Ask any Day-Fan Radio Dealer what he thinks of the Day-Fan Line and the Day-Fan Dealer Policy. We wired a hundred and eighty of last season's dealers and got seventy telegrams with enthusiastic endorsements and no kicks. That means something in Radio. Find out about Day-Fan before you sign up!

Day-Fan
RADIO RECEIVERS

5-6-7 tube, $89.00 to $250.00

Day-Fan Electric Co., Dayton, Ohio
(Formerly Dayton Fan & Motor Co.)
Announcing
The NEW PHILCO LINE of
"A" and "B" Socket Powers
also
Trickle Chargers and "A" Batteries

Type 463—Combination A and B Socket Power... $58.50
(4-volt A and 90 to 135-volt B)
Type 663—Combination A and B Socket Power... 67.50
(6-volt A and 90 to 150-volt B)
Type A-603—6-volt A Socket Power........... 36.50
Type B-603—150-volt B Socket Power........... 35.00
Type 60—4 and 6-volt Trickle Charger with
Switch.............................................. 12.50
76-RX—Rubber Case 100-ampere A Battery.... 16.50

Write for particulars concerning new types and prices.

Delivery can be made on all these models in the near future. We urge all dealers to place their orders now to be assured of merchandise, which is being advertised in the Leading Magazines.

This entire line will go big this summer and fall, when the advertising will begin to show results.

Send your order or write.

MP RADIO CO.
(Branch of Motor Parts Co.)
818-820 North Broad Street
Offering a well-rounded line of

Radio dealers are unanimous in their decision to reduce the number of lines for the new season. We strongly endorse this attitude which we believe is bound to result not only in greater economy of doing business, but actually in a larger volume of sales.

There is, however, just as much danger in carrying too few lines as in too many. The dealer, knowing the conditions of his trade and the purchasing power of his customers and prospects, should carry a well rounded stock of merchandise so as to cater to the normal requirements of his territory. Speaking of receiving sets, the average dealer could meet the needs of every class of buyer by carrying three or four lines, one ranging in price not to exceed $100, one from $75 to $200, another from about $150 to $300, and, finally, a deluxe line in a higher range of prices.

We are distributors for the following nationally recognized lines of receiving sets which answer the above requirements in a most satisfying manner:

The CREBE SYNCHROPHASE
TRADE MARK REG. U.S. PAT. OFF.
Unique—Eye and Ear Value.
A set that sets the pace few dare try.

CROSLEY
This year better than ever. Gives most
for the money the masses can spend.

ZENITH RADIO
LONG DISTANCE TRADE MARK REG.
Electrically operated—Antennaless—De Luxe Models. The
finest and best that money can buy.

KOLSTER RADIO
6 and 8 tubes—single control—outdoor or indoor aerial or
loop. Suits all conditions and satisfies without end.

We invite you to obtain full particulars at once regarding the many advantages of these well known lines in which we find the elements that will help us grow and our friends to "Grow With Us."
dio sets, accessories and parts

In selecting his lines of radio accessories and parts, too, the dealer must exercise the same critical judgment as in choosing his receiving set lines. The public is buying less QUANTITY than before, but it is demanding more QUALITY. By stocking the products of the following well known manufacturers represented by us you will be in a position to offer your customers what they want instead of alibis, explanations or excuses—and you know which pays best.

- Acme Products
- All-American
- Allen-Bradley
- Amperite
- Amplion
- Balkite
- Benjamin
- Brandes
- Bremer-Tully
- Bright Star Batteries
- Burgess Batteries
- Crosley
- Daven
- Dublier
- Durham
- Eagle Chargers
- Exide Batteries
- Farrand
- Frost
- General Radio Co.
- Grebe
- Hammarlund
- Harkness
- Hartford Battery
- Heath

- Jewell Meters
- Karas
- Kolster
- Majestic Eliminators
- Mar-Co
- Na-Ald Products
- National Products
- Pacent
- Radion Products
- RCA Radiotrons
- REL Products
- Sangamo
- Silkenvoice Speaker
- Silver-Marshall
- Sterling Meters
- Tab Batteries
- Thordarson
- Timmons
- Tobe Condensers
- Tower's Products
- Western Electric
- Weston
- Yaxley
- Zenith
- and many others

TRILLING & MONTAGUE
Wholesale Radio Merchandisers
49 N. SEVENTH ST., PHILADELPHIA, PA.
"GROW WITH US"
A way to be sure you are salting the right tail

CONSIDER the salt as your selling and distributing costs.

Aren’t you shaking more salt than is necessary or is it because you are wasting salt on the wrong tail?

Why not eliminate any doubt in your mind? It pays to know who and what you are trying to catch.

Consult our service department for manufacturer and jobber lists. We offer you only the legitimate and well rated names in the trade. It’s part of our service to the radio industry.

If you think it will be helpful we want you to ask for it.

RADIO MERCHANDISING
239 West 39th Street
NEW YORK CITY

Use the coupon for further facts and information

I am interested in
☐ List of rated radio jobbers
☐ List of manufacturers of ............
☐ Assistance in laying out a merchandising plan for ............

Name .................................................................

Address .............................................................

City or State ......................................................

(Attach your Catalogue or Sales Literature if possible)
The new Balkite Line for 1926-7

The new Balkite Light Socket Radio Power Units for 1926-7 are now ready. They convert any radio set into a light socket receiver. Balkite is already one of the three or four fastest sellers in the entire industry. The new line, backed by powerful advertising, will sell even more rapidly.

The New Balkite Charger

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

A New Balkite "B" at $27.50

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

Balkite Trickle Charger

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

Balkite Combination

When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on the set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price $59.50.

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. Prices are higher in Canada.


Say you saw it in Radio Merchandising
Listen to Our Conversation

It means money in the old till

A Sales Plan—Brand new
to the Radio Industry

VOLUME SELECTIVITY DISTANCE CLARITY

The "Imperial Five"—List $55

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.

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,
Mentioning your jobber's name.

IMPERIAL RADIO CORPORATION
GRAND RAPIDS
MICH.

Say you saw it in Radio Merchandising
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New type of glass cell for use with trickle charger. Has very heavy plates and ample acid space.

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.

**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**

3446 S. La Salle St., Chicago

Batteries for every purse and purpose
AUTOMOBILE • RADIO • FARM LIGHT
Parts for all makes of batteries
SHOP EQUIPMENT

**UNIVERSAL BATTERIES**
A Safe Guide

THIS is the Annual Directory issue of Radio Merchandising, and the publishers feel they may justly be proud of it. Nothing just like it has ever been issued before, because it was designed primarily as a purchasing guide for the radio merchant. For example—

You will be chiefly interested in Section 1 which lists all the products a dealer needs (and nothing else). All the manufacturers who are listed sell their products thru jobbers. They are all reliable concerns.

If you are in need of a certain article, write to the manufacturers listed under that classification and they will refer your inquiry to their jobbers in your territory. Thus you eliminate a lot of time in hunting down certain items and you get the service of a jobber.

No other directory has sorted out for you the manufacturers who sell thru jobbers. You will find no other directory so compact, so complete and cram full of information, so simple and easy to use, and so ready for instant reference.
"Private Brands" and Promiscuous Point

The Dangerous Profits of Numbers and Dealers on One Side Can Work Together to Keep

(This is the fifth of a series of articles dealing with conditions prevailing in the radio trade. The sixth will appear in the September number.—Editor's Note)

If the radio business seems beset with problems and confusion, viewed from the standpoint of the retail and wholesale trade, it appears no less complex to many manufacturers who are trying to operate along ethical lines.

For example, a leading radio manufacturer, commenting on the article "Operate at a Profit or Don't Operate at All," which appeared in the July issue of Radio Merchandising, referring particularly to the suggestion that dealers will profit most by building their stocks largely around nationally known merchandise, writes:

"We find this year a number of large wholesale houses who state that they are going to make their main effort on a set that they can sell in the open market under their own name. One of the first things they desire to do is to be able to sell to anyone they please, which is certainly not a good thing for the retailer's protection.

"Such sets, in our opinion, are always likely to be of less merit than those bearing the manufacturer's label. Many of them are supplied in this manner because the manufacturer can not get jobbers to handle his product otherwise. The prices at which they are sold make it impossible for the manufacturer to put into them the same quality as we find in sets marketed through regular channels.

Peculiar Competition

"Such sets offer a peculiar brand of competition to the legitimate manufacturer. They help, in a way, to keep alive many manufacturers of miscellaneous parts of such inferior quality that they could not be sold in any other way.

"We believe it is a bad thing for the whole industry to have such sets as are most frequently found in these channels sold to the public."

This letter brings to the front
Distribution
TWO-WAY MORAL
Merchandise; and How Job-Manufacturers on the Other Faith in Standard Products

for consideration a practice that has long been a source of trouble in many other industries. The "private brand" product may occasionally serve a good purpose. Perhaps it does. But generally it is a parasitic competitor, existing by dubious methods, sold altogether on price and long discounts, offering little quality and less service.

"A Goodly Apple"—Maybe

It is an easy matter to catch the unwary dealer with offers of extra profits, particularly on an item such as a receiving set which may easily be designed to look as attractive as any standard merchandise on the market. The cost of an attractive cabinet is inconsequential if it houses inferior parts.

But the outstanding fact which dealers overlook when they fall into the "private brand" trap is that the real factor of salability in radio equipment is the manufacturer's name.

Who would care to try to sell an exact duplicate of the Ford, the Chevrolet, the Peerless, or the Packard under an unknown name?

It is quite true that these unknown sets may be susceptible of satisfactory demonstration. In fact, it is demonstration that usually sells them.

How many buyers do you think you could find for a car that looked exactly like this Peerless and sold for the same price—or even less—yet bore no name on its radiator or hubcaps?
The time has come for dealers and jobbers to stamp out mushroom growth manufacturers by refusing to handle their lines.

Demonstration No Test

But a considerable part of the buying public has learned that initial demonstration means no more with a radio set than with an automobile. And who ever heard of an automobile that could not be demonstrated satisfactorily in the hands of an expert?

The American people have spent millions of dollars for radio junk. They have bought cheap sets because they have been dubious as to whether any sets on the market would be standard for any considerable time. They have realized that improvements were bound to come rapidly, and it has been the frequent disposition of the cautious buyer to say, "I'll buy a cheap set, try out this radio thing, see whether there is anything in it, and later, when the good sets settle down to standard models I can invest in a real one if I find I want it."

Names That Register

Now we have come to the point where standardization is in sight. Improvement probably will continue, but there is no reason to suspect that it will be radical in character. Sets bearing such names as Atwater Kent, Freed-Eisemann, Bremertully, Grebe, Sparton, Day-Fan, Zenith, Radiola, Bosch, Fada, Crosley, Federal, Splitdorf, Kolster, Magnavox, De Forest and a few others that have attained popular recognition are the legitimate backbone of this industry.

And the same principle applies no less to batteries, speakers, power equipment, tubes and all accessories. Even in the field of parts, wide as it is, a few names stand out prominently.

These goods are salable because of the names they bear. The public puts its confidence in their names because it learned long ago that advertised goods are safer.

The Wrong Horse

It seems the height of recklessness, therefore, for any reputable radio dealer to try to run counter to the established trend, to defy public opinion, to disregard economic principles by trying to make merchandise sub-

Radio junk like this should cease to clutter up dealers' stock rooms and all but strangle their profits. The coming of standard sets brings with it the demand for advertised goods, which the American public has long since learned are the safest.
stitute for merchandise that has established itself as standard in the public consciousness.

Obviously anyone may enter the field of manufacture. There is no barrier against the jobber going into the manufacturing business and putting his product on a plane with the products of other manufacturers. But he can do it only by following the beaten track, by investing the money required to establish his product with the public.

And no one is going to undertake that job merely to provide himself with a product for sectional sale, to be offered purely as a means of undercutting legitimate manufacturers.

Too Rich a Diet

If there were room in the radio business for an unlimited number of manufacturers this question would be relatively unimportant. But jobbers and dealers should remember that most of their troubles, most of the evils growing out of promiscuous distribution, are directly traceable to one fact, that there have been far too many manufacturers engaged in turning out radio equipment.

What to Do

There is but one possible remedy for this situation. When jobber and dealer reach the point where they refuse to take on a line until it has made a substantial move in the direction of securing public acceptance the radio factories now located in sheds and barns will disappear. The producers of cheap parts for the private-brand trade will fade out. It will no longer be possible to break into the radio manufacturing business with a few dollars and a scheme. And radio equipment will disappear from the delicatessen stores.

The buying motto of every radio merchant, today, should be: "Go get a reputation."

Such a policy will create no barrier against the manufac-

Never has a series of articles in RADIO MERCHANDISING stirred up so much comment and discussion. We'll be glad to know what your reaction is to this "House-cleaning" campaign.
turer who has the goods, plus the price of a reputation. But it will shut out most of the would-be manufacturers who are hurting the radio market and undermining public confidence in radio entertainment.

The Other Side

And now for a word about another side of the picture, one that brings out the need of real reciprocity:

If radio merchants are to exercise discrimination in favor of standard merchandise, radio manufacturers and their distributors should be equally discriminating in selecting their dealer outlets.

Particularly, they should avoid efforts to increase the handling of radio equipment by dealers in other lines who may be induced to take it on as a side-line, thus cutting in on the regular business of legitimate radio dealers.

There is real temptation, at times, to place such items as tubes and batteries in all sorts of retail establishments. These goods, representing the real bread and butter of the radio merchant, particularly in the dull season, ought to be sold in radio stores as far as possible.

Particularly is this true of tubes which are strictly a radio item.

The Square Thing to Do

In the case of batteries, it is not so easy a matter to arrive at a satisfactory policy, since both storage and dry batteries are sold for numerous other purposes and dealers who hold battery franchises, though not engaged in the radio field, have some basis for the claim that they are entitled to sell batteries for any purpose.

But the manufacturer who wishes the friendly co-operation of radio dealers should go as far as he can to protect

In the phonograph field the better records are sold only in phonograph stores. Manufacturers of radio accessories, too, should in fairness confine the sale of tubes and other items which set owners must buy at frequent intervals to regular dealers. This is a valuable source of their income.
them against universal competition on these items which represent the most important repeat business in the field.

The aggregate sale of such goods is not increased by increasing the number of dealers handling them. People buy tubes and batteries when they need them, not merely for the sake of buying. Shelf depreciation is minimized when every dealer is able to do a reasonable volume of business, showing a fair turnover of stock.

All of which, of course, reacts to the ultimate benefit of the manufacturer.

Wheat and Chaff

In all of these problems, the ultimate solution will be found by each branch of the trade developing a selective policy in its dealings with the other branches—picking the good ones and allowing the undesirables to find their way out of the industry as best they can.

To Represent Victor Instrument Company

The Victor Instrument Mfg. Company of New York, manufacturers of hydrometers, have appointed the H. B. Downs and Sons Company of St. Paul, Minn., as their representatives for the states of Minnesota, North Dakota and South Dakota. Branches are maintained at Minneapolis and Duluth.

New Era Executive

H. J. Edwards has been appointed general sales manager of the Electrical Research Laboratories of Chicago, Ill. Mr. Edwards was formerly in the sales departments of the Maytag Company and the One Minute Washing Machine Co., both of Newton, la., with supervision over sales activities in several middle west states.

Unknown merchandise must be sold on a price basis. Its reputation is worthless, for it has no reputation. You can fool the people for a time, but some day they will learn their lesson and stop going to the store that advertises a radio auction or the "lowest prices."
And then

They Hear

I WISH Horatio Alger were still living. I'd like to meet him. I'd like to grip his hand, pat him on the back, and say, "Your heroes may have been the bee's knees in your day, Algie, but gee what four-flushers all of them would look like now!"

Alger would frown, no doubt, and smile and say, "That's all right, old top, but you know you've got to show me."

There, of course, would be my cue to throw a spiel about Whozis in the steel industry and Whozat in the coal industry, to say nothing of Whatzisname the butter and egg man. But I don't go in much for steel, coal or dairy products. I like radio.

So naturally I'd tell him about Joe Freed.

Joseph D. R. Freed, to be nice

Freed-Eisemann Radio Corp.

An interview by
Herbert R. Mayes
with
JOSEPH D. R. FREED
President
Freed-Eisemann Radio Corp.
and precise, president and chief engineer of the Freed-Eisemann Radio Corporation.

At first thought I was going to set down the title "president" by its lonesome; on second thought I added "chief engineer." If Mr. Freed were asked to choose between the two, his choice would be the latter. He didn't say so. But I know. I know by the way his hands behaved as I sat and quizzes him—hands that quietly stood a book on end, and then another, and then a book flatwise across the top, and seemed to proclaim simply, "See, here I have built a house."

The Inner Sanctum

He sat in the "president's office," but it might be your office or mine. No frills there, no tapestries lapping the walls, no Oriental rugs to stifle the normal, lively step of your foot across the floor. "President's office"—but engineers' office, too; a big room with lots of light where you might bring a book—and also a hammer and saw.

Mr. Freed is not yet thirty years old. But in the field of radio he is none-the-less a veteran. As far back as 1911 he took to radio as a hobby for free hours after school. He bought the parts for his first set—and caught the signals of vessels out at sea. He longed for a stronger set—and got it with the money earned by doing odd jobs

"Not yet thirty!" But in the list of names that count in radio his name is written close to the top. Joe Freed's love of radio since his student days, and his quick appreciation of its commercial possibilities are told in this exclusive interview.
in late afternoon and early evening.

Dots and dashes—dots and dashes. Perhaps in the constant, nervous ticking of them Joe Freed heard a message that reminded him of—of Dick Whittington and the London bells. He wasn't sure, so he studied the code, and learned it well, and the message he read then was— "Here lies opportunity."

But the day hadn't come—it was still on the way—and he, in the meantime, went to college.

Engineering and chemistry—these two subjects fascinated him. He was partial to both, he "majored" in them, they occupied most of his time—until the last term in college when he was called upon to choose between a particularly advanced class in chemistry and a newly organized class in radio engineering. For some days Joe Freed wore a fretted look. There was something so compelling about chemistry—so close to nature, so bound up in the fundamental laws of life! Chemistry almost had him. But there were little sounds clicking in the student's mind; little clicks, longer clicks—dots and dashes. What they whispered doesn't so much matter—what matters is that radio won.

War Days

Five students altogether took the course that started in February of 1917. In April the United States went to war. A few weeks later Joe Freed was asked to go to Washington. The Navy claimed him in the radio division, if you can call a group of three men a division. It was the task of these men to analyze the specifications for radio equipment submitted by the manufacturers then in existence. They would determine the availability of the specifications for use on the Navy's ships. Mr. Freed figured out one day that this procedure was not quite right. He had a plan, he thought, that would work better and cost less.

He Designs for the Navy

"Let us design the equipment and prepare the specifications," he said. "Here we know exactly what is needed—the manufacturers can only guess. Let us prepare the specifications and give our orders to the manufacturers who can meet them at the most reasonable price."

The new Freed-Eisemann factory at Junius Street and Liberty Avenue, Brooklyn.
JOSEPH D. R. FREED
Who started building radio sets because of the whim of his young brother.
The commanding officer to whom the idea was suggested thought it was good. "We'll try it out," said he.

Freed did most of the designing. The plan was foolproof. The radio "division" grew. When the war ended Mr. Freed left 40 assistants behind him. Returning on the train from Washington to his home in New York, he wondered what sort of a job he could get. He knew what he was cut out to be; he knew what he wanted. A letter which he carried in his pocket confirmed his ambitions. It was signed by the man who had been Mr. Freed's commander.

"During the period of the war," it read in part, "Mr. Freed was mainly responsible for several types of radio apparatus which are now in general use throughout the U. S. Naval Service. It is the writer's personal opinion that Mr. Freed will, if he continues his present line of work, become one of the leading radio engineers in this country."

At the Bottom of It

If one were to ask what single thing was responsible for the organization of the company that is now Freed-Eisemann, the answer would be, "The whim of a little boy." Joe Freed came back to his home, a hero to his youngest brother. The boy wanted a radio set. He, too, wanted to corral the messages that sped from the finger-tips of operators on ships at sea.

"He plagued me about a set," observed Joe Freed, with a smile, "until finally I agreed to buy one for him. But no sets were made then, you know, and my job really was to build one. I went to an electrical shop and

Even at home Mr. Freed doesn't want to get away from radio. In fact, he has a fully equipped radio laboratory in his apartment on Fifth Avenue, and you see him here at work on one of his sets. This is the only home on the Avenue that has a radio laboratory.
bought a few parts. I went to another electrical shop for parts which the first one didn’t carry. For other parts I trudged to a hardware store. A week passed before I got all the material I needed. In the meantime I was thinking about other boys like my brother who wanted sets and couldn’t get them.”

That particular thought started him in business. Arrangements were made for the building of a hundred sets, and when these were ready he advertised to a specific market—the boy scouts. The response was quick. Soon the hundred sets were sold and others were made to replace them. “It wasn’t very long,” remarks Mr. Freed, “before I was selling 15 sets a day—by mail.”

They Heard Music!

Thus ambitious boys throughout the country were learning to listen in. Then their fathers listened, too, and were intrigued by the messages the boys deciphered for them. And this went on for several years, until one day, instead of dots and dashes—

Boys and men heard music. KDKA was pioneering on the air.

Joe Freed heard the music, too. Perhaps it was the New World Symphony. Anyhow, it sounded like that to Mr. Freed—it sounded to him more impressive than “What hath God wrought.”

Alex Eisemann was a friend of Freed’s. The latter’s brother was in business with Mr. Eisemann. Joseph D. R. went to them. “Give up your business and come in with me,” he urged. “I can’t do the job alone. Radio is a big thing from now on.”

And he outlined his plans. The other men listened and agreed, and joined him. The formation of the Freed-Eisemann company was the result. What that company has done and still is doing, you all must know.

His Main Problem

I had two questions to ask Mr. Freed. “What is the greatest obstacle you have to overcome in your own business?” That was the first. “Men,” re-

Concluded on page 116
"WHO"

The Dealer Who C
That His Sets Are
Manufacturers Wi

A story by
G. ANDERSON
Sales Manager
Bremer-Tully Mfg. Co.
As Told to
WILL WHITMORE

[22]
The public has become wise. It has learned from experience that a cheap set made by an unknown firm is worse than no set at all. The lure of a radio "bargain" has vanished. It's to the store marked "Standard Sets" that this Fall's business will come.

**Made This SET?**

Tell His Customers the Products of Reliable Prosper This Season

LEGITIMATE dealers will prosper this coming season, but the "gyps" are in for a lean, hard winter, I am happy and confident to say. This statement is based upon reports from our salesmen in the field and from contact with the radio public throughout the country.

There are several factors which have grown up in the radio industry in the last year or two which will insure good busi-
ness for the reliable radio dealer this season.

The largest factor is the radio public itself. People buying radio sets this season will demand more for their money. That is, they will demand a quality product. They have become wise, and will demand quality reception from the sets they purchase.

**The Old Order Changeth**

It used to be that people were satisfied with radios so long as they brought in distant stations, but such is no longer the case. They want *volume* and *quality* as well as distance.

Besides this, sets must be well built and of good appearance. A radio set has ceased to be merely a radio set. It is a furniture product as well as a radio set.

And in demanding quality sets, the public has learned the best sets are those manufactured by well established, known manufacturers. They will ask, "Who makes the set you sell?" of the dealer rather than "How much does it cost?" Of course price will always enter into any radio purchase, but that has ceased to be the dominant factor.

Price used to be the dominant factor before the public learned that a cheap set made by an unknown firm is worse than no set at all. That was the reason why the "gyps" did such a flourishing business. But now that people have learned the folly of buying unknown sets, the "gyps" are bound to die, for they cannot sell the products of reliable manufacturers at reduced prices.

Last year several companies put on extensive advertising campaigns, some of them even before they had a set ready to market. They were under the impression that a national advertising campaign would create a demand for their product.

**It Didn't Work**

Many of them, on this expectation, started production at a great speed. But the public failed to be fooled by advertising. Their sets remained unsold. The companies went
In the sales manager's offices of the leading radio manufacturers hangs this placard: "Instructions to Salesmen—No sale to gyps. Reliable dealers only handle our lines."

bankrupt and the manufactured sets were dumped on "gyps."

This is proof enough that the public cannot be longer fooled. The people are looking to the reliable manufacturers for radio sets, and they will go to the reliable dealer to purchase them.

The Gyp Loses Out

Another factor which will insure good business to the reliable dealer and failure to the "gyps" is that the foremost manufacturers are now refusing to sell sets to unreliable dealers. Nearly every responsible manufacturer today markets his products through authorized dealers, and the dealers must meet certain requirements before the manufacturer will make him an authorized dealer to handle his products.

Among the requirements is service. Unless the dealer has a capable service department to service every set that he sells he will find it difficult to become the authorized dealer of a good product. This is proving a great benefit, for the "gyps" simply cannot afford to render service on cut rate sets, and still make money. Other requirements are sufficient capital and credit, and the capacity for doing installment plan selling.

There are thousands of people in the country today who own antiquated radio sets, bought when radio was still a mystery and radio engineers were practically unknown. But now that the public has learned how much it can expect—and get—from a radio receiver, these owners of out-of-date and improperly designed sets will be in the market this season for good ones. They will go to the reliable radio dealer, and demand a radio set made by a well known manufacturer.

Crystal Set Prospects

Then there are a surprising number of crystal sets still in use today. The cities and suburbs are full of crystal sets. And every crystal set owner is a good prospect for a tube receiving set. Dealers should pay especial attention to the crystal
“Good Prospects for the Coming Season!” does not mean that everyone will prosper in the radio business. Those who get out and hustle and fight will prosper. But those who wait for business to walk in the front door will find business no better than in the past.

set owner, for sooner or later he will be in market for a large tube set. He is already sold on the ideal pleasures of radio.

