

The RADIO DEALER

Vol. 8 No. 4

JANUARY, 1926

SINGLE COPY 25c
TWO DOLLARS THE YEAR

Published monthly at 34 North Crystal Street, East Stroudsburg, Pa., by Radio Dealer Publishing Company, Inc., Entered as Second Class Matter, at the Post Office at East Stroudsburg, Pa., under the act of March 3, 1879

New and Improved Freshman Tuned Radio Frequency Kit

Only
\$9.50
List



IMMEDIATE DELIVERY!

Sold to Authorized Freshman Dealers Only

Chas. Freshman Co. Inc.

FRESHMAN BLDG., NEW YORK

2626 W. WASHINGTON BLVD., CHICAGO



How high is up

Is about as easy to answer as the question-

How to eliminate spontaneous electrical discharge in the atmosphere - commonly called static?

G.I.
Static Reductor
TRADE MARK

The Harness of Static!

answers the question

Ready for Delivery

about February 15th

This is a typical GENERAL INSTRUMENT product for Summer radio and Summer business.

Jobbers and Dealers

Line Up Ahead Of Time!

General Instrument Corporation
Manufacturers of Laboratory Equipment

423 Broome Street New York City

Facts and figures to prove that Eveready Batteries are the most economical



These Eveready Batteries are the correct size for your set. With average use they will last you a year or longer

"You have been one of the many who use B batteries that are too small in capacity for their receivers. That is not economical. It makes you buy B batteries twice as often as necessary. Fit the right size Eveready to your set and add a 'C' battery, if you haven't one, and you'll get maximum service at minimum cost."

The life of your Eveready "B" Battery depends on its capacity in relation to your set and how much you listen in. We know, through a careful investigation, that the average year-round use of a set is two hours a day. Taking that average we have proved over and over that on sets of one to three tubes the No. 772 Eveready "B" Battery used with a "C" battery will last a year or longer. On sets of four and five tubes, the larger Heavy Duty Eveready Battery used with a "C" battery will last eight months or more. Here is the secret of "B" battery satisfaction and economy:

With sets of four or more tubes, use Eveready No. 772. With sets of 4 or more tubes, use either of the heavy duty batteries, No. 770 or the even longer-lived Eveready Layerbilt No. 486.

We have prepared for your individual use a new booklet, "Choosing and Using the Right Radio Batteries," which we will be glad to send you upon request. This booklet also tells about the proper battery equipment for use with the new power tubes.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc.
New York San Francisco

EVEREADY BATTERIES LAST LONGER AT 50 PER CENT

EVEREADY Radio Batteries -they last longer

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

- WEAF—New York
- WJAR—Providence
- WEEI—Boston
- WTAG—Worcester
- WFI—Philadelphia
- WGR—Buffalo
- WCAE—Pittsburgh
- WSAI—Cincinnati
- WWJ—Detroit
- WOC—Davenport
- WEAR—Cleveland
- WCN—Chicago
- KSD—St. Louis
- WCCO—Minneapolis, St. Paul

THIS year will see the most specific, attention-compelling and convincing advertising ever done on batteries. Actual facts and figures will be used in the national advertising of Eveready Radio Batteries, irrefutable proof that *they do last longer*. There's a mighty appeal to the pocketbook in this campaign. "Fit the large Evereadys, such as No. 772, to one to three tubes, and they will last a year or longer. Use Eveready No. 770 or Eveready Layerbilt No. 486 on four or more tubes, and get at least eight months' service." This campaign combines news, education and selling. Its effect will be tremendous, far exceeding anything ever before accomplished for battery sales by advertising. This year Eveready Radio Batteries take a great step forward. It will pay

you to march in the procession with them. Watch for the advertisement reproduced above. It will appear in the January 9th issue of *The Saturday Evening Post*. Order Eveready Radio Batteries from your jobber.

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

EVEREADY

Radio Batteries

-they last longer

The RADIO DEALER

The Radio Trade Journal for the Radio Business Man

Vol. 8

JANUARY, 1926

No. 4

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RADIO DEALER PUBLISHING COMPANY, INC.

