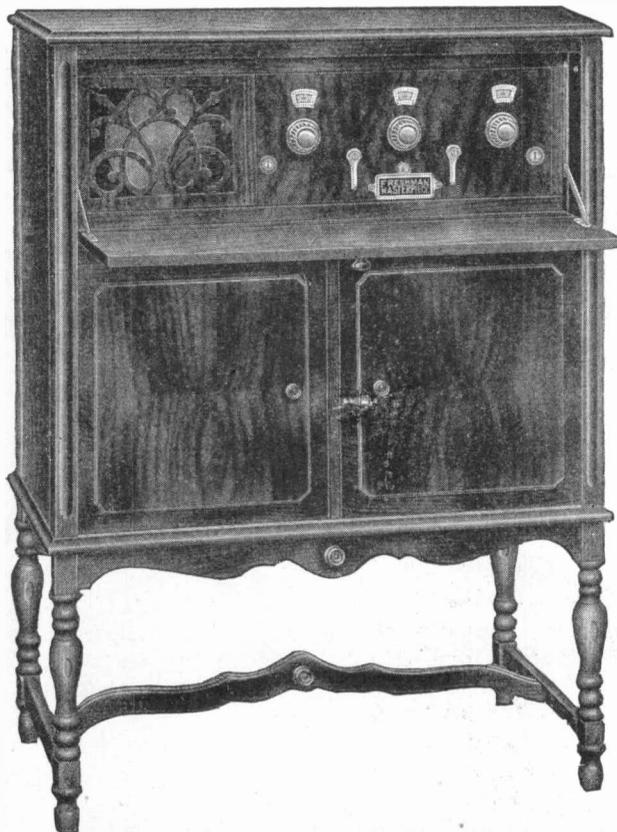
Western Office
274 Brannan St.
SAN FRANCISCO, CAL.

Chicago Office
160 N. La Salle St.
CHICAGO, ILL.



DUDLO MANUFACTURING CORPORATION FT. WAYNE, IND.

Here it is **AGAIN**
and with what a
BANG!



New and Improved
**FRESHMAN
MASTERPIECE**

QUALITY
with 100% reserve
POWER
ALL METAL
SHIELDED
FRONT AND SUB-PANEL

LICENSED
CONE SPEAKER

"THE ARISTOKRAT"
**GENUINE
MAHOGANY**

\$99⁵⁰

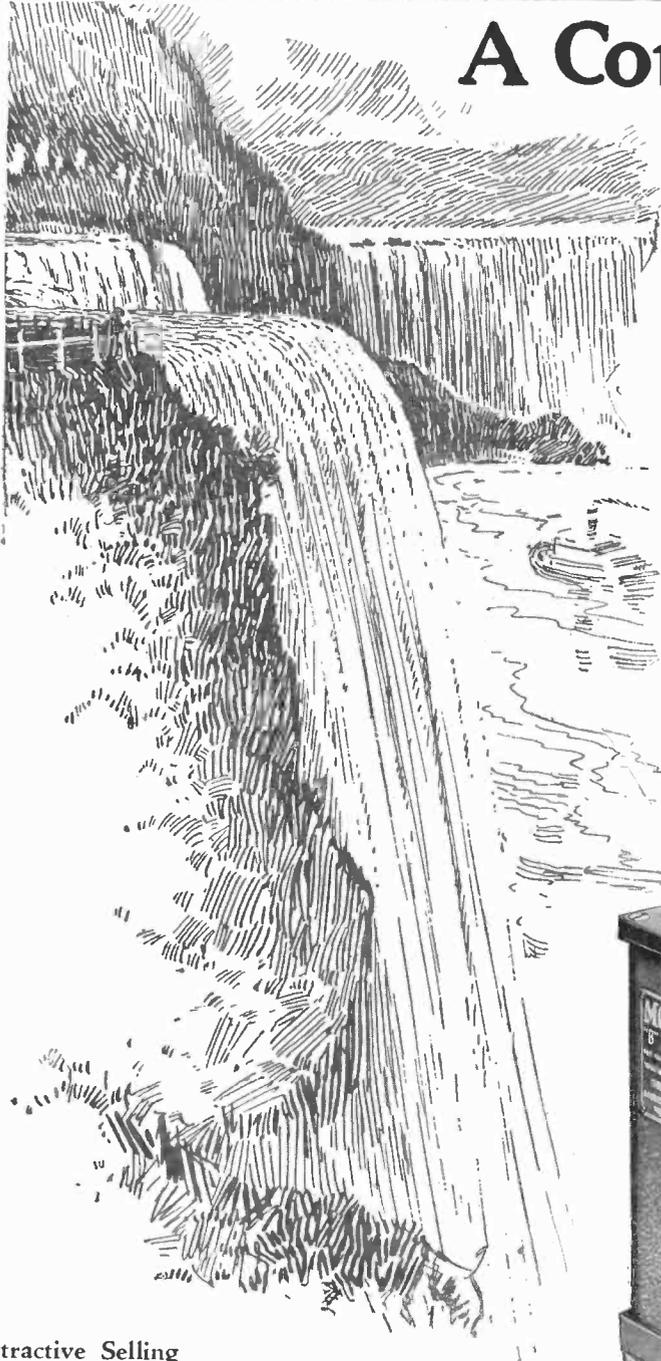
C-BATTERY connections
and wiring for NEW UX-112
RADIOTRON POWER TUBE

**SOLD TO AUTHORIZED
FRESHMAN DEALERS ONLY**

CHAS. FRESHMAN CO. Inc.

Freshman Building, New York
2626 W. Washington Blvd., Chicago

MODERN



A Constant Uniform flow of POWER

—steady and inexhaustible, without hum or click, is what every set owner is looking for.

Every installation makes a firm friend—never fails to improve reception and puts an end to “B” battery bother.

Has greatest range and capacity sufficient for largest sets. From an output of 60 Milliamperes at 120 volts to 10 Milliamperes at 22+ volts. Three B+ taps—ample voltage control.

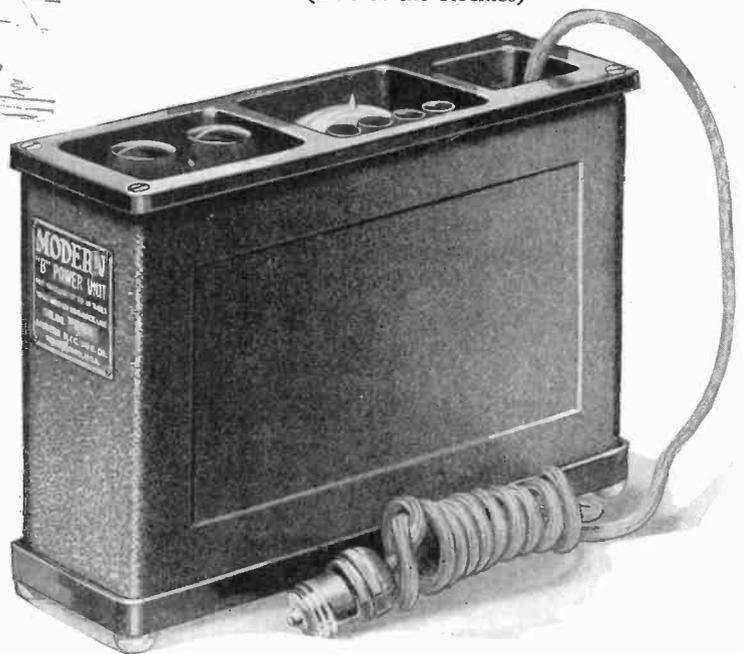
No service troubles with this perfected unit—constructed of best materials and parts that money can buy—thoroughly inspected and tested.

Dealers and users everywhere from coast to coast are enthusiastic over the perfect, trouble-free results.

Complete with Raytheon Tube

\$50.00

(East of the Rockies)



Attractive Selling
Proposition to the
Trade on Request

The MODERN ELECTRIC MANUFACTURING COMPANY, TOLEDO, OHIO

“B” Power Unit

Get This Color Chart of Slagle Models

*A complete line of quality sets . . .
correct price range . . . strong sales
plan . . . with plenty of help for you*



GUARANTEE

Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and to give thoroughly satisfactory service in your home or your money will be refunded without argument or red tape.

THE full line of Slagle models is shown in our 4-color chart just off the press. Full descriptions of the sets are given together with an outline of our complete plan for helping you sell. Here is a well-balanced line of high quality sets selling from \$70 to \$350; backed by a solid, conservative company in the business 15 years; sold by a carefully organized system of cooperation that gives real results. Send for the beautiful color chart today.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

TRADE MARK

Slagle Radio



Put These FIVE DOMINANT FACTORS Behind Your Radio Business

WITH your own good common sense compare the 5 Dominant Factors of the A-C DAYTON franchise with any dealership now offered you in Radio.

1. A-C DAYTON Radio offers two distinct stages of tuning in a single set; one stage for the buyer who wants simplicity, another for the buyer who wants refinement. Its performance in the second stage is entirely above comparison in Radio today.

2. The line contains 6 models of unusual beauty and distinction—both 5 and 6

tube circuits—and is priced from \$56 to \$255.

3. Second Stage Tuning, its outstanding development, will be advertised in leading magazines and farm papers with more than 7,000,000 circulation.

4. Every A-C DAYTON dealer is guaranteed exclusive territory, served by an exclusive distributor.

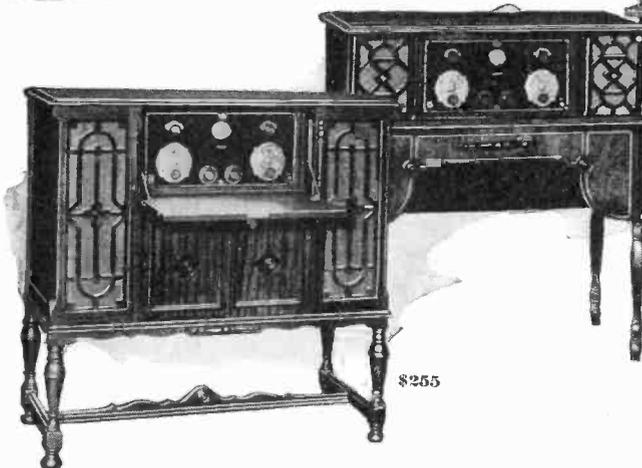
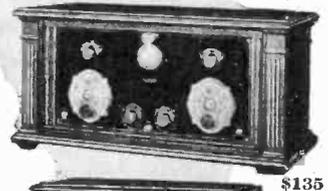
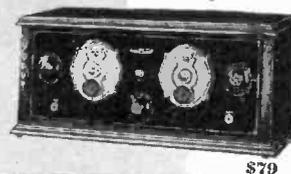
5. Territory and price are both fully protected by the manufacturer, a company of large resources and 6 years of notable success in Radio.

Desirable territory is open to aggressive dealers. Write us.

THE A-C ELECTRICAL MANUFACTURING CO.
DAYTON, OHIO

Makers of Electrical Devices for More Than Twenty Years.

A-C DAYTON RADIO



The A-C DAYTON line of six handsome models. Priced from \$56 to \$255—prices slightly higher Denver and west.

Use the Coupon!

Time is important in allotting territory. Send coupon today.

The A-C Electrical Mfg. Co. R-R-8
Dayton, Ohio.

Gentlemen: I am interested in the 5 Dominant Factors and A-C DAYTON'S Exclusive Dealer Plan. Send full information at once.

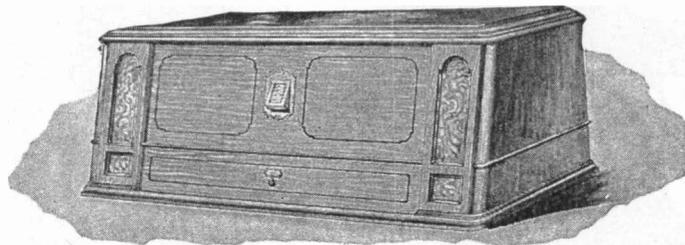
Name

Address

City and State

A MILLION DOLLARS CASH!

How Much For You?



COUNTERPHASE—EIGHT

The COUNTERPHASE EIGHT we believe is the best set ever built

It has wonderful tone, Power for all requirements and Selectivity beyond anything that even B-T have ever before secured.

It cannot be made to radiate, oscillate or regenerate,—to whistle, howl or squeal,—and there's no variable "Oscillation Control."

It is designed to eliminate service and to stand the utmost in hard treatment. It's fully shielded, simple to tune,—one wave length control only, and a new patented indicator permits accurate calibration not known in any other receiver.

The cabinet idea is new, exclusive. Both men and women like it. You ought to hear the whole story—and the new Six is likewise a leader in its class.

You have all read of the millions spent in Radio advertising—and of the many tragedies among the biggest spenders.

You well know the *value* of advertising—but have no doubt often seen how useless it is unless backed by worthwhile products.

Think for a moment of the tremendous Good Will built up by B-T Boosters thru year after year of one success after another,—

Dollars will not measure it,—A MILLION DOLLARS CASH would not buy it,— Advertising alone could not do it,—

and yet your share is free!

There are multitudes of enthusiastic, satisfied users of B-T products as ready references for every prospect that steps within your doors.

We need not mention the value to you of recommendations like this from E. F. Criqui, Buffalo:

"I am frank to say that everyone I have ever met or heard that had your products speaks very favorably of them. I am glad the Counterphase was developed before I decided on a set."

—and The Corner Drug Store

proprietor at Dyersville, Iowa says:

"Being the owner of a B-T Counterphase-Six I am getting wonderful results and am anxious to know about B-T products. As I want an eliminator within a short time I am asking B-T first."

There is a demand in your locality for B-T Receivers. The B-T plan of authorized dealers assures you protection. One Western distributor received orders from individuals for over forty new sets before either he or they had seen a picture or heard the price.

Pin the coupon on your letterhead and get your name on the B-T authorized list.

The B-T B-Power Unit "eliminates guess-work"

It's distinctively a B-T product—designed for positive action and permanent results—different, and we believe, better.

B-T
Premier
Quality

Manufacturing Company
520 So. Canal St., Chicago, Ill.

Check the appropriate items:

Send me dealer information and distributors names.

I sell sets parts kits B-Eliminators

Send me a copy of "Better Tuning" containing your latest views on new things.

Send me a list of prospects.

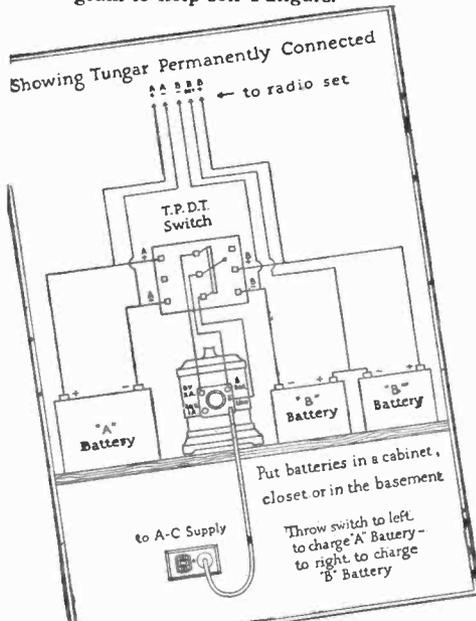
Tungar is the name they know!



2 ampere \$18
 5 ampere \$28
 (East of Rockies)
 60 cycles—110 volts



Use this simple wiring diagram to help sell Tungars.



Boost the charger they know. Push the charger that sells.

Tungar is the original bulb charger—made by General Electric. It charges all storage batteries, "A" and "B", causes no radio interference, and will not blow out Radiotrons. It is the trouble-proof, easy-to-use charger, and economical, too—an overnight charge costs less than a dime.

In addition to the profit you make on Tungars, you can, if you wish, make another profit by wiring them up for permanent installation. The diagram shows how easy it is.

Tungars can be sold right through the summer!

Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

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

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DEPARTMENT

BRIDGEPORT, CONNECTICUT

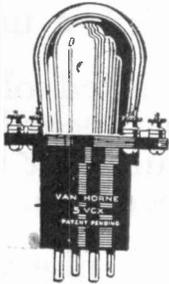
Van Horne Tubes are manufactured in both the Selected and Certified brands.

The Van Horne Certified tube is wrapped in a glassine wrapper and sealed. A characteristic curve sheet, covering the actual readings of the tube, being enclosed.

They are in a number of types for all receiving purposes, part of them being illustrated below.