It has been our experience that dealers are more successful when they limit their stock of radio sets to not more than three lines. These three lines should cover the entire price range, so that the dealer has to stock a radio set to suit every pocketbook.

How Many Lines?

It is advantageous to carry one line of sets that is low priced, yet dependable. Then another line of a little better grade should be carried to appeal to the average class of trade. The third line should be altogether a class product appealing to the more moneyed people.

Such a stock of merchandise is a well rounded stock. The dealer has a set to satisfy any customer that might come into his store from a dawdler to a millionaire. But it should be stressed that all three lines should be those of well known, nationally advertising manufacturers who have built up a reputation for good merchandise.

A Stock That Suits

Of course, the dealer will have to choose his stock according to the class of people living in his community. It may be that there are no rich people in his community. It would then be folly to carry a class product. Or if he is living in a neighborhood of wealthy residents, his prospects would not need the low price line. However, the average dealer will find that three such lines will suit his requirements adequately.

There is very little advantage in carrying more than three lines of radio sets. It only means that you will have to invest more. It means that more time is taken up in sales demonstrations, and that the customer will have to choose between these three lines.

Raytheon to Continue Quality Policy

The Raytheon Company’s policy of maintaining quality in Raybina sets using the Raybina valve has made it the strongest most respected in the radio industry. The third and final line of sets that we have continued during the year has been the Raybina set. This set is of quality manufacture. It has the features that one would expect from a manufacturer who uses the radio wisely for the benefit of the consumer, and the consumer will know it.

To Cover South By Bosch

A fine line has been arranged with the Bosch Company. Bosch has been added to the sale force of the National Sales Co., Ltd. of New York and Boston.

On Distantine Sales Force

A Distantine Sales Force, made up of the finest men is now being added to the sales force of the National Sales Co., Ltd. of New York and Boston.

King Lane Unaled at New York Hotel

The lovely line of radio receivers, manufactured by King Radio, 1226 So. LaSalle st., is now being distributed by the National Sales Co., Ltd. of New York.

A new line built to give
What the public wants

What the dealer wants

See next 3 pages
NEW! COMPLETE!

Model 50—7-tube single control, 3 stages TRF amplification, detector and 2 stages transformer coupled audio frequency amplification. "A" battery voltmeter, antenna compensator, partial interstage shielding. List price $175.

Model 30—6-tube, shielded, two control. Wired for power tube.

Model 30—6-tube, shielded, two control. Wired for power tube.

Model 30—6-tube, shielded, two control. Wired for power tube.

Model 30—6-tube, shielded, two control. Wired for power tube.

Model 30—6-tube, shielded, two control. Wired for power tube.

Model 800—8-tube single control, operates with loop or antenna, 4 stages neutrodyne TRF amplification. Detector and 2 stages of audio amplification. Pilot lamp, voltmeter for all battery voltages. Each stage in individual shielded compartment. List price $385.

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.

Model 14—Full floating cone speaker. Improved armature system reproduces both low and high frequencies. New principle protected by patents pending. List price $25.

Say you saw it in Radio Merchandising
REVOLUTIONARY!

Model 40*—6-tube, shielded, single control. Wired for power tube. List price $85.

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.

Model 16—"B" and "C" power unit operates with double wave rectifier tube and voltage regulator tubes. Safety switch. Can be used on sets operating with power tube. Operates on 110 volts, 60 cycle A.C. List price, less tubes, $45.

Model 850—Walnut Italian Renaissance Highboy cabinet with built-in Model 800 receiver, loop, and Freed-Eisemann full floating cone speaker. List price $650.


*Licensed and manufactured under a group of Latour patents.
†Licensed by Independent Radio Mfrs., Inc., under Hazeltine Patents 1450080, 1489228, 1533858.

ALL PRICES SLIGHTLY HIGHER IN CANADA AND WEST OF ROCKIES
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. Its completeness offers you the means to satisfy all radio demands! Each Freed-Eisemann Radio Receiver establishes new price standards in its class. Prices from $60 to $650

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.

Prestige

The Freed-Eisemann name is widely 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 even greater than before.

Tremendous Advertising

The Freed-Eisemann line will be powerfully advertised in 24 leading magazines which will reach over 15,000,000 families a month. In addition there will be a strong newspaper campaign in leading cities.

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 with our distributor at once.

FREED-EISEMANN RADIO CORPORATION
Liberty Avenue and Junius Street, Brooklyn, N. Y.

Say you saw it in Radio Merchandising
FREED-EISEMANN

He's bound
to make money!

A DEALER with a shielded set on a steel chassis for $75. He's going to make friends fast!

Think it over—this value is but typical of a whole new Freed-Eisemann line. The franchised Freed-Eisemann dealer is bound to make money!

The new Freed-Eisemann line includes sets from $60 to $650—in engineering—in beauty—in performance they represent a real advance in radio.

There may be a franchise open in your territory. Write or wire immediately.

ALLIED ELECTRIC CO.
118 - 9th Street
Pittsburgh, Pennsylvania
**WE'RE with YOU!**

**REAL** wholehearted cooperation is not just an ideal—it is a **fact** with the Harry Alter Co. Every Freed-Eisemann franchised dealer receives personal, interested service.

The enthusiasm of everyone who has seen the new, complete, revolutionary Freed-Eisemann line indicates a banner year for Freed-Eisemann dealers.

A franchise may be available in your territory. Communicate with us at once for details.

If you are not on our mailing list, write today for our complete 240 page catalog of Radio Parts and Accessories.

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**THE HARRY ALTER CO.**
Ogden Boul. at Carroll Ave.
Chicago, Ill.

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**De Forest Upheld in Radio Invention**

Federal Judge J. J. Thompson of Philadelphia recently canceled the patent of Edwin H. Armstrong as inventor of the "feed-back regenerative circuit," termed the second most valuable basic patent of the radio art and industry, in an action for infringement brought by the De Forest Radio Company against the Westinghouse Electric and Manufacturing Company.

This decision automatically declares Lee de Forest to have been the original inventor, and involves many prominent radio manufacturers, including the General Electric Company and R. C. A., who as Westinghouse licenses have installed the Armstrong circuit in an estimated one-half of the radio sets built and sold in the United States.

Profits in accounting to the De Forest Company involve millions, it is said.

**Bosworth Appoints Sales Representatives**

The following representatives have been appointed by the Bosworth Electric Manufacturing Company of Cincinnati, Ohio: Kowfeldo Company for Minneapolis territory, including Wisconsin and the Dakotas; J. H. Lyte Sales Company in Philadelphia and Baltimore; Handle-Davies Company of Cleveland for Cleveland and Buffalo territory; Dotsch and Company of San Francisco on the west coast; Manufacturers Sales Company, New York City, for the metropolis; and Wood and Anderson in St. Louis for St. Louis and southwestern territory.

**Isofarad Receiver Outgrowth of College Friendship**

An interesting story received from the Walbert Manufacturing Company of Chicago reveals the fact that the Isofarad Receiver and the Isofarad circuit were really the result of a friendship between Byron B. Minnium, the inventor and chief engineer of the Walbert Company, and Howard M. Dodge, the sales manager.

Ten years ago these men met while working as wireless operators on the same ship during their college vacation.

Later, in 1922, when Mr. Dodge was appointed sales manager of the Walbert Manufacturing Company, he persuaded Mr. Minnium to take charge of the radio laboratory for the development of new apparatus. In 1923 Mr. Minnium started work on the Isofarad circuit, and it was announced in technical magazines in 1923.

This is but one of a number of friendships of this character that have so far found their start in commercial radio operating.
Daven Advances Peaslee

The Daven Radio Corporation of Newark, New Jersey, has announced that W. D. A. Peaslee has been advanced from Assistant to the President to General Manager.

Mr. Peaslee has been successively, General Manager, Jeffery Devitt Insulation Company; Chief Engineer, Belden Mfg. Co.; President, Terlee Electric and Mfg. Co. He is a Director of the American Construction Company and the Interurban Electric Company.

Philadelphia Jobber, J. H. McCullough & Son, Credits Single Line Policy for Success

With the question of whether private brands or leading national merchandise should receive preference an active one among jobbers at the present time, it is particularly interesting to discover on which policy some of the most successful jobbers have built their businesses.

Mr. McCullough of J. H. McCullough and Son, whose main offices are at Philadelphia, with branches at Harrisburg and Allentown, says, "The wonderful business we have built up is due to the fact that from the start we have specialized in certain leading lines."

This company was in the field as radio distributors as soon as radio reception became a good commercial possibility. Their radio business has grown to large proportions. At the present time they are concentrating their radio set activities on the Freed-Eismann line.

Forest Electric Merger Plans Abandoned

J. K. Elderkin, President of the Forest Electric Company of Newark, has denied, in behalf of his company that a merger of four equipment manufacturers, one of which was the Forest Electric Company, had been consummated.

He also denied that products manufactured by the Forest Electric Company would be manufactured in Kalamazo0, Michigan, and that the factory of the Forest Electric Company at Newark would be closed.

New Sales Manager for Fada

It is announced by F. A. D. Andrc, Inc., New York City, manufacturers of Fada Radio, that Louis J. Chatten, former Divisional Sales Manager for the Central Western territory, has been appointed sales manager of the company, with headquarters at the factory in New York City.

R. P. Van Zille has been named to take charge of the Chicago factory branch.

The RADIO of America's Finest Homes

Freed-Eismann in their new line offer a complete range of sets, from $60 to $650 in price—all worthy of their place—in America's finest homes.

Our dealers are set to sell harder than ever this year, after hearing of the amazing new line, its craftsmanship and distinctive appearance.

Wire or write us immediately. There may be a franchise open in your territory.

Note our new address.

E. M. EWING
209 S. Madison Avenue
Peoria, Ill.
FREED-EISEMANN

And this is what HELPS!

EVERY Freed-Eisemann franchised dealer in our territory will have behind him the sales experience and the resources of this organization. We stand ready at all times to use our fullest efforts in helping the dealer make money on the Freed-Eisemann line.

From the contracts already signed with our dealers, there is every indication that this year will be the biggest in sales for every dealer who has a Freed-Eisemann franchise.

A new line! A complete line! A revolutionary line! Priced from $60 to $650. That's the story of profits.

There may be a franchise available in your community. Communicate with us at once and learn the details of the Freed-Eisemann proposition.

FERRIS-SIMPSON CO.
Dallas, Texas
FREED-EISEMANN

SELL!

Don’t Explain—

EVERY business operation is a selling operation. That’s where Freed-Eisemann dealers are making money!

They have the new sets everybody’s talking about—sales! Priced to appeal to every income—$60 to $650—sales again! With every new set sold there’s no come-back that needs explanation. Only friends, new friends who want the matchless qualities of this new receiver.

Sales all the time with Freed-Eisemann.

Wire or write immediately. There may be a franchise available in your territory. Let us send you printed literature covering the new line.

We are Freed-Eisemann exclusive distributors to the retail trade in all Counties in Eastern Section of Ohio—33 Counties.

THE HAAS ELECTRIC SALES CO.

Ohio’s most aggressive Serving more than
Radio Distributors 1,000 Radio Merchants

CLEVELAND, OHIO
NO DEALER has ever given up the Freed-Eisemann franchise voluntarily.

There are more than 15,000 satisfied owners in the state of Wisconsin. In the higher grade of receivers, Freed-Eisemann is making the quickest, surest increases in sales and in popularity.

There is every indication that Freed-Eisemann sales this year will be double those of last year.

Several franchises are still available. There may be one in your territory. Communicate with us immediately.

"Wholesale Only—Nothing at Retail"

InterState Sales Co.
193 Fourth St.
Milwaukee, Wisconsin
DISTINCTIVE cabinet work on the new Freed-Eisemann sets creates immediate interest. Unfailingly this interest can be converted readily by the dealer into sales. Favorable first impression makes the Freed-Eisemann easy to sell.

This new complete and revolutionary line is priced $60 to $650.

Wire or write immediately. There may be a franchise available in your territory.

J. H. McCULLOUGH & SON
19-21 N. Cameron St., Harrisburg, Pa.
1042 Hamilton St., Allentown, Pa.
RADIO

MERCHANDISING'S

Selective Directory
of the Radio Trade

A Classified List of the Principal Manufacturers of Radio Equipment who market their products through Jobber and Dealer Channels. Including, also, an alphabetical list of such manufacturers, with their Executive Personnel.
**Section 1**

A Directory of Radio Manufacturers
Classified by Products

### ADAPTERS

**Tube Socket**

Acudus Consolidated, Inc., 161 Grand St., New York, N. Y.
Carter Radio Co., 300 So. Racine Ave., Chicago, Ill.
General Radio Co., 30 State St., Cambridge, Mass. "General Ra-
dio."

### AERIAL FITTINGS

**Masts and Towers**


### AERIALS

**Indoor**

Ajax Electric Spec. Co., 1926 Chest-

nutt St., St. Louis, Mo. "Ajax."
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Bodine Elec. Co., 2254 West Ohio St., Chicago, Ill.
Duhiller Condenser & Radio Corp., 4377 Bronx Blvd., New York "Oue-Antenne Socket Plug."
Fishwick Radio Co., 133 W. Central Pkway, Cincinnati, O. "Effarsee."
Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Mus-
selman."
Hope Webbing Co., Providence, R. I., "Talking Tape."

### AERIALS

**Outdoor**

Anyline Electric Co., Fort Wayne, Ind. "King Cole."
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Mus-
selman."
Hawkeye Lightning Rod Co., Dept. 1308, Cedar Rapids, la.
Okey Radio Corp., 22½ W. Na-
tional Ave., Brazil, Ind. "Gold."
Presed Metal Mfg. Co., Wauke-
shah, Wis. "Wave-X Condensing Antenna."
Super-Ball Antenna Co., Inc.,
Green Bay, Wis.

### AERIALS

**Loop**

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Bodine Elec. Co., 2254 West Ohio St., Chicago, Ill.
Brandson Elec. Co., 81 Prospect St., Brooklyn, N. Y. "Brandson Everlites."
Cardwell, Allen D., Mfg. Co., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Carter Radio Co., 300 So. Racine Ave., Chicago, Ill. "Imp."
Manhattan Electrical Supply Co., Inc., 125 Church St., New York. "Red Seal."
Marlinette Electric Corp., 1705 Pierce Ave., Marlinette, Wis. "Little Tattler."
Signal Electric Mfg. Co., Mono-
mine, Mich.

Say you saw it in Radio Merchandising
AERIALS

Kits
Ajax Electric Spec. Co. 1926
Chestnut St., St. Louis, Mo. "Ajax.

Belden Mfg. Co. 2300 Western Ave., Chicago, Ill.

Brach, L. S., Mfg. Co. 127-129
Sussex Ave., Newark, N. J. "De-Luxe, Jr. and Sr. Storm King—Storm Guard—Master Aerial."

Eagle Mfg. Co. 59-79 Hall St., Brooklyn, N. Y.

Electrad, Inc. 428 Broadway, New York. "Electrad."

Fenlon, M. M. & Son, Inc. 113 N. Broad St., Trenton, N. J.


Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.

Pilot Electric Mfg. Co. 323 Berry St., Brooklyn, N. Y.

Sphlun Electric Corp. 89 Chambers St., New York, N. Y.


Swan-Haverstick, Inc., Trenton, N. J. "Aero."

AERIALS

Masts and Towers

Hull, S. W., & Co. 2048 E. 79th St., Cleveland, Ohio. "Heracles."


AMMETERS

B-W Electric Co. 719 S. Sarah St., St. Louis, Mo. "B-W."


Cardwell, Allen D., Mfg. Corp. 81 Prospect St., Brooklyn, N. Y. "Cardwell."


Roller-Smith Co. 233 Broadway, New York. "Roller-Smith."


Weslon Electrical Instrument Corp., Newark, N. J. "Weston."

AMPLIFIERS

Audio Frequency

Aerovox Wireless Corp. 489 Broom St., New York. "Aerovox."

Alden Mfg. Co. 52 Willow St., Springfield, Mass. "Na-Old Donie Truphonic Couplers."

All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.

Allen-Bradley Co. 296 Greenfield Ave., Milwaukee, Wis. "Bradley."


Anylite Electric Co., Fort Wayne, Ind. "King Cole."

Brockton, Chas. A., Inc., Buffalo, N. Y. "Brockton."

Cardwell, Allen D., Mfg. Corp., 41 Prospect St., Brooklyn, N. Y. "Cardwell."

Daven Radio Corp., 158 Summit St., Newark, N. J. "Daven Super."

DeJur Products Co., 199 Lafayette St., New York, N. Y. "DeJur."


Magnovox Co. Thee, 2725 E. 14th St., Oakland, Calif.


Muter, Leslie E., Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."

National Co., Inc., 110 Brookline St., Cambridge, Mass.

National Radio Co., Forest Lake, Minn. "Millerrad."


Radio Mastis Corp. of America, Bay City, Mich.


Thordarson Electric Mfg. Co., 600 W. Hawaii St., Chicago, Ill.

United Metal Stamping & Radio Co., Thee, 410 E. Pearl St., Cincinnati, Ohio.

These directory pages indicate somewhat the service which Radio Merchandising is able to render. Whenever you need information, let Radio Merchandising help you.

Say you saw it in Radio Merchandising
AMPLIFIERS

Power

All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill. "Cardwell."

Golden-Leutz, Inc., 8th and Wasing-

Amplifier

Radio Masts Corp. of America, Indianapolis, Ky.

Radio Receptor Co., 106 7th Ave.,

New York, "Powerizer."

Samson Electric Co., Canton, Ohio.

Storad Mfg. Co., The, Detroit Ave.

at Well 25th St., Cleveland, Ohio.

"Storad."

Thordarson Electric Mfg. Co., 500 Clifton St., Chicago, Ill.


AMPLIFIERS

Radio Frequency


Atlantic Hi-Lo Corp., 80 Mangum St., Atlanta, Ga.

Bolline Elec. Co., 2254 West Ohio St., Chicago, Ill.

Camfield Radio Mfg. Co., 829 Harrison St., Oakland, Calif. "Cam-

field Duofilter." Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."


National Co., Inc., 110 Brookline St., Cambridge, Mass.

National Radio Co., Forest Lake, Minn. "Milleradio."

Premier Electric Co., Grace and Ravenswood Ave., Chicago, Ill. "Radiotran & Trans-foon."

Radio Mastis Corp. of America.

Bay City, Mich.


Walbert Mfg. Co., 925 Wright-

wood Ave., Chicago, Ill. "Pen-
etrola."

B BATTERY

ELIMINATORS


All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.


Blair Radio Labs., 368-374 Sixth Ave., New York. "Blair B."

Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T-Power Unit."

Bruno Radio Corp., 40 Payntar Ave., L. I. City.

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."


Esmon Corporation, 114 East 47th St., New York City. "Esmon."

Fansteel Products Co., North Chicago, Ill. "Balkite."


Federated Mfrs. Corp., 905 Mission St., San Francisco, Calif. "Fe-
drolian."

Forest Electric Co., 272 New St.,

Newark, N. J. "Unitron."

Freed-Eisemann Radio Corp.,

Junius St. and Liberty Ave.,

Brooklyn, N. Y.

Golden-Leutz, Inc., 8th and Wash-

ington Ave., L. I. City, N. Y. "Golden-Leutz."

Gray Products Inc., Doughkeepers, N. Y.


Interstate Electric Co., 4339 Dun-

can Ave., St. Louis, Mo. "Handy."

KCB Electric Mfg. Co., 14th Ave. at 42d St., Sacramento, Calif. "KCB."

Kellogg Switchboard & Supply Co., 1686 W. Adams St., Chicago, Ill. "Kellogg."


Manhattan Electrical Supply Co., Inc., 120 Church St., New York. "Manhattan."

Martin, Glen L., Co. The, 16800 St. Clair Ave., Cleveland, Ohio. "Aero-B."

Mayolian Radio Corp., 1991 Broadway, New York. "May-

olian."

Say you saw it in Radio Merchandising
Modern Electric Mfg. Co., The, 312 Mulberry St., Toledo, Ohio.
Mu-Rad Radio Corp., Asbury Park, N. J. "Mu-Rad B Radiator."
National Co., Inc., 110 Brookline St., Cambridge, Mass.
National Radio Co., Forest Lake, Minn. "Milleradio."
Precision Cell Co., 299 Centre St., New York. "Precision."
Precision Electric Mfg. Co., 717 East 9th St., Los Angeles, Calif. "Precision."
Rhamsteine, J. Thos., 500 E. Woodbridge St., Detroit, Mich. "B Rectifier."
Stewart Battery Co., 125 North Peoria St., Chicago, Ill.
Storad Mfg. Co., The, Detroit Ave. at 25th St., Cleveland, Ohio. "Storad."
U S Light & Heat Corp., Niagara Falls, N. Y.
Valley Electric Co., 4515 Show Ave., St. Louis, Mo. "Valley."
Waage, A. H., 112 Chambers St., New York, N. Y.
Webster Co., 3504 W. Lake St., Chicago, Ill. "Webster."
White, J. Andrew, 37 West 43rd St., New York. "Andrew White."

**BATTERIES**

**"A" Dry**

Advance Battery Corp., 59 Pearl St., Brooklyn, N. Y.
Bright Star Battery Co., 15th St. and Riverhead, Hoboken, N. J. "Bright Star."
Burgess Battery Co., Madison Wis. "Burgess."
Carbon Products Co., Lancaster, Ohio. "ACE."
French Battery Co., Madison, Wis. "Radio-Vac."

**National Carbon Co., Inc., 30 E. 42nd St., New York, "Everbady No. 7111."

Sturges Multiple Battery Corp., Jamaica, New York. "Sturges."
U S Light & Heat Corp., Niagara Falls, N. Y.

**BATTERIES**

**"A" Storage**


Corning Glass Works, Corning, N. Y. "News."
KCB Electric Mfg. Co., 14th Ave. at 422 St., Sacramento, Calif. "Spark Cub KCB."
Liberty Battery Co., 4213 Armitage Ave., Chicago, Ill. "Liberty."
M & M Co., The, 500 Prospect Ave., Cleveland, Ohio. "McLean."
Marko Storage Battery Co., 142 Atlantic Ave., Brooklyn, N. Y.
Perrine Quality Products Corp., 46 Cummington St., Boston, Mass.
Stewart Battery Co., 125 North Peoria St., Chicago, Ill.
Storad Mfg. Co., The, Detroit Ave. at 25th St., Cleveland, Ohio. "Storad."
Sturges, Multiple Battery Corp., Jamaica, New York. "Sturges Multiple."
U S Light & Heat Corp., Niagara Falls, N. Y.

Say you saw it in Radio Merchandising
"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:

"I considered several propositions before deciding that 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."

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 and we will send you 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

Say you saw it in Radio Merchandising
Universal Battery Co., 3410-24
S. La Salle St., Chicago, Ill.
Westinghouse Union Battery Co.
Pittsburgh, Pa. "Westinghouse"

BATTERIES

"B" Dry

Advance Battery Corp., 59 Pearl St., Brooklyn N. Y.

Bright Star Battery Co., 15th St.
and Riverhead, Hoboken, N. J. "Bright Star"

Burgess Battery Co., Madison,
Wis. "Burgess"

Carbon Products Co., Lancaster, Ohio.

Champion Carbide Mfg. Co., The
307 First National Bk. Bldg., Chi-
cago, O. "Champion Radio & Electro-
Batteries"

Comet Co., The, 5100 Superior Ave.,
Cleveland, Ohio. "Fort Dearborn
&Diamond" "Comet"

National Carbon Co., Inc., 30 E.
42nd St., New York, "Ev-
eready."

National Electric Novelty Co., 403-
407 Broome St., New York, "Nen-
o.

Stuart Products Corp., 663 W.
Washington Blvd., Chicago, Ill.
"Stuart."

Sturges Multiple Battery Corp.,
Hoboken, N. J. "Sturges",
U. S. Light & Heat Corp., Niagara
Falls, N. Y.

Underwood Battery Co., 1250 On-
tario St., Cleveland, Ohio. "Under-
wood"

Volton Battery Co., 21 Hopkins St.
Brooklyn, N. Y.

Wireless Dry Cells, Ltd., 904 Buf-
falo Ave., Niagara Falls, N. Y. "Maxi-
mate Reliance."

BATTERIES

"B" Storage

B. & H. Radio Products Co., 611
Alamo Nat'l Bank Bldg., San
Antonio, Tex.

Electric Storage Battery Co., The
Allegheny Ave. and 19th St.

Pt. Wayne Battery Mfg. Co. 230-
300 E. 4th St., Pt. Wayne, Ind.
"Pt. Wayne."

General Lead Batteries Co., 6
Lister St., Newark, N. J.

Hartford Battery Mfg. Co., Mill-
dale, Conn. "Hartford."

at 42d St., Sacramento, Calif. "KCB Spark Cub."

Liberty Battery Co., 2434 Armitage
Ave., Chicago, Ill. "Liberty."

Marko Storage Battery Co., 1402
Atlantic Ave., Brooklyn, N. Y.
Mazda Radio Mfg. Co., The, 3405
Perkins Ave., Cleveland, Ohio. "Mazda."

Ferrine Quality Products Corp., 48
Cunnington St., Boston, Mass.

Philadelphia Storage Battery Co.,

Stewart Battery Co., 125 North
Peoria St., Chicago, Ill.