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 513 Pacific Building, San Francisco, Calif.Telephone Sutter 954

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Also publishers of THE RADIO DEALER YEAR BOOK. International Radio Catalog.

A Year in Advance

—the Synchronphase Offers unusual Sales Opportunity



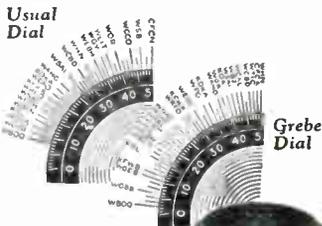
Grebe Binocular Coils
Reg. U.S. Pat. Off.
and
Low-wave Extension Circuits



A **B**
The high-wave reception range of the Grebe dial (B)—from 550 down to 240 meters—equals the practical tuning range of the usual receiver. The low-wave range of the Grebe dial (A) provides additional reception down to 150 meters.



Grebe "Colortone"



Grebe S-L-F Condenser



Flexible Unit Control



"Take the lead and set an example of diligent toil."
—Confucius

Much toil and great diligence have made the Synchronphase worthy of first rank in radio receivers.

Doctor Wu

LAST year Grebe developed the fieldless **L** Binocular Coils and S-L-F (straight line frequency) Condensers.

These Grebe developments have now been adopted on a number of other receivers.

This year Grebe has devised the *Low-Wave Extension Circuits*, "Colortone," and *Flexible Unit Control*. It will be interesting to see how soon these, too, are added to other sets.

When you sell the Synchronphase, you can offer your trade a set that is at least a year in advance—a set whose outstanding features sell it because of the superior reception they make possible.

Write for full description

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

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

The GREBE SYNCHROPHASE

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



The Synchronphase is also supplied with battery base and in a de luxe Console Model.



All Grebe apparatus is covered by patents granted and pending.



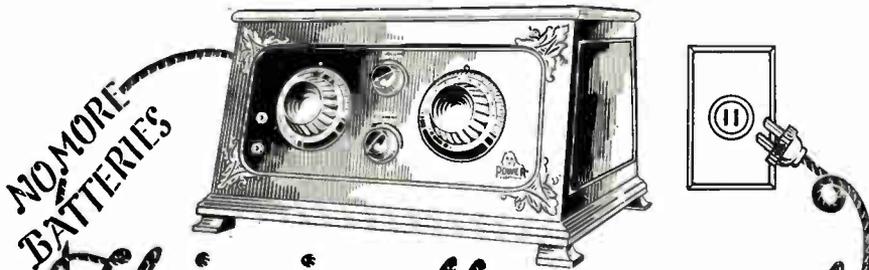
No Batteries - No Attachments - All Self Contained

Make 1926 a Year of P-O-W-E-R! ARGUS

POWER ELECTRIC RADIO

The only electric radio that works on AC or DC using no attachments. For Clarity of Tone, Beauty of Design, Rugged Construction—Argus Power Electric Receivers are unexcelled.

ENTIRELY SELF CONTAINED



NO MORE BATTERIES

This is all you need

NO BATTERIES!

OPERATES FROM THE LIGHT SOCKET

Argus Power Electric Receivers mean—no more charging, no more buying, A, B or C Batteries. Most Economical to Operate. Costs 12 cents per month on New York Edison Rates. Acts as a tube rejuvenator. Made in four different models; Two Console Types, Standard Model and Phonograph Panel.

Send for Literature, Distributor and Dealer Proposition

MANUFACTURED BY

ARGUS RADIO CORP.

25 West 18th Street, New York City

Just Plug In - Works on AC or DC Current



FEATURES

- Works on A. C. or D. C.
- Self Contained
- No More Batteries
- No Attachments
- No Rectifying Tubes
- No Trace of Hum
- No Aerial or Ground for Locals
- Loop or Indoor Aerial for Distance
- Various Models
- Ruggedly Constructed
- Life of Tubes Prolonged
- Sensitivity Unexcelled
- 1-10 cent per hour

To the Progressive Radio Merchant "POWER" means—

MORE SALES

LESS RESISTANCE

GREATER PROFIT

Every Set is UNCONDITIONALLY GUARANTEED:

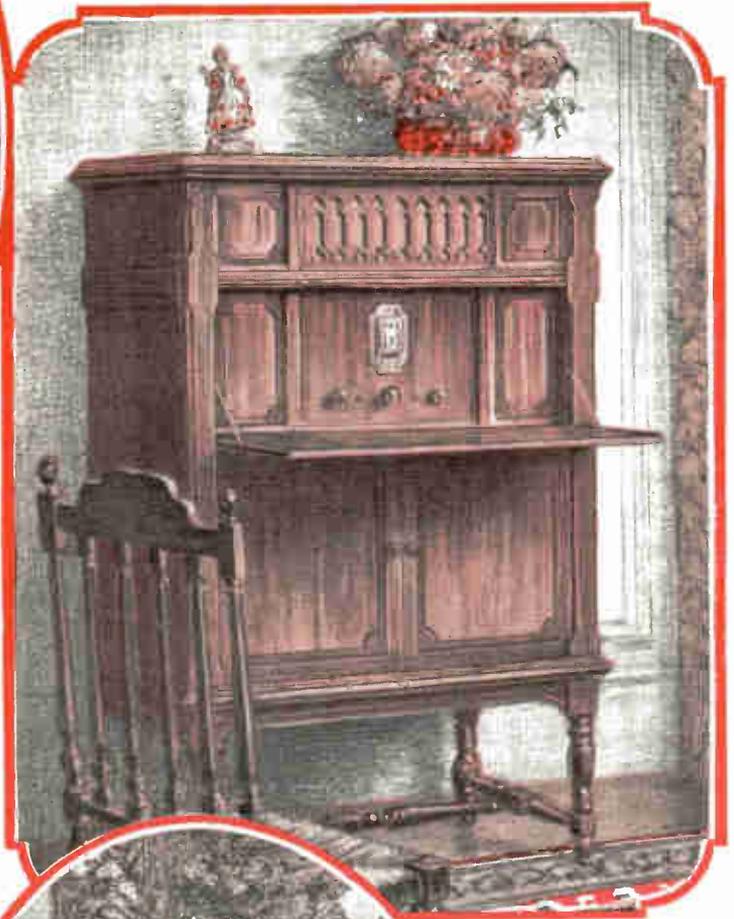
Dealers and Jobbers Franchised



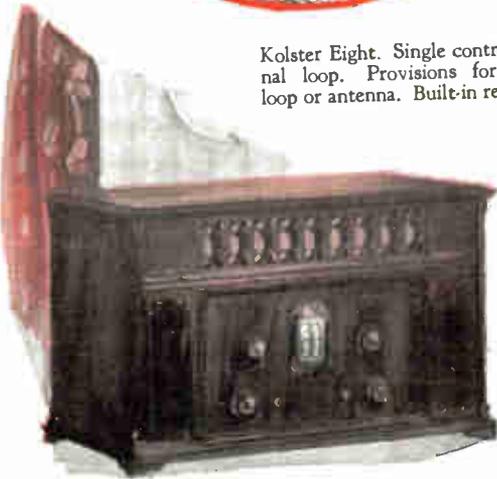
Thank



Kolster Eight. Single control. Internal loop. Provisions for external loop or antenna. Built-in reproducer.



Kolster Eight. Single control. Enclosed, rotating loop. Also provision for antenna. Built-in reproducer.



Kolster Six. Dual control for antenna. Built-in reproducer.



Kolster Six, dual control, loud speaker enclosed, space for batteries.



Kolster Six. Dual control for antenna. External reproducer.

You, Gentlemen

IN the few months since it was announced, Kolster Radio is now being enjoyed in homes everywhere.

We owe much to our dealers and distributors—for their generous welcome—for their splendid cooperation.

Our business principles are sound—our success is based upon the success of our dealers and distributors. We are pleased with their favorable reception.

Kolster Radio is already a known and respected instrument with the public. To them has been addressed a splendid advertising campaign, designed to create sales for Kolster dealers.

Kolster production is well under way and shipments are constantly increasing.

Kolster Radio is a permanent factor in the industry. The value of the Kolster franchise to dealers and distributors will increase with the passing of time.

While representation is widespread, there are communities where the Kolster franchise is still open. We invite interested dealers to communicate with us.