***Adapted Mogul 5 VCX, 5 Volt .50 Ampere Audio Amplifier**

To eliminate any necessity of changing set wiring the Mogul 5 VCX is equipped with a Patented Adapter to which additional voltages are added independently and in addition to the regular set voltages.



5 VC, 5 Volt .50 Ampere Audio Amplifier

This model is not equipped with the patented Van Horne Adapter found on the model 5 VCX.

It is designed for those receiving sets in which provision has been made in the circuit for the use of the power tube at extra voltages in the last audio stage.



5 VAX, 5 Volt, 1/4 Ampere Detector Amplifier



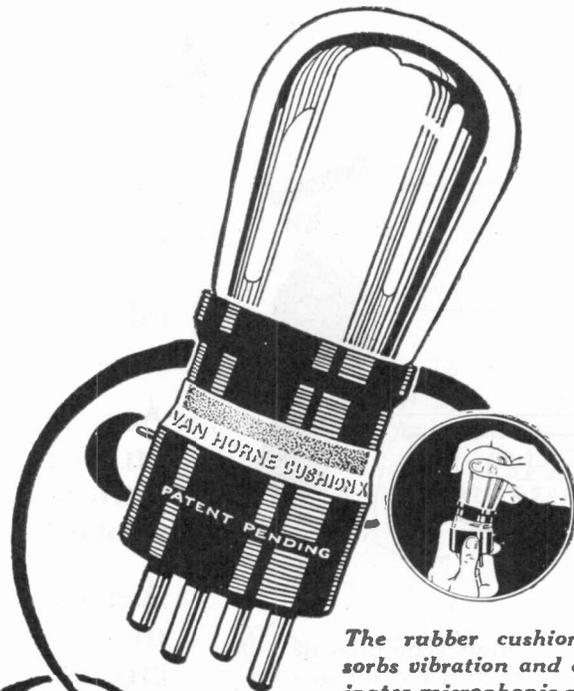
The improved manufacturing process, the use of patented thoriated wire and the precision and care with which this tube is made and tested makes it noticeably superior. Packed in both Selected and Certified Brands.

3 VBX Dry Cell Detector Amplifier

An unusually high reading dry cell tube due to the use of patented thoriated tungsten filament. Exceptionally satisfactory where volume with clearness and signal carrying capacity is desired.



NOTE
All Van Horne Tubes are Unconditionally Guaranteed.



The rubber cushion absorbs vibration and eliminates microphonic noises

Cushioned
to stop vibration — that's why the Cushion Base Tube makes such a wonderful improvement in reception

*This unusual tube and the *Adapted Mogul 5 VCX Power Tube is manufactured exclusively by the Van Horne Company under patents pending to J. S. Van Horne.*

These two tubes are obtainable only in the Van Horne line. Because they are distinctive and offer the greatest possible improvement in reception Van Horne dealers everywhere are finding greater profits in tube sales—and without sales resistance. Those dealers who are not familiar with Van Horne tubes will find this an opportune time to acquaint themselves with a complete and profit-making line of tubes.

For a great many years the Van Horne Company has manufactured vacuum products. Because of the highly skilled workmanship that enters into every tube an unconditional guarantee is made.

THE VAN HORNE COMPANY, Inc.
809 CENTER STREET, FRANKLIN, OHIO

A Customer Today— A Friend Tomorrow



The new schedule of Jobber and Dealer discounts makes Aero B an exceptionally profitable dealer proposition. List price, \$44.00 without tubes. Uses any 5 volt (full wave or half wave) Rectifying Tube such as UX213 or CX313.

THAT'S the result of Aero B sales everywhere. Dealers are making friends of customers by selling them a B eliminator of *proved* efficiency—a power unit that does all that is claimed for it and all that an exacting public demands of such a unit.

Aero B has become firmly established solely on its merits. It is not an experiment but a thoroughly established product that has proved itself by its efficient operation.

Aero B was built to accomplish one primary object—to supply a dependable light circuit B power with true tonal reproduction on the loudspeaker. With an Aero B as the “B” current supply the reception of any radio set is at its best. Not only does Aero B deliver a full, steady, quiet “B” voltage, but it assures absolute fidelity of reproduction.

Aero B gives the radio public what it wants—a higher quality of reception with none

of the bothers and uncertainties of other plate current supplies. Aero B is a profit maker for dealers because it fills a rapidly growing public demand for a dependable B current of proved efficiency.

Every Aero B sale makes a new friend for Aero B dealers. It's a profit builder that no dealer can afford to overlook.

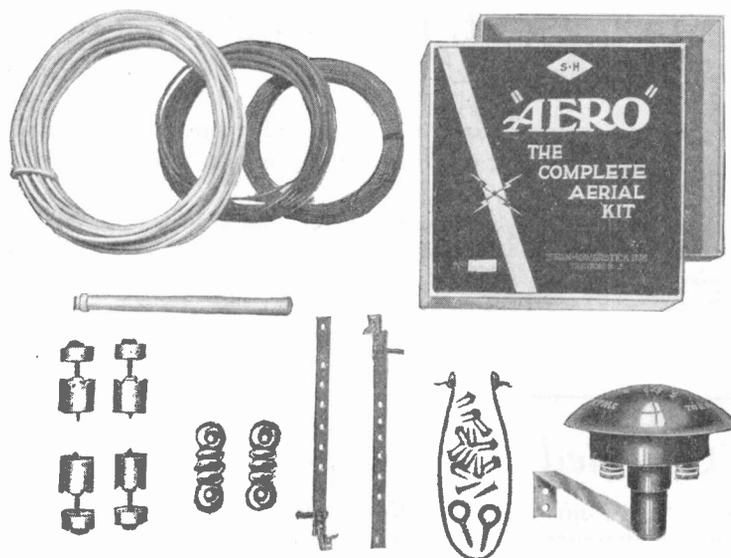
THE GLENN L. MARTIN COMPANY
RADIO DIVISION
Cleveland, Ohio



AERO B

POWER UNIT

The S-H Line Profitably Settles Your Aerial Problems for this Season



"AERO" Gold Label the Complete Aerial Kit

The aerial kit is undoubtedly the ideal manner to handle aerial equipment. It saves jobbers' and dealers' time in selling; eliminates duplicate stock, ordering, unpacking, repacking and billing and gives absolute stock control with a minimum investment.

The S-H line is wide enough to fit every purse and preference. National magazine and newspaper advertising will tell the public all about S-H Aerial Equipment. Standardize on it this season and make your aerial equipment show you a real profit.

"AERO" Gold Label is a complete aerial kit that you can sell at \$5.00 list price.

Yellow Label

No. 275

List Price \$3.00

Blue Label

No. 290

List Price \$2.50

Green Label

No. 280

List Price \$2.75

Green Label

No. 285

List Price \$2.75

If your jobber can't supply you write direct to

Aerial Headquarters

SWAN-HAVERSTICK, Inc.

Trenton, N. J.

ELECTRAD

A Little Thing to Look at, but a Big Thing in Your Customers' Sets—

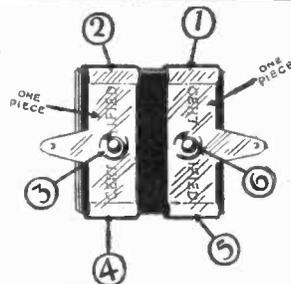
YOU know how important a factor in insuring good reception is the right kind of a Grid Leak. Here's one that will make a satisfied customer of everyone to whom you sell it.

Electrad Metallic Leaks and Resistors give clearer reception with greater signal strength. No carbon, paper, varnish or fiber. The metallic resistance element is fused to the inside of a glass tube. Noiseless, accurate, non-inductive, non-hydroscopic. Uniform in all weathers and working conditions. Capped with the exclusive Electrad ferrule. Paraffined under high vacuum. Great current-carrying capacity without over-heating or change of resistance. List, 60c—in Canada, 85c.



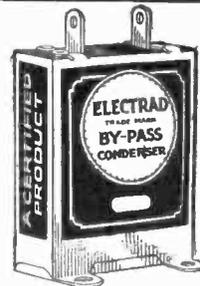
ELECTRAD Certified Mica Fixed Condensers

This is the famous "Six-Point Pressure" Condenser, without an equal for performance. Uniform pressure insured by rigid binding at six points. Sheet copper—not tinfoil—soldering iron can't hurt it. Certified electrically and mechanically. Guaranteed to remain within 10% of calibration. Standard capacities—all types. In sealed packages, list 30c to 75c—in Canada, 45c to \$1.50.



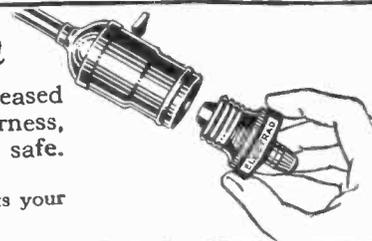
ELECTRAD Certified By-Pass Condenser

Supplies the demand for a superior and dependable by-pass condenser. Has low power factor, low radio-frequency resistance and negligible D.C. leakage. Guaranteed working voltage 250 A.C. Every condenser given one-minute test of 1000 volts—not flash test, which is not accurate. Impregnated with paraffine under high vacuum. Paper used has higher dielectric strength than any other known—developed and used exclusively by Electrad. List, 60c to \$3.75—in Canada, 85c to \$5.25.



ELECTRAD Certified Lamp Socket Antenna

More and more of these are being used. Every one you sell makes a pleased customer. Screws into any light socket and gives volume, distance, clearness, with static and interference minimized. Uses no current. Perfectly safe. Every one tested and certified electrically. List 75c—in Canada, \$1.10. Write for details on our square dealer proposition, that helps you sell and protects your profits.



Write for information on the Electrad 500,000-ohm Compensator for perfect control of tone and volume.

428 Broadway, New York City



ELECTRAD

Inc.

Modernize Your Customers' Sets With the Complete New Timmons Line

The Power to Get True Tone Quality }
The Constant "B" Voltage to Keep It } Both From the Light Socket!



With the Timmons Combination Power Amplifier and "B" Supply

List Price—\$70.00* without tubes—
Uses 1-UX-216B (CX-316B) and 1-UX-210 (CX-310)

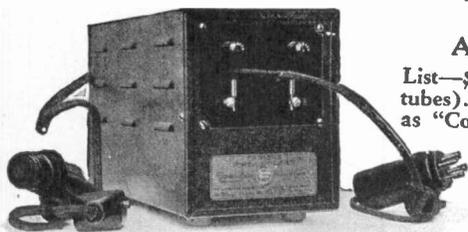
Operates From Any Light Socket Furnishing Alternating
Current—105 to 120 Volts—50 or 60 Cycles

Is connected between the set and loud speaker—replacing the last audio tube of the set. Supplies 350 volts to the plate of its super-power audio tube and, also, furnishes the high "C" voltage required by this tube. Has separate terminals to furnish "B" current to all the regular tubes of practically any standard set operating a loud speaker. Requires no output transformer or other auxiliary equipment and no change in set wiring. Is compact, being only 11¾ in. long x 4¾ in. wide x 5¾ in. high.

—OR SEPARATELY—

The POWER

The INEXHAUSTIBLE "B" SUPPLY



TIMMONS POWER AMPLIFIER

List—\$45.00* (without tubes). Uses same tubes as "Combination."

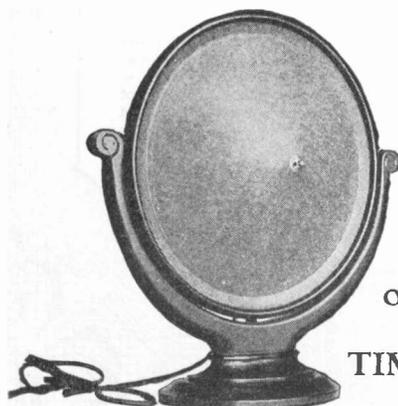
TIMMONS BLIM-RAYTHEON TUBE TYPE

List—\$47.50*—
Including Tube BH Raytheon Tube



Exactly the same as "Combination," except that it is not intended to furnish "B" current for the regular tubes of the set.

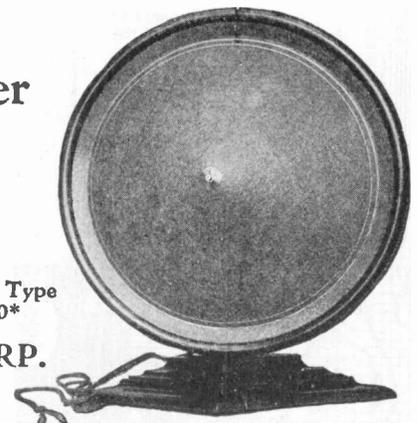
Furnishes ample "B" current and voltage for practically any radio set, including those requiring high voltage for last audio stage.



Oval Base Type—
List \$30.00*

and The NATURAL Speaker to Sell! TIMMONS CONE

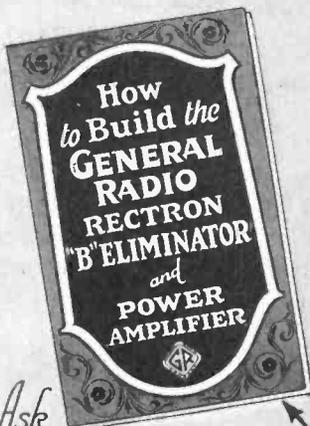
Diamond Base Type
—List \$25.00*



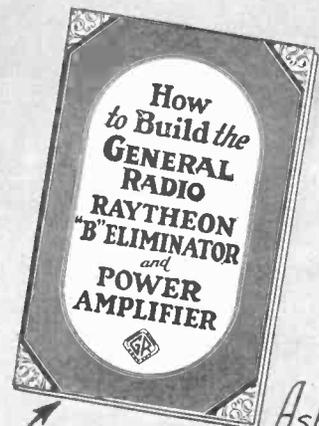
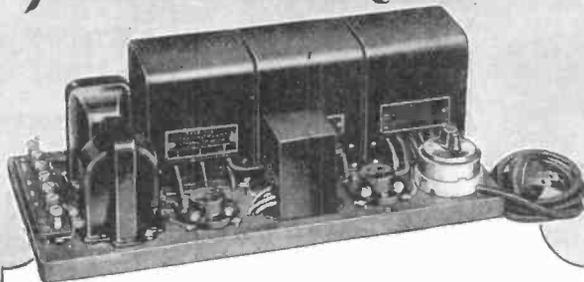
TIMMONS RADIO PRODUCTS CORP.
Germantown, Philadelphia

*All prices slightly higher west of the Rocky Mountains.

Not "How Far?" Not "How Many Stations?" But "HOW REALISTIC?" *is now the pertinent question of radio*



Ask your dealer or write for this folder



Ask your dealer or write for this folder

THE spell of magic in radio is over. No longer are we mystified by programs from far off cities. No longer do we spend whole evenings in dial-fishing for all the stations we can get—just for the sake of boasting a long list of call letters.

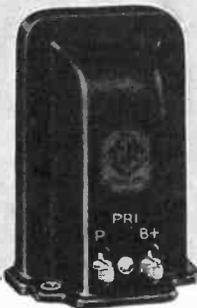
Today we are in a new era of radio—one of quality reproduction. Broadcast listeners everywhere are demanding above all else reception that is natural.

If your radio customers have not yet modernized their receiving sets, by the improved type of loudspeaker, better transformers, "B" voltage supply units and power amplifiers, they can not appreciate what clear, sweet-toned music athrob with human expression is in store for them.

This is going to be a big year for TONE QUALITY. Be prepared to sell your customers devices that improve TONE QUALITY. Show them the new General Radio "B" eliminator and Power Amplifier kits, that can easily be assembled in a single evening. Tell them about the new type 285D transformer, and type 387 Speaker Filter.

Ask your distributor or write us for full information on these new General Radio products.

GENERAL RADIO CO.
Cambridge, Mass.



The Type 285-D Audio Transformer has a high impedance to match the output of the new 200-A detector tube. When used in the first stage of audio amplification following the 200-A the 285-D produces a very marked improvement in tone quality.
Price \$6.00



GENERAL RADIO
PARTS
Behind the Panels of Better Built Sets



The Type 387 Speaker Filter adapts the impedance of the amplifier to the Western Electric and other cone speakers of similar design and quality so that unusual purity of tone is produced. It has a very wide frequency range.
Price \$6.00

NEW

MUTER

Dependable Products

—for the 1927 Season

Used by leading set builders—
Quality with a Popular Price

If your jobber has not furnished you with the new complete MUTER catalog—we'll be glad to send you one direct.