Storad Mfg. Co., The, Detroit Ave.
at West 25th St., Cleveland, Ohio. "Storad."

U. S. Light & Heat Corp., Niagara
Falls, New York.

Universal Battery Co., 3410-24
S. La Salle St., Chicago, Ill.
Westinghouse Union Battery Co.
Pittsburgh, Pa. "Westinghouse."

BATTERIES

"C" Dry

Advance Battery Corp., 59 Pearl St., Brooklyn N. Y.

Bright Star Battery Co., 15th St.
and Riverhead, Hoboken, N. J. "Bright Star"

Burgess Battery Co., Madison,
Wis. "Burgess"

Carbon Products Co., Lancaster, Ohio.

Champion Carbide Mfg. Co., The
307 First National Bk. Bldg., Cin-
cinnati, O. "Champion C Battery."

Comet Co., The, 5100 Superior Ave.,
Cleveland, Ohio. "Fort Dearborn
& Comet."

Diamond Elec. Spec. Corp., New-
ark, N. J.

Federated Mfrs. Corp., 905 Mission St., San Francisco, Calif. "Fed-
earby"

French Battery Co., Madison, Wis.
"Ray-O-Vac."


Musselman, A. J., Inc. 549 W.
Washington Blvd., Chicago, Ill.
"Musselman Certified."

National Carbon Co., Inc., 30 E.
42nd St., New York, "Ev-
eready."

National Electric Novelty Co., 403-

Stuart Products Corp., 663 W.
Washington Blvd., Chicago, Ill.
"Stuart."

Sturges Multiple Battery Corp.,
Hoboken, N. J. "Sturges",
U. S. Light & Heat Corp., Niagara
Falls, N. Y.

Underwood Battery Co., 1250 On-
tario St., Cleveland, Ohio. "Under-
wood"

Volton Battery Co., 21 Hopkins St.
Brooklyn, N. Y.

Wireless Dry Cells, Ltd., 904 Buf-
falo Ave., Niagara Falls, N. Y. "Maxi-
mate Reliance."

Say you saw it in Radio Merchandising
BATTERIES
Combined Charger and Storage "A"

Amplus Storage Battery Co. 429 W. Howard St., Chicago, Ill. "Amplus Constant Current Unit"

Forest Electric Co., 272 New St., Newark, N. J. "Unitron."
Intermediate Electric Co. 1329 Duncan Ave., St. Louis, Mo. "Handy."
K & B Electric Mfg. Co., 14th Ave. at 42nd St., Sacramento, Calif. "KOOL."
Liberty Battery Co., 4233 Armitage Ave., Chicago, Ill. "Liberty."
M & M Co., The, 500 Prospect Ave., Cleveland, O. "McLean."
Marko Storage Battery Co. 1402 Atlantic Ave., Brooklyn, N. Y. "National."
Stewart Battery Co., 125 North Polkia St., Chicago, Ill.
Street Mfg. Co., The, Detroit Ave. at West 25th St., Cleveland, Ohio. "Storaid."
U. S. Light & Heat Corp., Niagara Falls, N. Y. "Uniron."
Uniron Electric Co., 272 New St., Newark, N. J. "Uniron."

Universal Battery Co., 3410-24 S. La Salle St., Chicago, Ill.
Westinghouse Union Battery Co., Pittsburgh, Pa. "Westinghouse."

BINDING POSTS

Acme Consolidated, Inc., 161 Grand St., New York, N. Y.
Atlantic Hilco Corp., 40 Mangum St., Atlanta, Ga.

Bunnell, J. H., Co., 32 Park Place, New York, N. Y. "Bunnell."
Cardwell, Allen B., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Central Machinery & Supplies Co., 151 Chambers St., New York, Chapman Machine Co., Terryville, Conn.
Compo-Site, Inc., 215 Astor St., Newark, N. J.
Deur Products Co., 199 Lafayette St., St. Louis, N. Y. "Deur."
Drau, James, & Sons, 150 Chestnut St., Providence, R. I.
Etched Products Corp., Queens Blvd. and Harold Ave., Long Island City, N. Y. "Name-plate."
Hart & Hegman Mfg. Co., The, 312 Capitol Ave., Hartford, Conn.
Hoslick Radio Parts Mfg. Co., Inc., Hoslick Falls, N. Y.
Hungerford Brass & Copper Co., U. T., 80 Lafayette St., New York, N. Y. "Star Brand."
Insulating Co. of America, Inc., 59 Warren St., New York City. "Insuline."
Kellogg Switchboard & Supply Co., 1606 W. Adams St., Chicago, Ill.
Mohawk Corp. of Illinois, 2222 Division Blvd., Chicago, Ill.
Pilot Electric Mfg. Co., 323 Barry St., Brooklyn, N. Y.
Reynolds Spring Co., Jackson, Mich.
United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.
Walnut Electric Mfg. Co., 208 S. Green St., Chicago, Ill.
Worcester Burton Co., Waterbury, Conn.

BRACKETS
Antenna Insulator

Federal Porcelain Co., The, Gates, Ohio.
Fleer & Son, M. M., Inc., 113 No. Broad St., Trenton, N. J.
Hubbard & Co., 6201 Butler St., Pittsburgh, Pa.
M & M Co., The, 500 Prospect Ave., Cleveland, Ohio. "M & M."
Trente Porcelain Co., The, Railroad St., East Liverpool, Ohio. "Trente."

BRACKETS
Sub-Panel

American Hard Rubber Co., 11 Mercer St., New York, N. Y.
Atlantic Hilco Corp., 40 Mangum St., Atlanta, Ga.
Large Wood Working Plant Available for the Manufacture of Radio Cabinets

Large manufacturing company with modern wood working plant, whose business is done principally in the first six months of the year, is desirous of contracting with reliable radio manufacturer for the building of radio cabinets in large quantities. Deliveries to be made in summer and fall months. Will make attractive proposition. Address, "Woodworker," care Radio Merchandising.

Large Wood Working Plant
Available for the Manufacture of Radio Cabinets

Large manufacturing company with modern wood working plant, whose business is done principally in the first six months of the year, is desirous of contracting with reliable radio manufacturer for the building of radio cabinets in large quantities. Deliveries to be made in summer and fall months. Will make attractive proposition. Address, "Woodworker," care Radio Merchandising.

Plymouth Radio & Phonograph Co., Plymouth, Wis.
Radio Masters Corp. of America, Bay City, Mich.

Rockford Sales Corp., Inc., 206 Lexington Ave., New York City.

Schloss Bros., 801 E. 155th St., New York, N. Y.
Sonora Phonograph Co., Inc., 16 E. 40th St., New York, N. Y.

Southern Toy Co., The, Inca Hickory, N. C.
Stein Up Lab., Atchison, Kan., "Stein.
United Tool Chest Co., 19 Hand St., Rochester, N. Y.
Watson’s Table & Furniture Co., Watertown, Pa.
Windsor Furniture Co., 1400 Carroll Ave., Chicago, Ill.
Wright Dr. Caster, Inc., 1466 Selma Ave., St. Paul, Minn.

CABINETS

Glass
Goerdes, Fred W., Co., 91-95 Mass. Ave., Prospect Place, Newark, N. J.

CABINETS

Knocked Down
Fausin Engineering Co., 727 Furlinghausen Ave., Newark, N. J., "Fausin."
Percival Phonograph Co., 831 N. Wood St., Chicago, Ill., "Percival."
Radio Masters Corp. of America, Bay City, Mich.
Weber Electric Works, Brooklyn Star Cafe, Cleveland, Ohio, "Panel cab.

CABINETS

Wood
Crescent Chair Co., Plymouth, Wisc., "Crescent Chair.
Ehlebert Cabinet Co., Waukesha, Wis., "Ehlebert.
Empire-United Hat Block Co., Inc., 312-314 E. 22nd St., New York,
"Empire.
International Equipment Co., 1326 Chestnut Ave., Kansas City, Mo.
Lakeside Supply Co., 73 W. Van Buren St., Chicago, Ill., "Lakeside.
Perkins Phonograph Co., 831 N. Wood St., Chicago, Ill., "Perkins.

CABLES

Multiple Battery
Acme Wire Co., Thos. New Haven, Conn., "Celestial."
Belden Mfg. Co., 2300 Western Ave, Chicago, Ill.
Birmbach Radio Co., 370 Seventh Ave., New York, N. Y.
Birmbach Radio Co., 370 Seventh Ave., New York City, "Birmbach."

Defur Products Co., 199 Lafayette Blvd., New York, N. Y., "Defur."
Eagle Electric Mfg. Co., 59-79 Hall St., Brooklyn, N. Y.
Valley Electric Co., 4515 Show Ave., St. Louis, Mo. “Valley.”

WARD LEONARD ELECTRIC CO., Mt. Vernon, N. Y. “Vitrohm.”

CHARGERS

“B” Battery


American Battery Co., 2053-2055 N. Racine Ave., Chicago, Ill. “Big American.”


Forest Electric Co., 272 New St., Newark, N. J. “Unitron.”


Precision Electric Mfg. Co., 717 E. 9th St., Los Angeles, Calif. “Precision.”

Reflex Spark Plug Co., The, Cleveland, O. “Reflex.”

Stewart Battery Co., 125 N. Peoria St., Chicago, Ill.

Storad Mfg. Co., Detroit Ave. at W. 25th St., Cleveland, Ohio “Storad.”


Universal Battery Co., 3410-24 S. La Salle St., Chicago, Ill.

CHOKES

Eliminator

Acme Apparatus Co., 37 Osborn St., Cambridge, Mass.

All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.


Cardwell, Allen D., Mfg. Corp. 81 Prospect St., Brooklyn, N. Y. “Cardwell.”


Say you saw it in Radio Merchandising
"Golden-Leutz,
Interstate Electric Co., 4339 Duncan Ave., St. Louis, Mo.
Mayolectric Radio Corp., 1991 Broadway, New York, N. Y.
Shore Electric Co., Inc., 64 University Pl., New York City,
Storad Mfg. Co., Detroit Ave. at W. 25th St., Cleveland, Ohio.
"Storad."
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
Waage, A. H., 112 Chambers St., New York City.
Webster Co., 3501 W. Lake St., Chicago, Ill. "Webster."

CHOKES
Radio Frequency
Branson, Chas. A., Inc., Buffalo, N. Y.
Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T."
Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I.
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
"Golden-Leutz.

CLAMPS
Ground
Copperweld Steel Co., Braddock, P. O. Rankin, Pa.
Copperweld
Frost, Herbert H., Inc. 160 N. La Salle St., Chicago, Ill. "Frost.
Hart & Hegman Mfg. Co., The 512 Central Ave., Hartford, Conn.
"H & H."
Hubbard & Co., 6301 Butler St., Pittsburgh, Pa.
Kirkman Engineering Corp., 484-30 Broome St., New York. "K.E."

Mowhawk Corp. of Illinois, 2222 Dryerly Blvd., Chicago, Ill.
Muter, Leslie F., Co., 233 Broadway, New York, N. Y.
Roller-Smith Co., 233 Broadway, New York.

Super-Ball Antenna Co., Inc., Green Bay, Wis.
Winston & Whittford, Walcott, N. Y.

CLEATS
Porcelain
Aeolus Consolidated, Inc., 1st Grand St., New York.
Federal Porcelain Co., The, Carey, Ohio
Findlay Electric Porcelain Co., The, Findlay, Ohio.
Trent Porcelain Co., The, Railroad St., East Liverpool, Ohio.

CLIPS
Electrical Test
Aeolus Consolidated, Inc., 161 Grand St., New York, N. Y.
Birnbach Radio Co. 370 7th Ave., New York City. "Birnbach."
Cardwell, Allen D., Mfg. Corp., S. Prospect St., Brooklyn, N. Y. "Cardwell."
Gray Products, Inc., Poughkeepsie, N. Y.
Hartung, Charles F., Co. 730 E. 61st St., Los Angeles, Cal.
Valley Electric Co., 4515 Show Ave., St. Louis, Mo. "Valley."
Waterbury Burton Co., Waterbury, Conn. "Tri Clip."

COIL WINDERS
Bleadon-Dun Co., 2300-04 Warren Ave., Chicago, Ill. "B-D."
Branson, Charles A., Inc., Buffalo, N. Y.
Hallack & Watson Radio Corp., 192 Park St., Portland, Ore.
Irvington Varnish & Insulator Co., Irvington, N. J.
New York Coil Co., 338 Pearl St., New York, N. Y.
Wizard Wire Winder Co., 3812 Central Ave., Los Angeles, Cal.

COILS
Inductance
All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
Atlantic Hilko Corp., 80 Mangum St., Atlanta, Ga.
Birnbach Radio Co., 370 7th Ave., New York, N. Y.
Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.
Branson, Chas. A., Inc., Buffalo, N. Y. "Branson."

Say you saw it in Radio Merchandising
Bremner-Tully Mfg. Co., 520 S. Canal St., Chicago, III.

Bruno Radio Corp., 40 Payntar Ave., L. I. City.


Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Coto-Coil Co., 95 South St., Boston Mass.

Daven Radio Corp., 158 Summit St., Newark, N. J. "DRF."

Easton Coil Co., P. O. Box 23. Easton, Pa.


Fishwick Radio Co., 133 W. Central Parkway, Cincinnati, O.


Hollock & Watson Radio Corp., 192 Park St., Portland, Ore.


Jones Radio Co., 284 Monroe St., Brooklyn, N. Y. "The Harmonic."

Kaiser Elec. Co., 19 S. La Salle St., Chicago, Ill.

Martin-Condenser Co., Providence, R. I. "Marcondy."


Naxon Electrical Lab., 4521-28 Cottage Grove Ave., Chicago, Ill. "Naxon."


Precision Coil Co., 209 Centre St., New York "Octofirm Cockadoodle.""'


Sickles, E. W., Co., 130 Union St., Springfield, Mass. "Diamond Weave."


Slagle Radio Co., Fort Wayne, Ind.

United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.


Western Coil & Electrical Co., 309 5th St., Racine, Wis. "Radiodyne Coils."

COILS

Radio Frequency Choke


Branston, Chas. A., Inc., Buffalo, N. Y.

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y.

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Coto-Coil Co., 95 South St., Boston, Mass.

Easton Coil Co., P. O. Box 237, Easton Pa.

Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dyman."


Irvington Yarnish & Insulator Co., Irvington, N. J.


National Co., Inc., 110 Brookline St., Cambridge, Mass.

National Radio Co., Forest Lake, Minn. "Millerradio."


CONSENSORS

Adjustable


Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."


SAY YOU SAW IN RADIO MERCHANTISING
CONSERVERS

Filter
Acme Apparatus Co., 37 Osborn St., Cambridge, Mass.

Aerovox Wireless Corp., 489 Bromow St., New York, N. Y.

American Elec. Co., State and 44th St., Chicago, Ill.

Amplex Instrument Lab., 48 West Broadway, New York, N. Y.

Brown & Caine, Inc., 2317 Calumet Ave., Chicago, Ill. “Bee-

bee.”

BEE-CREE CONSERVERS

We are manufacturers of by-pass, “B” elimina-
tor block assembly and high capacity fixed (rolled paper type) con-
denser for resistance coupled amplifiers.

Uniformity of capacity and permanent sta-
bility guaranteed.

BROWN & CAINE, Inc.

2317 Calumet Ave., Chicago

Condenser Corp. of America, 25 Waverly Place, New York, N. Y.

“Acrecon.”

Dubilier Condenser & Radio Corp., 4377 Bronx Blvd., New York, N. Y.

Electrad, Inc., 428 Broadway, New York, N. Y.


Federalated Mfrs. Corp., 905 Mission St., San Francisco, Calif. “Fed-
rolan.”

Fishwick Radio Co., 133 W. Central Parkway, Cincinnati, O.


Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. “Kellogg.”


Muter, Leslie F., Co., 76th and Greenwood Ave., Chicago, Ill. “Muter.”

Micanild Radio Corp., 1085 Flushing Ave., Brooklyn, N. Y. “Mica-
mold.”

Radio Merchandising, August, 1926

Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Polymet Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Polymet
Reichmann Co., 1725 W. 74th St., Chicago, Ill. "Thorola."
Sangamo Elec. Co., 50 Church St., New York City.
Single Radio Co., Fort Wayne, Ind.
Splitsdorf Electrical Co., 392 High St., Newark, N. J. "Splitsdorf."

CONDENSERS Neutralizing or Midget

"Grid-Denser."
Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y. "B-1 M M F."
Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-1 M M F."
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Martin-Copeland Co., Providence, R. I. "Maranco."
Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.

CONDENSERS Variable

Ace Apparatus Co., 37 Osborn St., Cambridge, Mass. "Ace."
All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill
"Grid-Denser."

Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill.
Bruno Radio Corp., 40 Paynter Ave., L. I. City, N. Y.

CONDENSERS

Brule Bakelite ‘101’ Shaft

Make a Good Circuit
Tune Sharper

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Defur Products Co., 159 Lafayette St., New York, N. Y. "Defur."
Duplex Condenser & Radio Corp., 35 Flathush Ave., Brooklyn, N. Y. "DuplexJunior Standard."
Electrical Products Mfg. Co., 69 Sprague St., Providence, R. I. "Dymac."
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
Federal Radio Corporation, 1738 Elmwood Ave., Buffalo, N. Y. "Federal."
Goyer Co., The, 44 Bank St., Willimantic, Conn. "Windham."
Hanscom Radio Devices, Woonsocket, R. I.
Indiana Mfg. & Electric Co., Marion, Ind. "Indiana."
Karas Elec. Co., 19 S. La Salle St., Chicago, Ill.
Manhattan Electrical Supply Co., Inc., 125 Church St., New York. "Manhattan."

Say you saw it in Radio Merchandising
CONTACTS

Switch


Hart & Hegman Mfg. Co., The, 312 Capitol Ave., Hartford, Conn.

Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill. "Howard."

Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."

Mazda Radio Mfg. Co., The, 3405 Perkins Ave., Cleveland, Ohio.


Mohawk Corp. of Illinois, 2222 River Ave., Chicago, Ill. "Premier Cam Switch."

United Metal Stamping & Radio Co., The, 410 E. Pearl St., Cincinnati, Ohio.

Waterbury Burton Co., Waterbury, Conn.

CORDS

Extension


Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Bimbach Radio Co., 370 Seventh Ave., New York, N. Y.

Brach, L. S. Mfg. Co., 127-129 Sussex Ave., Newark, N. J.

Brooklyn Metal Stamping Corp., 418 Want Ave., Brooklyn, N. Y. "B M S."

Bimbach Radio Co., 370 Seventh Ave., New York City, N. Y.


Eagle Electric Mfg. Co., 59-79 Hall St., Brooklyn, N. Y.


Hoebsick Falls Radio Parts Mfg. Co., Inc. Hoebsick Falls, N. Y.

Indiana Rubber & Insulated Wire Co., The, Joliet, Ind.

Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."


Reynolds Spring Co., Jackson, Mich.


Tubular Woven Fabric Co., Pawtucket, R. I. "Durawire."


Say you saw it in Radio Merchandising
CRYSTALS


Carborundum Co., Niagara Falls, N. Y. "Carborundum."


Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Eria."


CUSHIONS
Rubber Phone
Goodrich, B. F., Rubber Co., The, Akron, Ohio. "Goodrich Radio Phone."


DIALS
Metal


Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. "BMS."


A valuable handbook—a guide for busy executives. Keep it on your desk. It furnishes the data you want—when you want it.

**FLUX Soldering**


**FORMS**


**FUSES**

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

**FUSES Tube**

Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
GRID LEAKS

Fixed


Amplex Instrument Lab., 88 West Broadway, New York. "Amplex." Gold Medal"


Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.


Crescent Radio Supply Co., 1-3-5 Liberty St., Jamaica, N. Y.

Daven Radio Corp., 158 Summit St., Newark, N. J. "Glistor."


Goerdel, Fred W., 81-85 M. Prospect Place, Newark, N. J.


Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, III. "Kellogg."

Micromold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y. "Micromold."

Muffler Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.


GRID LEAK MOUNTINGS


Atlantic Electric Corp., 80 Magoon St., Atlanta, Ga.

Brach, L. S., Mfg. Co., 127-129 Sussex Ave., Newark, N. J.

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. "Special."

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.


GRID LEAKS

Variable


Bacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.


Central Radio Lab., 16 Keefe Ave., Milwaukee, Wis. "C. R. L.


Goerdel, Fred W., 81-85 M. Prospect Place, Newark, N. J.


Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."

Micromold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y. "Micromold."

Muffler Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.


GRID LEAK MOUNTINGS


Atlantic Electric Corp., 80 Magoon St., Atlanta, Ga.

Brach, L. S., Mfg. Co., 127-129 Sussex Ave., Newark, N. J.

Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. "Special."

Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.


Compo-Site, Inc., 215 Astor St., Newark, N. J.

Daven Radio Corp., 158 Summit St., Newark, N. J. "Standard No. 60."


Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Frost Pones."

HEAD SETS


Cannon & Miller Co., Inc., Springwater, N. Y. "Cannonball."

Electrical Products Mfg. Co., 60 Sprague St., Providence, R. I. "Dynamac."


Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill. "Frost Pones."
General Insulate Co., 1024 Atlantic Ave., Brooklyn, N. Y. "Insulate Bakelite-Starite"
Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. "Kellogg."
Manhattan Electrical Supply Co., Inc., 125 Church St., New York, N. Y. "Red Seal."
Marinette Electric Corp., 1705 Pierce Ave., Marinette, Wis. "Little Tattler Blue Streak."
Potter Tool & Machine Co., 79 E. 130th St., New York, N. Y.
Radiotive Corporation, 53rd and 21st Ave., Brooklyn, N. Y. "Silkenvoice."
Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."
Union Fabric Co., Derby, Conn.
United Radio Corp., 225 Elizabeth Ave., Newark, N. J.

**HORNS (without Units)**

American Hard Rubber Co., 11 Mercer St., New York, N. Y.
Bakelite Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Compressed Wood Corp., 345 West Austin Ave., Chicago, Ill.
Holmack Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.
Okay Radio Corp., 224 W. National Ave., Brazil, Ind. "Okay Balboa."
Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.

Single Radio Co., Fort Wayne, Ind.
Standard Metal Mfg. Co., 237 Chestnut St., Newark, N. J.
United Radio Corp., 235 Elizabeth Ave., Newark, N. J.

**HYDROMETERS**

Battery Equip. & Supply Co., 1640 S. Wabash Ave., Chicago, Ill. "Besco."
Brach, L. S., Mfg. Co., 127-129 Sussex Ave., Newark, N. J.
Federated Mfrs Corp., 365 Mission St., San Francisco, Calif. "Fedorlian."
Moeller, A. E., Co., 265 Sumpter St., Brooklyn, N. Y. "AEM."
Taylor Instrument Co., 109 East 56th St., New York, N. Y. "Pestric."
Universal Battery Co., 3410-24 S. La Salle St., Chicago, Ill.

**IRONS**

Soldering

Adroit Pool Co., 14 Front St., New York, N. Y. "Adroit."
Hungerford, F. T., Brass & Copper 80 Lafayette St., New York, N. Y. "Hungerford."
Pal Radio Co., Inc. 1204 Summit Ave., Jersey City, N. J. "Pal."
Russell Electric Co., 310 W. Huron St., Chicago, Ill. "Rex."
Wolfrott, Frank E., Mfg. Co., 71 Union Place, Hartford, Conn.

**INSULATION**

Bakelite, Sheet, Rod and Tube

Federated Mfrs Corp., 365 Mission St., San Francisco, Calif. "Fedorlian."
Fibro Insulation Co., Valparaiso, Ind. "Fibroc."

Say you saw it in Radio Merchandising
INSULATION

Hard Rubber, Sheet, Rod and Tube

American Hard Rubber Co., 11 Meridian St., New York, N. Y.
Bakelite Corp., 247 Park Ave., New York, N. Y. "Bakelite."
Diamond State Fibre Co., Bridgeport, Conn. "Celeron."
Goodrich B. F. F. Rubber Co., Akron, Ohio. "Goodrich"
Insulating Co. of America, Inc., 54 Warren St., New York City. "Insuline.

INSULATION

Composition, Sheet, Rod and Tube

General Insulator Co., 1024 Atlantic Ave., Brooklyn, N. Y. "Insulator-Starlite."
Irvington Varnish & Insulator Co., Irvington, N. J.
Pausin Engineering Co., 727 Frelinghuysen Ave., Newark, N. J. "Pausine."
Reynolds Spring Co., Jackson, Mich.

INSULATORS

Alax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo. "Alax"

Corning Glass Works, Corning, N. Y.
Dejau Products Co., 199 Lafayette St., New York.
Federal Porcelain Co., The, Carey, Ohio.
Florman, M. M. & Son, Inc., 113 N. Broad St., Trenton, N. J.
Gardfield Mfg. Co., Garfield, N. J.
General Insulator Co., 1024 Atlantic Ave., Brooklyn, N. Y. "Insulator."
Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y.
Mogador Insulator Co., The, Mogadore, Ohio.
Super-Ball Antenna Co., Inc., Green Bay, Wis.
Swan-Havershie, Inc., Trenton, N. J. "SW-H.
Trent Porcelain Co., The, Railroad St. East Liverpool, Ohio.
Waterbury Burton Co., Waterbury, Conn.
Wheaton, T. C., Co., Millville, N. J.