Signed


General Manager

KOLSTER RADIO

Dealers! NAME

and REMEMBER

and that

there are

**No
Buss
Bars**

—
NO SOLDER

—
**Kardonstrip
reduces
field of
resistance**

**No
Service
Required**

—
**a big
saving**

**Solderless
Joints**

INDESTRUCTIBLE

—
**MAKE
a big
selling
point**

**and profits that
stay and grow!**

that at

\$35

**a
popular
price
makes
quick
sales**

THE national enthusiasm for this simply operated, *serviceless* radio set has been as immediate as it has been overwhelming. There has been but one complaint. The name—Kardonstrip Radio Set—has been criticized as harsh, as difficult to remember, and as non-descriptive.

Think of the four points listed above. Think of a set that no user can harm unless he maliciously tears a riveted joint apart. Think of a set that can go through all the vicissitudes of transportation, have its cabinet broken through rough handling—and

can still give perfect service! THEN WRITE A NAME THAT YOU THINK WILL APTLY DESCRIBE THE KARDONSTRIP RADIO SET.

Five of these radio sets will be given free to the radio dealer who submits a name that will be acceptable to us.

The best name will be born of your enthusiasm after you have operated a Kardonstrip Set. Write us direct for dealer's discount, and we shall advise you in return whether jobber is available in your territory. Otherwise your inquiry will be handled direct.

KARDON RADIO CORPORATION

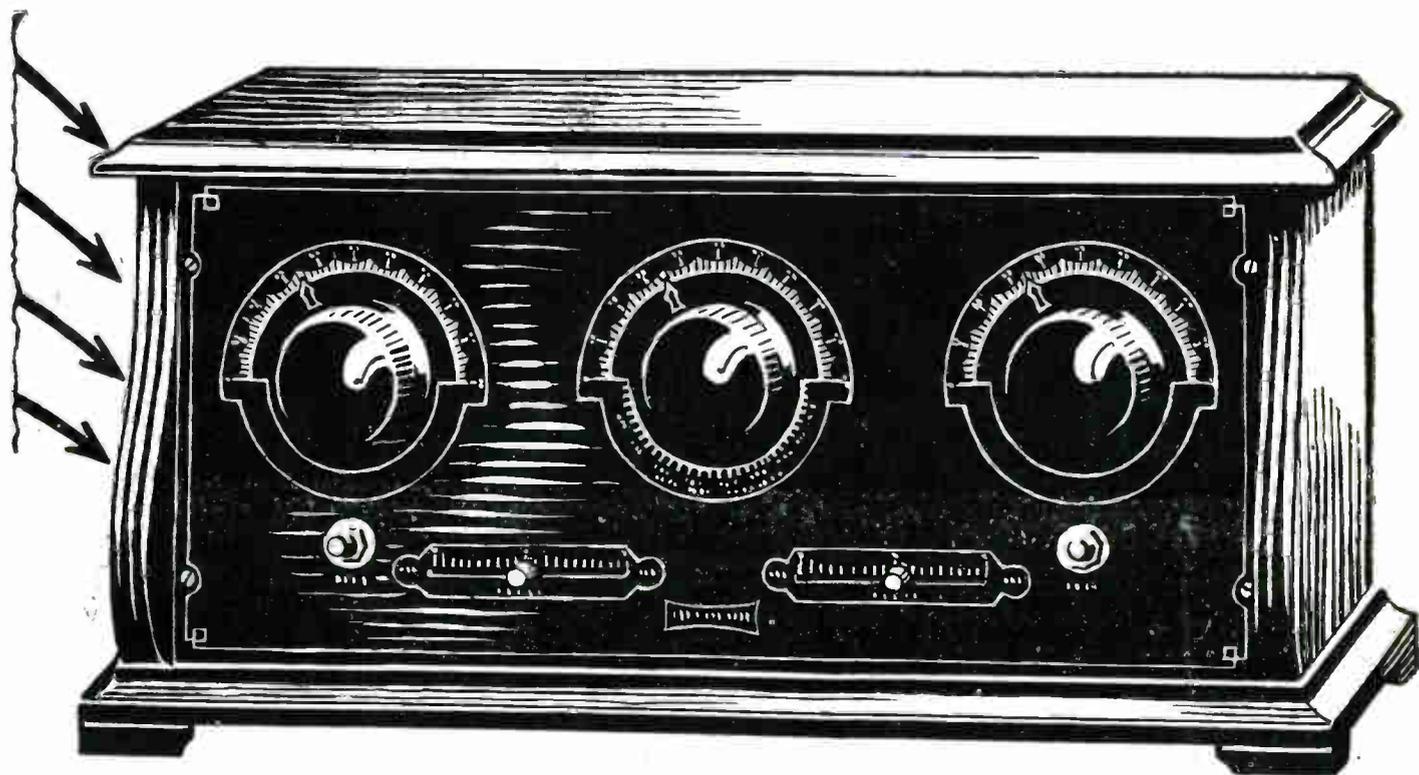
294 East 137th Street, New York, N. Y.