Write Dept. R. R.

LESLIE F. MUTER CO.

76th and Greenwood Avenue
CHICAGO, U. S. A.



Knife Throw Switches

Moulded Bakelite base—Spring brass contact—Moulded insulated handle.



Single Pole, Double Throw
Base 2 1/4" x 7/8"
Stock No. 2010.....70c list



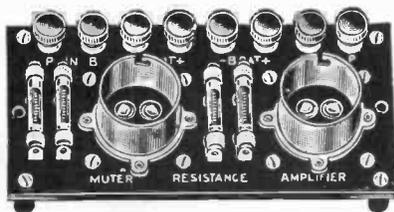
Double Pole, Double Throw
Base 2 1/2" x 1 3/8"
Stock No. 2020.....\$1.00 list



Triple Pole, Double Throw
Base 2 1/2" x 2"
Stock No. 2030.....\$1.50 list



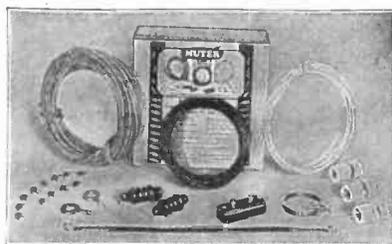
Five Pole, Double Throw
Base 2 1/2" x 3 1/4"
Stock No. 2050.....\$2.50 list



Resistance Amplifiers

Completely wired, ready for installation. Individually packed, with instructions.

Stock No. 1410 (2 stage).....\$6.00 list
Stock No. 1400 (3 stage)..... 8.00 list



Standard Complete Aerial Kit

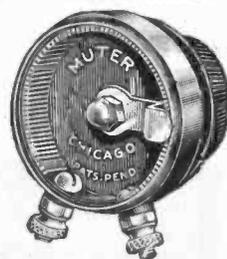
Contains all necessary parts to erect. Attractive individual cartons.
Stock No. 250.....\$3.50 list



Audio Frequency Transformers

Highly efficient—popular price—fully shielded in an enameled metal case.

Stock No. 1500—
3 1/2 to 1 ratio.....\$2.25 list
Stock No. 1550—
5 to 1 ratio..... 2.50 list



Variable High Resistance
Controls oscillation and regulates quality and volume. Highly nickel plated metal shell with moulded Bakelite knob.

Range 0 to 200,000 Ohms
Stock No. 2120.....\$1.25 list
Range 0 to 500,000 Ohms
Stock No. 2150.....\$1.25 list



Interference and Static Eliminator

Moulded Bakelite case with insulated adjusting screw.
Stock No. 1800.....\$2.50 list



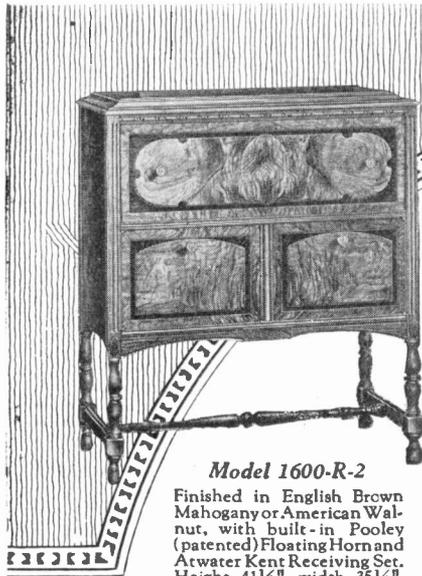
Variable Condensers

Moulded Bakelite case.
Balancing condenser .000003 to .00005 M. F.
Stock No. 1900.....\$1.00 list
Variable grid condenser .00015 to .0005 M. F.
Stock No. 1950.....\$1.00 list



Fixed Condensers

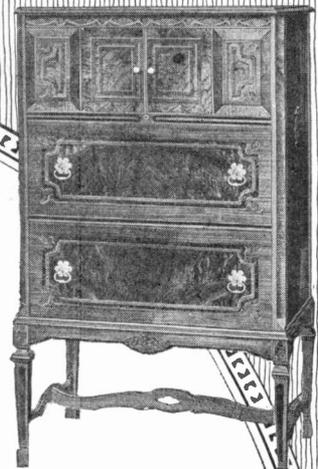
Highly polished metal end plates with adjustable soldering lugs. Bakelite plates—mica insulation—brass electrodes—gives maximum results.
Used by leading set builders.
All popular sizes—from 30c to 85c list.



Model 1600-R-2

Finished in English Brown Mahogany or American Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Receiving Set. Height 41 1/2", width 35 1/2", depth 16 3/4". Prices complete, without tubes and batteries, \$175 to \$200.

POOLEY
RADIO CABINETS
with
ATWATER KENT
RADIO



Model 1700-R-2

Finished in English Brown Mahogany or American Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Receiving Set. Height 50", width 30", depth 18". Prices complete, without tubes and batteries, \$240. to \$320.

**Only in a POOLEY
can you get all
these advantages**



Model 1900-R-2

Finished in American Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Receiving Set. Height 45 1/2", width 24 1/2", depth 15". Prices complete, without tubes and batteries, \$135 to \$160.

- 1 The built-in Pooley (patented) floating horn, in combination with the celebrated Atwater Kent reproducing unit, produces a volume, clarity and truth of tone surpassing anything radio science has yet developed.
- 2 Pooley beauty of design and finish, which speaks for itself; Pooley construction, which makes a Pooley Cabinet a valuable and permanent piece of fine furniture.
- 3 Atwater Kent Receiving Set, factory-installed by experts, and tested after installation. Tubes and batteries instantly accessible. These points save you and your customers trouble.
- 4 Strong national advertising, telling millions of people the facts of Pooley outstanding quality and the enjoyment of owning a Pooley.
- 5 The Pooley line has an established value in people's minds. Don't risk your future—build sure success on a firm foundation. To see the Pooley models, get in touch with your Pooley distributor.



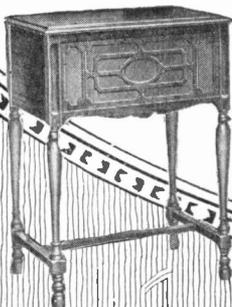
Model 2000-R-2

"Arm Chair" Model. Finished in English Brown Mahogany, with built-in Floating Horn and Atwater Kent Receiving Set. Height 31 1/2", width 22 3/8", depth 17 3/8". Prices complete, without tubes and batteries, \$125 to \$150.

Beware of imitations—look for the name "Pooley" before you buy. Prices slightly higher west of the Rockies and in Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada.

**Pooley Radio Table
Speaker Model 2100**

Finished in English Brown Mahogany. Built-in Pooley (patented) Floating Horn with Atwater Kent Reproducing Unit. (Without Battery Compartment.) Height 30 1/2", width 21 3/4", depth 14 5-16". Price \$40.

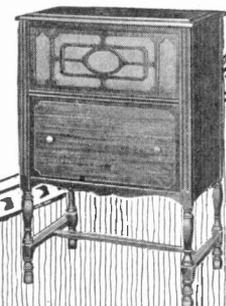


The new Pooley Speakers—for the new demand in radio

The need for better sounding, better looking speakers is met in full by the new Pooley Speakers. Golden voiced, with the patented Pooley horn. Handsome little wall tables in design, doubly useful. There's a big sale for them. Both of these speakers will accommodate Atwater Kent Receiving Sets Models 35, 30 and 20 Compact on their tops.

**Pooley Radio Cabinet
Speaker Model 2200**

With Battery Compartment. Finished in English Brown Mahogany. Built-in Pooley (patented) Floating Horn with Atwater Kent Reproducing Unit. Height 33 3/8", width 21 3/4", depth 14 5-16". Price \$50.



POOLEY
SPEAKERS
with
ATWATER KENT
UNIT

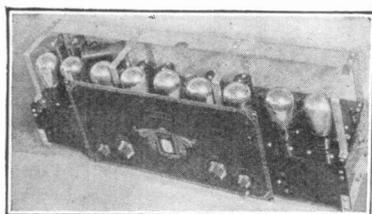
Read what Mr. Kent says:—

"The Pooley Radio Cabinet is approved for Atwater Kent Radio because of the design and quality of Pooley cabinet work and because of the tone qualities of the Pooley built-in floating horn. Both meet the standards we set and maintain for Atwater Kent Receivers and Speakers."

(Signed) A. ATWATER KENT

A loop operated set that METROPOLITAN DEALERS can sell with assurance of complete customer satisfaction—

the New **Priess**
TRADE MARK
STRAIGHT 9 NINE
It's loop operated!



Inside View of Straight "9" Nine.
 This illustration of the inside of the Straight "9" Nine chassis clearly shows the tube arrangement and rear shield.

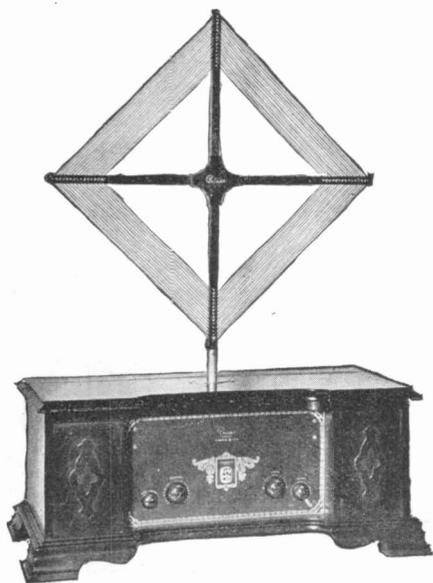


Table Model Priess Straight "9" Nine Set in handsome, figured mahogany cabinet of simple and graceful design. Top mounted collapsible bakelite loop.
 List price\$195.00

Console Model Priess Straight "9" Nine.
 A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A. C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated, giving very charming appearance to cabinet. Complete magnetic shield between A. C. accessories compartment and set. No inter-action between loop and set.
 List price, without accessories.....\$335.00

By comparative tests, the Priess Straight 9 stands in a class by itself. Write for full particulars about the Priess dealer franchise.

—a nine tube loop operated receiver, designed for Metropolitan areas, congested districts and places where interference causes dissatisfaction with the ordinary set.

The new Priess Straight "9" Nine is the crowning achievement of many years' specializing in the design of loop receivers. Made in both table and console models.

The set contains three tuned radio, three untuned radio, detector and two audio in all nine tubes. If desired, power tube can be used in the last audio stage and the new 200-A tube for the detector.

The set has a single dial control, direct reading wave length, illuminated dial and a range from 203 to 555 meters.

- Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths.
- Great sensitivity and distance on loop alone.
- Selectivity of three-tuned circuits.
- Shock mounted last radio tube and detector tube.
- Shell shielded.
- No-play vernier drive on main tuning.
- All primary parts of set designed and built at Priess plant.

For 1926-27 we shall also continue making the famous Priess Straight "8" Eight.

The past year has conclusively demonstrated the astonishing success of the Priess Straight "8" Eight—particularly in non-congested territories and in rural districts. According to popular demand, we shall continue to make the Straight "8" Eight for the coming season with improved circuit to adapt system to resist destructive effects of Southern climate.
 List Price, \$175.00

Write or wire us for dealer reservation subject to demonstration. We are limiting our dealer franchises according to size of trading area. A PRIESS dealer franchise gives complete protection against price cutting and dumping. Act NOW to secure your territory.

PRIESS RADIO CORPORATION
 697 BROADWAY  NEW YORK, N.Y.



Sterling

CARE-TAKERS and INSPECTORS of radio

Sterling RADIO CARE-TAKERS



**No. R-III Bulb Type
A&B Battery Charger**

\$15.00

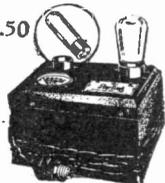


**No. R-900 Vibrating
Type A&Auto
Battery Charger**



**No. R-101 Bulb Type
Trickle Charger**

\$12.50



**No. R-403 Tube
Reactivator**



**No. R-225 Midget
Tube Reactivator**

This season is going to be the biggest "home-servicing" equipment year since radio began.

Merchants selling sets now recognize the need of reducing service time that formerly acted as a leech on their profits. Dealers in supplies know the business in service-equipment is almost a virgin market.

And, here with Sterling, you have the finest and most complete "home servicing" line of care-takers and inspectors for Radio...every necessary device...every device a necessity... every item of Sterling quality and quick turn-over, stimulated by the biggest national advertising campaign Sterling has ever conducted.

*Get ready now!
Ask your jobber*

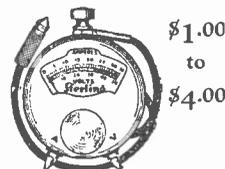
RADIO PROTECTION

THE
STERLING
MFG.
COMPANY

CLEVELAND,
OHIO



Sterling RADIO INSPECTORS



\$1.00
to
\$4.00

Pocket Meter

\$3.00
to
\$6.00



Panel Meter



\$6.00

**No. R25-28
Filament Meter**

\$2.00



**No. R-32
Charge Indicator**

\$7.50



**No. R-411
Tube Tester**

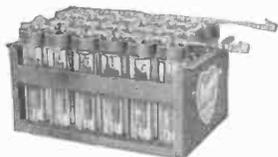


\$18

**No. R-406 Universal
Tube Tester**



Radio standard battery, built specially for radio use, with extra heavy plates.



A 48 volt Universal "B" Battery. Assures constant voltage and clearest possible reception.



New type of glass cell for use with trickle charger. Has very heavy plates and ample acid space.

Beauty that sells; quality that makes sales *stick!*

THOSE are the two basic points about Universal Radio Batteries that are responsible for their nation-wide sales, their steadily increasing use, their assured popularity.

Good looks, fine materials, correct design, careful workmanship have always distinguished the Universal line. Thus the sales appeal is there as well as the performance.

And these batteries are made for the sole purpose of improving radio reception. Nothing makeshift. They're engineered for the job, built of the materials that get the results.

New! Universal Power Plant

This newest addition to the Universal line fills the need for a correctly designed "A" unit. Enclosed in an attractive aluminum cabinet. Silent in operation. Can be charged at trickle or 2-ampere rate by merely throwing switch. Plenty of acid space above the plates. Economical and convenient to use. Is made up of Type GCR Battery (above) and our own newly designed bulb-type charger. This is the last word in good-looking, compact equipment.

If your battery business isn't fully as, or even a little MORE satisfactory than any other department of your business, drop us a line and let us tell you how Universal dealers are making REAL money.

UNIVERSAL BATTERY COMPANY

3447 South La Salle St., Chicago

Batteries for every Purse and Purpose

AUTOMOBILE · RADIO · FARM LIGHT

Parts for all makes of batteries

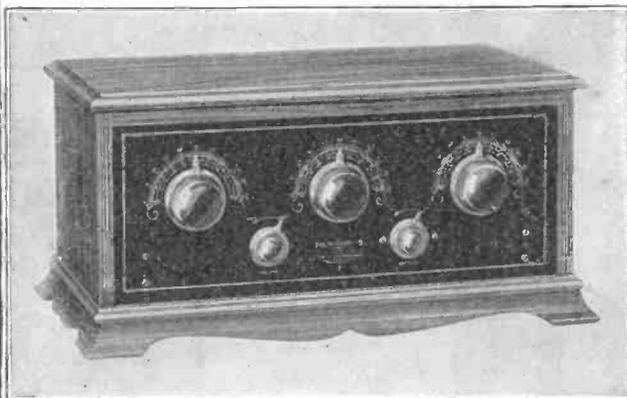
SHOP EQUIPMENT

UNIVERSAL BATTERIES

Listen to Our Conversation

It means money in the old till

A sales plan—
brand new to the Radio Industry



The "Imperial Five"—List \$55.00

Every dealer should have the protection of the "Imperial Guarantee Sales Plan." No left-over merchandise at the end of the season; every set fully guaranteed for a period of one year.

Volume
Selectivity
Distance
Clarity

The "Imperial 5" built in a solid American Walnut case, with panel of polished black Formica and verichrome gold decorations, is an ornament even in the finest home.

The "Imperial 5" is attractively priced and provides a good margin of profit. They are nationally advertised, and backed by our plan, will prove to be a real builder of sales.

If you are not familiar with the "Imperial Guarantee Sales Plan," you should get in touch with us at once. Find out for yourself how our guarantee will protect you and how it means money for you.

WIRE US YOUR ORDER AT OUR EXPENSE

Imperial Radio Corporation
Grand Rapids, Mich.