JACKS

Cord Tip

Branson Chas. A., Inc., Buffalo, N. Y. "Branson."
Carter Radio Co., 300 So Racine Ave., Chicago, Ill. "Imp."
Consolidated Instrument Co. of America, Inc., 41 East 42d St., New York City. "Clio."
Frost, Herbert H., Inc., 150 N. LaSalle St., Chicago, Ill. "Frost."
Geertz, August, & Co., Inc., 270-276 Morris Ave., Newark, N. J.
"Cyron."
Martin-Coopland Co., Providence, R. I. "Marco.
Mohawk Corp., of Illinois, 2222 Diversery Blvd., Chicago, Ill.
Teleferic Engineering Corp., 184-90 Broom St., New York, N. Y.
Yaxley Mfg. Co., 9 5 Clinton St., Chicago, Ill. "Yaxley."

Say you saw it in Radio Merchandising
JACKS

Plug Type
 Ajax Electric Spec. Co., 1926
 Chestnut St., St. Louis, Mo.
 Ajax
 American Elec. Co., State and
 64th Sts., Chicago, Ill.
 American Spec. Co., The, 155-157
  Holland Ave., Bridgeport, Conn.
 Beacon Radio Mfg. Co., 323 Berry
  St., Brooklyn, N. Y.
 Bunnell, J. H. & Co., 32 Park
  Place, New York. "Bunnell
  Standard"
 Burton Rogers Co., 26 Brighton
  Ave., Boston, Mass.
 Carter Radio Co., 300 S. Racine
  Ave., Chicago, Ill. "Hold-Tite
  Short"
 Drau, James, & Sons, 150 Chestnut
  St., Providence, R. I.
 Electrad, Inc., 428 Broadway, New
  York. "Electrad"
 Electrical Prod. Mfg. Co., 69
  Sprague St., Providence, R. I.
  "Dymac"
 Federal Radio Corp., 1738 Elmwood
  Ave., Buffalo, N. Y. "Federal"
 Federated Mfrs. Corp., 905 Mission
  St., San Francisco, Calif. "Fed-
  eral"
 Frost, Herbert H., Inc., 160 N.
  Park Salle St., Chicago, Ill.
 "Frost"
 General Radio Co., 30 State St.,
  Cambridge, Mass. "General Radio"
 Hart & Hegman Mfg. Co., The,
  342 Capitol Ave., Hartford, Conn.
 "H & H"
 Kellogg Switchboard & Supply Co.,
  106 W. Adams St., Chicago, Ill.
 "Kellogg"
 "Leigh Duo-Stage"
 Martin-Copeland Co., Providence,
  R. I. "Mareo"
 Mazda Radio Mfg. Co., The, 3405
  Perkins Ave., Cleveland, Ohio.
 Millimeter Machine Works, Inc.,
  546 W. 22d St., New York City.
 Mohawk Corp. of Illinois, 2222
  Diversey Blvd., Chicago, Ill.
 Pacent Electric Co., 917th Ave.,
  New York, N. Y. "Pacent"
 Pilot Electric Mfg. Co., 323 Berry
  St., Brooklyn, N. Y.
 Precision Coil Co., 209 Centre St.,
  New York. "Precision"
 Premier Electric Co., Grace and
  Ravenswood Ave., Chicago, Ill.
 "Premier"
 Saturn Mfg. & Sales Co., The, Inc.,
  48 Beech St., New York
 "Saturn Perfect"
 Teledrase Engineering Corp., 434-36
  Troome St., New York.
 Yaxley Mfg. Co., 9 S. Clinton
  St., Chicago, Ill. "Yaxley."

JACKS

Wall Receptacle
 Arrow Electric Co., Hartford,
  Conn.
 Carter Radio Co., 300 S. Racine
  Ave., Chicago, Ill.

Dosch-o-phone Radio Co., The,
  Maysville, Mo.
 Federated Mfrs. Corp., 905 Mission
  St., San Francisco, Calif. "Fed-
  eralon"
 Hart & Hegman Mfg. Co., The,
  342 Capitol Ave., Hartford, Conn.
 "H & H"
 Yaxley Mfg. Co., 9 S. Clinton
  St., Chicago, Ill. "Yaxley."

KEYS

Transmitting
 Bunnell, J. H. & Co., 32 Park
  Place, New York. "Gold Bug"
 Liberty Electric Corp., Stamford,
  Conn.
 Manhattan Electrical Supply Co.,
  Inc., 125 Church St., New York,
 "Manhattan"
 Signal Electric Mfg. Co., Menomine,
  Mich. "Signal"

KNOBS

Avelus Consolidated, Inc., 161
  Grand St., New York.
 American Hard Rubber Co., 11
  Mercer St., New York, N. Y.
 American Insulator Corp., New
  Providence, Pa.
 Compo-Site, Inc., 215 Astor St,
  Newark, N. J.
 Delur Products Co., 129 Lafayette
  St., New York.
 Cly H. J. Mfg. Co., The, 4178
 Federal Porcelain Co., The, Carey
  O. Federal Radio Corp., 1738 Elmwood
  Ave., Buffalo, N. Y. "Federal"
 Federated Mfrs. Corp., 905 Mission
  St., San Francisco, Calif. "Fed-
  eral"
 Findlay Electric Porcelain Co.,
  The, Findlay, Ohio.
 General Insulator Co., 1024 Atlantic
  Ave., Brooklyn, N. Y. "Gen-
  eral Radiator"
 Grammes, L. F., & Sons, Inc.,
  Allentown, Pa.
 Hoosick Falls Radio Parts Mfg.
  Co., Inc., Hoosick Falls, N. Y.
 Kurz Kasch Co., Dayton, Ohio.
 Martin-Copeland Co., Providence,
  R. I. "Mareo"
 Mogador Mfg. Co., The Mogador,
  Ohio.
 Mydar Radio Co., Newark, N. J.
 "Acuratone"
 Pacent Electric Co., Inc., 917th
  Ave., New York. "Pacent"
 "Premier Electric Co., Grace and
  Ravenswood Ave., Chicago, Ill.
 "Premier Micrometer."

Say you saw it in Radio Merchandising
Trenle Porcelain Co., The, Railroad St., East Liverpool, Ohio, Waterbury Burton Co., Waterbury, Conn.

Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill., "Yaxley."

**LEAD-INS**

Insulated


Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Brach, L. S., Mfg. Co., 127-129 Sussex Ave., Newark, N. J.


Electrad, Inc., 428 Broadway, New York, "Electrad."

Findlay Electric Porcelain Co., The, Findlay, Ohio.

Floron, M. M., & Son, Inc., 113 No. Broad St., Trenton, N. J.

Frost, Herbert H., Inc., 160 No. La Salle St., Chicago, Ill., "Musselman."


Indiana Rubber & Insulated Wire Co., The, Jonesboro, Ind.

M. & M. Co., The, 509 Prospect Ave., Cleveland, Ohio, "M&M."

Muter, Leslie E. Co., 76th and Greenwood Ave., Chicago, Ill.

Swan-Haverstick, Inc., Trenton, N. J., "S-H."

Triangle Conduit Co., Inc., Dry Harbor Rd. & Cooper Ave., Brooklyn, N. Y., "Triangle."


**LIGHTNING ARRESTERS**


Brantum, Chas. A., Inc., Buffalo, N. Y., "Brantum Vacuum Type."

Cople F. Mfg. Co., 720 Monmouth St., Trenton, N. J., "Little Joe."

Delmar Products Co., 199 Lafayette St., New York, Inc., "Electrad."

Electric, Inc., 426 Broadway, New York, "Electrad."


Flotron, M. M., & Son, 113 N. Broad St., Trenton, N. J.


Frost, Herbert H., Inc., 160 N. La Salle St., Chicago, Ill., "Frost."

Gray Products, Inc., Pongkeepsie, N. Y., "Gray Type 101."


Hunchford Brass & Copper Co., U. T., 89 Lafayette St., New York, "Sensory."


Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y. "Micamold."

Mogadore Insulator Co., Mogadore, Ohio.

Mohawk Corp. of Illinois, 2222 Division Blvd., Chicago, Ill.

Muter, Leslie E. Co., 76th & Greenwood Ave., Chicago, Ill., "Muter."

National Electric Specialty Co., The, 314 So. St. Clair St., Toledo, Ohio, "Vac-M."


Swan-Haverstick, Inc., Trenton, N. J., "S-H."

Trenle Porcelain Co., The, Railroad St., East Liverpool, Ohio.


**LOUD SPEAKERS**

Complete


Acme Apparatus Co., 37 Osborn St., Cambridge, Mass.


All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.


Amplion Corp. of America, 280 Madison Ave., New York, "Amplion."


Baldwin, Nathaniel, Inc., 3174 So. 23rd St., Salt Lake City, Utah

Boulette Mfg. Co., 166 Division St., Chelsea, Mass.


Cannon & Miller Co., Inc., Springwater, N. Y., "Cannonball Line."

Clarence Radio Co., The, 2427 Gilbert Ave., Cleveland, Ohio, "Clarence."

Compressed Wood Corp., 345 West Austin Ave., Chicago, Ill.

Say you saw it in Radio Merchandising.
Bosch-o-phone Radio Co., The, 557 Waywood Rd., Mo.

Du Pont Wireless Co., Inc., Arlington, N. J.

Electric Products Mfg. Co., 69 Sprague St., Providence, R. I.

Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.

Empire Electrical Products Co., 132-134 Greene St., New York City

Empire-United Hat Block Co., Inc., 315-317 East 22d St., New York City.


Freed Eisemann Radio Corp., Juniun St. and Liberty Ave., Brooklyn, N. Y.


Kellogg Switchboard & Supply Co., 180 W. Adams St., Chicago, Ill. “Kellogg.”

Kirkman Engineering Corp., 484-90 Broome St., New York.

Lakeside Supply Co., 73 W. Van Buren St., Chicago, Ill.

Magnovox Co., The, 2725 E. 14th St., Oakland, Cal.

Malone-Lemmon Prod., Inc., 130 Waynewood Place, Plainfield, N. J.

Manhattan Electrical Supply Co., Inc., 125 Church St., New York City.


O’Neill Mfg. Co., 1728 Hudson Blvd., West New York, N. J.


Pausin Engineering Co., 727 Freehingsway Ave., Newark, N. J. “Pausin Octacon.”

Piloth Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.


Premier Products Co., 12810 Penobscot Ave., Cleveland, Ohio. “Prima.”

Radio Cabinet Co., Indianapolis, Ind. “Orchestra.”

Radio Mastis Corp. of America, Bay City, Mich.

Radioactive Corp., 53rd St. and 21st Ave., Brooklyn, N. Y. “Silkenvoice.”


Schwarz Electric Co., Adrian, Mich.

Simplex Radio Co., The, Sandusky, Ohio.

Sonette Phonograph Co., Inc., 16 E. 40th St., New York, N. Y.


Splitdorf Electrical Co., 32 High St., Newark, N. J. “Splitdorf.”

Standard Metal Mfg. Co., 237 Chestnut St., Newark, N. J.


Tele-Telephone Engineering Corp., 484-490 Broome St., New York.

Teletone Corp. of America, 449 W. Forty-second St., New York City.


United Radio Corp., 235 Elizabeth Ave., Newark, N. J.


Utah Radio Products Co., 2234 Highland Drive, Salt Lake City, Utah. “Utah.”

Valley Electric Co., 4515 Show Ave., St. Louis, Mo. “Valley.”

White-Rutty Electric Co., 1416-21 N. Western Ave., Chicago, Ill.

Windsor Furniture Co., 1420 Carroll Ave., Chicago, Ill.

Wright, D., Coster, Inc., 1466 Selby Ave., St. Paul, Minn.

LOUD SPEAKERS Units


All-American Radio Co., 4201 Belmont Ave., Chicago, Ill.

American Electric Co., State St. and 64th Sts., Chicago, Ill.

Amplion Corp. of America, 280 Madison Ave., New York.

“Amplion.”

Baldwin, Nathaniel, Inc., 3474 So. 23rd St., Salt Lake City, Utah.
Say you saw it in Radio Merchandising
Weston Electrical Instrument Corp., Newark, N. J. "Weston"

NUTS AND BOLTS
Brass
Atlantic Hilo Corp., 80 Mangum St., Atlanta, Ga.
Central Machinery & Supplies Co., 151 Chambers St., New York.
Goyer Co., The, 41 Bank St., William & SONS, INC., Metropolitan
Hungerford, U. T., Brass & Copper Co., 80 Lafayette St., New York.
Molhawg Corp. of Illinois, 2222 Di
Weber Electric Works, Brooklyn, N. Y. "Thick-

OSCILLATORS
Aero Products, Inc., 1768-72 Wilson Ave., Chicago, III. "Aero."
All-American Radio Corp., 4291 Belmont Ave., Chicago, Ill.
Atlantic Hilo Corp., 80 Mangum St., Atlanta, Ga.
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.

PANEL LIGHTS
Naxon Electrical Lab., 4524-26 Cottage Grove Ave., Chicago, Ill. "Naxon."
Piilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

PANELS
Metal
Bridgeport Brass Co., Bridgeport Conn.
Chesmont Radio Co., 2127 Gilber Ave., Cleveland, Ohio. "Ches-
Crowe Name Plate & Mfg. Co., 1749 Grace St., Chicago, Ill.
Etched Products Corp., Queens Blvd. and Harold Ave., Long Is-
Golden-Leutz, Inc., 6th and Washing-
Metropolitan Elec. Mfg. Co., Blvd. at 14th St., Long Island City, N. Y. "Metropolitan."

Spilldorff Electrical Co., 352 High St., Newark, N. J. "Spill-

PANELS
Bakelite, Hard Rubber or Composition
Bakelite Corp., 215 Park Ave., New York, N. Y.
Continental Fibre Co., The, Newark, Del.
Dunlop Viscoloid Co., Inc., Arlington, N. J.
Federated Mfrs. Corp., 350 Mission St., San Francisco, Cal. "Fed-
Fibre Insulation Co., Valparaiso, Ind. "Fibroc."
Forest City Rubber Co., The, 1275 Ontario St., Cleveland, Ohio.
General Insulate Co., 1024 Atlantic Ave., Brooklyn, N. Y.
National Vulcanized Fibre Co., Bridgeport, Conn.
Fausin Engineering Co., 727 Federal Ave., Newark, N. J. "Fas-
Reynolds Spring Co., Jackson, Mich.
Vulcanized Rubber Co., Inc., The, 251 1st Ave., New York City.

WEBER ELECTRIC WORKS, BROOKLYN, NY.

PLUGS
Phone
Ajax Electric Spec. Co., 1926 Chestnut St., St. Louis, Mo.
"Ajax."
Barklew Elec. Mfg. Co., Middle-
Leacon Radio Mfg. Co., 323 Berry Ave., Brooklyn, N. Y.
Branch, L. S. Mfg. Co., 127-129 Sussex Ave., Newark, N. J.
Carter Radio Co., 300 So. Racine Ave., Chicago, Ill. "One-Way Flat."
Central Radio Lab., 16 Keefe Ave., Milwaukee, Wis. "Centralab Modu-
Camo-Site Inc., 215 Asler St., Newark, N. J.
Consolidated Inst. Co. of America, Inc., 41 East 42nd St., New York, N. Y. "Camo."
Duch Products Co., 199 Lafayette St., New York.
Drau, James & Sons, 150 Chestnut St., Providence, R. I.

Say you saw it in Radio Merchandising
POTENTIOMETERS

Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Bremer-Tuley Mfg. Co., 520 S. Canal St., Chicago, Ill. "B-T."
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
"Imp."
Central Radio Labs, 16 Kewe Ave., Milwaukee, Wis. "Centralab."
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."
Federated Mfrs. Corp., 905 Mission St., San Francisco, Calif. "Fedro-
Hoechst Falls Radio Parts Mfg. Co., Inc., Hoechst Falls, N. Y.
Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill. "Howard."
"Klems."
"Kurf."
Kurz Kasch Co., Dayton, Ohio. "Aristocrat."
Martin-Copeland Co., Providence, R. I. "Macle.""Mohawk Corp. of Illinois, 2222 Di-
Muter, Leslie F. Co., 76th and Greenwood Ave., Chicago, Ill. "Muter."
"Premier Electric Co., 323 Berry St., Brooklyn, N. Y. "Premier."
Sipldorf Electric Co., 302 High St., Newark, N. J. "Sipldorf."
Waterbury Burton Co. Waterbury, Conn. "Premier."
Western Electrical Instrument Corp., Newark, N. J. "Weston."
Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."
YAXLEY

PLUGS

Battery Cable

Jones, Howard R., 618 S. Canal St., Chicago, Ill. "Jones Multi- plug."
Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."
Teleradio Engineering Corp., 484-90 Broome St., New York, N. Y.

Victoreen Radio, Inc., Cleveland, Ohio. "Victoreen."


Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

**REACTIVATORS**

Tube

Federated Mfrs. Corp., 906 Mission St., San Francisco, Cal. "Federat-


M & M Co., The, 500 Prospect Ave., Cleveland, Ohio. "M&M."

**RESISTANCE MOUNTINGS**


Atlantic Hilco Corp., 50 Mangum St., Atlanta, Ga.

Cardwell, Allen D., Mfg. Corp., 51 Prospect St., Brooklyn, N. Y. "Cardwell."


**RESISTANCE FILAMENT**

Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Brad-

Amsco Products, Inc., 416 Broome St., New York City. "Filatrol."

Brach Mfg. Co., L. S., 127-129 Sus-

sex Ave, Newark, N. J. "Brach-

Cardwell Mfg. Corp., Allen D., 81 Prospect St., Brooklyn, N. Y. "Cardwell."


Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Federat-

Gorby Co., The, 44 Bank St., William-

Pilot Electric Co., 323 Berry St., Brooklyn, N. Y. "Polymet."

Wagner, A. H., 42 Chambers St., New York City.

**RESISTANCES**

Fixed

Allen Bradley Co., 286 Greenfield Ave., Milwaukee, Wis. "Brad-


Amsco Products, Inc., 416 Broome St., New York. "Metal-

Peacon Radio Mfg. Corp., 323 Berry St., Brooklyn, N. Y. "Peach."

Cardwell Mfg. Corp., Allen D., 81 Prospect St., Brooklyn, N. Y. "Cardwell."

Carter Radio Co., 300 S. Racine Ave., Chicago, Ill.


**MEGGIN**

**RESISTANCE UNITS**

are available for every requirement—

from 1 ohm to ten million, for resistance coupled amplification, filament control.

B Eliminators, etc.

COLE RADIO MFG. CORP.

BLOOMFIELD, N. J.
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<th>RESISTANCES</th>
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<td>Muter Co., Leslie F., 76th and Greenwood Ave., Chicago, Ill.</td>
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<td>Naxon Electrical Lab., 4524-26 Cottage Grove Ave., Chicago, Ill.</td>
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<td>Pacent Electric Co., Inc., 91 7th Ave., New York, N.Y.</td>
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<td>Electrode Electrical Corp., 138 Chatham St., St. Louis, Mo.</td>
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<td>&quot;Kelford.&quot;</td>
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<td>&quot;Mohan.&quot;</td>
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<td>&quot;Pilot.&quot;</td>
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Say you saw it in Radio Merchandising
Radall Co., 50-52 Franklin St., New York, N. Y. "Amperite."
Reynolds Spring Co., Jackson, Mich.
SPLITZOFF Electric Co., 392 High St., Newark, N. J.
Teleair Engineering Corp. 481-90 Broome St., New York, N. Y.
Vicorette Radio, Inc., Cleveland, Ohio. "Vicorette."
Walker Co. The George W. 6528 Carnegie Ave., Cleveland, Ohio. "Vicorette."
Yaxley Mfg. Co., 9 S. Clinton St., Chicago, III. "Yaxley."

SETS

Crystal


Brooklyn Metal Stamping Corp. 718 Atlantic Ave., Brooklyn, N. Y. "Pandora."
Ferguson, J. B., Inc., 225 W. 57th St., New York City. "Ferguson."
Marinette Electric Corp. 1707 Pierce Ave., Marinette, Wis. "Little Tattler."

Towner Radio Mfg. Co., 2620 Victor St., Kansas City, Mo.
United Metal Stamping & Radio Co., 410 E. Pearl St., Cincinnati, Ohio.
Waterbury Burton Co., Waterbury, Conn.

SETS

Kit Form

All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
Amplex Instrument Lab., 88 West Broadway, New York.
Atlantic Hilco Corp., 80 Manguin St., Atlantic, Ga.

Beacon Radio Mfg. Co., 325 Berry St., Brooklyn, N. Y.
Brantoin, Chas., A., Inc., Buffalo, N. Y. "Hetroila."
Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "Nameless."

Cardwell, Allen D., Mfg. Corp., 89 Prospect St., Brooklyn, N. Y. "Cardwell."
Electrical Products Mfg. Co., 66 Sprague St., Providence, R. I. "Dynam-Somerig."
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."

King Buffalo, Inc., 234 Rano St., Buffalo, N. Y. "King."
Mohawk Corp. of Illinois, 2222 E.versyke Blvd., Chicago, Ill.
National Co., Inc., The, 110 Brookline St., Cambridge, Mass.
Hausin Engineering Co., 727 Franklin Ave., Newark, N. J. "Harkness."

SETS

Vacuum Tube

Adroja Co., 11 Front St., New York, N. Y. "Adroja."
All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.

Sell Radio the Year Round

Say you saw it in Radio Merchandising.
This is the market afforded by those sixty million Americans residing in towns of under 5,000 population and on farms.

These sixty million Americans are prosperous, progressive, native born citizens dwelling in communities where high grade entertainment is not available. They are interested in, but unable to receive daily market reports, news of ball games and big sporting events. For them the University Extension course by radio is particularly appealing.

Every radio authority concedes the fruitful field afforded by this rural market.

In cultivating it the use of the home town newspaper gives you four definite, tangible advantages.
in that part of America
S A NECESSITY

FIRST. Its coverage is intensive.
Each worthwhile buyer in towns in which the paper is published and in the surrounding country is a subscriber. Nothing "spotty" about the circulation. The medium blankets the community.

SECOND. It is economical.
The country weekly is usually an eight or ten page publication and a 20 inch ad—lost in the 40 page metropolitan daily or the hundred page magazine—dominates the home town newspaper.

THIRD. It is read from cover to cover.
Its personal columns contain each week the names of hundreds of readers, and that newspaper which frequently prints our names and those of our family and friends receives our careful scrutiny.

FOURTH. It offers the maximum of advertising reader interest.
Your advertising copy is read in the home—the picture of it remains solid and unshaken for a week. It is not lost sight of and forgotten in the daily maze of conflicting claims seen in subway ads, signboards, theatre programs or numerous editions of the daily press.
With but one cut and one order your advertising can appear in two weeks time in 3778 of these home town newspapers throughout America. The sworn circulation is 2,402,039. Send for new catalog.

Paper Union

210 So. Desplaines Street
Chicago, Ill.
Premier Electric Co., Grace and Bavenwood Ave., Chicago, III. "Premier."
Pless Radio Corp., 633 Broadway, New York, N. Y. "Pless."
Prima Products Co., 1281 Penobscot Ave., Cleveland, Ohio. "Primadyne."
Radio Masts Corp. of America, Bay City, Mich.
Radio Products Corp., 2816 N. 28th St., Birmingham, III.
Reichmann Co., 1725 W. Seventy-fourth St., Chicago, III.
"Thorola."
Roth Downs Manufacturing Co., St. Paul, Minn. "Orpheus."
Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J.
Sonora Phonograph Corp., 16 E. 40th St., New York, N. Y.
Splidorf Electric Co., 392 High St., Newark, N. J. "Splidorf."
Telerao Engineering Corp., 484-90 Broome St., New York, N. Y.
Tilman Radio Corp., Lagro, Ind. "Tilman."
Tri City Radio Elec. Co., Davenport, la.
United Metal Stamping & Radio Co., The. 410 E. Pearl St., Cincinnati, Ohio.
Valley Electric Co., 4515 Show Ave., St. Louis, Mo. "Valley-tone."
W. K. Elsche Co., 89 Middle St., Kenosha, Wis. "Oriole."
Waterbury Burton Co., Waterbury, Conn.

Wells Mfg. Co., Fon du Lac, Wis.
Western Coil & Electrical Co., 300 5th St., Racine, Wis. "Radiodyne."
Whittemore Electric Co., 4416-24 N. Western Ave., Chicago, Ill.
Windsor Furniture Corp., 1420 Carroll Ave., Chicago, Ill.
Work Rite Mfg. Co., The. 1812 E. 39th St., Cleveland, 0. "Work-Rite."
Wright De Coster, Inc., 1466 Solby Ave., St. Paul, Minn.

SOCKETS
Vacuum Tube
Aevolus Consolidated, Inc., 341 Grand St., New York.
All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.
Benton Radio Mfg. Co., 823 Barry St., Brooklyn, N. Y.
Bremer-Tully Mfg. Co., 520 S. Canal St., Chicago, Ill. "Si- lent."
Blue Sea Mfg. Co., 338 So. Dearborn St., Chicago, Ill.
Cardwell Mfg. Corp., Allen C., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Circle P. Mfg. Co., 720 Monmouth St., Trenton, N. J. "Circle P."
Cutting Edge Co., 108 W. Main St., Canton, Ohio. "Cutting Edge."
Midland Products Co., 359 Lafayette St., New York, N. Y.
Electric Products Mfg. Co., 69 Spring St., Providence, R. I. "Dymac."
Electronic Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erical."