this new 5-tube set

*Pathfinder
Nightingale
Midnight
1-27-26*

5 of these handsome sets free to the dealer who suggests the best name

This offer is open until January 31, 1926. Only suggestions post-marked on or before that date are eligible. In the event of the successful name being suggested by more than one dealer, five sets will be awarded to each dealer suggesting the name finally chosen.



MARWOL
MARWOL
MARWOL
MARWOL
MA

The Buy Word for **BIGGER SALES** in 1926 **MARWOL RECEIVERS**



MARWOL JEWEL
5 Tube Tuned Radio Frequency **\$39.50**



MARWOL SIX **\$100**
6 Tube Resistance Coupled Amplification

the fast selling line with **SURE profits**

The Greatest Line of Profit Makers for the Big Winter Radio Months

Concentrate your efforts on Marwol, and 1926 will be your banner sales year for the following reasons:

1. Marwol Receivers give superb performance.
2. Marwols are moderately priced—which means a fast selling line with quick profits.

Send the coupon below for the Marwol story of sure profits and an outline of our plans to help Marwol dealers make 1926 a profitable radio year.

MARWOL

A MARVEL for PERFORMANCE

MARWOL RADIO CORPORATION
546-548 BROADWAY, NEW YORK

REPRESENTED BY THESE CONCERNS

- | | |
|--|--|
| K. S. Byrd Co.,
221 North 11th St.,
Philadelphia, Pa. | Chemical Bldg.,
St. Louis, Mo. |
| Charles Saenger,
942 Prospect Ave.,
Cleveland, Ohio. | C. E. Gay,
166 Lowndale St.,
Portland, Ore. |
| The Barsook Co.,
53 W. Jackson Blvd.,
Chicago, Ill. | R. T. Carr,
906 Sprague St.,
Spokane, Wash. |
| Dungan Sternfield
Radio Sales Co.,
25 No. Dearborn St.,
Chicago, Ill. | Marshank Sales Co.,
926 Insurance Ex-
change Bldg.,
Los Angeles, Calif. |
| C. L. S. Holmes,
502 Boston Blk.,
Minneapolis, Minn. | C. H. Wallis & Co.,
1409 Syndicate Trust
Bldg.,
St. Louis, Mo. |
| Lane-Meyn & Co., | |

Marwol Radio Corporation,
546-548 Broadway, New York

Send us complete details about your
merchandising plans to make 1926 the
biggest Radio year for Marwol Dealers.

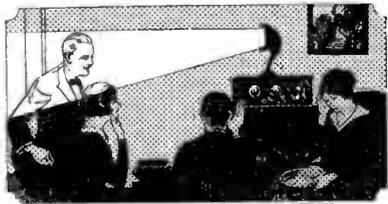
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Address

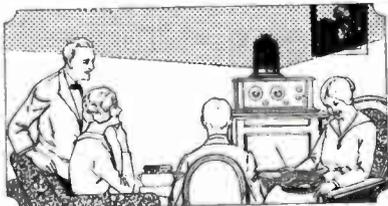
City State

"All-Directional,"^{*}

The Feature That Sells EVERY Radio Set Owner



The "One-Direction" speaker lets only those in front hear well.



The "All-Direction" N & K Speaker lets everyone in the room hear clearly.