ORIOLE
RADIO
RECEIVERS

A New Creation in Radio *The TRINUM CIRCUIT*

RADIO moves on---and the Oriole Trinum Circuit [fully patented] now offers a basic departure---the only known means of overcoming the many difficulties in the old tuned radio frequency arrangements.

Number 78 Console is a masterpiece--rich two tone walnut, beautifully finished--a design of exceeding grace and charm. Two speakers offer most complete tonal range possible.

*The Oriole franchise offers unusual dealer-jobber co-operation.
Write for it now.*

No. 78
Price \$270

Sales Dept., THE ZINKE CO.,
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
W-K ELECTRIC CO.,
Kenosha, Wis.

"Leads the World in Radio Values" *A Sample at Factory Cost*

**Diamond T
Baby Grand Console**

LIST PRICE \$89.50

40% discount, DEALERS' PRICE \$53.70

Sample Price \$44.60

Only one at this price

Two speakers built in. One for high notes and one for low tones. No single horn will produce both.

6 Tubes T.R.F.

You be the judge! Send us a trial order and if the set does not equal your expectations in every way, send it back.

Your money will be refunded without question.

Sample one now, then talk to us about exclusive agency in your town.

Send check with order.

DIAMOND T RADIO MFRS.
South Bend, Ind.



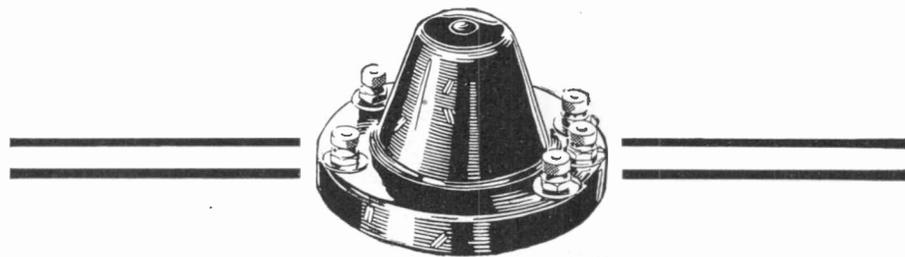
Now!

An Automatic Control Switch

Here's a new device the radio users all want. A Reliable Automatic Power Control Switch, positive acting, durable, and trouble-proof. Extremely low voltage drop.

Many dealers are selling one with every Trickle Charger and B Eliminator. Every radio user who sees it wants one immediately.

Automatically turns on or off either or both the Trickle Charger and B Eliminator as required. Retails at \$2.00.



The Reliable Parts Mfg. Company

2819-31 Prospect Ave.

Cleveland, Ohio

The Reliable Parts Mfg. Co.,
2819-31 Prospect Ave.,
Cleveland, Ohio.

Please send more complete information, dealers' prices, etc., on your Automatic Control Switch. My jobber

is.....

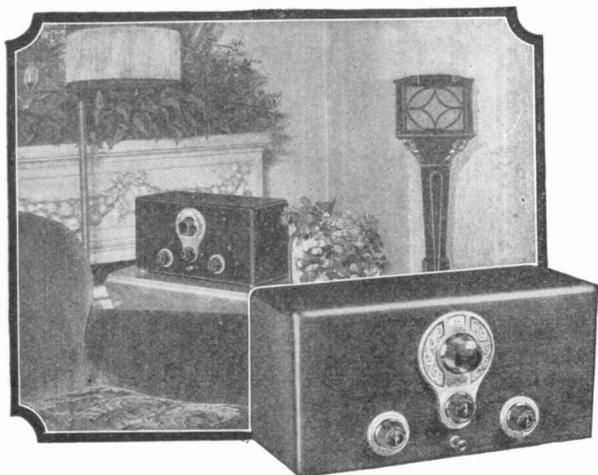
Name of Jobber

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

HARTMAN

RADIO

*Perfectly Syntonized**



The SINGLE-SIX !

—A Supreme Radio Achievement

THE Single-Six is the only *perfectly* syntonized* receiver made. Two new inventions make it the outstanding achievement in the history of the radio industry. No receiver on the market today can approach the Single-Six in performance. It is the perfected product of 25 years' experience in the manufacture of complicated electrical devices.

Consider these superior features of the Single-Six:—

- Six tubes under single control
- Absolute freedom from oscillations
- All distortions eliminated
- Lighted dial, calibrated in meters (quick, easy tuning)
- Ideal degree of selectivity maintained throughout all wave lengths
- Perfect Syntonization*

You'll be proud to sell Hartman Radio—and you *will* be selling it within a year, because it will make you a host of friends, as well as good, substantial profits. Our sales policy is as distinctive as our product. A copy of our booklet is ready for you!



THE JUNIOR UPRIGHT

(Without speaker). \$135
 Other models:
 The Upright 175
 The Sheraton 180
 (Both with Hartman Approved Speaker built-in.)
 The Compact \$100
Western prices slightly higher.

THE HARTMAN COMPACT

With Pedes-Teller

The photograph shows one of many attractive arrangements that may be made in any home with the Compact and Pedes-Teller.

The Compact cabinet is made of solid mahogany, trimmed with beautiful statuary bronze escutcheon plate.

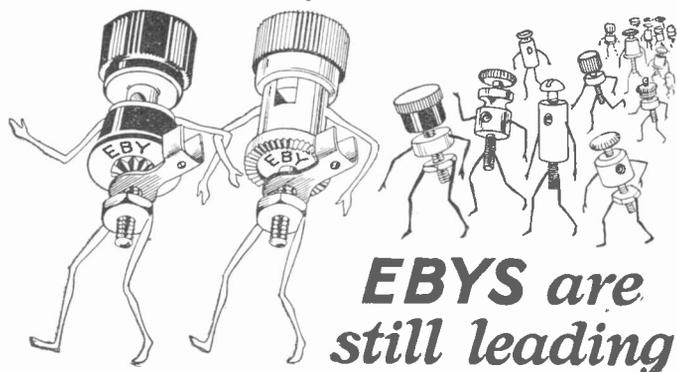
The Pedes-Teller, a new and distinctive all-directional speaker, is finished in brown mahogany, with orange and black engraved side panels. Equipped with a long cord so that it can be moved about with ease.

If you are in the radio business to stay, you owe it to yourself to write for "The Complete Hartman Story," a booklet fully describing our line and explaining our unique sales policy.

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

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





In the business world and in public life you will always find one outstanding product or individual that takes the lead either through personality or established popularity. In the electrical and radio field, this leadership is conceded to

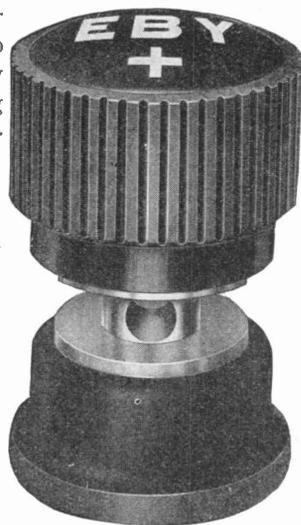
EBY BINDING POSTS

by manufacturer, retailer and public alike. Clean cut merit, practical merchandising and national advertising have put them where they belong—at the front!

Your customers are no different from any others. They want the most for their money—the most in quality, service and price. EBY Binding Posts meet those demands with less fuss and more profit. Your jobber can supply you with EBY posts in every salable size, type and marking. Keep your stock complete—and your customers satisfied.

JOBBER Have You Sent For Yours?

Here's a big reminder (size 6-in. x 10-in.) to your trade that you carry the famous EBY Binding Posts. A mammoth replica of the Ensign Post, as carefully made and beautifully finished as the original. Black plaster base and knob, with metal parts gilded to resemble brass. Bottom of base is felt covered. Cost to you? Not a red cent. Simply drop us a line requesting this display, two if you want, and we will ship it immediately.



The H. H. EBY MANUFACTURING CO.
4710 Stenton Ave., Philadelphia

A profitable investment

Why not know the best ways of conducting an electrical business?

No matter how big or how small your electrical business may be, no matter where it is located, you'll find *Electrical Merchandising* a profitable investment—one that will supply you with just those ideas and inspirations that mean so much in making more money in the electrical business.

Electrical Merchandising,
Tenth Ave. at 36th St., New York, N. Y.

Enroll me as a regular reader of *Electrical Merchandising*, the service to be \$2 for a year.

Name

Address

Position

Company

No trick—"no magic," An unusually efficient crystal receiver in attractive book that stimulates sales

The Talking Book A Complete Radio Set

Pair of standard Ear Phones, Aerial and Ground Leads, Indoor Antenna. Self contained in attractive book.

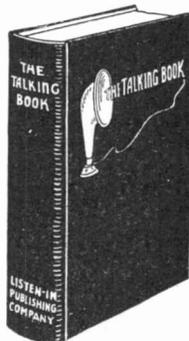
Price \$5.00 Complete

\$6.00 West of Mississippi River

With new Celerundum Rectifying Unit—No batteries required.

We have an attractive and exclusive sales proposition for live dealers and Jobbers.

This Talking Book will make an attractive window display and increase your sales.



THE LISTEN-IN CO., 115 Federal St., Boston, Mass.

A Record—

Radio Retailing's July 1926 issue shows a 96% gain in advertising over the July 1925. This indicates radio manufacturers' attitude toward its coverage, reader interest and advertising value.

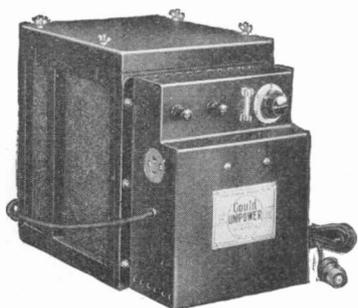
Radio Retailing

The Business Magazine of the Radio Industry

McGraw-Hill Publishing Company, Inc.

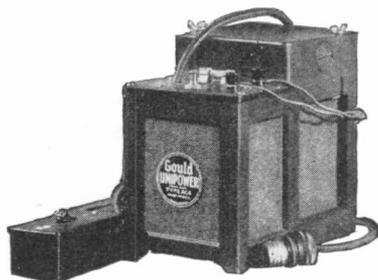
473 Tenth Avenue, New York City

65% of all service calls are wasted time and money



AC-6 HA—
for 201 A
tubes and equiv-
alent \$42.50

Unipower is easily connected, easily controlled. It furnishes the set full, rich power at all times. The "trickle charge" embodied in Unipower is made fool proof by the addition of an emergency rapid charge rate, which is indispensable for continuous operation. It requires a minimum of thought and attention; and there are no parts to replace. There is a Unipower for every set. And for large or heavily worked sets a regulator



AC-4—for 199
tubes or equivalent
\$33.00

is now provided to adjust the charge to the suitable rate.

Unipower, installed with a "B" power unit, provides a power operated set under one control. No change is necessary in set wiring—installation is completely simplified.

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

IN every section of the country there are dealers who are actually losing money on the sale of radio sets. Alarming numbers of them—large and small alike—are just breaking even. Surprisingly few are earning the margin they should.

The high cost of servicing is blamed for this unhealthy condition. Dealers are forced to guarantee service—yet its cost steadily and relentlessly eats up profits.

Careful figures prove that 65% of all service calls are the result of "A" battery failure. To eliminate profit-killing service costs you must eliminate the cause of "A" battery trouble.

Unipower, radio's first complete "A" power unit, was invented for the man who wants radio enjoyment without trouble. It was to rid him of the cost and inconvenience of dry cell renewal—of battery recharge. No one foresaw that it would also solve an ugly dealer problem.

Unipower is doing just that for hundreds of dealers. By selling it with the complete set they forestall that 65% of service cost. If they don't sell the customer when he gets his set they have a perfect opportunity when he first calls for battery service.

When you've sold Unipower, you've solved two problems. The customer has full, unfaltering "A" power direct from his light socket, at a minimum of expense. You have a double profit—from set and Unipower—that will not suffer from deadly and unnecessary service costs.

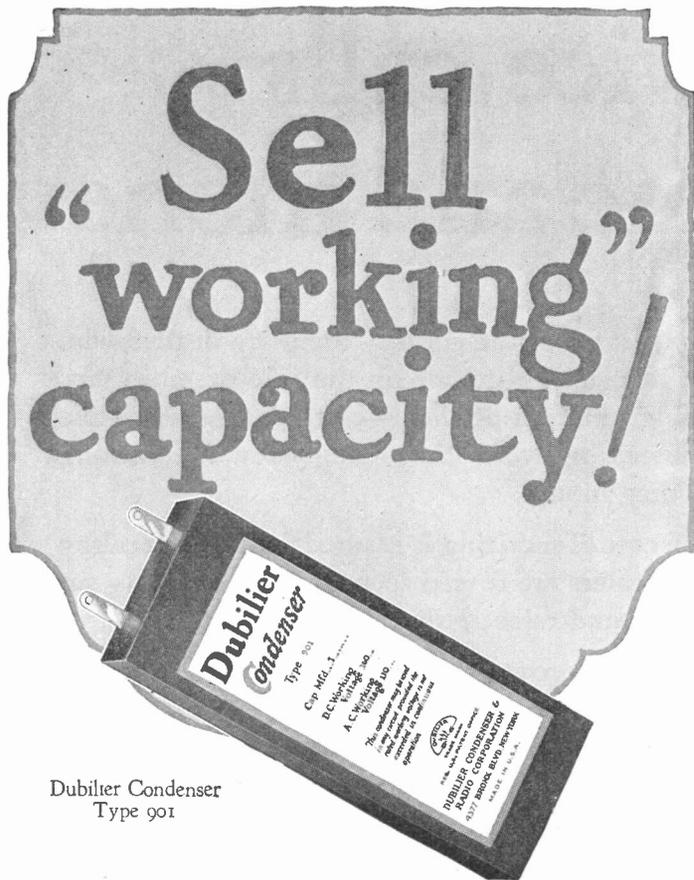
There are several booklets and a price list about Unipower which we urge you to read. A postcard with your name and address will bring them without cost or obligation.

THE GOULD STORAGE BATTERY CO., Inc.
250 Park Avenue, New York

Unipower

TRADE MARK

ON WHEN IT'S OFF / / OFF WHEN IT'S ON



Dubilier Condenser Type 901

THE "working" capacity of a condenser depends on the actual voltage it will stand under conditions of continuous operation.

All DUBILIER CONDENSERS are clearly marked with their recommended maximum D.C. working voltage. At this voltage they will give continuous service at their highest efficiency.

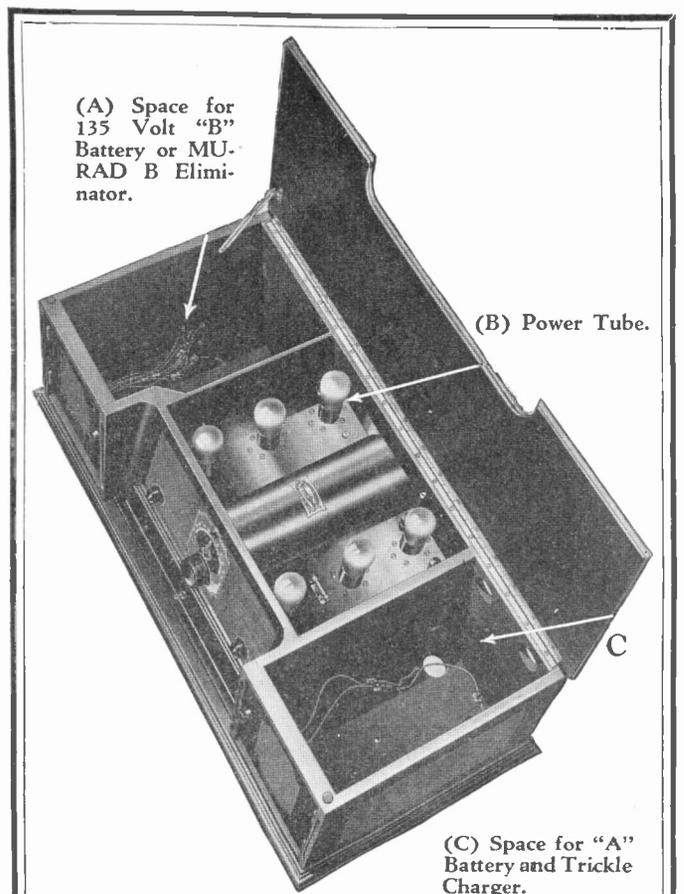
The new DUBILIER CONDENSERS—Types 901, 902 and 903 are all-purpose condensers with rated working voltages of 160, 400 and 600 volts D.C. respectively. Each type may be obtained in 1, 2, 4 and 6 mfd. sizes at prices ranging from \$1.50 to \$13.50.