Say you saw it in Radio Merchandising
Gore & Co., Fred W., 81-85 Mt. Prospect Pl., Newark, N. J.
Hahn & Hegman Mfg. Co., The, 342 Capitol Ave., Hartford, Conn.
“H & H.”
Howard Radio Co., 451-469 E. Ohio St., Chicago, Ill. “Howard.”
Indiana Mfg. & Electric Co., Marion, Ind. “Case.”
Jones Radio Co., 384 Monroe St., Brooklyn, N. Y. “The Harmonic.”
Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. “Kellogg.”
Klosner Radio Co., 1022 E. 178th St., New York City.
Martin-Copeland Co., Providence, R. I. “Marco.”
Mohawk Corp. of Illinois, 22 Diversey Blvd., Chicago, Ill.
Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Reid & Co., 225 W. 54th St., Chicago, Ill. “Thorolan.”
Reynolds Spring Co., Jackson, Mich.
Splidorf Electrical Co., 322 High St., Newark, N. J. “Splidorf.”
Walmart Electric Mfg. Co., 206 So Green St., Chicago, Ill.
Waterbury Burton Co., Waterbury, Conn.
Work-Rite Mfg. Co., The, 1812 E. 26th St., Cleveland, Ohio “Work-Rite.”

SOLDER
Bogert Mfg. Co., 2500 Western Ave., Chicago, Ill.
Chapman Machine Co., Terryville, Conn.
Compo-Site Inc., 215 Astor St., Newark, N. J.

Hungerford, U. T., Brass & Copper Co., 80 Lafayette St., New York, N. Y. “Star Brand.”

STATIC REDUCERS
Naxon Electrical Lab., 4524-26 Cottage Grove Ave., Chicago, Ill. “Naxon.”
Steinlite Lab., Atchison, Kan. “Steinite.”

SWITCHES
Panel Battery
Beacon Radio Mfg. Co., 323 Berry St., Brooklyn, N. Y.
Brooklyn Metal Stamping Corp., 718 Atlantic Ave., Brooklyn, N. Y. “BMS.”
Circh. F. Mfg. Co., 720 Monmouth St., Trenton, N. J. “Circle F.”
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill.
Forst, Inc., Herbert H., 150 N. LaSalle St., Chicago, Ill. “Prost.”
Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill. “Kellogg.”
Martin-Copeland Co., Providence, R. I. “Mazda.”
Mogadore Insulator Co., The, Mogadore, Ohio.

Say you saw it in Radio Merchandising.


Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y.


Reliable Parts Mfg. Co., Cleveland, O.

Saturn Mfg. & Sales Co., Inc., The, 48 Beckman St., New York "Saturn Perfect."

Teleradio Engineering Corp., 484-90 Broome St., New York, N. Y.

Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

SWITCHES

Radio Single and Multiple

Carter Radio Co., 300 So. Racine Ave., Chicago, Ill.

Cooper Corps of America, 25 Waverly Place, New York, N. Y.


Martin-Copeland Co., Providence, R. I. "Marco."


Mogadore Insulator Co., The, Mogadore, Ohio.


Reliable Parts Mfg. Co., Cleveland, O.


Yaxley Mfg. Co., 9 S. Clinton St., Chicago, Ill. "Yaxley."

Yaxley Automatic Eliminator Switch

For Controlling "B" Eliminator and Trickle Charger

WRITE FOR DESCRIPTIVE FOLDER

SWITCHBOARDS

Radio

Dosch-o-phone Radio Co., The, Maysville, Mo.

SWITCHES

Knife


Circle F., Mfg. Co., 720 Monmouth St., Trenton, N. J. "Circle F."


Martin-Copeland Co., Providence, R. I. "Marco."

Mogadore, The, Insulator Co., Mogadore, Ohio.

Mohawk Corp. of Illinois, 2222 Diversey Blvd., Chicago, Ill.

Muter, Leslie F., 76th and Greenwood Ave., Chicago, Ill. "Muter."

Swan-Hyveerstick, Inc., Trenton, N. J. "S-H."


TABLES

Radio


Crescent Chair Co., Plymouth, Wis.

Empire-United Hat Block Co., Inc., 319-214 East 22nd St., New York, N. Y.

Freed Eisemann Radio Corp., Junius St. and Liberty Ave., Brooklyn N. Y.


"Golden-Leutz."

Hallock & Watson Radio Corp., 192 Park St., Portland, Ore.

International Equipment Co., 1326 Chestnut Ave., Kansas City, Mo.


Kellogg Switchboard & Supply Co., 1066 W. Adams St., Chicago, Ill.

"Kellogg."

Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."

Steinbacher, Abraham, Kank."Steinite."

Stewart-Warner Speedometer Corp., 1826 Diversey Pkwy., Chicago, Ill.

Udell Works, The, 28th St. at Barnes Ave., Indianapolis, Ind. "Udell."

Union Tool Chest Co., 19 Hand St, Rochester, N. Y.

Valley Electric Co., 4515 Show Ave., St. Louis, Mo.

Watsonstown Table & Furniture Co., Watsontown, Pa.

Wright De Coster, Inc., 1488 Selby Ave., St. Paul, Minn.

TAPE

Insulating

Hope Webbing Co., Providence, R. I. "Hope."

Mica Insulator Co., 68 Church St., New York, N. Y. "Mica-Vevey."

United States Rubber Co., 1790 Broadway, New York, N. Y.


Say you saw It in Radio Merchandising
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. CO.
2819 PROSPECT AVE.
CLEVELAND, OHIO

THE RELIABLE PARTS MFG. CO.
2819 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

Say you saw it in Radio Merchandising
TRANSFORMERS

Audio Frequency

Aiken Mfg. Co., 52 Willow St., Springfield, Mass. "Na-Ald Trum-
Amirk Electric Co., Fort Wayne, Ind. "King Cello."
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y. "Cardwell."
Douglas & Sons, 150 Chestnut St., Providence, R. I. "Douglas."
Electrical Products Mfg. Co., 12 Sprague St., Providence, R. I. "Dymac."
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erka."
Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Feder-
drian."
General Radio Co., 30 State St., Cambridge, Mass. "General Ra-
Halldorson Co. The, 7445 N. Western Ave., Chicago, Ill. "Halldorson."
Hart & Hegman Mfg. The, 342 Capitol Ave., Hartford, Conn. "H & H."
Indiana Mfg. & Electric Co., Marion Ind. "Curton."
Kellogg Switchboard & Supply Co., 100 W. Adams St., Chicago, Ill. "Kellogg."
Liberty Transformer Co. 123 N. Sangamo St., Chicago, Ill. "Liberty."
Martin-Copeland Co., Providence. "M. M. M."
National Radio Co., Forest Lake, Minn. "Mullerradio."
New York Coil Co., 338 Pearl St., New York City. "New York Coil."
Okay Radio Corp., 90-2 W. National Ave., Brazil, Ind. "Okay."
Pacent Electric Co., Inc., 90-7th Ave., New York, N. Y. "Pacen-
Reichmann Co., 1725 W. 74th St., Chicago, Ill. "Thorola."
Samson Electric Co., Canton, Mass. Shore Electric Co., Inc., 64 Uni-
Splitdorf Electrical Co., 392 High St., Newark, N. J. "Splitdorf."
Vicoreen Radio, Inc., Cleveland, Ohio. "Vicoreen."
Waterbury Burton Co., Waterbury, Conn. "Century."
White Beauty Electric Co., 4416-21 N. Western Ave., Chicago, Ill.

TRANSFORMERS

Iron Core Radio Frequency

All-American Radio Corp., 3901 Belmont Ave., Chicago, Ill.
Cardwell, Allen D., Mfg. Corp., 31 Prospect St., Brooklyn, N. Y. "Federal."
Federated Mfrs. Corp., 905 Mission St., San Francisco, Cal. "Fed-
drian."
Halldorson Co., The, 7445 N. Western Ave., Chicago, Ill. "Halldorson."

TRANSFORMERS

Intermediate Frequency

Atlantic Hilo Electric Corp., 50 Mangum St., Atlanta, Ga. "Atlantic Hilo."
Brooklyn Metal Stamping Corp., 716 Atlantic Ave., Brooklyn N. Y. "Tri-Coil Special."

Say you saw it in Radio Merchandising.
TRANSFORMERS

Power


TRANSFORMERS

Radio Frequency


Say you saw it in Radio Merchandising
Modern Electric Mfg. Co., The, 312 Mulberry St., Toledo, Ohio.
Muter, Leslie E., Co., 57th and Greenwood Ave., Chicago, Ill. "Muter."

National Co., Inc., 110 Brookline St., Cambridge, Mass.
National Radio Co., Forest Lake, Minn. "Millerradio."
New York Coil Co., 338 Pearl St., New York City.

Premier Electric Co., Grace and Ravenna Ave., Chicago, Ill. "Radiotron."
Reichmann Co., 1725 W. 74th St., Chicago, Ill. "Thorula."
Shore Electric Co., Inc., 64 University Pl., New York City.
Victoreen Radio, Inc., Cleveland, Ohio. "Victoreen."

TUBES

Rectifier

C. E. Mfg. Co., Providence, R. I. "CeCo."

Continental Fibre Co., The, Newark, Del.

Forest Electric Co., 272 New St., Newark, N. J. "Unitron."

Raytheon Mfg. Co., 292 Main St., Cambridge, Mass. "Raytheon."
United Radio & Electric Corp., 418-26 Central Ave., Newark, N. J. "Ureco."

Unitron Electric Co., 272 New St., Newark, N. J. "Unitron."

TUBES Vacuum

C. E. Mfg. Co., Providence, R. I. "CeCo."

Connecway Electric Lab., Magnatron Bldg., Hoboken, N. J. "Magnatron."
Daven Radio Corp., 158 Summit St., Newark, N. J. "Mu-20 Mu-6."
De Forest Radio Co., Central Ave. and Franklin St., Jersey City, N. J.
Electrical Research Lab., 2500 Cottage Grove Ave., Chicago, Ill. "Erla."

Empire Electrical Products Co., 132-134 Greene St., New York City.

Hytron Corp., 19 Oakland St., Salem, Mass. "Hytron."

Ken-Rad Corp., The, Owensboro, Ky.

Magnavox Co., The, 2725 E. 14th St., Oakland, Calif.
Myers Radio Tube Corp., 1990 East 40th St., Cleveland, Ohio. "Myers."
Northern Mfg. Co., 351 Ogden St., Newark, N. J. "Marathon."

― Ousell, Because They Excel" ALL TYPES Including NEW DETECTOR (EX-200) HIGH MU and Power Amplifier

Dealers and Jobbers Write for Prices and Folder "A"

Empire Electrical Products Co.
Laboratories and Factory, Kearny, N. J. Sales Office, 132-134 Greene St., New York Also Mfrs. of EMPIRE Cone and Loud Speakers

Say you saw it in Radio Merchandising
A tube used in the Ultra Heterodyne receiver. This tube is a new type of tuning component, designed to meet the exact requirements of the Neutrodyn and new Radio Frequency circuits of the finely balanced type.

TUBING

Spaghetti


VOLTMETERS

VOLT-AMMETERS

Cardwell, Allen B., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.


WIRE
Bell
American Brass Co., The, 411 Meadow St., Waterbury, Conn.
American Steel & Wire Co., 208 La Salle St., Chicago, Ill. "American Common.
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Holyoke Co., The, 621 Broadway, New York.
Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.

WIRE
Copper Antenna
Acme Wire Co., The, New Haven, Conn. "Acme Stranded."
American Brass Co., The, 411 Meadow St., Waterbury, Conn.
American Steel & Wire Co., 208 La Salle St., Chicago, Ill. "American."
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Empire Electric Co., Fort Wayne, Ind. "King Cole."
Atlantic Insulated Wire & Cable Co., Rome, N. Y.
Belden Mfg. Co., The, Middletown, O.
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.

Holyoke Co., The, 621 Broadway, New York.
Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.

WIRE
Enamelled Copper Antenna

American Steel & Wire Co., 208 La Salle St., Chicago, Ill. "American."
Atlantic Insulated Wire & Cable Co., Rome, N. Y.
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.

WIRE
Bus Bar
American Brass Co., The, 411 Meadow St., Waterbury, Conn.
American Steel & Wire Co., 208 La Salle St., Chicago, Ill. "American."
Anylite Electric Co., Fort Wayne, Ind. "King Cole."
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Hungerford, H. T. Brass and Copper Co., 80 Lafayette St., New York, N. Y. "Star Brand."
Irvington Varnish & Insulator Co., Irvington, N. J.
Jones, Howard B., 618 S. Canal St., Chicago, Ill. "Jones Wax Wire."

WIRE
Rubber Covered
American Steel & Wire Co., 208 S. La Salle St., Chicago, III "American & American."
Atlantic Insulated Wire & Cable Co., Rome, N. Y.
Belden Mfg. Co., 2300 Western Ave., Chicago, Ill.
Bishop Wire & Cable Corp., 420 E. 25th St., New York.
Davis Jones Insulated Wire Co., Pawtucket, R. I.
Diamond Braiding Mills, Chicago, Ill.

Holyoke Co., The, Inc., 621 Broadway, New York.

Indiana Rubber & Insulated Wire Co., The, Jonesboro, Ind.
Marion Ins. Wire & Rubber Co., Marion, Ind.
Providence Insulated Wire Co., 58 Waldo St., Providence, R. I.
Triangle Conduct Co., Inc., Dry Harbor Road and Copper Ave., Brooklyn, N. Y. "Triangle."
Tubular Woven Fabric Co., Pawtucket, R. I. "Tubular."

Say you saw it in Radio Merchandising.
Section 2

An Alphabetical List of Manufacturers With Their Locations and Executive Personnel

-A-

ACME ELECTRICAL MFG. CO., Dayton, Ohio. Factory same; Sales same; Branches—Boston, Chicago, St. Louis, Dallas, Denver, Seattle and San Francisco. Pres. and Gen'l Mgr., C. H. Bosler; Chief Eng., R. S. Copp; Sales Mgr., B. K. Bosler; Adv. Mgr., R. L. Sides. Products—Sets and Accessories.


ADVANCE BATTERY CORP., 59 Pearl St., Brooklyn, N. Y. Factory same; Sales same; Branches—Boston, Washington, D. C., San Francisco, New York, St. Louis, Philadelphia, and Adv. Mgr., Albert Sadacca; Treasurer and Sales Mgr., Henry Sadacca; Secretary, Jack Gelardin. Products—Accessories.


AJAX ELECTRIC SPECIALITY CO., 926 Chestnut St., St. Louis, Mo. Factory same; Sales same; Branches—New York, Chicago, Pittsburgh, Minneapolis, Denver, Dallas, Los Angeles and Portland, Ore. Pres., Gen'l Mgr. and Adv. Mgr., James S. Cuming; Sec. and Sales Mgr., E. E. Bichel. Products—Sets, Parts and Accessories.


ALLEN BRADLEY CO. 286


AMERICAN BATTERY CO., 2053-2055-2057 N. Racine Ave., Chicago, III. Products—Accessories.


ARMSTRONG AND WHITE.
Pittsburgh, Pa.
Products—Accessories.


AUDIOLA RADIO CO., 430 S. Green St., Chicago, Ill. Factory and Sales the same. Pres. and Treas. Mortimer Frankel, V. P. Jacob Logan Fox; Sec., H. E. Anderson; Sales and Adv. Mgrs. the same. Products—Parts and Sets.

B—


BELDEN MFG. CO., 2300 S. Western Ave., Chicago, Ill. Factory same. Sales same. Branches 1066 S. 33rd St. and S. 33rd St., Chicago, III.; Newark, N. J. Pres. and Treas. J. C. Belden; Gen'l Mgr. and Vice Pres., H. V. Coes; Vice Pres., N. B. Parsons; Sec., H. E. Wilkins; Sales Mgrs., C. B. Finch; Adv. Mgrs., Paul Date. Products—Parts and Accessories.


Say you saw it in Radio Merchandising


BLUE SEAL MFG. CO., 538 So. Dearborn St., Chicago, Ill. Products—Sets.

BODINE ELECTRIC CO., 2254 West Ohio St., Chicago, Ill. Factory same. Sales same. Branches New York, Boston, Philadelphia, Atlanta, Cleveland, Detroit, Minneapolis, Denver, St. Louis and San Francisco. Pres., C. O. Bodine; Vice Pres., R. J. Bodine; Sales Mgr., E. L. Hill. Products—Parts and Accessories.


BOUDETTE MANUFACTURING CO., 116 Division St., Chicago. Sales and Sales Eng., Park Place, N. Y. City. Sales Mgr., E. I. Pratt. Products—Sets, Parts and Accessories.


BRIGHT STAR BATTERY CO., 15th St. and Riverhead, Hoboken, N. J. Factory same, Sales same. Branches—530 So. Green St., Chicago, Ill.


BURTON ROGERS CO., 26 Brighton Ave., Boston, Mass. Factory,
CARTER RADIO CO., 300 South Racine Ave., Chicago, Ill. Factory same, Sales same, Domestic Branches—New York City, Boston, Philadel phia, Baltimore, Atlanta, Buffalo, Cincinnati, Dallas, Pittsburgh, Detroit, Minneapolis, St. Louis, Denver, Salt Lake City, Portland, Ore.; Seattle, Los Angeles, San Francisco; Fore—In Branches—Toronto, Buenos Aires, Argentina, Havana, Cuba; Tokio, Kobe, Japan; Rio Janeiro, Brazil; Copenhagen, Denmark; Christchurch, New Zealand, Sydney, Melbourne, Australia. A. J. Carter, Pres.; Theodore Sheldon, Vice Pres. and Sales and Adv. Mgr.; Henry A. Gardiner, Secretary; H. P. Evett, Sales Mgr., and 15th St., Chicago, Ill.

Say you saw it in Radio Merchandising
Say you saw it in Radio Merchandising
iza Schur, Vice Pres.; Arthur M. Treas., and Sales Mgr.
Products—Parts and Accessories.

ELECTRICAL SERVICE SUPPLIES
CO., 17th and Cambria Sts., Phila-
DELAWARE, Pa. Factories—same.
Sales—same. Branches—Pitts-
burgh, New York, Chicago, Bos-
ton, Scranton, Detroit, Charles-J.
Mayer, Pres.; A. H. England,
Vice Pres. and Treas.; W. H. Por-
ter and H. G. Lewis, Vice Presi-
idents; Max A. Berg, Sec.; Edwin B. Ross, Asst. Treas.
Products—Accessories.

ELECTRIC SPECIALTY COM-
pany, Stamford, Conn. Factory—
same. Sales—same.
—Freethree and Baker, Sts., At-
tlanta, Ga., 100 Ashford St., Bos-
ton, Mass.; Marquette Bldg., Chi-
icago, III.; 1142 Sycamore St.,
Cincinnati, O.; Chester Ave. and
24th St., Cleveland, O.; 1420-24
Wazee St., Denver, Colo.; 5740
Cass Ave. Detroit, Mich.; 129
Boylston River, Kansas City, Mo.
3 N. 15th St., Minneapolis, Minn.
23-31 W. 43d St., New York, N.
Y.; 671-73 N. Broad St., Phila-
delphia, Pa.; Union Trust Bldg.,
Pittsburgh, Pa.; 663 Plymouth
Ave., S Rochester, N. Y.; 1965
S. Vandeventer Ave., St. Louis,
Mo.; 6150 Third St., San Francis-
city, Calif.; 1041 Railroad Ave., S.
Seattle, Wash.; 1823-33 "L" St.,
N. W. Washington, D. C. Her-
bert Lloyd, Pres.; Gen. Mgr.
Kenneth B. Schley, Vice Pres.;
John R. Williams, Vice Pres.
Bruce Ford, Vice Pres.; H. B.
Gay, Vice Pres.—Sales Mgr.;
Frank T. Kalas, Mgr. Radio
Sales; Alfred E. Kreitzburg,
Products—Accessories.

ELECTRICAL PRODUCTS MFG.
CO., 69 Sprague St., Providence,
R. I. Factory—same. Sales—same.
Frank E. Devon, Harry A.
McAvoy, Treas.—Sales Mgr.; Wil-
Products—Sets, Parts and Acces-
sories.

ELECTRICAL RESEARCH LAB-
ORATORIES, 2300 Cottage Grove
Ave., Chicago, III. Factory—
Paul F. W. meldman, Vice Pres.;
T. E. Devlin, Sales Mgr.; J. E.
Quinn, Adv. Mgr.

ELECTRONIC RADIO CORP., 67-69 N.
State St., Elgin, Ill. Factory—
same. Sales—same.
Products—Parts.

ELKON WORKS, INC., 515 Greg-
ory Ave., Weehawken, N. J. Fac-
tory—same. Branches—Cleveland,
Philadelphia, Detroit, Atlanta,
Kansas City, Minneapolis, San
Francisco, P. R. Mahoney, Pres.
G. N. Sieger, Vice Pres.—Gen.
Mgr.; G. F. Yessler, Director.
G. N. Sieger, Sales Mgr.; Shaw
Newton, Adv. Agent.
Products—Accessories.

EMPIRE ELECTRIC MFG. CO.,
25 Juneau Ave., Milwaukee Wis.
Factory, Beaver Dam, Wis. Sales—
same as offices. J. H. Guelder,
Pres.; J. W. Deninger, Vice Pres.
C. E. Wollenschlager, Sec.; M. A.
Jacobs, Treas.
Products—Sets and Accessories.

EMPIRE ELECTRICAL PROD-
ULTS CO., 122-124 Greene St.
New York City. J. M. Marks,
Sales Mgr.
Products—Accessories.

EMPIRE-UNITED HAT BLOCK
CO., INC., 312-214 E. 22d St.
New York. N. Y. Factory—
same. Sales—same. Harry Glashall,
Pres.; Bernard Primack, Treas.
Sales Mgr. and Adv. Mgr.
Products—Accessories.

EPROM CORPORATION, 114 E.
47th St., New York, N. Y. Factory—
same. Sales—same. Harry Con-
necticut, Conn. Branches—Bos-
ton, Mass.; Minneapolis, Minn.
Los Angeles, Cal.; Ft. Worth
Tex.; F. M. Harrison, Pres.—Sales
Mgr.; A. G. Davenport, Adv.
Mgr.
Products—Accessories.

ETCHEY PRODUCTS CORP.,
Queens Rd. and Harold Ave.,
L. I. City, New York. N. Y. Factory—
same. Sales—same. Branches—
Cleveland, Boston, Albert New-
rogenberg, Pres.—Sales Mgr.; Wal-
ter H. Miller, Vice Pres.; Edward
A. Sper, Adv. Mgr.
Products—Parts and Accessories.

FARRAND MFG. CO., INC., Long
Island City, New York. N. Y.
Factory—same. C. L. Farrand,
Pres.; Gen. H. Riley, Vice Pres.
Sales and Adv. Mgr.; J. A. Dunn,
Sec. and Treas.
Products—Accessories.

FEDERAL BRANDS, INC., New
York, N. Y., and San Francisco.
Cat. Factory, 290 Mt. Pleasant
Ave., Newark, N. J.; Sales, 175
Woodworth Bldg., New York, N.
Y.; Branches—Newark, Boston,
Washington, Chicago, San Fran-
cisco, Seattle. Sales Mgr.;
Products—Sets and Accessories.

FEDERAL PORCELAIN CO.,
THE, Carey, Ohio. Factory—
same. Sales—same. Products—
Porcelain Accessories and Parts.

FEDERAL RADIO CORP., 1738
Elmwood Ave., Buffalo, N. Y.
Factory—same. Sales—same. W.
W. Densmore, Pres.; L. E. Noble,
Vice Pres., General and Sales
Manager; Hugh Taylor, Treas.;

Say you saw it in Radio Merchandising.
Say you saw it in Radio Merchandising
J. Gearhart, Pres.; Edward A. Schlueter, Vice Pres.; Lura A. Kelley, Sec. and Treas.

Products—Sets and Parts.

GENERAL INSULATE CO., 1021 Atlantic Ave., Brooklyn, N. Y. Sales, Chicago, III.; Branch—268 S. Green St., Chicago; Jos. Rockefeller, Pres.; H. Branden, Vice Pres.; A. W. Wolber, Treas.; V. C. Rockefeller, Sec., Mgr. and Sales Mgr.

Products—Accessories and Parts.

GENERAL LEAD BATTERIES CO., 6 Lister St., Newark, N. J. Factory same. Sales same: Branches—123 W. 56th St., New York, N. Y.; Products—Parts.


Products—Parts.


Products—Parts, Accessories.


Products—Parts.


Products—Parts.

HANSCOM RADIO DEVICES, Woonsocket, R. I. Products—Sets and Parts.

HARDSOEG MFG. CO., Ottumwa, lowa. Factory same. Sales same. Branches—Evansville, Ind.; Pittsburgh, Kan; Martin Hardsoeg, Pres.; Kane Hardsoeg, Vice Pres.; L. C. Hardsoeg, Sec. and Treas.

Products—Accessories.


Products—Parts and Accessories.


Products—Accessories.

HAWKEYE LIGHTNING ROD CO., Dept. 1308, Cedar Rapids, Iowa. Products—Parts.


HOOck FALLS RADIO PARTS MFG. CO., INC., Hoochick Falls, N. Y. Factory same, sales same; Ezra Tiffany, Pres.; Frank H. Burns, Treas. and General Mgr. and Adv. and Sales Mgr.; J. M. Burns, Vice Pres. and Sec. Products—Parts and Accessories.

HOPE WEBBING CO., Providence, R. I. Factory same, Sales same; Branches—New York, Chicago. Products—Accessories.

HOSKINS MFG. CO., 4435 Lawton Ave., Detroit, Mich.; Factory same, Sales same; W. D. Little, Sales Manager; C. S. Kinnison, Advertising Manager. Products—Parts.


HULL & CO., S. W., 2048 E. 79th St., Cleveland, Ohio. Factory same, Sales same. S. W. Hull, E. R. Babcock, Sales Manager. Products—Accessories.