IN some speakers *Tone Quality* is the chief appeal, satisfying the more musically minded. Some speakers feature *Volume*, and their sales audience is made up of those who want all the sound they possibly can get. Some speakers appeal merely by their *Good Looks*, and depend on artistic appreciation for sales.

The new N & K Model S Imported Loudspeaker has not only *Tone Quality*, *Volume* and *Good Looks* but it has another feature that appeals to *everyone*.

It is **ALL-DIRECTIONAL** *

Placed *anywhere*—in a corner, at one side, in the center, up on the bookcase, down on the tabourette—this new N & K Speaker allows the broadcasting to be heard distinctly all over the room. No matter where you are, you get the full clearness and distinctness.

Furthermore, it is *Adjustable*. Variations in local broadcasting conditions or set "hook-up" are overcome instantly at the turn of simple knob.

And on top of all, the price is only \$12.50—within the reach of practically every radio owner.

If you are not yet carrying this speaker, you are missing an unusual profit opportunity. If your jobber is not supplied, order sample direct from us. Use it to demonstrate your sets and you will find that N & K will *sell itself*.

NEUFELDT & KUHNKE DIVISION
Th. Goldschmidt Corp., Dept. D-1, 15 William St., N. Y.



Model S

Imported

LOUDSPEAKER

ADJUSTABLE

Like all N & K Imported Speakers and Phonograph Unit, this model S Speaker is adjustable instantly to variations in broadcasting conditions and in the construction of receiving sets. 9½ inches high, 6½ inch square base. Finished in black burtex, suggesting leather. Packed six to carton.

only
\$12.50

In Canada \$15

*COPYRIGHT 1926



Panels for Popular Kits

How many do YOU sell?

If a fan buys a Kit from you, what sense is there in allowing him to go elsewhere for the panel?

For every Kit that leaves your establishment YOU OUGHT TO MAKE A PANEL SALE!

Just stop a moment and think that over. And then prepare to meet the wants of the fan by putting in the necessary assortment of panels in

INSULINE AND BAKELITE

We are the only house that can furnish drilled and engraved panels in these materials for the following popular circuits:

SUB-PANELS in INSULINE OR BAKELITE completely drilled and mounted with metal sockets for UV or UX Tubes, are available for any of the circuits named on this page.

OUR SERVICE TO THE MANUFACTURER

Our immense stocks place us in a position to fill, *on short notice*, practically any order for blanks; or drilled and engraved panels for well known circuits or to your specifications. We are the largest house devoted exclusively to panels and panel decorations. Lowest trade rates save you money.



		Front Panels		Price		Sub Panels	
No.	Size	Black, Mahogany or "Frieze"		Size	Price		
B. T. Counterphase	5 7x24x3/16	\$4.50	\$5.50	7x21x3/16	\$4.50		
B. T. Counterphase	6 7x24x3/16	4.50	5.50	7x23x3/16	5.00		
Hammerlund-Roberts	5 7x18x3/16	3.50	4.00		
Browning Drake	4 7x24x3/16	4.50	5.50	7x23x3/16	4.50		
B. T. Nameless	5 7x26x3/16	5.00	5.50	7x25x3/16	4.75		
Cockaday	4 7x24x3/16	4.50	5.50	7x23x3/16	4.25		
Cockaday Super	7 7x24x3/16	4.50	5.50		
Ambassador	3 7x18x3/16	3.50	4.00	7x10x3/16	2.50		
Ambassador	4 7x21x3/16	4.00	5.00	7x12x3/16	2.75		
Roberts Knockout	4 7x21x3/16	4.00	5.00	7x20x3/16	4.25		
Eastern Classic	5 7x21x3/16	4.00	5.00	7x19x3/16	4.50		
<i>Citizens Radio Call Book</i>							
45 Kilo Super	9 7x30x3/16	6.50	7.50		
Tuned Radio Frequency	5 7x30x3/16	6.50	7.50		
<i>Radio Broadcast</i>							
Universal	4 7x18x3/16	3.50	4.00		
Aristocrat	4 7x18x3/16	3.50	4.00		
Freshman Type	5 7x18x3/16	3.50	4.00	7x17x3/16	4.00		
Fada Neutrodyne	5 7x26x3/16	4.00	5.00		

Prices in Bakelite on request.