Watch your working voltages and sell "working capacity" in DUBILIER CONDENSERS for battery eliminators, power amplifiers and receivers.

Dubilier

CONDENSER AND RADIO CORPORATION

4377 Bronx Blvd., New York, N. Y.



You Can't Lose!

You've GOT to come out ahead! A unique idea in radio merchandising plus the New Mu-Rad Super-Six Receiver makes your profits safe and certain!

The MU-RAD Super-Six Receiver

Custom built—quality first, rather than mass production—37 individual inspections assures flawless performance. Single tuning control.

The MU-RAD "Golden Rule" Policy

A reciprocal arrangement—firm, fair, faultless—unique in radio. Protective territory, small commitments, bonuses in proportion to sales and a fixed plan for exchanging old for new models to consumers.

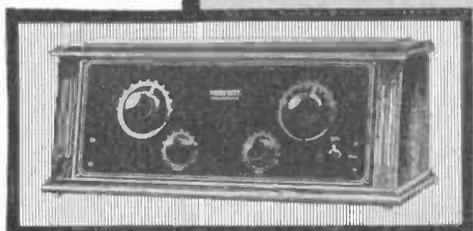
This is the sixth year of broadcasting. Significantly it is MU-RAD's sixth year also. You are dealing with an established house.

MU-RAD

RADIO CORPORATION

Dept. R, Asbury Park, New Jersey

Line up with **WORKRITE** The Sensation of the Season



WorkRite Model 16

A six-tube transformer and resistance-coupled neutrodyne receiver. Two-dial control. Beautiful walnut cabinet.
List Price \$80.00



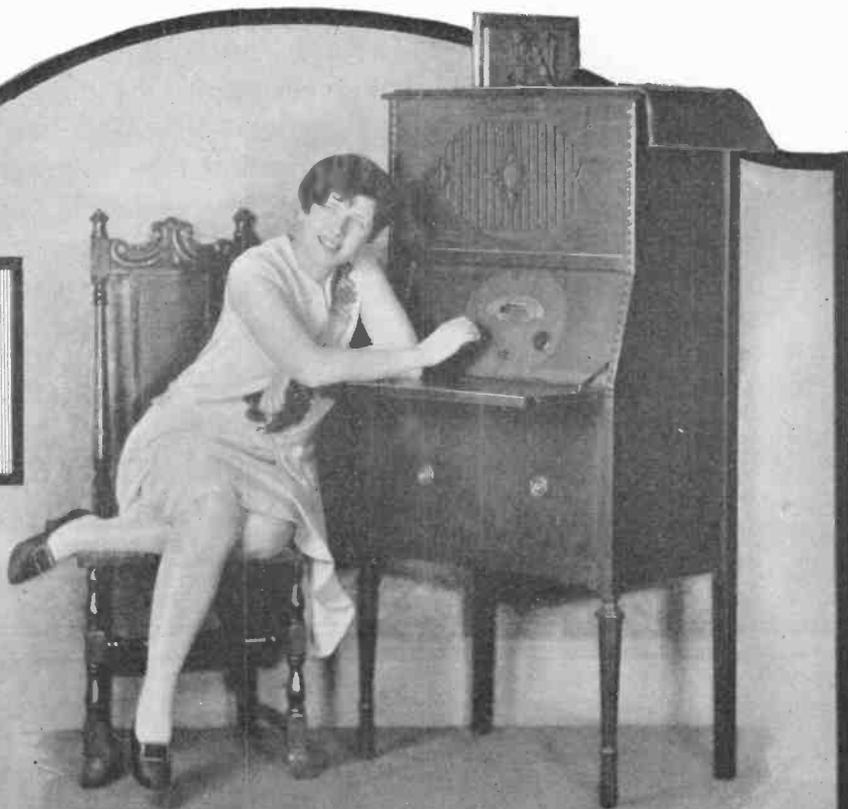
WorkRite Model 26

The same circuit and control as the Model 16 mounted in a handsome walnut console cabinet with built-in cove speaker. 22-in. wide.
List Price \$145.00

WorkRite Model 36

(Larger illustration in center)

The supreme accomplishment of the season. Six-tube transformer resistance coupled neutrodyne circuit. Three way switch—"Off," "Soft," "Loud"—gives wonderful volume control. Two-in-one dial operates all three condensers from one control, large built-in cove speaker, 25 in. wide. Price \$210.00.



WORKRITE Radios WORKRITE

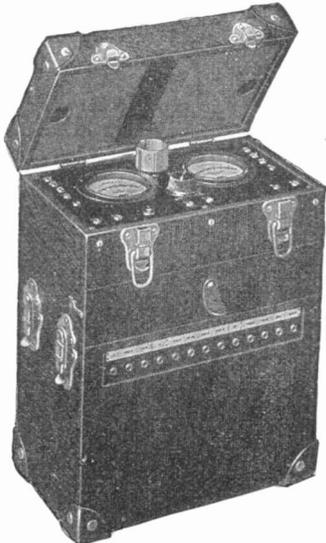
PRACTICAL refinements in control and circuit together with more attractive cabinets and fittings make the new WorkRite Super Neutrodyne Radio Sets the sensation of the season. This is bound to be a big Neutrodyne year.

A conservative well financed company with five years of radio experience is manufacturing WorkRite radio sets. The WorkRite line is established and will be on the market year after year.

Your greatest radio profits will be made in lining up with this progressive company and doing with them an ever increasing volume of profitable business.

WorkRite dealers have exclusive franchises. Write or wire at once. Your territory may be open.

THE WORKRITE MANUFACTURING CO.
1819 East 30th St., Cleveland, Ohio



No. 117 Service Test Set

Service—

—that's what consolidates your business. If you don't give your customers good service, your resale business is going to diminish.

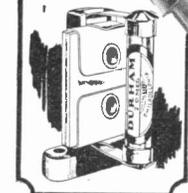
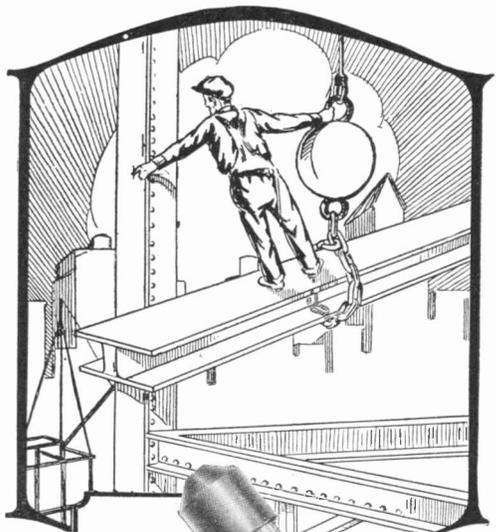
The new Jewell Radio Service Set is the last word in servicing equipment for the radio dealer. Contained in a handy carrying case are high grade interconnected instruments forming a first class tube tester; either instrument can be used alone for current checking in laboratory or field work; a drawer for tools, spare parts, etc., and a compartment for a set of A, B, and C test batteries. Its effects on your customers is very influencing and the results convincing.

Send For Circular No. 700

Jewell Electrical Instrument Co.

1650 Walnut St., Chicago

26 Years Making Good Instruments



Resistor Mounting
Single mounting 50c.
For condenser . . . 65c.

Permanence!

DURHAM Metallized RESISTORS

At last a Resistor that means what it says!

When you sell a Durham *Metallized* Resistor stamped "100,000 ohms" you can be certain your customer is getting the resistance indicated.

The resistance of the Durham unit retains its indicated value under all atmospheric conditions and is as fixed as the rivets joining the steel girders of the enduring frame of the skyscraper.

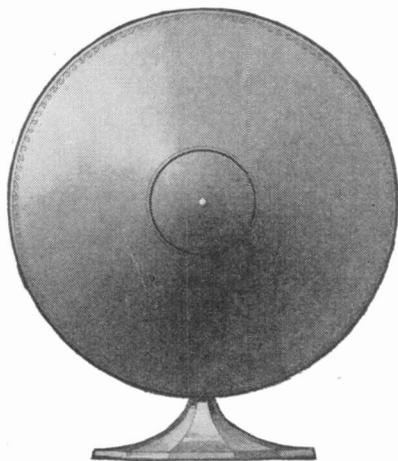
500 ohms to 10,000 ohms.....	\$1.00
Above 10,000 ohms to .24 meg.....	.75
.25 meg. to 10 meg.....	.50
Packed 10 to a box, 100 to the carton.	

DURHAM METALLIZED RESISTORS

International Resistance Co.
Dept. J, Perry Building, Philadelphia, Pa.

The Trimm Line is Ready

It is Complete—A Speaker For Every Purpose



The New Trimm Cone

It reproduces with true definition every instrument, every tone, every pitch of voice or instrument, throughout the entire scale of audible sound. It brings to radio the deeper and higher tones so frequently missing from radio amplification.

The Trimm Cone embodies an entirely new principle of vibratory transmission, here used for the first time. Unquestionably the last word in radio reproduction. This will be the season's biggest money maker for every retailer and jobber.

\$16

More Advertising

The Trimm Sales and Advertising Program is as complete as the line. As always, The Trimm Line will be heavily advertised, to trade and public, local newspaper advertising placed when representation permits. Consumer demand and acceptance for Trimm Products, built up for years, will be still further increased.

The Trimm Line for 1926-27 offers as always a real opportunity for substantial, profitable Speaker Business. There is a Trimm Speaker particularly suited to every set, a complete line of all accepted types—at prices to meet the wishes of all buyers.

Better Values Than Ever

Since the beginning of this business Trimm Speakers have been noted as outstanding values—giving the radio user more for his dollar than he could possibly get elsewhere, yet always and at all times returning to the trade, wholesale and retail, a satisfactory and substantial margin of profit. This year Trimm Speakers, refined and still more improved, are greater values than ever and your profit is assured.

Trimm Policies Protect You

The Trimm Policies of providing adequate distribution and stocks advantageously located, makes overloading unnecessary and Trimm control on current stocks and production assures maintenance of dealers' profits and the complete elimination of any possibility of Factory dumping.

A lifetime guarantee on our products, full dealer support and a fair and square deal for trade and public, make Trimm Speakers easiest to sell and keep sold.

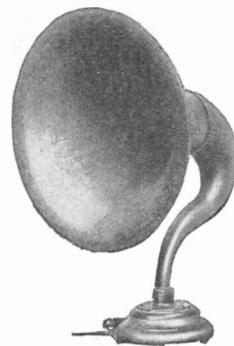
Let us send you full information as to our line, prices, policies and sales program. It will pay you. Write us today.

HEADSETS	
Professional - - -	\$5.50
Dependable - - -	4.40
PHONODAPTERS	
Giant Unit - - -	\$10.00
Little Wonder - - -	4.50
SPEAKERS	
Trimm Cone - - -	\$16.00
Concert - - -	25.00
Entertainer - - -	17.50
Home Speaker - - -	10.00
(Prices slightly higher west of Rocky Mountains)	

Trimm Concert

The leading high grade horn reproducer, still further refined and improved for this season. Extra large diaphragm. Reproduces faithfully and with tremendous volume and beautiful tone every note of voice or instrument. No finer Horn Type Radio Reproducer has ever been made. Volconite Horn, 22 inches high—15 inch bell. Famous Trimm Adjustment for tone and volume.

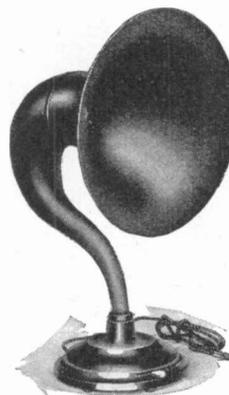
\$25



Trimm Entertainer

Slightly smaller than the Trimm Concert, a quality reproducer medium priced. Also has Volconite Horn, goose neck type, stands 19½ inches high, 12 inch bell. Large diaphragm gives marvelous sweet, full musical tone and wonderful volume. Trimm Lever Adjustment for tone and volume.

\$17.50



Trimm Homespeaker

The most popular low priced goose neck speaker ever produced. Tens of thousands in use and every user pleased. It outperforms speakers selling at prices twice or more the price of Home-speaker. Big volume, fine tone—a thoroughly satisfactory speaker at a wonderful price. Stands 18 inches high, has 12 inch bell, real Volconite Horn. Factory adjusted unit, no blasting, distortion or false tones. You can make money on this one.

\$10



Send this Coupon Now!

TRIMM RADIO MFG. CO. 3-C
 24 So. Clinton St., Chicago, Ill.

Send me at once full information covering the complete Trimm Line for 1926-27.

Name

Address

TRIMM
 RADIO MANUFACTURING
 COMPANY
 24 So. Clinton St.
 CHICAGO
 U.S.A.

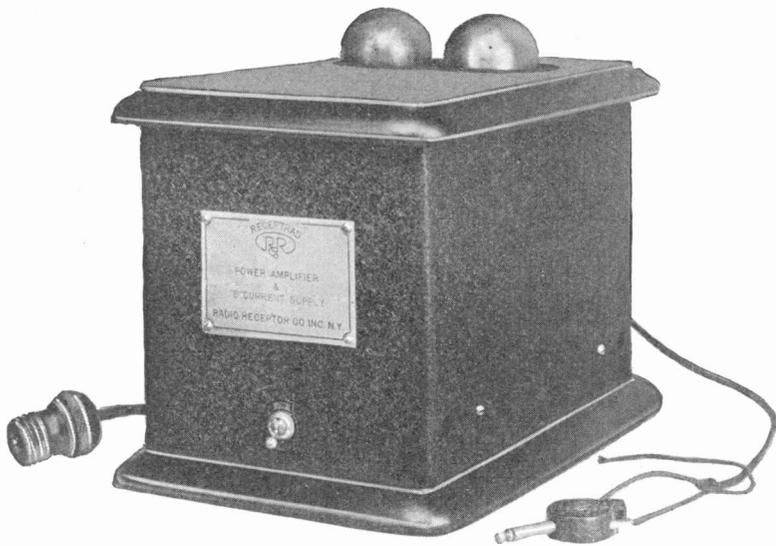
MEMBER
RMA



POWERIZER

REG.

Combined Power Amplifier and "B" Eliminator Operating from House Current



LIST PRICE

\$49.50

WITHOUT TUBES

*Amazing Power
Indescribable Tone
"B" Batteries Eliminated
All with one compact unit*

Five Years of Radio Progress in One Product

Adding a **Powerizer** to any set from the least to the most expensive, brings to the radio listener an entirely new and most surprising conception of broadcasting. "Powerized" sets revive dormant interest in radio because the **Powerizer** changes the lifeless and colorless sounds coming from the usual loud-speaker to vibrant brilliancies of tone and volume that leave nothing to be desired even by the trained ear of the critical musician.

With the **Powerizer** the listener misses nothing. Whatever goes into the microphone is reproduced by a "Powerized" set with a faithfulness, clarity and volume that literally transports the listener to the broadcast studio.

The delicate and changing inflections of the human voice, the upper and lower ranges of the piano and organ, the distinguishing of individual instruments of a band or orchestra—all these sounds and notes that are blurred out by the present day receiver but which are so vitally important for a full, rounded out, and natural program, are amplified by the **Powerizer** so that they are reproduced in all their naturalness and volume.

All this together with the elimination of troublesome "B" batteries, is to be had with a "Powerized" set by simply plugging the **Powerizer** into a house current socket.

It will supply a six tube set with sufficient current up to 135 volts or more.

New York City Dealers Sell 648 the First Week

EXTRA

Our records show that New York dealers sold 648 Powerizers the first week they were introduced in the Metropolitan market, and that they have sold not less than 500 every week since.

New York dealers declare that the Powerizer is the fastest moving and biggest money-making item since the advent of the radio set itself.

EXTRA

DISTRIBUTORS AND RETAILERS—Write or wire us today for Powerizer proposition

Radio Receptor Company, Inc.

106 Seventh Ave.

New York City



What happened to your profits last season — —?

No jobber, no dealer, is complaining with last season's sales—but somehow the profits were drained, in spite of so-called "policies," guarantees, etc.

As a result, the trade is beginning to realize that any real protection must come through elimination of the causes of profit leaks.