— I —


IMAGINE ELEC. MFG. CO., 50 Columbia St., Newark, N. J. Factory same, Sales same; S. Altenhaus, Sales Mgr. Products—Sets and Parts.


INDIANA MFG. & ELECTRIC CO., Marion, Ind. Factory same, Sales same; Branches—New York City, Fort Worth, Texas, Minneapolis, Seattle, Atlanta, Arthur E. Cross, Pres.; O. P. Hess, Vice Pres.; Robl. Spencer, Jr., Sec. and Treas. Products—Sets and Parts.


INSULATING COMPANY OF AMERICA, INC., 59 Warren St., New York, N. Y. Branches—Chicago, San Francisco, Alex. G.
Products—Accessories.

INTERSTATE ELECTRIC CO., 4339 Duncan Ave., St. Louis, Mo. Factory same, Sales same. Branches—All important cities.
Products—Parts and Accessories.

Products—Parts and Accessories.

Products—Accessories and Parts.

JOHN O. JESSE MFG. CO., Bryan, Ohio.
Products—Accessories.

Products—Accessories and Parts.

JONES RADIO CO., 184 Monroe St., Brooklyn, N. Y. Factory, 1866 West Adams St., Chicago, Ill. Sales same. Branches—New York City.
Products—Sets and Parts.

K.-

K. C. B. ELECTRIC MFG. CO., 14th Ave. and 42nd St., Sacramento, Calif. Factory same, Sales same. R. E. Harris, Pres. and Sales Mgr.; S. Cecchettoni, Sec.; E. L. Chatfield, Mgr.; Kenneth King, Supt.
Products—Accessories.

KARAS ELECTRIC CO., 19 So. LaSalle St., Chicago, Ill. Factory, 4040 N. Rockwell St., Chicago. Ill.; Sales, 19 So. LaSalle St., Chicago, Ill.

Products—Accessories, Parts and Sets.

Products—Parts and Accessories.

Products—Parts.

KOKOMO ELECTRIC CO., Kokomo, Indiana.
Products—Accessories.

Products—Parts.

L.-

LAKE SIDE SUPPLY CO., 73 W. Van Buren St., Chicago, Ill. Factory, Muskegon, Mich. and Chicago, Ill.; Sales, 73 W. Van Buren St., Chicago, Ill.
Products—Sets and Accessories.

Products—Sets and Parts.

L I B E R T Y  B A T T E R Y  2 4 3

L I B E R T Y

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t o r y

S t . L o u i s ,  N e w  Y o r k ,  T o r o n t o .  H .

M .  B r e n n e r ,  P r e s . ;  D .  A l l e n

A r m i t a g e  A v e . ,  C h i c a g o ,

L e n k ,  T r e a s . ,  S a l e s  a n d  A d v .

M g r .

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P r o d u c t s—A c c e s s o r i e s.

P r o d u c t s—A c c e s s o r i e s.
Products—Parts and Accessories.
Products—Parts.

Products—Parts and Accessories.

MICAMOLD RADIO CORP., 1937 Flushing Ave., Brooklyn, N. Y. Products—Sets, Parts and Accessories.

Products—Sets.

Products—Parts and Accessories.

Products—Accessories.

Products—Parts and Accessories.

MOHAWK CORPORATION OF ILLINOIS, 2222 Diversey Blvd., Chicago, Ill. Gustav Franke, President; Louis Franke, Sec. and Treasurer; Otto Frankfurter, Sales Mgr.
Products—Accessories, Parts Sets.


Products—Sets, Parts and Accessories.

Products—Parts and Accessories.

Products—Parts and Accessories.

Products—Parts.

Products—Accessories.

Products—Accessories.

Products—Sets, Parts and Accessories.

Products—Accessories.

Products—Accessories.


Say you saw it in Radio Merchandising
Portland, Oakland, Los Angeles.
Kearney, N. J.; Baltimore, Atlanta.
L. J. Shields, Pres.; G. F.
Castner, Vice Pres.; F. M.
Brown, Sec. and Sales Mgr.; A.
Products—Accessories.

NATIONAL RADIO CO., Forest
Lake, Minn. Branch—St. Paul.
Minn. Joseph C. Miller, Pres.
and Tres.; F. J. Callahan, Sec.
and Sales Mgr.
Products—Accessories, Parts and
Sets.

NATIONAL VULCANIZED FIBRE
Co., Wilmington, Delaware. Fac-
tory same. Sales same.
Products—Parts.

NAXON ELECTRICAL LABORAT-
ORIES, 4524-26 Cottage Grove
Ave., Chicago, Ill. Branches—San
Francisco, Seattle, Denver, Min-
neapolis, New York, Boston.
Philadelphia, Pittsburgh, St.
Louis, Kansas City, Irving Nach-
achson, M. Nachachson, Sales
Mgr.
Products—Parts, Accessories and
Sets.

NELSON TOOL Co., INC., 811 E.
142nd St., New York, N. Y.
Sales same. Factory 142nd St.
and Wales Ave., Brooklyn, N. Y.
J. Knell. Pres.; W. J. Dellig.
Product—Parts.

NEW YORK COIL Co., 338 Pearl
St., New York, N. Y. Sales
same. Factory same and Mont
Clare, Pa.; F. S. Dennis, Pres.
Treas. and Sales Mgr.; L. T.
Rhoades, Vice Pres. and Adv.
Mgr.
Products—Accessories and Parts.

NILES MFG Co., Ypsilante, Mich.
Factory same. Sales same. H.
A. Matthews, Pres. and Gen.
Mgr.; C. E. Shaffmaster, Vice
Treas.; E. D. Hutton, Vice Pre-
President.
Product—Accessories.

NORTHERN MFG Co., 371 Ogden
St., Newark, N. J. N. M. E.
Main, Pres.; E. A. Tracey, Vice
Pres. and Sec.; R. H. Anenberg, Tres.;
C. H. Blauvelt, Sales Mgr.
Products—Accessories.

NORTHEASTERN RADIO MFG.
CO., INC., 1556 E. Taylor St.,
Portland, Ore. Factory same.
Sales same—Chas. L. Austin. 
Pres.; Frank Philipp, Vice
Pres. and Tres.; J. A. Rech.
Sec. and Sales Mgr.
Products—Sets, Parts and Ac-
cessories.

OKAY RADIO CORP., 223 W. Na-
tional Ave., Brazil, Ind. Factory
same. Sales same. Branches—
Chicago, John G. H.
Klingler, Pres. and Tres.; W. P.
Tilley, Vice Pres. Sec. and Sales
Mgr.
Products—Sets, Parts and Ac-
cessories.

O'NEIL MFG. CO., 4738 Hudson
Blvd., W. New York, N. J. Fac-
tory same, Sales same. Branches
—Boston, Buffalo, Chicago, San
Francisco. Raymond L. O'Neil,
Product—Accessories.

OPERADIO CORP., THE, 8 So.
Dearborn St., Chicago, Ill. Sales
same: Factory, 700 E. 40th St.,
Chicago. J. M. Stone, Pres.; W.
E. Rickeltes, Vice Pres., Sec.
and Adv. Mgr.; H. H.
Sadow, Tres.
Products—Sets.

PACENT ELECTRIC CO., INC.,
911th Ave., New York, N. Y.
Factory same. Sales same.
Branches—Boston, Jacksonville,
San Francisco, Chicago, St.
Louis, Cleveland, Philadelphia.
L. G. Pacent, Pres.; J. J. Ryan,
Treas.; R. H. Noden, Sec. and
Adv. Mgr.; R. L. Lewis, Sales
Mgr.
Products—Accessories and Parts.

PARKIN MFG. CO., Grand Ave.
San Rafael, Cal. Factory same,
Sales same. John Parkin, Mgr.

PAL RADIO CORP., INC., 1204 Sum-
mit Ave., Jersey City, N. J.
George W. Wacker, Pres.; Jo-
seph Lupiano, Tres.
Products—Accessories and Parts.

PATTON MAC GUER CO., Provi-
dence, R. I. Factory same.
Sales same. Ralph C. Futton, Pres.;
H. F. Mac Guer, Sec. and
Treas. and Sales Mgr.
Product—Sets.

PAUSI ENGINEERING CO., 722
Feedington Ave., Newark, N. 
Factory same. Sales same.
Branch—122 William St., New
York, N. Y. Hugo R. Pausin,
Pres.; J. L. Nolan, Tres. and
Adv. Mgr.; S. D. Faber, Sales
Mgr.
Product—Accessories, Parts and
Sets.

PERKINS PHONOGRAPH CO.,
831 N. Wood St., Chicago, Ill.
Factory same. Sales same.
Product—Accessories.

PERRINE QUALITY PRODUCTS
CORP., 48 Cunningham St.,
Boston, Mass. Factory same.
Sales same—Lester Perrine,
Pres.; Gen. Mgr. and Sales Mgr.;
M. A. Goldsmith, Asst. Tres.
and Adv. Mgr.
Products—Accessories.

PHANSTIEHL PRODUCTS CO.,
North Chicago, Ill. Products—
Accessories.

PHILADELPHIA STORAGE BATT-
TERY CO., Ontario and "C" Sts.,
Sales same. Branches—Allau,
Boston. Buffalo, Chicago, Cleve-
land, Columbus, Denver, Detroit,
Kansas City, Los Angeles,
Minneapolis, New York, Pitts-
burgh. Portland, San Francisco,
Seattle. St. Louis. Edward Da-
vis, Pres.; James M. Skinner.

Say you saw it in Radio Merchandising.
Say you saw it in Radio Merchandising
RATHBUN MANUFACTURING CO., INC., Jamestown, N. Y. Factory same, Sales same. F. F. Rathbun, Pres.; M. A. Bliss, Sec.; J. H. Prather, Treas.; W. H. Judson, Sales Mgr.

Products—Parts.


Products—Accessories.


Product—Accessories.


Products—Accessories.


Products—Accessories.


Products—Accessories.


Products—Accessories.


Products—Accessories. Parts.


SATURN MANUFACTURING & SALES CO., INC. THE, 18 Beekman St., New York, N. Y. Factory same, Sales same. Phillip Van Wyck, Sales Mgr.; Ed. Bergman, Sec. and Treas.

Products—Parts.

SCLOSS BROS., 801 E. 135th St., New York, N. Y. Factory same, Sales same. Myron J. Schloss, Pres.; Edwin G. Schloss, Sec. and Treas.

Products—Accessories.


Products—Accessories.

SCHWARTZ INSTRUMENT CO., INC., Scranton, Pa. Factory same, Sales same. M. A. Myers, Sales Mgr.

Products—Accessories.


Say you saw it in Radio Merchandising


SICKLES CO., F. W. 130 Union St., Springfield, Mass. Products—Parts.


SLEEPER RADIO & MFG. CORP., 6th and Washington Ave., Long Island City, N. Y. Gordon C. Blake, Pres.; Herbert C. Doyle, Vice President; Edgar A. Smith, Treas.; George O. Castell, Sec. and F. E. Sleeper, Sales Mgr. Products—Sets, Parts.


STANDARD METAL MANUFACTURING CO., Factory, 237 Chestnut St., Newark, N. J. W. A. Lawrence, Pres. and Treas. Products—Accessories and Parts.


BOSTON, DETROIT, LOS ANGELES.
Washington, Fred W. Stein, Guy D. Elwell, Oscar Gets, Sales Mgr.
Products — Parts, Accessories.
Sets.
STEWART BATTERY COMPANY.
125 N. Peoria St., Chicago, Ill.
Sales same, Factory same, Pres.: E. J. Stewart, Pres.; E. S. Fish-
er, Vice Pres.; C. B. Galvin, Vice Pres.; A. L. Hochschild, Sec. and
Treas.; E. E. Kuckenbecker, Sales Mgr.
Products — Accessories.
STEWART-WARNER SPEEDOMETER CORP., 1826 Diversey
Parkway, Chicago, Ill. Branches
—Chicago, New York, Detroit. R.
H. Woodford, Sales Mgr.
Products — Accessories and Sets.
STORAD MANUFACTURING CO.
Detroit Ave. at West 25th St.,
Cleveland, O., Factory, 2105 Su-
perior Viaduct. W. R. Fleming,
Pres.; C. T. Say, Sec.; Fred W.
Say you saw it in Radio Merchandising.
STEWA TE WARTERS SPEEDOM-
ETERS, STORAD MANUFACTURING CO.,
STUART PRODUCTS CORP., 663
W. Washington Blvd., Chicago,
Ill. Factory same, Sales same.
Branches: New York, N. Y., San
Francisco. William Herst,
Pres.; J. C. Friedman, Sales
Products — Accessories.
STURGES MULTIPLE BATTERY
CORP., Jamaica, N. Y. Factory,
same. Sales same. N. D. Sturges,
Pres.; L. Fishman, Vice Pres.
and Sales Mgr.; J. W. Guibord,
Treas. Products — Accessories.
SUN MANUFACTURING CO.
2829-31 Grand Ave., Louisville,
Ky. Factory, 26th and Maple
Sts., Louisville, Ky. Fred A.
Sunderhauf, Pres.; Dr. A. M.
Barnett, Vice Pres.; H. F. De-
manhaust, Sec. and Treas.; F.
A. Sunderhauf, Sales Mgr.
Products — Sets.
SUPER-BALL ANTENNA CO.
Inc., 150 E. Green Bay, Wls. Sales,
Yahr-Lange, Inc., Milwaukee,
Wls. A. L. Cannard, Pres.; B.
E. Colburn, Sec.; R. W. Pancher,
Treas.; B. E. Colburn, Sales Mgr.
Products — Accessories.
SUPERTRON MANUFACTURING
CO INC., 222 Washington St.
Hoboken, N. J. Factory same.
Sales same. Branch: 30 N.
Dearborn St., Chicago, Ill.
J. H. Rosenberg, Pres.; R. H. Herchen-
man, Sec. and Treas.; H. Bobker,
Sales Mgr.
Products — Accessories.
SWAN-HAVERSTICK INC., Trent-
on, N. J. Factory, Trenton,
N. J., Sales, Trenton, N. J.
Branches
—Chicago, Atlanta, St. Louis, Indi-
napolis, Dallas, Boston, C.
E. Swan, Pres.; D. F. Haver-
stick, Vice Pres.; H. H. Cope,
Sec.
Products — Accessories, Parts.
SYLVANIA PRODUCTS CO., Em-
porium, Pa. B. G. Erskine, Pres.;
G. L. Bleshell, Vice Pres.; G. S.
Felt, Sec. and Treas.; W. H.
Hetznecker, Sales Mgr.
Products — Accessories.
TAYLOR INSTRUMENT COMPA-
NIES, Ames St., Rochester, N.
Y. Factory same. Branches
—New York, Chicago, Philadel-
phia, Boston, San Francisco. H.
T. Winn, Pres. and Treas.; J.
Ely, Vice Pres.; H. W. Kimmel,
Sec.; T. M. Stewart, Sales Mgr.
Products — Accessories.
TECSTON RADIO CO., 1270
Broadway, New York, N. Y.
Factory, Newark, N. J. N. Gold-
man, Pres.; Products — Accessories.
TELERADIO ENGINEERING
CORP., 481-490 Broomo St., New
York, N. Y. V. Gaertner, Sales
Mgr.
Products — Accessories, Parts,
Sets.
TELEPHONE CORP. OF AMER-
ICA, 449 West 42d St., New York
City. Factory same. Sales, 10
High St., Boston, Mass. F.
Madden Pres.; L. Lavin, Vice
Pres.; Fred Fear, Treas.; J. L.
Lavin, Sales Mgr.
Products — Accessories.
TESTRITE INSTRUMENT CO.,
108 E. 16th St., New York,
N. Y. J. Bernstein, H. Newirth,
Products — Accessories.
THOMAS CO., W. I., 217 N.
Desphanes St., Chicago, Ill.
W. I. Thomas, Pres.; E. G. Thomas,
Sec.; M. F. Thomas, Treas.
Products — Accessories.
THORDARSON ELECTRIC MAN-
UFACTURING CO., 500 W.
Huron St., Chicago, Ill. Branches
—New York, Boston, Philadelphia,
St. Louis, San Francisco.
C. H. Thordarson, Pres.; G. R.
Blackburn, Sales Mgr.
Products — Accessories, Parts.
TILMAN RADIO MFG. CO., Largo,
Ind. Albert J. Tilman, Pres. and
Treas.; W. S. Tilman, Vice Pres.;
J. H. Tilman, Sec. A. J. Tilman,
Sales Mgr.
Products — Sets.
TIMMONS RADIO PRODUCTS
CORP., 339 E. Tulpehocken St.,
Wister St., Philadelphia, Pa.
Sales, 339 E. Tulpehocken St.,
Philadelphia, Pa. J. S. Timmons,
Pres.
Products — Accessories, Parts.
TIMRETOE MFG. CO., Hoosick
Falls, N. Y. Factory same. Sales
Sanford Bros. 30 W. Walton Pl.
Chicago, Ill. Branches—San
Francisco, Seattle, Chattanooga.
L. Marsh Willey, Gen. Mgr.
Products — Accessories.
TOWNSEND RADIO MFG. CO.,
2620 W. 36th St., Kansas City, Mo.
W. Towner, Mgr.
Products — Parts, Sets.
THE TRENILE PORCELAIN CO.,
Railroad St., East Liverpool, O.
G. A. Trenle, Pres.; H. W. Blake,
Sec. and Treas.; H. D. Brook-
man, Vice Pres.; L. N. McVay, Mgr.; H. W. Blake, Sales Mgr. Products—Accessories, Parts.
UNESCO SALES, INC., Davenport. IA. Products—Sets.

-U-
UNDERWOOD BATTERY CO., 1250 Ontario St., Cleveland, Ohio. Wm. Underwood, Sales Mgr. Products—Accessories.
UNION FABRIC CO., Derby, Conn. A. G. Beach, Sales Mgr. Products—Accessories.
UNITED AMERICAN METALS CORP., foot of Clay St., Brooklyn, N. Y. Branch—Chicago. Products—Accessories.

-V-
VAN HORNE CO., THIS, Franklin, Ohio. Sales, Ralph Breitenzer, 130 W. 45th St., New York City. Fauvette-Huston Co., Chattanooga, Tenn.; Baldwin-Pacific &


VOLTON BATTERY CO., INC., 21 Hopkins St., Brooklyn, N. Y. Products—Parts.


W—

W. K. ELECTRIC CO., 89 Middle St., Kenosha, Wis. Anthony Winther, Pres.; Wm. J. Bracken, Vice Pres.; Mark Kindt, Sec. and Treas. Products—Sets.


WEBSTER COMPANY, 3504-3512 W. Lake St., Chicago, III. R. F. Flash, Pres.; H. Biechel, Sec.; Henry Shater, Sales Mgr. Products—Accessories, Parts.


WESTINGHOUSE UNION BAT-
Keep This in Your ACTIVE File!

You'll want to refer to it often, to secure the correct names of manufacturers and their locations. Let this issue be your Who-and-Where Encyclopedia of the Radio Trade.

Say you saw it in Radio Merchandising
Index of Leading Radio Jobbers

Listings in this monthly section are open to recognized jobbers of good standing.

RATES ON APPLICATION

Colorado

Denver
ROCKY MOUNTAIN RADIO CORP., 1512 Broadway. Pres., Paul B. Lanius; Vice-Pres. and Gen. Mgr., Orval Peterson; Sec., Edgar McComb.

Connecticut

Hartford
STERN & CO., INC., 308 Asylum St. Pres., F. E. Stern; Sec., F. G. Macumber; Treas., Jos. Good- man.

New Haven

District of Columbia

Washington

Florida

Tampa
PIERCE ELEC. CO.

Illinois

Chicago
THE HARRY ALTER CO., Ogden at Carroll Ave. Pres., Harry Alter; Treas., Arthur Alter; Sec., Irving C. Alter.

CO-OPERATIVE ELECTRICAL SUP. HOUSE, 33 N. Union St. Pres. H. D. Roseth; Sec., Chas. Weinfeld; Treas., L. Roseth.


E. O. JACKSON & CO., 500 So. State St.

REVERE ELEC. CO., 439 Plymouth St.


Freeport
RIDGWAY ELEC. CO., INC. Pres., F. W. Ridgway; Vice-Pres. and Treas., K. K. Ridgway; Sec., C. M. Ridgway; Mgr. Radio Dept., D. H. Stover.

Peoria

Massachusetts

Boston
GEORGE H. WAHN CO., 69 High St.

Michigan

Detroit

HENRY L. WALKER CO., 27 E. Jefferson Ave.

Minnesota

Minneapolis
MINNEAPOLIS DRUG CO., 24 No. Third St., Henry Doen; G. V. Doen; D. D. Andrews.

St. Paul
NOYES BROS. & CUTLER, INC.

Missouri

Kansas City
STERLING RADIO CO., 1515 Grand Ave. T. B. Lee; T. W. Lee; H. C. Bonfig; Sales Mgr., C. M. Willis.

St. Louis
AEOLIAN CO. OF MO., 1004 Olive St.

New Jersey

Newark
NATIONAL LIGHT & ELEC. CO. Lafayette and Mulberry Sts. Pres., George Ollendorf; Treas., Harry Hirsch.
ROSSITER & CO., Inc.
Distributors of Radio Products of Quality

ROSSITER & CO., INC.
136 Liberty Street, New York
Telephone Rector 2538-9

WHOLESALE RADIO EQUIPMENT CO., 37-39 William St.
Paterson
FEDERAL RADIO & ELEC. CO.,
48 Park Ave.

New York

Brooklyn
G. J. SIEDMAN AUTO & RADIO CO., INC., 1166 Bedford Ave.
NATIONAL LIGHT AND ELECTRIC CO., 353 Atlantic Ave.

Buffalo
BUFFALO TALKING MACHINE CO., INC., 778 Washington St.
WHOLESALE RADIO EQUIPMENT CO., 106-108 Pearl St.

New York City
BUNNELL & CO., INC., J. H.,
32 Park Place, New York City.

GREATER CITY PHONO. CO.,
76 Fifth Ave. Pres., Maurice Landay; Sec., Arthur Morris; Sales Mgr., Byron R. Forster.
E. B. LATHAM & CO., 550 Pearl St.

R. H. McMANN, INC., 12 Warren St.
MUSICAL PRODUCTS DISTRIBUTING CO., INC., 22 W. 19th St. Pres. and Treas., Bernard D. Coen; Vice-Pres., M. M. Gruhn; Sec., Leo Sulzbacher.
NORTH AMERICAN RADIO CORP., 1845 Broadway.
ROSSITER AND CO., INC., 136 Liberty St.

Ohio

Cincinnati
SCHUSTER ELECTRIC CO., 2169 Spring Grove Ave.

Cleveland
CLEVELAND PRODUCTS CO.,
HAAS ELEC. SALES CO., 512 Huron Road. Pres., M. L. Haas; Sec. and Treas., L. D. Goldhamer.
THE M. & M. CO., 500 Prospect Ave. Pres., J. C. McLean; Vice-Pres., F. W. Roberts; Sec. and Treas., W. B. Davis.

Pennsylvania

Allentown
J. H. McCULLOUGH & SON, 19-21 N. Cameron St.

Harrisburg
THE FROMAR CO., 25 So. Third St.
J. H. McCULLOUGH & SON, 19-21 N. Cameron St.

Philadelphia
ELLIOTT-LEWIS ELECTRICAL CO., 1007 Race St. Pres., Frank R. Elliott; Vice-Pres. and Treas., T. Harry Lewis; Sec., Chas. A. Dougherty.
J. H. McCULLOUGH & SON, 257 No. Broad St.
TRILLING & MONTAGUE, 49 No. 7th St. Partners, Harry Montague and David M. Trilling.

Pittsburgh
ALLIED ELECTRIC CO., 118 9th St.
DOUBLEDAY-HILL ELEC. CO., INC., 719 Liberty Ave. Pres., G. Brown Hieb; Vice-Pres. and Treas., E. W. Hillman; Sec. C. Frank Slocum.

Texas

Nashville
BRAID ELEC. CO. Pres., W. W. Gambree; Sec., W. W. Gambree, Jr.

Washington

Seattle
WEDEE COMPANY, 1625 Fourth Ave.

Wisconsin

Milwaukee
INTERSTATE ELECTRIC CO., 193 4th St. Pres., George Ruez; Vice-Pres. and Sales Mgr., David M. Kasson; Sec. and Treas., Harry Goldsmith.

A radio window that brought results.
Radio Bug: Guess I'll have to drink coffee at night. I can't keep awake during these bedtime stories.

"MY WIFE'S LEARNING TO COOK BY RADIO; LAST NIGHT WE HAD STATIC WITH ONIONS!"
Hoarsewife: Hungry? And what would you like to eat?
Tramp: Anything at all, mum—so as I get the Ritz Orches-
tra on your radio.

THE INFLUENCE OF THE LOUD SPEAKER ON THE AMERICAN
HOME.

[105]
News of the Trade

Cutler-Hammer News
The Cutler-Hammer Mfg. Co. of Milwaukee, Wis., makers of electric controlling devices, have completed their line by the addition of several new toggle switches for eliminators and power amplifiers.
F. J. Hoffmann of the Merchandising Sales Department says that a large volume of business is anticipated.

Condenser Mfr. Offers Dealer Help
The Allen D. Caldwell Mfg. Corporation at 81 Prospect Street, Brooklyn, N. Y., has just commenced the issue of attractive window displays and counter cards for dealers.
They will be glad to supply these free of charge to any dealer who handles their products.

Joins Ajax Electric Specialty Co.
E. H. Biehle, formerly manager of the Electrical Products Company, is now secretary of the Ajax Electric Specialty Company of St. Louis and will represent the company in Illinois, Iowa, Missouri and Kansas.