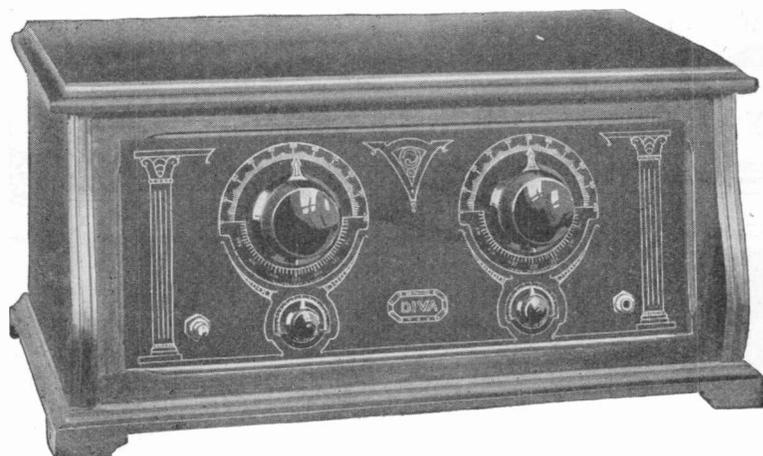
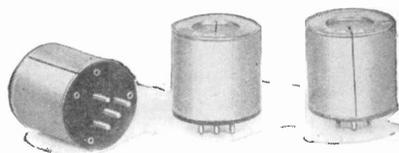
Since servicing and returned sets are due to the construction of the radio set, is it not idle to continue with the same inherent weaknesses in construction and attempt to remedy the trouble by artificial "protection?"

Diva took the initiative last year in developing a completely serviceless construction. It was the outstanding contribution of the year to the profitable selling of radio. This year we advance an equally significant development — *interchangeable* shielded coils that make the set readily adaptable to any peculiar local conditions, and that make operation now possible on all wave bands.

To jobber and dealer alike, Diva offers a proposition that is different from any other in radio. Write or wire for particulars.

The second great contribution that Diva has given to radio. First, the completely serviceless set, and now

Interchangeable Coils (SHIELDED)

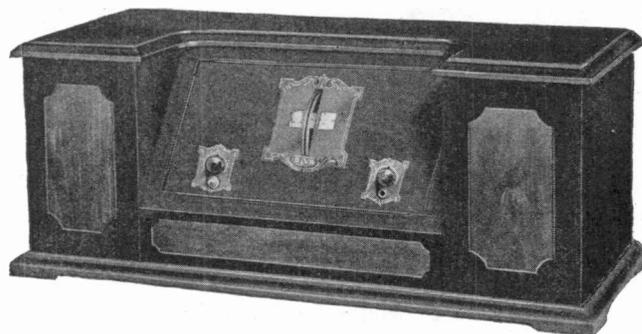


DIVA 45

To the efficiency of transformer coupling and the shielding of coils add the development of *interchangeable* coils! They give the trade a highly efficient receiver which by virtue of this interchangeability of coils can readily be made to solve peculiar local conditions. It makes operation possible on all wave lengths from the amateur range right up through the European. Five tubes. List \$45

THE DE LUXE DIVA 65

The De Luxe Diva has distinctive individuality. In operating characteristics, in simplicity of control, in cabinet design — it is incomparably fine. The smoothness and ease of this single control, with precision adjustment on both wave length and station, is a new experience in radio. Six tubes, shielded coils, transformer coupling. The cabinet has compartments for two oversize "B" batteries. Overall size of cabinet 11x9x26. List \$65



DIVA RADIO CORPORATION



294 East 137th Street, New York, N. Y.

Seattle
2817—31st Avenue South
Represented by Howard B. Thomas

St. Louis
915 Olive Street
Represented by Wood & Anderson Co.

Chicago
28 East Jackson Boulevard
Represented by Hawthorne & Stemm

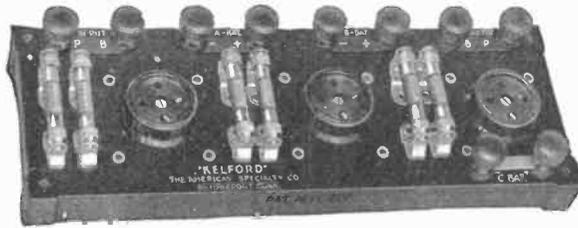
KELFORD

Guaranteed Radio Products



Air-Cooled Rheostat No. 130

Air-cooled resistance unit; adjustable sliding contact arm; aluminum base; resistance exposed on all sides; operates without appreciable temperature rise and at constant co-efficient of conductivity. The unusually long contact surface permits filament voltage to be built up slowly and held at right point. List Price 50c.



Resistance-Coupled Amplifier

Bakelite form with all connections and wiring concealed. Completely equipped with resistances and condensers; all metal parts highly nickel plated. Equipped with the famous Kelford "Cushion" Sockets. Can be used with all circuits to increase volume and clarity. List Price \$8.00.

"Cushion" Type Socket

Designed to take new standard UX type tubes. Will also take tubes with old style bases except UV 199. By substituting Kelford "Cushion" type Sockets, tube jars and resulting noises are eliminated. List Price 50c.



Air-Cooled Bakelite Rheostat No. 204

Air-cooled rheostat with bakelite base. Has ample heat-radiating capacity and is sturdily made. Operates smoothly and noiselessly and positively will not heat up even after hours of use if proper resistance is selected. Equipped with bakelite point knob. List Price 75c.

Write for catalog giving prices and discounts on the complete Kelford line.

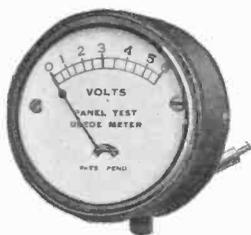


American Specialty Company, Bridgeport, Conn.

BEEDE

Two Leaders from a Line of Profit Builders

SWIVEL JACK 300 "A" BATTERY 150
VOLTMETER TESTER



Made especially to fit jacks in Radiola and Brunswick Superhets. Guaranteed accurate.



Tests all 3 cells or any single cell. Shows when to charge and when to stop. Guaranteed accurate.

There's a Beede Meter for Every Battery Need

Beede VOLTMETERS, AMMETERS and VOLTAMMETERS are built to a high standard and sold at a low price. Order from your jobber. Liberal discount. New catalog on request.

BEEDE ELECTRICAL INSTRUMENT CO.
Factory, Pennacook, N. H.

N. Y. Sales Office: 136 LIBERTY ST. John L. Madsen, Manager

METERS



10 inches in dia.



25,000 Super-Ball Antennae

In one order, proves the popularity and supremacy of the Super-Ball Antenna. Write for details of this great antenna with its many new improvements. Largest sales of any patented antenna in the world.

National Distributors

Yahr-Lange, Inc.
Milwaukee, Wis.

Super-Ball Antenna Co., Inc.
Green Bay, Wis.

Mfgrs. of SUPER RADIO PRODUCTS



The basis of comparison

"AS A RADIO dealer," writes Mr. W. F. Hinkle, of the Southwest Radio Center, Chicago, "I have had the opportunity of trying out most of the better known radio batteries and of observing their reception by the public. My experience with Eveready products has shown me that they are the basis for comparison. When some other battery is offered to a customer, invariably the first question he asks is, 'Is this battery as good as an

Eveready?' I know of no recommendation that could speak higher for your products.

"The entire lack of sales resistance and public criticism has led me to handle your batteries exclusively."

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

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

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

EVEREADY
Radio Batteries
—they last longer

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

ACME CELATSITE BATTERY CABLE

—a silk-covered cable of vari-colored Flexible Celatsite wires, for connecting batteries to set. Prevents "blowing" of tubes; gives your set an orderly appearance.

Stranded Enameled Antenna

Best outdoor antenna you can buy. 7 strands of enameled copper wire; maximum surface for reception. Prevents corrosion and consequent weak signals.

The Original Celatsite

—a tinned, copper bus bar wire with non-inflammable "spaghetti" covering, for hook-ups. 5 colors; 30-inch lengths.

We also offer the highest grade of "spaghetti" tubing for Nos. 10 to 18 wires. 5 colors; 30-inch lengths.

Flexible Celatsite

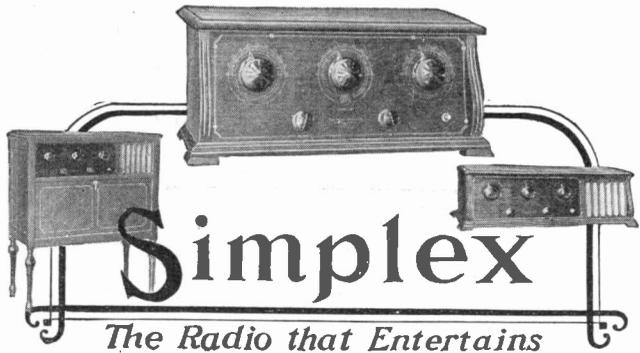
Flexible, stranded wire for point-to-point and sub-panel wiring. Non-inflammable "spaghetti" covering. In black, yellow, green, red and brown; a color for each circuit. Put up in 25-foot coils.

Dealers Write for Acme Wire Products Folder E

THE ACME WIRE CO. - New Haven, Conn.

ACME WIRE

MAKES BETTER RADIO



Simplex

The Radio that *Entertains*

And now, a complete line of models

Varying desires of your customers can all be met with the handsome new line of Simplex Receivers. Clear toned 5-tube tuned radio frequency circuit: Straight-line frequency condensers. All wiring under dust-proof sub-base. Beautiful hard wood cabinet in the natural walnut finish.

	List Price
Simplex SR 9	\$65
Simplex Console	\$95
Simplex Console	\$125
Simplex Console Grande	\$185

Remember, Simplex sets are never "dumped" on the market at ruinous prices.

Write Today for Liberal Dealer Proposition

Chosen by the State of Pennsylvania as representative of radio industry at Sesqui-Centennial.

Simplex Radio Company

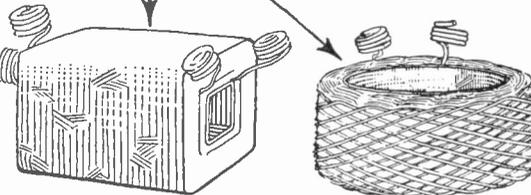
Main and Rector Streets
Philadelphia, Pa.

COILS for RADIO

- Balloon Honeycombs
- Wave Wound Spirals
- Transformer Windings
- Honeycomb Inductances

We Wind For The
Manufacturer Only

COTO-COIL CO.
PROVIDENCE
R. I.



ELECTRICAL SUPPLIES — RADIO

Now, as the Fall demand starts, we pledge to give our dealers the last word in Quality, Service and Price.

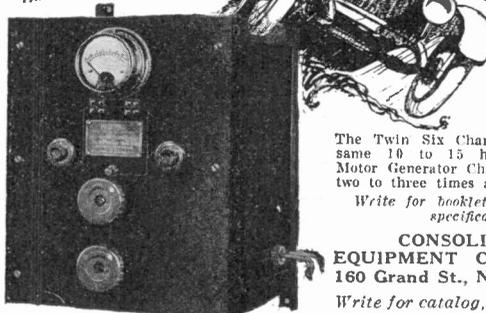
If you are not on our mailing list write to-day for our Catalogs.

Harry Alter

The Harry Alter Co.

ELECTRICAL and RADIO SUPPLIES
1020 N. Dearborn St. CHICAGO ILL.

SPEED UP WITH THE 12 HOUR CHARGER



Specifications:

110-220 volt, 60 cycle, capacity 15 batteries every 10 to 15 hours.

PRICE \$144

net complete with 2 bulbs

The Twin Six Charger will give the same 10 to 15 hour service as a Motor Generator Charger costing from two to three times as much.

Write for booklet of details and specifications.

CONSOLIDATED EQUIPMENT CORPORATION
160 Grand St., New York, N. Y.

Write for catalog, terms and prices

AUDIOLA



The only "Baby Grand" of radio is an Audiola development. Designed for the corner of a room where a console properly belongs. A beautiful cabinet plus Audiola set performance will sell a good number of "Baby Grands" for you. Price \$250.00.

The 1927 Audiola line for Greater Sales and Profit

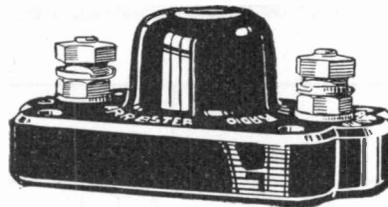
Beauty, simplicity of operation and tonal quality are found in Audiola sets in full measure. These are the features that sell sets now and will sell them in the future. The new 1927 Audiola line should get your immediate attention. You will quickly recognize the selling advantages Audiola offers. We guarantee never to dump an Audiola set on the market. Write at once for complete particulars.

AUDIOLA RADIO CO.
430 So. Green St. Chicago



Table Type	Console Type
No. 627-T-6 tube—\$100.00	No. 627-C-6 tube—\$185.00
No. 526-T-5 tube—\$ 70.00	No. 527-C-5 tube—\$120.00

Fleron "Sentinel"



*A Lightning Arrester
of Quality
Moderately Priced.*

Unfailing operation under all conditions. Passed by the Underwriters' Laboratories.

Now three styles to choose from. "Home Guard" Arrester 50 cents; "Sentinel" Arrester \$1.00; "Defender" Arrester \$1.50.

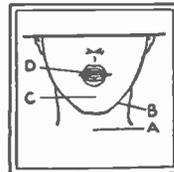
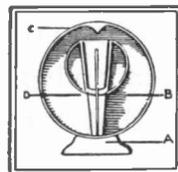
Each Arrester in an individual carton with screws and directions for installing.

Other Fleron Specialties

- | | |
|-------------------------|----------------------|
| Glass Insulators | Porcelain Insulators |
| Complete Aerial Outfits | Stand-off Insulators |
| Lead-in Bushing | Screw Eye Insulators |

The Fleron line of Radio Set Accessories is sold by all leading jobbers. Write for our 1926-27 catalog.

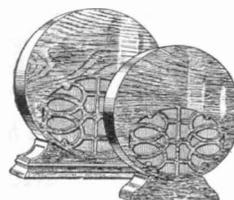
M. M. FLERON & SON, Inc.
Trenton, New Jersey



TELETONE

Radio Speaker

has vocal cords, a larynx, throat and mouth . . . any wonder it's so good?



TELETONE CORPORATION of AMERICA
449-453 West 42nd Street, New York City



BUILT LIKE A VIOLIN





Radio
Retailing

--	--	--	--	--

A Radio Trade
Publication

A Talking
Machine
Magazine

An
Electrical
Trade
Publication

Another
Talking
Machine
Paper

Another
Radio
Trade
Publication

Advertising expenditures of radio manufacturers in leading trade publications July 1926 issues

— more than the next five put together!

THE test of a product is not what the seller thinks about it, but what the *buyer* thinks about it. So it is with trade publications carrying radio advertising. The men who decide the merits of these magazines are the radio manufacturers who buy advertising.

It is significant that radio manufacturers spent more money for advertising in the July 1926 issue of one magazine — *Radio Retailing* — than in the July issues of the next five trade magazines carrying radio advertising combined.

This is proof conclusive of the statement that *Radio Retailing* is the most

effective advertising medium through which to reach retailers and wholesalers of radio sets, accessories and parts.

Advertising supremacy completes the trio of reasons why *Radio Retailing* is the leading trade publication in the radio industry. The other two reasons are (1) complete coverage of all worthwhile retailers, wholesalers and manufacturers of radio, and (2) greatest editorial merit and reader interest as proven by the largest number of paid subscribers.

IF you have a merchandising or publicity problem in the radio industry put it up to

Radio Retailing

The Business Magazine of the Radio Industry

McGraw-Hill Publishing Company, Inc.

473 Tenth Avenue, New York City

The Resonata

The Fourth Great Development
in Radio

a speaker

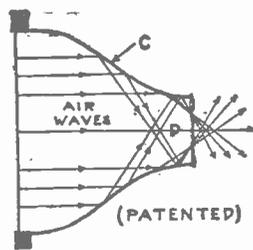
- new in principle
- revolutionary in theory
- startling in volume and tone quality
- made entirely of bakelite unaffected by climatic conditions
- you must hear it before buying any other loud speakers.

FULLY
PATENTED
Under Resonance
Laboratories
Patents



Shell and Diaphragm
made entirely
of Bakelite.
Size 6x6x8
inches

List Price, \$25.00



The principle of RESONANCE is the amplification of sound waves by concentration.

It is a well-known fact that if two phases of condensation of a sound wave can be made to travel together the sound will be amplified four times. For four phases the amplification is sixteen, etc.

In the RESONATA, a portion of the sound waves, instead of traveling straight out, are deflected and forced to travel over a longer distance (as shown in the above diagram).