Fada Opens Chicago Building
To house the activities of the factory branch and the wholesale distributors for the Chicago territory F. A. D. Andros Inc., have opened at 2619 South Michigan Avenue, what are said to be the largest showrooms, warehouse and service station in the country devoted exclusively to radio.

Western Electric Upheld in Court
Another radio patent decision of great importance was that handed down by Federal Judge Thatcher in the suit of the Lektophone Corporation against the Western Electric Company for alleged infringement of cone speaker patents.
Judge Thatcher declared certain Lektophone patents valid and others not infringed.

Will Represent Acme Electric
Winkenweder and Taylor of Chicago have recently been appointed factory representatives of the Acme Electric and Manufacturing Company of Cleveland on their complete line of radio products. They will cover Illinois and Indiana.

De Forest Resumes Operations
The De Forest Radio Company of Jersey City, has resumed operations with some changes in management. It is under the receivership of Arthur D. Lord, President, with Dr. Lee De Forest again acting as consultant.
Charles A. Rice, former Chicago district manager, is now director of sales and the organization principals generally consist of pioneer employees of the company.

Third Annual Radio Banquet
L. A. Nixon has announced for the committee in charge that the Hotel Astor will probably be the place selected for the Third Annual Radio Industries Banquet, to be held on September 15, during the New York Radio Show.
New England Firms Merge

The Globe Phone Manufacturing Company of Boston and Reading, Mass., and the Technolian Corporation of Boston, have combined and will be known as the Globe Technolian Corporation, with factory and executive offices at Reading, Mass.

The Globe Company entered the radio field in 1922 and are makers of the Globe Radio Headset and Loud Speaker.

The products of the Technolian Corporation are a line of reproducing speakers and a combination radio-phonograph with special built speaker.

Metropolitan Agent for Polymet

S. H. Grouard has been appointed special representative of the Polymet Manufacturing Corporation and will center his activities among the New York jobbing trades.

Splendid Prospects for St. Louis Show

The St. Louis Radio Show to be held the week of October 18 to 23 inclusive under the name of the Second Annual Southwest National Radio Exposition promises to equal the success of last year.

The present list of exhibitors includes the Industry's leading manufacturers, and indications are that all of the choice spaces will soon be taken.

Changes in Storad Personnel

The Storad Manufacturing Company announces that W. K. Fleming, formerly President and Chief Engineer, has also been appointed General Manager. John Gunmeter, of the Goodrich Tire and Rubber Company, has been appointed Vice President. W. T. Sisler is Secretary and Treasurer.

Edison to Distribute Howards

The Howard Radio Company of Chicago has appointed the Commonwealth Edison Company of that city to act as their sole distributors in Chicago.

Pittsburgh Will Hold Radio Show

The Pittsburgh Radio Show will be given under the auspices of the Pittsburgh Radio Association on October 4 to 9, inclusive, at Duquesne Gardens. The general offices of the show are at 401 Bessemer Building. J. A. Simpson is managing director.

Hallock and Watson Discontinuing Store Business.

Hallock and Watson Radio Corporation of Portland, Ore., have decided to discontinue entirely their store business, both wholesale and retail. After September 1 they will confine their entire activities and resources to the manufacture and further development of the HALOWAT line of radio receivers.

They have just concluded arrangements with the Fobs Supply Company of Portland to act as distributors for Oregon, part of western Washington and southern Idaho.

Other distributors already in the field are: Pacific Telegraph Institute of Spokane, Wash; Electric Appliance Company of San Francisco; R. Kohara Company of Portland, Ore. (exporter).

Acme Engineer on Road

C. H. Bunch, Chief Electrical Engineer of the Acme Electric and Manufacturing Company of Cleveland, has taken an extensive trip throughout the West and the Pacific Coast in the interests of his company.
FOR EVERY SUMMER SPORT

TAKE ALONG YOUR PORTABLE

FISHING
while waiting
HUNTING deep in the pinewoods
CAMPING the stars and radio
MOODING music wherever you go!
DANCING anywhere with portable
CANOEING rippling waters and music!

Window No. 1
End-of-the-Summer Displays That Stir Up Trade

I've a lurking suspicion that I must be a distant relative of that famous London street car conductor who spends his holidays riding around town in trams.

Every time I go to the library for one of those novels where "they live happily ever after," my feet just naturally wander over to section 906. And before I know it there I am, out on the sidewalk again, clutching under my arm not a tender romance, but a dissertation on draperies.

Only last week my obstinate nose was buried in "The Handbook of Window Display" by William Nelson Taft, a national authority on the subject and editor of "Retail Ledger."

The big message I pass on to you from the 428 pages of this book is "Not one retailer in a hundred realizes the tremendous importance to his business of attractive displays. A good display is his best salesman. He can't spend too much effort or thought on it."

And some of the radio windows I still see around the city make me think this message can be taken to heart by most of us!—Display Manager's note.

Window No. 1 — Saturday, August 21: We're going to start off by finishing up that stock of portables. You don't want to be left with any of them after this month, for portables lose their popularity when Jack Frost pokes a nose on the scene.

Here's the window that's well qualified to do the finishing up stunt.

First we want three cases or boxes to use as pedestals for the sets displayed. The center one is the highest—make it eye-level—and the ones on each side will balance it nicely if they are a little lower. Green cloth should be draped over them and crushed softly over the entire foreground of the window to make a "summery" setting. Our old standby, imitation green grass, would be even better, if you can get it.

Now you're going to turn "property man." There are, from left to right in the display, a rusty tin can and a fishing reel to be gotten, a coffee pot and some tin camping cups, a hiking knapsack and a walking stick, a gallon can of motor oil, and a pair of paddles.

Some of these items of "local color" you'll find right at home, and the others you can borrow from retailers who sell them.

Now comes the display cards, lettered as you see them here. You'll have a more interesting window if you vary the colors of the cards instead of having
THE BENSON-BOBBS SYSTEM OF CALISTHENICS IS BROADCAST EVERY MORNING FROM WBOB.
them all white. Stick to the light colors, however, so that the lettering will show up clearly. Dabble a bit with colored inks on your cards, too. You’ll find it fun to get gay new color combinations.

That ends the list of ingredients for the display. All that’s left is to group as in the sketch, and then strut out and admire the finished product.

Window No. 2 — Saturday, August 28th: Has it ever occurred to you that what your customers are buying is not an electrical contrivance consisting of tubes and coils and dials and transformers. They are buying broadcasting! The health talks and kitchen hints, the sporting talks and music and entertainment. And it is as broadcasting improves and becomes more valuable that prospects will find radio harder to get along without.

So here we have a window that sells not sets, but broadcasting.

This window was used with great success by a southwestern dealer. He got from the station broadcasting the exercises as a regular feature—they were only too willing to co-operate with him—photographs of the two announcers, some snaps of them in action and a batch of the enthusiastic letters the station had received from some of its audience.

These he arranged just as you see them here. The letters were attached to a large cardboard easel to the left of the window and the surplus was scattered over the floor of the window. The announcer’s pictures were mounted separately with a short description of each man’s claim to fame underneath. The large placard, enlivened with the two gym views held the center of the scene, and to the right of this was placed a vase of the season’s flowers and a new model receiver.

This is the rare sort of window that brings them over from across the street.

Window No. 3 — Saturday, September 11th: With the thermometer over my desk wavering between 92 and 93 what’s more logical than a window that’s planned to beat the summer heat? This display, by the way, is the result of actual experience. Dials tuned down low on my favorite station and a comfortable chair on the porch are the best weapons I’ve found against a soaring mercury column.

Drape the back of your window with pale green and cover the floor with yellow crepe paper or cloth. Set a potted palm or other green plant on each side of the window.

In front of the one on the left arrange an open parasol—the Japanese paper kind will be fine—a lemonade set and tumblers of colored glass, and an electric fan. Place a radio set and speaker before the other plant.

The three show cards tell the story. And they do their telling in a manner concise and convincing enough to arouse the interest of the most skeptical.

Window No. 4 — Saturday, September 18th: Not only the folks who bought sets from you.
The Best recipe for beating Summer Heat is Restful Soothing entertainment on your Radio

These are good ways of keeping Cool BUT—

We have the Ingredients HERE

Window No. 3
Bringing Up Father

Some call radio a "Jinx," but it's really a "Jiggs." You remember that Jiggs was always getting into trouble, sowing wild oats, and Maggie, his wife, was trying to bring him up properly. So with radio—a precocious youngster, with unlimited vitality, but lacking a sense of balance and value.

* * *

For Instance

The summer harvest of radio oats was particularly fine, but without the dire results many predicted. The broadcasting business, after casting aside Mr. Hoover's apron string, found itself without Mother to guide it. It was on its own. According to the soothsayers, it should have gone immediately to the dogs. The fact that it didn't speaks well for the character of the men in it. It also shows that we don't need a law to govern our every action. In most commercial enterprises, the Law of the Profits is sufficient to enforce the Golden Rule.

* * *

The Patent Situation

For a long time it looked as though the Patent Office had given birth to many sets of twins. R. C. A. said its Rice and Hartley patents were as good as Hazeltine's. Lektophone said it had the cone patents and Western Electric said it didn't. Westinghouse said Armstrong invented regeneration but DeForest asserted he was the father.
The Fog Lifts
So the courts were called upon to decide who were the real inventors.
Hazeltine made a good case and is now credited with being the original inventor of the neutrodyne system. Lektophone fared not so well and Western Electric will continue to make its justly famous cone. DeForest won his first suit against Westinghouse and now more than ever is entitled to be called "the Father of Radio."

* * *

And in the Meantime
The smoke of battle having cleared away, we find business steadily improving, splendid new models offered by most of the leading manufacturers, reception conditions somewhat improved, and most everyone rarin' to go. This will be a great year for radio!

Gayb Little

The publishers of Radio Merchandising, believing that the jobber system of distribution is the most economical yet devised and that it affords the retailer greater safety and more satisfactory connections with his source of supply, have gone on record as being opposed to any system which does not give the dealer at least as good protection and service. Radio Merchandising therefore does not accept the advertising of manufacturers who do not use the jobber system of distribution.
And Then They Heard Music!

Continued from page 21

plied Mr. Freed. "The difficulty of securing competent men. Radio still is comparatively a new industry, but its engineering problems must be solved by men who have studied the problems. A man with a knack for things mechanical isn't necessarily a good hand at radio. Most often, indeed, he isn't. The fellow who knows how to repair a vacuum cleaner can't apply that knowledge to a receiver. Unfortunately the idea persists that he can."

My second question concerned the greatest difficulty faced by the entire industry. "It is this," Mr. Freed responded. "We have got to discover how to make radio a business for all the year. I believe I can say that each manufacturer, without exception, does all his business during four months of the year. Who is to solve that difficulty? The broadcasting stations! They must evolve the programs which will interest the public in summer as well as in winter. To date it hasn't been done. Experiments with different types of programs are being made—results should be forthcoming. The problem is to keep people at home on hot nights—to give them the entertainment that will make it worth their while to stay indoors. When this is done, then radio will be a summer business, too."

Piercing the Future

Now I was preparing to go. But another question had sprung to my lips and I was already hearing my host repeating it: "What is the mission of radio?"

"To bring greater pleasure and instruction to all people everywhere," he said. "To promote—world peace." For an instant he paused. Then: "I look to radio to become the greatest force for world peace ever devised. In school I was taught that civilization advanced with the advance in means for communication. The mail helped. the telegraph and the telephone. But the messages transmitted had to be received by individuals. There was no reaching the masses. Radio changes all that. Radio reaches out and gives its message to millions at the same instant.

"Five years from now radio will speak to the whole world. You will be able to turn your dial and get London and Paris and Rome with the same ease with which you now get WJZ and WEAF in New York. Ten years from now I look for the full development of television in conjunction with radio. You will be able not only to hear, but also to see the person who stands before the microphone. Differences in opinion between countries will be settled over the air."

Radio's Mission

His voice was low but firm. I am not too imaginative a person, but I think he spoke like a prophet. "Radio," he said, "will knit the nations of the earth together."

Joe Freed was bending over his desk. He held a transformer in his hands and his eyes were surveying it keenly. I left. Somewhere in Brooklyn I passed a bookshop. A portion of the window displayed books for youngsters. The Rover Boys were there, the Merriwells and Dick Prescott. Alger was there. Horatio Alger.

"Piker," I thought, and moved on.
$50 to $250 a week
IN WORK THAT IS
ALMOST ROMANCE

Be a Radio Expert

Get into the great new Big-Pay Industry—Radio. If you're earning a penny less than $50 a week, clip coupon now. Send for AMAZING PROOF BOOK. Be a Radio Expert, and draw down big money for the easiest and most fascinating work in the world. Positions everywhere. Thoroughly trained men are in demand. Need for Radio Experts in every community. Short hours. BIG PAY. Free book gives all the facts. Astounding opportunities thousands of them! Every day I get trained men are taking good places in the Radio field. Free book tells all about their success. Send for it now!

Learn Quickly and Easily
AT HOME Master Radio Engineers will show you how to qualify quickly and easily at home, for Radio's fine jobs. We guarantee to train you successfully. Lack of experience no drawback—common schooling all you need. Our tested, clear methods make it easy for you. Send coupon now for free proof.

Instruments Given with Course
All Instruments shown here and many others given to students for practical work while learning. Receiving sets, from simplest kind to thousand mile receiver. An UNBELIEVED OFFER. Many other big features for limited time only.

Famous Training That "Pays for Itself" Spare time earnings are easy in Radio. Increase your income almost from the start through practical knowledge we give you. This is the famous practical training that pays its own way.

Send Coupon
Send coupon today for special limited offer, including all instruments—you'll get them all free.

National Radio Institute
Dept. RM
Washington, D. C.

LARGEST RADIO SCHOOL IN THE WORLD

MAIL THIS NOW
UNITRON CHARGER TUBE
2½ amp electrolytic charging tube. 6/10 to 2½ amp rate. Vastly more economical of current cost. No filament or fragile parts. Same service have as ordinary 2½ amp charger tubes. Not selected. Dependable $1.50.

UNITRON CONTROL
Enables drawing current for "A" Charger and "B" Eliminator from same light socket, and controlling both from the switch on panel of radio. Complete with connections. $5.00.

UNITRON CHARGER NO. 90
Six volt A's, 4 volt A's, or up to 100 volts of wet B's. Can be used while set is working. Overcharging impossible. Equipped with Unitron electrolytic tube. $15.00.

UNITRON COMBINATION
150 volts, "B" power and 2½ amp. battery charger. Two amp switches. No filamentless Unitron Cell Tubes, guaranteed two years. No power, hum or distortion. Complete. $57.50.

UNITRON "A" POWER
Excellent 30 amp. glass contained "A" battery, combined with Trickle Charger and Control in one compact unit. Attached to set, plugged into nearest light socket that’s all. Can’t overcharge. Noiseless. $35.00.

Say you saw it in Radio Merchandising

Announcement

Ten Light Sock That Meet Every Need

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
wer 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

We Sent a Coupon
One Today!

UNITRON NO-BEE TUBE
True solution to tube difficulties in all single wave "B" Illuminators. No filament to break or wear out. Standard X type tube base. Guaranteed two years. $6.50.

UNITRON TRICKLE
Unusual electrolytic "A" trickle charger with three distinct charging speeds, controlled by three-way switch. Exactly meets needs for small or large battery. Turned off or on. Complete, $12.00.

UNITRON NO-BEE NO. 90
Ideal light socket "B" power for sets using up to 90 volts. Connect same as batteries and forget it. 1/10 of a cent an hour to operate. Complete with Unitron tube, $30.00.

UNITRON NO-BEE NO. 135
Incomparably quiet "B" power for sets needing up to 120 volts. Once attached, never needs further attention. 1/10 of a cent an hour to operate. Complete with Unitron tube, $40.00.

UNITRON CHARGER NO. 0
Charging rate six amps. Can be permanently connected to set. Equipped with tube which is guaranteed to serve 1,000 burning hours. Charges larger sizes of batteries regains full strength. $28.00.

Say you saw it in Radio Merchandising
New Valleytone Model

The new Valleytone Model 52, the product of the Valley Electric Company of St. Louis, Mo., is of the two-dial control type, vernier drive, with dials mounted in rear of panel and windows provided for reading the scale.

This company is also bringing out the Valley "B" Power Unit, which will employ the Raytheon bulb.

New Types of Receivers Developed

The Blair Radio Laboratories of New York City announce that H. A. Blair, their engineer, has perfected several new types of receivers based on the "original and genuine resistance coupled receiver" of which that concern is manufacturer.

Electrical units of a new exclusive A. C. type are being used in these receivers to completely eliminate the use of "A" and "B" batteries without the use of any of the familiar elimination methods such as trickle chargers, liquids or moving parts. The filter circuits are designed in order to cut out hums or undesirable noises.

New Lines Announced by Bosworth

G. T. Desjardins, secretary of the Bosworth Electric Manufacturing Company of Cincinnati, announces that their new lines this year consist of their type B-2, a five tube tuned r. f. receiver with two stages of radio, detector and two audio. This is a two control set.

Their other new set is type B-3, which is a six tube t. r. f. receiver consisting of three stages of radio detector and two audio. This is a single control set.

The price of the B-2 is $115 list, and the B-3 is $155.

Erla Working on New Receiver

The Electrical Research Laboratories of Chicago are already in production on their new receiver, which has the RFL circuit developed by the Radio Frequency Laboratories of Boonton, N. J.

They are also shipping their new cone speaker. This is a 17" cone and lists at $17.50. Another new product is their Big Ten "B" Eliminator, which will supply B current for receivers up to 10 tube capacity. This will list at $45.

New Autopower Unit

A power unit for radios, the "A" Autopower, has been developed by Westinghouse and is being marketed by the Westinghouse Union Battery Company of Swissvale, Pa.

The new device is a combination of battery and trickle charger. The rate of charging can be varied from 1-10 amperes to ½ amperes with two intermediate steps, by changing the position of a connecting link between the four contacts. It retails at $30.

Jefferson's New Tube Charger

The Jefferson Electric Mfg. Company of Chicago has just announced a new radio tube charger which will reactivate or rejuvenate all the tubes in a set at one time without removing them from the set. It sells for $2.50.

Burton-Rogers Adds to Line

The Burton-Rogers Company of Boston has added the following new items to the Hoyt line of electrical instruments: Tip-in Voltmeter on a table mounting block; Phone-plug Milliammeter; Pocket A. C. voltmeter; Precision Pocket meter; Direct reading tube-tester; B Eliminator voltmeter, and Hoyt Celichek.
YOUR SHARE—
will you get it ??

A million dollars cash could not buy the B-T reputation and good will. Spreading each day, it builds up and will continue to do so because—

IT'S OUR GREATEST AMBITION TO RETAIN AND ENLARGE THE B-T REPUTATION.

Our latest and greatest effort in this direction is the—

COUNTERPHASE-EIGHT

Whatever your customers want most—Selectivity, Range, Tone Quality, Simplicity or beautiful cabinet design—they will find it in these new PERMANENT models.

A dealer plan, enlarged advertising schedule and these new models should interest every wide-awake dealer. All dealers are authorized. Write for application blanks.

NEW B-T
PARTS
UX ABSORBER
SOCKET
Saves the tubes
Absorbs the shocks.
UX DETECTOR
SOCKET
Absolutely stops
"microphonics."
MIKRO MIKE
CONDENSER
Precision made
for micrometer
adjustment.

B POWER
UNIT
No guesswork—
no knobs to turn—
nothing to get out
of order. A de-
pendable unit
that will reduce
service calls to a
minimum. Invest-
tigate this new
product.

Bremer
Manufacturing Co.
520-532 So. Canal St.
Chicago.

Say you saw it in Radio Merchandising
New Timmons Products

Four new products have been launched by the Timmons Radio Products Corporation of Germantown, Pa.

The new Timmons Cone is made in two types. The oval base type lists at $30, and the Diamond-shaped base, without arms, lists at $25.

The Timmons Power Amplifier, when connected between the set and the speaker, replaces either the last audio tube or all the audio tubes, depending upon the volume desired. It requires no batteries, but operates from any electric socket furnishing alternating current, 110 volts, 60 cycles. The price (without tubes) is $45.

The Timmons Combination Power Amplifier and "B" Supply opera-

ates on alternating current—105-125 volts, 50-60 cycles—from house current. The cost of operation is less than one-half cent per hour. It supplies 350 volts to the plate of its super-power audio tube and also furnishes to this one tube the high "C" voltage which prevents distortion, due to overloading. The list price is $75.

The new Timmons Blim (B-eliminator), Raytheon tube type, illustrated here, will furnish the "B" current for practically any standard radio set, including those requiring high voltage for the last audio stage. The Blim operates on alternating current, 105 to 120 volts and 50 to 60 cycles. Its current consumption is about 15 Watts. The list price of this new Blim will be $47.50, including the Raytheon tube.

Nu-Way Soldering Tool

The J. C. McAdams Company of Long Island City has just brought out a novel type electric soldering tool designed to use the current of an ordinary 6-volt radio or automobile battery.

The device known as the Nu-WAY works on the same principle as the spot welding machine and will heat up in an instant even out of doors during cold or rainy weather. The list price is $1.50.

Fada Puts Out New Speaker

A new cone type speaker "embodying an entirely new principle in speaker design and offering an entirely new conception of speaker performance" is announced by F. J. D. Andrea, Inc., of New York City.

The speaker is 22 inches in diameter and is mounted on a decorative metal base of bronze effect. The list price is $33.

Resistor Kit on Market

As an assistance to experimenters who are building A, B and C battery eliminators Ward Leonard Electric Company of Mount Vernon, N.Y., has put on the market a kit containing an assortment of sizes of resistors. The kit contains a total resistance of 21,256 ohms made up in various units.

New Halowax Models for Fall

The Fall line of the Hallock and Watson Radio Corporation of Portland, Ore., will be: Improved TR-5, $85; New model All Wave in short cabinet, $155; same receiver in long or B cabinet, $175; Spinet desk base to go under the model "B" set, $29.

New Magnavox Speaker

A folder has just been received from the Magnavox Company of Oakland, Cal., announcing their new cone speaker. The Stanford model lists at $35 and the Cornell model at $32.50.

New Majestic Master-B Unit

A new "B" eliminator, the Majestic Master-B, was released on July 15 by Grigsby-Grunow-Hinds Company of Chicago. This model has three adjustable resistances controlling all voltages. The maximum voltage output is sufficiently high to operate the latest super-power tube TV-171. The retail price, complete with Raytheon tube, is $12.50; west of the Rockies, $14.

Patent Granted New Phone Tip Jack

U. S. Patent No. 1,586,279 has just been granted to the Brooklyn Metal Stamping Corporation, Brooklyn, N.Y., on a new all-metal phone tip jack.

The outstanding feature of this latest addition to the line of B. M. S. radio accessories is its double spring contact.

Audiola Announces Line

A new line of the Audiola Radio Company of Chicago will consist of the following five items: Five tube table type set—$75 list; Six tube table type set—$100 list; Six tube console—$120 list; Six tube console—$185 list; and Six tube baby grand—$550 list.
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.

Manufactured and guaranteed by National Carbon Co., Inc.

New York  San Francisco
Atlanta  Kansas City  Chicago

Tuesday night means Eveready Hour—8 P.M., Eastern Standard Time, through the following stations:

WEAF—New York  WSAI—Cincinnati
WFJ—Providence  WTAM—Cleveland
WELI—Boston  WWJ—Detroit
WTAG—Worcester  WGN—Chicago
WFL—Philadelphia  WOC—Davenport
WCEL—Pittsburgh  WCCO—Minneapolis
WGR—Buffalo  WCCO—St. Paul
KSD—St. Louis

Say you saw it in Radio Merchandising
Entire New Line of Unitron Power Devices

The Forest Electric Company of Newark, New Jersey, are launching for the Fall season a complete line of ten new radio power devices, ranging in price from $1.50 to $7.50.

The Unitron Charger Tube—a 2½-ampere electrolytic charger—has no filament or other fragile, wearable parts. Through its use, the charger will deliver either a trickle charger of 6-10 of an ampere, or a 2½-ampere rate, at the option of the operator. It is guaranteed on a free replacement basis for two years. The price is $1.50.

The Unitron "A" Power Tube is a 30-ampere, glass contained, A' battery combined with the Unitron Trickle Charger, and Unitron Control in one compact unit. The current cost is less than a tenth of a cent per hour. It lists at $1.88 for the 60-cycle, $3.90 for the 40-cycle, and $4.75 for the 25-cycle.

The Unitron No. Bee No. 135 is designed for sets requiring up to 150 volts. It has two voltage variations—0 to 70 for the detector, 50 to 120 for the first amplifier circuit—135 to 150 volts for the final stage. The price complete with Unitron tube is $10.

The other Unitron devices of the new power line are: Unitron Control, $8.00; Unitron No-Bee Tube, $6.50; Unitron Trickle, $12 to $15, according to cycles; Unitron Charger No. 0, $18 to $25, according to cycles; Unitron Charger No. 0, $28 to $33, according to cycles; Unitron No-Bee No. 90, complete with Unitron Tube, $30, and Unitron A-B Combination, complete with Unitron Tubes, $37.50.

New Furnell Condenser

The new condenser for 8-11 tuning made by the Furnell Manufacturing Corporation of Newark, can be secured with a celluloid shield as protection against moisture, dust and dirt, or with an electrostatic shield to prevent emanation of stray currents. The price varies from $5 to $7 according to the capacity and shielding.