Those waves which travel straight out, meet the deflected waves at a common point of concentration D, at or near the outlet of the speaker, and travel with them.

A great volume of amplification is thereby obtained with only a moderate swing of the diaphragm, thus eliminating the greatest cause of distortion.

After eight years of original experiment and deep research.

Dr. FLOYD S. MUCKEY and

The Greatest Authority on Acoustics

Maj. HENRY G. OPDYCKE

The Foremost Vibration Engineer in this Country

have succeeded in perfecting a loud speaker so new in principle—so revolutionary in theory that it has caused lexicographers to change the definition of the word "Resonance" in the standard dictionaries.

The RESONATA is designed on the natural principle of sound amplification. RESONANCE. It has none of the shrillness or distortion of the horn and none of the booming or overemphasis of low notes, of the Cone. The entire range of tones are amplified evenly and the result is a tone quality, purity and volume unequalled by any other speaker on the market.

Jobbers and Dealers owe it to themselves to hear the RESONATA before deciding on their loud speaker lines.

RESONATA CORPORATION OF AMERICA, Mfgs.

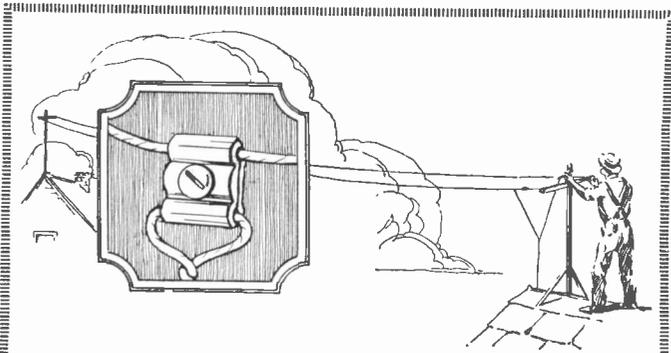
TECTRON RADIO CORPORATION

1270 Broadway

Sole Sales Agents

New York

Distributors being appointed now—Write or Wire for Details.



**Feature the Aerial Connector
WITH PROVED SELLING POWER!**

8000 Sold Last Year By One Store*

You'll be astonished at the number of radio customers who will buy from one to three Gillett Aerial Connectors.

The reason is plain. With Gilletts there is no messy, difficult soldering to do. Just a twist of the screwdriver and the connection is made—a tight union that holds with a bull-dog grip.

Gilletts are made of copper—the best conductor. They will take widely varying wire sizes, either ribbon or coil. In fact, they have all the advantages of the famous Gillett Wire Connector, now used by scores of Electric Service Companies.

What other stores have done, you can do.
Write giving jobber's name.

PARK METALWARE CO., INC.
ORCHARD PARK, N. Y.
Suburb of Buffalo

*Name on request.

Gillett Solderless Aerial Connector

This speaker has received the Certificate of Merit from the Radio News Laboratories.



Full
Floating
Diaphragm
Patents Pending

Write for discounts on the new Zeco Loud Speaker and other products.

New! ZECO Loud Speaker
(Reg. U. S. Pat. Office)
\$16.50 List

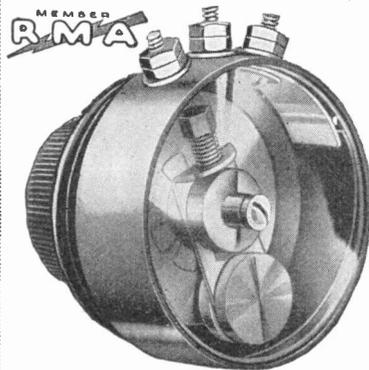
The ZECO Loud Speaker shown here is a new product from the ZECO Laboratories, where perfection in radio production has attained National recognition. Full floating diaphragm. The unit is made entirely of Bakelite. Zisch Engineering Corp., 39-43 Avenue L, Newark, N. J.

FROST-RADIO

Ask Your Neighbor

Type 880 Super Variable

Resistance



FROST-RADIO

A new **FROST-RADIO** precision unit made to meet the demand for variable high resistance in receiving sets. Works smoothly and noiselessly. Does not heat up to any extent due to large area of resistance element. Movable arm makes smooth, positive contact without causing wear. It is finely made, like a good watch, and all metal parts are nickel plated and hand buffed. Knob is genuine Bakelite.

HAS MANY USES

FROST-RADIO Super Variable Resistance is used for: (1) Volume control, (2) Controlling grid bias in R. F. circuits, (3) Improving tone by placing across audio transformers, (4) Resistance coupled amplification. It is used wherever a variable high resistance is called for. Supplied in the following resistances: 50,000, 100,000, 200,000 and 500,000 ohms. We guarantee this unit to be the most accurate and serviceable resistance unit on the market. List price: \$1.25.

HERBERT H. FROST, Inc.

160 North La Salle Street

New York

CHICAGO

Los Angeles



Exact size.

**These New Extention
Cord Connectors
can sell themselves**

This Morse Eureka Specialty solves the problem of an easy and quick way to attach an extension cord from the radio set to the speaker.

No more caps to unscrew or wires to connect. Just plug in on both ends.

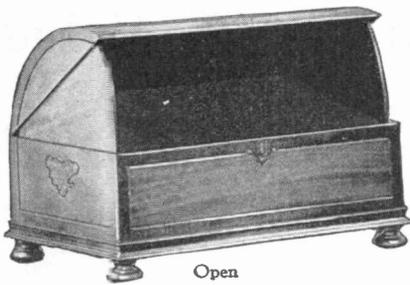
It makes the radio set an addition to the veranda, especially when the cool breezes are found only out of doors.



Morse Eureka Radio Products deserve your consideration. Radio fans will not hesitate to accept this new Connector.

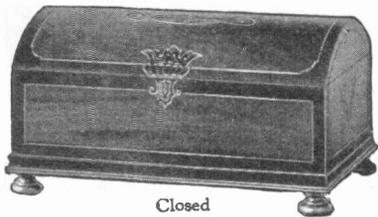
List price 25c. Write for discounts.

FRANK W. MORSE COMPANY
289-291 Congress St., BOSTON, MASS.



Open

No. 21—\$45.00



Closed



The New Cone

A splendid new development—It delivers the rich deep bass of the cone with the volume equal to the horn type, without distortion.

No. 18
\$27.50

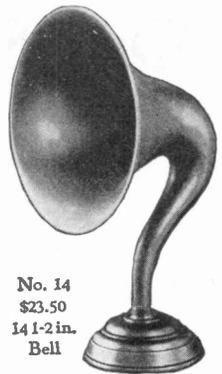
The "Jewel Case" --- not merely rare beauty but new acoustic principles!

The "Jewel Case"---like a rich antique jewel cabinet in outward appearance, with all of the rare tone beauty of an old violin---and like the violin, this speaker uses the whole of the wood in its contour to resonate and reflect the pure vibration of the sound within it. Undreamed of fidelity, and small though it may be, the volume is greater than any speaker yet marketed.

Velvet Speaker Number 21 is startling in its far flung progress toward the ideals of beauty and acoustic perfection. Be first to offer it and reap the sales. The price is reasonable---the quality the highest---and dealer, jobber co-operation unusual. Write today for the Velvet franchise!

Sales Department,
The Zinke Co.,
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
The Borkman Radio
Corporation
Salt Lake City, Utah
Kalamazoo, Mich.



No. 14
\$23.50
14 1/2-in.
Bell

Velvet Radio Speakers



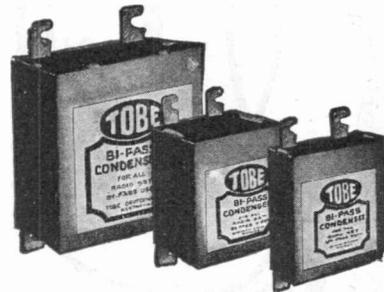
This Art Novelty Cabinet No. 212-R is unusually attractive and is a profitable one to feature. Our new catalog shows a complete line of cabinets—all business builders. Get a copy.

THE ART NOVELTY COMPANY
GOSHEN, INDIANA

THE TRADE MARK



on your shelves this Radio season will erase your condenser worries from your mind.



TOBE BI-PASS FILTER and HIGH-VOLTAGE POWER PACK type Condensers are specifically designed for the set work, B-Eliminator and power pack construction that will be in the greatest demand among your customers.

The TOBE VACUUM "TIPON" LOEWE-LEAK is a unique, changeless resistor in a high vacuum.

The TOBE VERITAS HI-CURRENT Resistor is a heavy duty resistor for B-Eliminator and transmitting grid-leak use, made to carry 5 watts continuously.

The TOBE B-BLOCKS are compact condenser units which save the customer space, wiring and money in the construction of B-Eliminator filters.

Nationally advertised from coast to coast, backed by the good will of everyone and the approval of all Radio authorities. The TOBE line should be your line.

If you are not already a TOBS dealer, write us for name of the nearest jobber.—price sheets, etc.

Tobe Deutschmann Company
Engineers and Manufacturers of Technical Apparatus
Cambridge, Mass.

Tilman Leads With This 6-Tube T. R. F. Value

Beauty
Volume
Selectivity
Tone Quality
Speaker Built In



CHALLENGER MODEL, List Price \$49.50

One Sample, \$24.75, Check With Order

One sample to you at our cost. We will profit after you are satisfied.

Return in 10 days if not pleased in every way and we will refund your money immediately. No questions asked. We protect one good dealer in each town so make us prove our quality right now and then talk to us about protection. Mention your favorite jobber when ordering.

TILMAN RADIO CORPORATION
 LAGRO, INDIANA



\$1.95
 LIST

The price makes it easy to sell headphones to people who only occasionally use them

Plenty of people would like a good pair of phones for use in tuning in. Many others would like them for distance-getting; still others don't like to use the speaker after the rest of the household has retired for the night.

The famous Superette at this popular price makes it easy for you to sell those people.

The Superette is a high quality headset in this popular priced field. It is made with meticulous care and tested with precision instruments before entering our shipping department.

Jobbers and Dealers! Here's a worth-your-while proposition upon which to pick up many extra profits. Write today for literature and particulars.

NEWTON PRESSED STEEL & MFG. CO.
 13 Hawthorne St., Newton, Mass.

Also manufacturers of the NEW TONE Headset selling at \$3.



Efficient Service on Molded Parts

BAKELITE AND COLD
MOLDED MATERIALS
MADE TO YOUR
SPECIFICATIONS

American Insulator Corp.
52 Vanderbilt Avenue, New York City

\$10 Loud Speaker

You can sell, at \$10, the most satisfactory loud speaker that money can buy—the new, improved Dulce-Tone, the perfected radio-talking-machine-speaker.

Set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES COMPANY
Dulce-Tone Division
Formerly named THE GENERAL PHONOGRAPH MFG. CO.
306 Taylor St., Elyria, Ohio

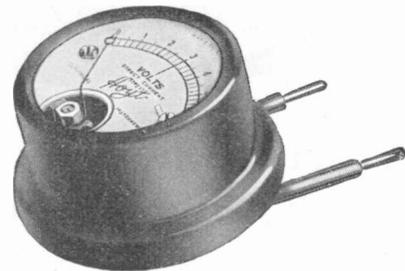
Fully guaranteed to you and your customers. Nationally advertised in the Saturday Evening Post, Literary Digest and Liberty.

Write for sample and dealer's prices.



Hoyt

METERS and EQUIPMENT
for RADIO



TIP-IN VOLTMETER
(Type 17B)

For Consumer Use:

"Super" Control and Universal "Tip-In" Meters, for attachment to tip-jacks on Radiolas and other sets, for filament voltage control.

The HOYT Type 17 Flush and Front-of-Panel Mounting Meters, for permanent installation on sets.

The HOYT phone-plug milliammeter, instantly attached to any set for power-tube control and regulation of C-battery bias.

The new Pocket Meters in all ranges and types, in their new crackle-brown cases.

A. C. Meters for A. C. Tubes.

The HOYT CELLCHEK which measures the conditions of all Radio-storage batteries, cell by cell, electrically and without danger of spilling liquids.

For Dealers and Service Work

HOYT Pocket A. C. Voltmeter, for measuring line voltage.

The HOYT Special Pocket Meter—a precision pocket meter—made to last a lifetime.

HOYT Switchboard instruments in all types and ranges.

The HOYT Tube Tester—Models 100 and 100-A, for simple tests on vacuum tubes.

The HOYT Direct-Reading Tube Tester—Model 200, which measures all tube characteristics without any calculations—a new and unique instrument, which also serves as a universal radio-test set.

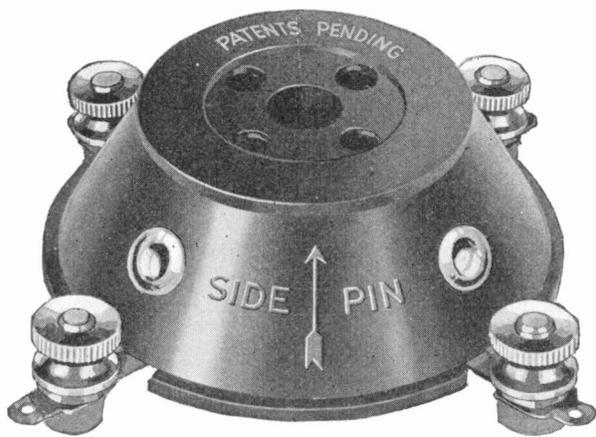
The HOYT Special B-Eliminator Voltmeter.

The HOYT Radio Rotary Meter Style 2, the standard service meter in the Radio field.

If you are not already a HOYT dealer, write us for the name of the nearest jobber.

IT WILL PAY YOU TO CARRY HOYT METERS FOR RADIO.

BURTON-ROGERS CO.
Boston, Mass.
National Distributors



List price, 50c.

The new RISILIO Shock Absorbing SOCKET

The Resilio Socket provides a delicate four-point suspension so that the most minute shocks are perfectly absorbed, thus eliminating objectionable horn noises and prolonging the life of the radio tube.

Absolutely perfect contact is insured. There is no possibility of loss in efficiency after continued use.

Made of Duo-Pressed Bakelite, it is sturdy, attractive.

The four connections are made with either knurled thumb nuts or by soldering.

For set makers we recommend our Special Resilio Socket for under panel wiring. Send for sample.

It fits all standard tubes.

Write for prices and literature

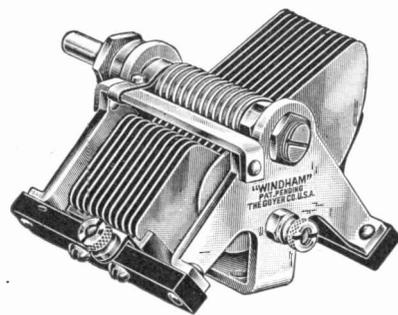
Automatic Molded Products Co.
280 Passaic St., Newark, N. J.

Special Offer to set manufacturers

(—but to a particular *kind* of set manufacturer). We have a product of exceptional technical characteristics, and one that appeals to the responsible men in the industry.

We should like to send you a standard "Windham" condenser from stock for your tests, and to outline our proposition.

Write—



The Goyer Company
Willimantic, Conn.

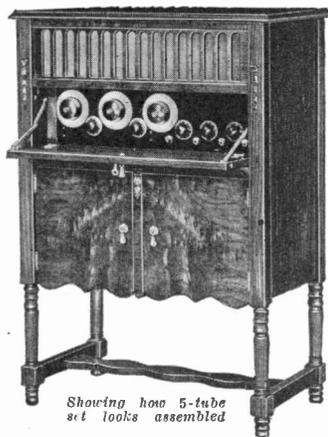
More Radio Cabinet Sales

This Standard No. 401 Radio Cabinet was designed to be highly attractive and to be most practical. Users find that it fully meets their needs.

A number of features including spruce wood horn, make this a cabinet you should consider at once.

Made in Antique Brown Mahogany or Antique Burl Walnut finish. Write for dealers' transportation allowance and discount list.

STANDARD PIANO BENCH MFG. CO.
1221-1227 W. Lake St.
Chicago, Ill.



Showing how 5-tube set looks assembled

King Cole Enamel Aerial Wire

For Permanence And Satisfaction

*Lasts Longer
More Efficient
Better Reception*



WRITE FOR OUR LATEST PRICES
Anylite Electric Co., Fort Wayne, Ind.

SATISFIED DEALERS BECAUSE — WE HELP THEM

Catalog 466-R is free to dealers.

WHOLESALE EXCLUSIVELY
LUDWIG HOMMEL & CO.
929 PENN AVENUE PITTSBURGH, PA.

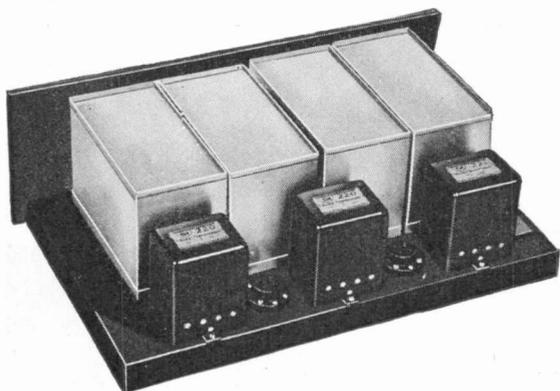
AMOROSO

manufacturer of the popular Nifty Ground Clamps and Lead-ins, has an important announcement for you regarding

AERIAL KITS ON PAGE

16

SM **630**
Silver Shielded Six



A completely shielded, dual control, tuned R.F. receiver—with tone quality supreme. One of the highest types of broadcast receivers ever developed comparing with sets selling for two and three times its price. This will be the fast moving, easy-to-assemble, kit proposition this winter. Get in line — Write or wire for particulars at once.

SILVER-MARSHALL, Inc.
 870 West Jackson Blvd., Chicago, U. S. A.

Here's an All-Aluminum Loud Speaker Ensemble with special features



Rich, mellow, non-metallic tone. Price \$3.50 to \$7.00 without re-producer. Send now for dealer's offer.

Heavy spun aluminum bell and heavy cast aluminum goose-neck securely attached to bell with a non-vibrating joint. Base of aluminum, fastened to horn by Threaded Brass Nipple—base can't drop off. Three styles of horns, six styles of bases, three designs of base bottoms, threaded to fit your units. Bells finished in mahogany or walnut, while the throats and bases are furnished in twelve attractive finishes.

Union Spinning & Plating Co., Inc.
 67 Sudbury St.,
 Boston, Mass.



"Prest-O-Lite product and merchandising plan far superior to any other"

... says this New York service station man

AND Mr. Norman E. Allen should know, because he handled two other well-known batteries before he changed to Prest-O-Lite. The following is from a letter recently received from him:

"You will be interested in my experience with Prest-O-Lite Batteries, particularly the radio line, with which I have done very well.

"Before taking on Prest-O-Lite, I had the agency for two other well-known makes, but their service and product became so unsatisfactory that I decided to make a change. I considered several different propositions before finally deciding that from every point of view, the Prest-O-Lite product and merchandising plan was far superior to any other now offered to a service station.

"By comparison I know that there is none better than the Prest-O-Lite being made today. The fine, clean appearance, sturdy construction, substantial weight and long life make it the best battery to sell.

"My customers using Prest-O-Lite Radio Batteries are greatly pleased with the long period of service between recharges.

"The excellent service and co-operation rendered by Prest-O-Lite is another big asset to the service station."

(Signed) **NORMAN E. ALLEN**
 Allen's Battery Service
 490 W. 207th Street, New York.

Prest-O-Lite offers you these same opportunities for bigger business, better satisfied customers and greater profits. Write today for our interesting dealer plan and service station proposition.

THE PREST-O-LITE CO., INC.
 INDIANAPOLIS, IND.
 New York San Francisco
 In Canada: Prest-O-Lite Company of Canada, Ltd., Toronto, Ontario



HARTUNG CLIPS

*Continuous Circuit
-Bulldog Grip*



A Complete Display Assortment at quantity prices!

The Hartung display carton contains the only complete assortment of radio, battery and test clips on the market today.

This effective display is producing quick sales for hundreds of dealers because it has real attention value on any counter and because it allows the customer to make his own selection.

The assortment of clips is in exactly the right proportion as to sizes, so that the dealer is not left with a number of odd-size clips on his hands. Quantity prices prevail on this assortment just as though you were buying in hundred lots of each size.

*Order from your jobber today
or write us direct*

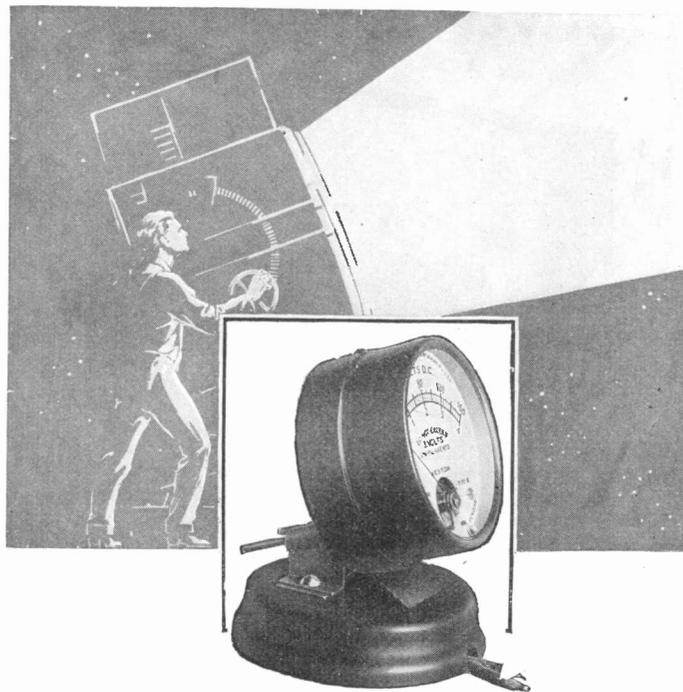
C. F. Hartung Co.

730 East 61st St.

Los Angeles, Calif.

WESTON

*"Pin-Jack" Voltmeter with
High Range Stand*



Explore the Air!

AND FIND MORE DEALER PROFITS

REDUCE servicing overhead on every set you sell and make a profit at the same time on the sale of a Weston Quality Radio Instrument. ¶ This new Weston device is really two instruments in one—a Pin-Jack Voltmeter to measure filament voltages—and a high range stand into which the voltmeter plugs for measuring battery voltages up to 160 volts! ¶ It shows the customer how to economize on tubes, tells him the condition of his batteries and makes him a continuous and long-time profit-maker for you instead of a one-time, dissatisfied buyer. ¶ You know that there is no instrument better than a Weston; you know the unusual successes that they have achieved; you know economies to be gotten for yourself and for the customer by pushing these devices. ¶ In the past you have always been able to count upon Westons to move quickly from your shelves and to move other merchandise with them. The new Pin-Jack Voltmeter with High Range Stand is a unique all-around testing radio instrument.

WESTON ELECTRICAL INSTRUMENT CORPORATION
25 Weston Avenue, Newark, N. J.





Radio's Best Wire

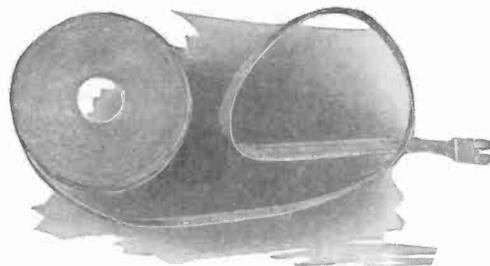
"From the Ground Up"

"FLEXIBUS"



Corwico "Flexibus" is a flexible insulated multi-strand copper hook-up wire. It makes a neat and efficient product for "point to point" and sub-panel wiring. It is covered with a varnished cambric flameproof insulation finished in the following colors: red, green, yellow, brown and black.

"ECHO" IN-DOOR AERIAL TAPE



Corwico "Echo" Tape is a flexible metallic ribbon antenna especially manufactured for indoor reception. It is as flexible as a fabric tape, yet contains as much effective metallic surface as a solid metal strip. Especially designed for radio installations in apartments, hotels, etc., where outside aerials are impossible. Each 100-foot length of "Echo" Tape comes in an attractive carton.

CORWICO PRODUCTS

- Antenna Wire
(Solid, Stranded and Braided)
- Magnet Wire
- Bus Bar Wire
- Hook-Up Wire
- Annunciator Wire
- Flexible Wire
- Lead-in Wire
- Litz Wire
- Loop Aerial Wire
- Battery Cable

NO SALES RESISTANCE

As a dealer, you will experience no difficulty in selling Corwico, "Radio's Best Wire", because it is the nationally advertised, branded wire, well and favorably known to the radio public, and the name Corwico is a guarantee of quality, value and service.

Shown above are two fast selling Corwico specialties that are good profit makers for dealers. Write for new Corwico catalogue giving full specifications, discounts and prices of the complete Corwico line. You can order Corwico radio wire through your jobber.

TO JOBBERS

Write us for full particulars regarding the Corwico proposition.

TO MANUFACTURERS

Let us quote on your wire requirements.

Advertising Co-operation

To those jobbers and dealers desiring to display Corwico products in their advertising and catalogues, we supply free, newspaper or catalogue cuts of all Corwico products.

We will also cooperate on a 50-50 basis for whatever local advertising you do exclusively on Corwico products. Write for details.

This cooperation is in addition to the advertising which we do in the national radio magazines.

CORNISH WIRE COMPANY

30 CHURCH STREET, NEW YORK CITY

BOSTON
80 Federal St.

CHICAGO
337 W. Madison St.

KANSAS CITY
208 Baltimore Bldg.

SAN FRANCISCO
585 Mission Street

"UNIVERSAL"

Faradon

Quality Condenser Block



Model No. 3750 Faradon
for Radio Receiver
Plate Supply Filters

The FARADON "UNIVERSAL" Filter Condenser Block as perfected by our Engineers, is designed to operate in connection with the most generally used "B" Eliminator and Power Pack circuits. It contains important features not heretofore found in grouped filter condensers.

The Total capacitance is brought out to fixed terminals in convenient units, permitting ready connecting as desired. Units to be connected directly with the transformer secondary are constructed to withstand higher voltages than is usually required, to take care of occasional surge peak potentials. Convenience, safety and continued satisfactory operation are combined in the FARADON Filter Block.

FARADON FILTER CONDENSERS

are also available in individual units of 1/10, 1/4, 1/2, 1, 2, 3, and 4 Mfd. in two voltage classes: Class A, Flash Test 800 v. d.c., for continuous operation on d.c. up to 300 v., or on a.c. up to 150 v.; Class B, Flash Test 1500 v. d.c., for continuous operation on d.c. up to 600 v., or on a.c. up to 300 v. Also a complete line of Condensers in units and gangs for all by-pass and blocking applications.

TO SET MANUFACTURERS:—We will promptly quote on your condenser specifications. State capacities, flash test and operating voltage requirements and space available.

The Wireless Specialty Apparatus Company's nineteen years of radio development and manufacturing insures highest quality and a dependable source of supply.

Wireless Specialty Apparatus Company
Jamaica Plain, Boston, Mass., U. S. A.



Pal Products are quick sellers!

Dealers and jobbers have proven this over a three-year period. Pal Products satisfy consumers and trade.

Having increased our production facilities we request inquiries from those not acquainted with our products and policies.



Head sets
Crystal sets
Loud speakers
Speaker units
Soldering irons
Phonog. attachm'ts.

PAL RADIO COMPANY, Inc.

1204 Summit Ave., Jersey City, N. J.

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
Proposals, 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:

1 to 3 inches.....\$6.65 an inch
4 to 7 inches..... 6.40 an inch
8 to 14 inches..... 6.20 an inch
Rates for larger spaces, or yearly rates, on request.
An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

SALESMEN WANTED

A High-Class Salesman

Calling on electrical and radio jobbers to sell a real quality radio tube. Responsible organization—excellent sales policy—protected territories. Commission basis. SW-16, Radio Retailing, Tenth Ave. at 36th St., New York.

REPRESENTATIVES AVAILABLE

Californian Representation

The Etwol Commercial Company, 1431 Echo Park Ave., Los Angeles, Calif., is a newly organized manufacturers' agency calling on the electrical, hardware and radio jobbers and dealers. They would be glad to hear from any manufacturers seeking representation in California.

FOR SALE

One Western Electric-Power Amplifier For sale with three 216 A Tubes and Model 518 W speaker, in good condition, \$50.00. Owen Bros. Hdwe. Co., Shelbyville, Ky.

FOR SALE

500—5 Tube PEARSON TRF Radio Receivers

Manufactured by the Electrical Research Lab. All are in the original "Erla" factory cartons and fully guaranteed. Beautiful Solid Mahogany art cabinets. \$15.00 each takes one or all.

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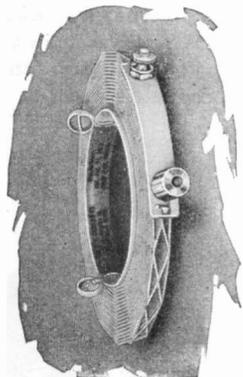
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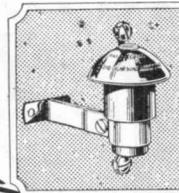
Write us concerning your own requirements. We are prepared to furnish better coils for the new sets.

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140 Union St., Springfield, Mass.

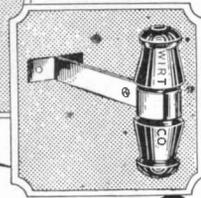
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When a Customer buys a WIRT LIGHTNING ARRESTER



sell him also a WIRT INSULATOR



The WIRT Lightning Arrester

is an approved air-gap type.

Listed as Standard by Underwriters' Laboratories

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Wirt Lightning Arrester.....\$1.00
Wirt Insulator......35

WIRT COMPANY
PHILADELPHIA, PENNSYLVANIA
MAKERS OF DIM-A-LITE

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The Benjamin Radio Policy is based upon a definite acceptance of maker responsibility clear through the selling channels to the set manufacturers and amateur set builders.

The dealer can stock Benjamin Radio Products upon three fundamental considerations that are the basis of successful merchandising. **FIRST:** They are the best that he can buy for their respective places in the hookup, and therefore he can serve his customers well by recommending them. **SECOND:** He is handling a product that has national acceptance. **THIRD:** His own selling effort is supplemented by intelligent, effective and liberal sales promotion by the manufacturer.

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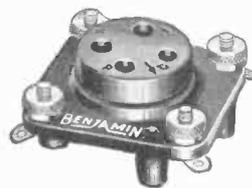
San Francisco:
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Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto, Ontario

This handsome display stand, in beautiful colors and showing the actual product, will help you sell.



Push Type Cle-Ra-Tone Sockets



Spring supported. Stop tube noises. The original, universally accepted, best seller among shock absorbing sockets. Positive contacts always clean and bright. With nuts for tight connection and handy lugs for soldering.

Improved Tuned Radio Frequency Transformers

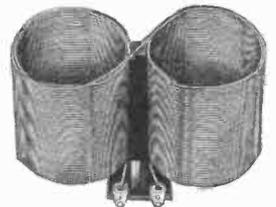
Space wound. Highest practical air insulation. The method of winding and weaving assures unimpaired covering and rigidity. Remarkably sharp tuning, aids selectivity. Not only a fine transformer electrically, but a handsome addition to the appearance of the set.

In two sizes, the 2 1/4 in. diameter is especially advantageous in crowded sets; the primary is wound in same plane as secondary; eliminates interfering "pick-up." The 3-in. coil has primary and secondary so coupled as to reduce capacity coupling to a minimum.

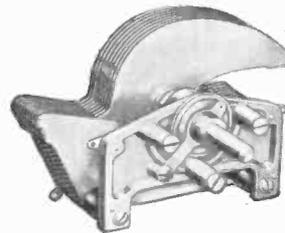


"Lekeless" Transformers

Uniform high inductance, low distributed capacity and low resistance. The external field is so slight that it permits placing coils close together without appreciable interaction.



Straight Line Frequency Condensers



A beautifully made and wonderfully finished condenser. Eliminates bunching of stations, makes easier tuning. Adjustable turning tension. Compact and adaptable to the most crowded assembly.

Brackets



Battery Switch



Positive, clean cut make and break. When its "in" its "off," eliminating danger of wasteful use of the battery.

A highly useful aid to good construction. Support the sub-panel with room underneath for accessories and wiring.



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to-day like the APCO*
**FULL AUTOMATIC
"A" BATTERY CONVERTER**

The ancient Egyptians discovered and handed down wonderful inventions. Now APCO presents to the thousands of radio enthusiasts the Full Automatic Converter—an invention that practically thinks and works to enable you to enjoy the benefits of perfect radio reception.

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