New Micamold Arrestor

The Micamold Lightning Arrestor, suited for both indoor and outdoor use, is the latest addition to the line of Micamold Essentials. This arrestor is listed as standardized by the Underwriters Laboratories and can be mounted to the set by attaching a small portion of the insulation of the aerial and ground wire and attaching by means of the snap-over clips.

New Yaxley Plug

A cable connector plug of Bakelite construction is the new product of the Yaxley Manufacturing Company of Chicago. It sells complete for $3.50.

Table for Ferguson Model Ten

J. B. Ferguson, Inc., of New York, manufacturers of "The God Standard of Radio Receivers" have added a special table which accommodates their Model Ten and lists at $35.00. The battery compartment has a grille behind which may be concealed a cone speaker.

New Tobe Resistors

Tobe Veritas Hi-Current Resistor has been added to the line of the Tobe Deutschmann Company of Cambridge, Mass. It was designed by S. B. Allen and is claimed by its makers to be the finest article ever offered for resistances in B-Eliminators and other purposes where currents up to 5 watts must be handled.

New Tone Amplifying Method

The Toteone Patent employed in radio speakers made by the Teletone Corporation of America, is unique in its application of violin wood to the development of tone. The method of construction and amplification of tone is similar to the "human throat" method. Because of the fact that seasoned spruce, the wood used in violin workmanship, is used in the construction of this new teletone, it is said to have the same resonances and tone beauty of the violin.

Hartman's New Syntonized Receiver

The Hartman Electrical Mfg. Company of Mansfield, Ohio, has placed on the market a new six tube, single control receiver known as the "Perfectly Syntonized Single Six." "Syntonized" means "perfectly in step in tone," or perfect unison of operation in the receiver.

Copies of "The Complete Hartman Story" are available to all interested jobbers and dealers.
Polymet to Market New Raytheon Block

The Polymet Manufacturing Corporation of New York is building a block condenser especially for the Raytheon Circuit.

In line with the Raytheon policy, the Polymet condenser had previously been submitted to their standard break-down tests and passed these successfully.

New Indoor Loop

A recent addition to the line of radio loops manufactured by the Bodine Electric Company of Chicago is a De Luxe loop measuring 12" x 26". The loop may be plugged directly into the radio cabinet without connecting wires. List price is $12.

New General Instrument Products

The Fall line of General Instrument Corporation of New York includes four new products. The new General Instrument Metralign Condenser has a combination capacity curve embodying straight line frequency, wavelength and capacity to give the required tuning ease and is the smallest condenser designed. It is made in various maximum capacities from 100 to 500 mfd. List prices range from $3.50 to $4.50 for the type 80 and from $4.25 to $5.50 for the type 91. The Variable Audio Transformer has a small knob on top of the case which adjusts a variable element in the instrument to insure perfect matching of the tube and coupling transformer. List price is $10.50. The Little Giant Rf Stat is made in resistances of 6, 10, 15, 20 and 30 ohm at prices ranging from $.75 to $1.85.

The Shielded Unit which General Instrument presents for the first time is designed to be used as a detector or tuned RF amplifier. This Unit is supplied, assembled completely wired, for the list price of $20, and dismantled for $18.50.

New Line of Simplex Receivers

The Simplex Radio Company of Philadelphia has a complete line of new receivers. The Compact sells for $45, the Regular SR 9 for $65, the Console with built-in loud speaker for $95, another Console for $125 and the Console Grand for $185.

New Spartan Speaker

The Spartan Disc Speaker, made by the Spartan Electric Corporation of New York, is of the free-edge type, equipped with a specially designed Spartan Semi-Balanced Armature Disc Unit and a Diaphragm of Impregnated paper composition. It is incised in a walnut finished cabinet and is listed at $25.

No. 135-B

Jewell's radio line is most complete and a profitable type of merchandising to stock.

Send for New Radio Catalog No. 15-C

Jewell Electrical Instrument Co.
1650 Walnut St. - Chicago
"26 Years Making Good Instruments"

CeCo Tubes are guaranteed "Best by Test." Eight Different Types—one for every radio need. Write for Catalog to the largest plant in the world making radio tubes exclusively.

C. E. MFG. CO., INC.
702 Eddy Street. Providence, R. I.
Member
R. M. A.
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

Golden-Leutz Imperial Super-8

The Golden-Leutz Imperial Super-8, made by Golden-Leutz, Inc., of New York City, has many new exclusive features. A special coupling circuit is provided to secure maximum efficiency regardless of the different sizes of antenna. Other features are a power amplifier built within the receiver, a special "B" current supply, a wave length range from 35 meters to 3600 meters, two Weston meters and a special 9 reading switch for adjusting voltages and a shielded chassis on which the internal works are mounted. Price, including tubes, is $160.

Compact Tuner and Coupler

The Buell Manufacturing Company of Chicago has found so much interest in miniature sets that they are producing a tuner and coupler built exceedingly compact. The tuner can be placed behind a two inch dial.

Using Buell miniature apparatus it is possible to build a four tube set on a panel 3 x 11". This will require a cabinet or 4½ x 5 x 11½". A short temporary aerial hooked to this set using the small tubes will give satisfactory loud speaker operation on moderately distant stations.

Bremer-Tully Products for 1926-27 Season.

The "Counterphase Eight" is the contribution of the Bremer-Tully Manufacturing Company of Chicago to the new Fall receiver models.

Some of the features of this new set are: Visual Indicator for wave length reading of stations; individual calibration of each receiver; one station selector. It is said to be ultra selective.

The circuit is used with one rejector stage, three t. r. f. stages, a detector and three audio stages with power tube output. The radio frequency and detector stages are individually shielded. It operates on a short indoor aerial.

A small panel conceals the controls when set is not in use and forms a hand rest when tuning.

Other new Bremer-Tully products are: "B" Power Unit—price complete with Raytheon tube, $49.50; Mikro Mike Condenser, listed at $1.09; UX Absorber Socket, $7.50 and UX Detector Socket, priced at $1.00.
DeForest Radio Company Resumes Plant Activity

Announcement is made of a resumption of plant activity by the DeForest Radio Company at Jersey City, according to a statement issued by the company, which will continue production under the direction of Arthur D. Lord, recently elected President. Mr. Lord reports the appointment of Charles A. Rice, former Assistant Sales Manager, as Director of Sales.

"Comprehensive plans for the coming radio season are being formulated for DeForest wholesale distributors and retail dealers," says Mr. Rice, "especially in the tube field.

"In addition to the present line of highly specialized standard audions for receiving sets, the company is also furnishing a great portion of the tubes used in amateur transmitting stations in this country and abroad. It is supplying tubes also to the United States army and navy, as well as to foreign governments.

"It is now placing on the market a new specialized radio frequency amplifying tube to be known as the type DL-4, for use in neutrodyne sets, and circuits of the new bridged type."

The DeForest Company, which is the pioneer radio tube manufacturer in the country, recently expanded their tube department with enlarged quarters and new machinery for the manufacture of the DeForest "Audion" invented by Dr. Lee DeForest.

Another change in the personnel of the company is the appointment of W. C. von Brandt, formerly sales manager of the Eastern Division, to the position of Export Manager and Technical Sales Adviser. Dr. Lee DeForest, it is announced, will continue to act as Chief Consulting Engineer.
Carrying Capacity of Switches

The ordinary battery switch or filament control switch, built along the lines of a jack or with very small clearances, are not designed to carry heavy currents. When they are required to carry more than about one-half ampere maximum, heating at the contacts results and the springs gradually lose their tension. The heating is then aggravated and cases have been known where the entire switch has become welded together so that the switch could not be opened. This type of switch should never be used in connection with charging the storage battery on the line side. Usually five amperes are required to charge a battery and this is much too heavy a current for any switch unless specially designed for it. One person burned out five vacuum tubes in his receiver with a very neat arrangement fixed up so that the battery could be charged with a minimum amount of trouble. A double pole double throw switch of the jack type, designed originally for the purpose of switching radio currents of small amperage, was placed on a bakelite panel and connected so that the battery could be thrown on charge or on to the receiver whenever it was desired. When the switch was put in the charge position the current drawn was enough so that heating was caused, the contacts fused together and threw the 110 volts directly on to the tubes and burned them out. Care should be used in selecting a switch to see that it is designed for the amount of current you wish it to carry.

Reversed Storage Battery

Some time ago trouble developed in a receiver which took quite a bit of time and study before the actual cause was discovered. The customer reported that the set did not give any volume, being barely able to hear the broadcasting by the use of headphones. New B batteries had been installed and the A storage battery had been freshly charged by the owner, so that could not be the trouble. The receiver acted just as the operator reported and a careful survey failed to reveal anything amiss. The wires and connec-
In a Jiffy Anywhere

Sell Reel Aerials to campers, tourists, etc., now!

REEL AERIAL CAN BE PUT UP, CHANGED OR TAKEN DOWN.

Here's 100 feet of 5/16 in. wide flat, bare, copper wire, with insulator on outer end, reeled up in a handsomely nickelled metal case 4 1/2 in. in diameter! Weight only 21 ounces. Fits pocket. Unreel as long as aerial as desired—place case on or near set, insert plug on cable in center hole—attach other end of cable to set—and tune 'em in. When through, if desired, reel in like a tape measure. No tangleing. Provides a 100% efficient aerial in a few moments—any time, any place. Inns, outdoors. Fine for demonstrating sets on trial.

YOU CAN USE AND SELL REEL AERIALS ALL YEAR 'ROUND!

Dealers, Jobbers! Write or wire for proposition. Reel Aerials List at $5 each.

HAWKEYE RADIO CO.
Div'n of Hawkeye Lightning Rod Co.
Dept. 1308
Cedar Rapids, Iowa

Illustration 1/2 Actual Size

Clearstone Light Socket Set

The Clearstone Radio Company of Cincinnati are manufacturing a five-tube receiver, model 110, which operates directly from 110-125 volts 60 cycle AC light socket. The list price is $200.

Marti Electric Power Radio

The Marti Manufacturing Company of West Orange, N. J., claims that A. C. hum is entirely eliminated in their Electric Power Radio Receiver, which operates from any A. C. Electric Light socket. The list price without tube is $150.

Sample Clamp Mailed Free

The Blackburn Specialty Company of 1365 East 56th Street, Cleveland, Ohio, are mailing a free sample of their new No. A1 radio ground clamp to all dealers and jobbers requesting one.

New Roller-Smith Relays

The Roller-Smith Company of New York has just issued Bulletin No. 550, describing their new Type SH line of relays. These relays supersede their old Imperial Type relays and have many advantages over them.

Muter Catalog Ready

The Leslie P. Muter Company wishes to announce their 1927 Jobbers' and Dealers' catalogue, which is now available for distribution. This catalogue covers all of the new items which will be offered to the trade during the coming year and will be promptly forwarded to any jobber or dealer requesting it.

New Universal Lines

The Universal Radio Power Plant, the new product of the Universal Battery Company of Chicago, is a three-compartment glass case battery of 36 amperes hours capacity, directly connected to a 2 ampere bulb type charger which will charge the battery at a maximum of 2 amperes or trickle charge at .7 of an amperes. Both battery and charger are enclosed in an aluminum case. A double throw switch is located on front of the charger for changing the charging rate from trickle to 2 amperes. The power plant is so designed that the battery can be charged while the set is in operation.

The type GCR battery used in the power plant is another of Universal's new items.

Say you saw it in Radio Merchandising
tions were gone over to see that they were connected in accordance with the markers. The set worked as if the storage battery was reversed and at last, in desperation, the leads were reversed; that is, the negative lead was connected to the positive battery terminal and the positive lead to the negative battery post. The receiver worked with its accustomed volume. The battery was then tested with an ordinary voltmeter for polarity and it was found to be reversed. It is possible to reverse the polarity of a battery by prolonged charging in the wrong direction, especially if the battery was originally discharged to a very low point. The customer finally admitted that the battery had not come up as usual during the last charge and it had been left on for three days. The battery can be brought back to normal by discharging it thoroughly by leaving it connected to the set until the tubes will not light and then charging it at a slow rate in the correct direction. A battery may easily be ruined by the wrong procedure and it is safer to give it to the battery man.

**Hotel Installation**

Sometimes it becomes necessary to make a temporary installation in a large hotel or similar type of building. It is, as a rule, impossible to erect any type of aerial. A loop type of receiver can be used, but they are as yet not so common as to be of universal use. If the receiver requires an aerial of some kind, the best and quickest method is to simply throw a short length of insulated wire out the window and use it as an antenna. The length should be at least fifty feet. The ground may be attached to the radiator or to the base plate of the electrical floor plug fixture. The last named usually proves to be as good a ground as any and the connection is easily made by loosening one of the holding screws and inserting the wire under it. The reception obtained with this kind of installation is not quite so good as with a regular aerial erected on the roof, but nevertheless all the local stations will come in with plenty of volume and even a distant station is occasionally picked up.

**Effect of Dampness**

A trouble call came in one day from a person who was living down near one of the ocean beaches. The service man went down with a pretty fair idea as to just what the trouble was. The owner of the receiver had complained that the set was weak and did not seem to tune as close as it did when it was first installed. The repair man took an extra set of radio frequency transformer coils with him, and after thoroughly checking the set for loose connections or other trouble, placed the new coils in the set. The set then worked with its former volume and selectivity. Moisture, due to the location near the sea, had penetrated the coils and caused them to lose their effectiveness. The new coils were identical with the old except that they had been impregnated with a moisture proof compound. To help keep the receiver dry it was also moved into a more advantageous position in regard to the radiator. A simple method by which the set could be cured would be to open it and place it on a radiator or above the kitchen stove for a short period of time, but this would not be a permanent remedy as the moisture would soon collect again.
New Bakelite Lightning Arrester

Swan-Haverstick, Inc., of Trenton, N. J., are putting out a new Bakelite Lightning Arrester, approved for both inside and outdoor use by the Underwriter’s Laboratories and listing at $1.00.

New Belden Radio Products

The new products of the Belden Manufacturing Company of Chicago for the coming season include: Belden Fused Radio Battery Cord, which, the makers say, protects tubes against burn-outs, prevents accidental discharge of storage batteries through short circuits and eliminates the fire hazard from crossed wires.

Other new Belden items are Beldenamel Aerial Kits, Colorrubber Hook-Up Wire and Loop Wire.

Yaxley Has New Line

Yaxley Manufacturing Company of Chicago announces a new line of radio convenience outlets. This line includes a convenience outlet for loud speaker connections, another for battery connections and a third for bringing in the aerial and ground wires. The plates for these devices are furnished singly or in gangs of any two or all three of the outlets as desired.

Muter Announces New Products

The Fall line of the Leslie F. Muter Company of Chicago, manufacturers of radio products, includes the following new items: Guardian complete Aerial Kit, assembled in accordance with the Radio Manufacturers’ Association approved specifications covering aerial kits and listed at $5.00; Muter Audio Frequency Transformers, priced at $2.25 for the 3 1/2 to 1 ratio and $2.50 for the 5 to 1 ratio; Muter Interference and Static Eliminator, $2.50; Muter Resistance Amplifiers, 2 stages, $6.00; Muter Variable Condensers, $1.00; Muter Variable High Resistance, $1.25; Muter Variable Rheostats, $1.00; Muter Knife Throw Switches, $1.75 to $2.50; Muter Wire Wound Special Resistances, prices quoted upon request, and Muter Variable Grid Leak, $1.25.

Burns “B” Eliminator Brought Out

The American Electric Company of Chicago promise, in their new “B” Eliminator an instrument which will deliver full plate voltage without a perceptible drop in amperage under load. The Raytheon rectifying tube is used. This eliminator fits into any cabinet in place of the dry batteries, or can be placed near the receiving set.

Say you saw it in Radio Merchandising
Super Power!
Completely Shielded

Another tribute to Howard engineering genius—the new Seven Tube completely and thoroughly shielded-loop-operated Model Seven.

Write for Details
(There are other models, too)

Howard Radio Company
451-469 E. Ohio Street
CHICAGO, U. S. A.

C. J. Timms With General Instrument Corp.

Clarence J. Timms, of the Aluminum Company of America, was elected President and a director of the General Instrument Corporation at a recent meeting of the board of directors of that corporation.

Mr. Timms is severing his active connections with the Aluminum Company of America and is at once taking up his work as an officer of the General Instrument Corporation.

Two New Howard Distributors

The Howard Radio Company of Chicago announces the appointment of the North Ward Radio Company of Newark, N. J., as their exclusive distributors for the state of New Jersey and the Friday Battery and Electrical Corporation of Ottumwa, Iowa, as their exclusive distributor for the southeastern portion of the state of Iowa.

J o i n s  K .  C .  B .  B a t t e r y  C o m p a n y

M. T. Kirk, of Oakland, Cal., formerly with the Coast Battery Company, has recently joined the sales force of the K. C. B. Battery Company, Sacramento, Cal., and has taken over the Coast territory.

R. E. Harris, who has filled the position of Sales Manager, has resigned his position to enter another line. Mr. Harris had been with the K. C. B. Company for three years, and his many friends will miss him.

To Exhibit at New Jersey Show

Henry F. Vortkamp & Co., Inc., of Brooklyn, N. Y., set manufacturers, will exhibit at the Southern New Jersey Industrial Exposition. Mr. F. S. Clark, branch manager at Philadelphia, is in charge of the exhibit.
but the folks who bought sets from every other dealer—all set owners in other words—are possible parts and accessory purchasers.

But only if you "play up" your parts department, and devise ways to keep it in the foreground of the public's attention. What better medium for this than your window?

Lavender will be a good color to drape over the floor for this display. Notice that the center is raised by means of a low platform to bring the radio to eye-level.

The cover of the table model receiver is raised, and the narrow ribbons from the inside of the case are drawn out to the B-eliminator, batteries, tubes, storage cell, etc., ranged across the front of the display, and are attached to the small cards which explain each of the accessories, gives its use and tells its price.

If you carry several makes or models of a certain accessory, don't try to display them all, but mention on the card, if you wish, "Other B-eliminators from $— to $—."

Nothing much to worry about for this window. Everything is right on your shelves. Just find out now whether you still have enough cardboard for the three large display cards or whether you'll have to stop into the stationery store for some more.

New Vice President for Insulating Company

Samuel Edelson is the newly-elected Vice-president and Director of the Insulating Company of America, Inc., New York City.

This company was originally known as the Radio Panel and Parts Corporation, and was founded by A. G. Heller and S. J. Spector.

Sleeper Radio Now Reorganized

The reorganization of the Sleeper Radio Corporation under a new charter has been successfully carried through by Gordon C. Sleeper and his associates.

The new company, known as the Sleeper Radio and Mfg. Corporation, has acquired the Long Island City plant and equipment and is again in production on the Scout and Serenade models.
You Will Find
These Advertisers in This Issue

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Visit the World’s Greatest Radio Marketing Place

RADIO CENTER

This beautiful piece of architecture marks the founding of a great radio trade monument.

Large spacious rooms, demonstrating booths and furnishings offer manufacturers and distributors a most desirable place to display and sell radio merchandise.

Thousands of radio dealers are constantly making good and profitable use of Radio Center. If you wish to keep in touch with up-to-the-minute merchandise, come and buy at Radio Center.

RADIO CENTER, Inc.
Bush Building
130 WEST 42nd STREET
NEW YORK

Say you saw it in Radio Merchandising
IN THE EDITOR'S MAIL BAG

Freed-Eismann Radio Corporation
Brooklyn, N. Y.
July 16, 1926.

To the Editor:

I read with a great deal of interest the article in the July issue of Radio Merchandising entitled "Operate at a Profit, or Don't Operate at All."

This subject is a very important one, and we, as manufacturers, have recognized the necessity of granting our dealers a discount sufficient to enable them to make a profit on our line. Our liberal discount to those dealers who intensively promote the sale of our apparatus is being continued.

Your leading article will undoubtedly assist in creating a sounder and greater radio industry.

With the writer's kindest regards, I am,

Yours, very truly,

Freed-Eismann Radio Corporation,
Arthur Freed,
Secretary.

The L. C. Warner Company
Seattle, Wash.
June 23, 1926.

To the Editor:

Your article entitled "What Are the Normal Channels of Radio Distribution" met the situation admirably. If you were living in Seattle and our attorney you could not have drawn a better brief for us. Truly you have a wonderful conception of a western jobber's problems.

There is another angle to the wholesale radio business which we do not think you have touched on in your articles and that is the practice of legitimate electrical jobbers taking on radio as a sideline and selling it to the dealers at practically their cost. This is accomplished by giving ridiculously big discounts.

For instance, many articles are bought from the manufacturer at 50% off list. The Pacific Coast jobber pays 10½% a pound express rate or $5.00 to $5.70 per 100 pounds freight rate. If the dealer gets 40% and 2% for cash, you can figure how much profit the jobber will make.

It is not in the cards to give these discounts and make money. An electrical jobber can do it because he has the entire electrical line to carry on with. But an exclusive radio jobber is compelled to give the dealers a discount which will leave him sufficient profit after absorbing transportation charges to conduct his business. His discount to the dealer is usually 30%, 35% and on goods manufactured on the west coast 40%.

Notwithstanding our smaller discounts to the dealers, we have built up a fine business and have made money because we specialize on service. The electrical jobber could also make a good profit if he would maintain sensible discounts.

Now the question is, should radio be handled by exclusive radio jobbers and distributors or should it be a department of the old electrical jobber? Unreasonable discounts are really "price cutting" or "gypping" on a small scale. Why give away your profit when it does not increase the quantity of goods used?

Yours very truly,

The L. C. Warner Company.

S. W. Harvey.

F. E. Wood.

Iroquois Falls, Ont., Canada
June 15, 1926.

To the Editor:

I have been very much interested in your editorial, particularly those regarding "gyp" dealers, and I am heartily in accord with your condemnation of the present system of giving every Tom, Dick or Harry "wholesale" prices.

Very truly yours,

F. E. Wood.

J. D. Food Radio Equip. Co.
Toronto, Canada.
July 26, 1926.

To the Editor:

Continue our copy of Radio Merchandising and send bill for two years—$1.00.

Yours is certainly a wonderful trade paper. It is really worth a dollar for a single issue.

(Signed) J. D. Food.
(1) who has an established and readily accessible place of business, open for business at all reasonable hours, with competent attendants for sales and servicing; (2) who maintains a suitable stock of radio sets, parts and accessories at all times, purchased from reputable jobbers and sold at the established or commonly accepted list prices. Furthermore, a radio merchant is one who fosters and promotes the sale of radio merchandise throughout the year and not one who exploits it for a few months only.

THE SIGN OF A RADIO MERCHANT

Above you see the new emblem of the Radio Merchants Guild. It is simple, yet very symbolic. The lightning is the accepted sign of radio. The eagle stands for strength and courage. It is the national sign for all the good that "America" means.

How to get it? Read this letter from Brother Brintnall:

Dear Editor:

I believe I am entitled to qualify as a "Radio Merchant" and in support of my application to affiliate with the Radio Merchants Guild will make the following statement of FACTS:

I am, and have been for over six years, located in this store building at 121 Main St., Elroy, Wis.

Over three years ago I added Radio sets and accessories to my line of musical instruments and carry at all times a stock of Radio sets and accessories. The assessor knows it. I pay taxes thereon, also insurance. Have not missed a month that the rent was not paid and have dealt with some good jobbers, all of whom have received full payment for everything sold me.


Further information if requested. Might say that I have sold the Zenith, Crosley, R. C. A. line, Burgess batteries, Cunningham tubes, Clapp-Eastman sets.

Wishing you some success in your effort to locate real honest-to-God radio merchants, I remain,

Very truly yours,

E. E. BRINTNALL.

The name of every applicant is sent to the leading jobber in his territory. The jobber passes on the application, using the definition here as the only qualification. Successful applicants are entitled to purchase, at cost, cuts of the emblem for use in advertising, etc. Stereotypes for newspapers, etc. cost 17 cents; electrotypes for fine letter heads, etc. cost 62 cents. Later we will have window signs, etc. Membership will be very valuable. Send your application now!
It's Here!

The
Kingston
B BATTERY ELIMINATOR

No Fixed Voltage Taps: With the Kingston three different voltages are obtainable at the same time.

Extreme Flexibility: Each tap is adjustable over a wide range, making any voltage from 5 to 150 possible.

The Raytheon Tube: The Raytheon Tube is used as a rectifier—only the highest quality is used in the Kingston.

Is Without Noise: The Kingston operates with extreme quietness and without vibration, and will not heat.

No Acid or Solution: No trouble to operate, and operation cost is extremely low. Will not get out of order.

THE KINGSTON B BATTERY ELIMINATOR, a quality product throughout, marks a new era in radio reception. Made of the finest materials, absolutely guaranteed to give complete satisfaction, handsomely finished in black and nickel, and backed by a vigorous national advertising and merchandising campaign, dealers everywhere will find it one of their most popular items.

Write At Once for Full Particulars

Kokomo Electric Company
Kokomo, Indiana

Price
Complete with Raytheon Tube
$37.50
As you think of this year’s business
—perhaps these 5 questions with
their answers may interest you

The Radio you will handle this fall—

1 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 hun-
dreds of thousands of satisfied owners.

2 What is the experience of its manufacturer?
Twenty-six successful years in the manufacture of preci-
sion instruments—such is the Atwater Kent record.

3 What are the manufacturer’s facilities and resources?
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 in every product bearing his name.

4 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.

5 Does it stay sold?
This question has been answered by thousands of dealers,
who testify that Atwater Kent Radio requires the least
service. 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 distribu-
tor who handles your territory.

ATWATER KENT MANUFACTURING COMPANY
4747 WISSAHICKON AVE., Atwater Kent, President, PHILADELPHIA, PA.