If you are equipped with a good assortment of panels you'll get the business for other parts as well. Panels take up very little room on your shelves. They don't depreciate in value nor become obsolete. And—every panel sale brings you a *worth-while profit!*

Write today for price list and trade discounts

INSULATING COMPANY of AMERICA Inc.
(RADIO PANEL AND PARTS CORP.)
 Insuline Bldg. 59 Warren Street New York
BRANCHES IN PRINCIPAL CITIES



The
Radio
Receiver
Women
Want

The
Radio
Receiver
Women
Want

MANY a man's brought home a radio set that's carried him away with enthusiasm for its *performance*—only to meet his wife's disapproving glare with the lame excuse that he never thought of its *appearance*.

In over 25,000,000 homes throughout the United States and Canada women are demanding two essentials in articles bought for the home—*appearance and performance*. Are you sure that every housewife in your community would be pleased with the radio receivers you sell?

While designed to meet the most exacting demands in tone quality, selectivity and distance ability, the American Wireless Console Receiver is truly the Radio Receiver Women Want. Small, compact, perfectly proportioned—designed after the early Colonial, and richly panelled in two-tone walnut, the American Wireless Console Receiver is a worthy addition to any home. Price, including loud-speaker \$165.

Distributors—Write for terms and details of the American Wireless Protective Sales Policy.

American Wireless Corporation
New York, N. Y.

The
Radio
Receiver
Women
Want

The
Radio
Receiver
Women
Want



The
Radio
Receiver
Women
Want

The
Radio
Receiver
Women
Want

BRACH



BRACH VACUUM ARRESTER



BRACH RADIO PLUG



BRACH-STAT



BRACH ELECTRIC IRON



BRACH EXTENSION CORD CONNECTOR



BRACH PUR-A-TONE AUDIO COUPLER



BRACH COMPLETE AERIAL OUTFIT

BRACH MADE RADIO PRODUCTS *Built Up to a High Standard*

Nothing to doubt—nothing to question—nothing to worry about when it comes from the Brach Laboratories, the birth-place of many of the best things used for the betterment of radio reception and making for radio perfection.

These Are Specialties :

- | | |
|-------------------------------|-----------------------------|
| Lightning Arresters | Fixed Crystals |
| Aerial Outfits | Grid Leaks |
| Shock-Proof Radio Plugs | Brach-Stats |
| Extension Cord Connectors | Crystal Insulators |
| Pur - A - Tone Audio Couplers | Electric Soldering Irons |
| | Rosin Core Solder Solderall |

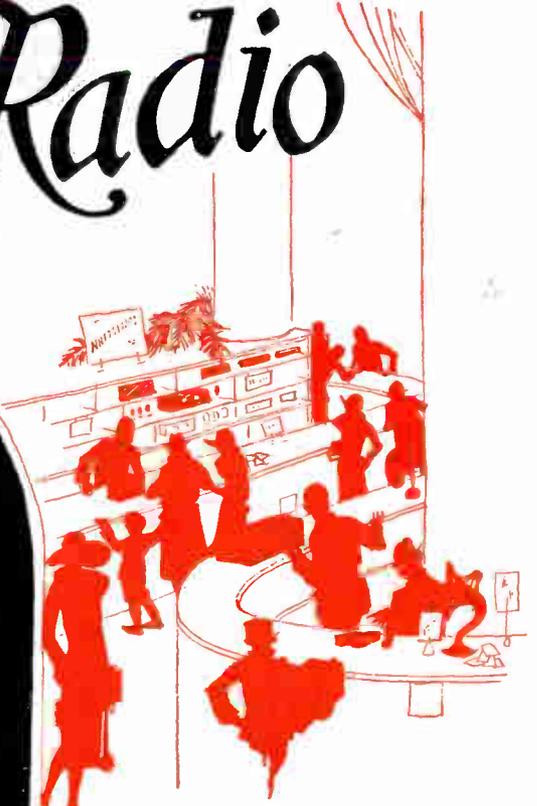
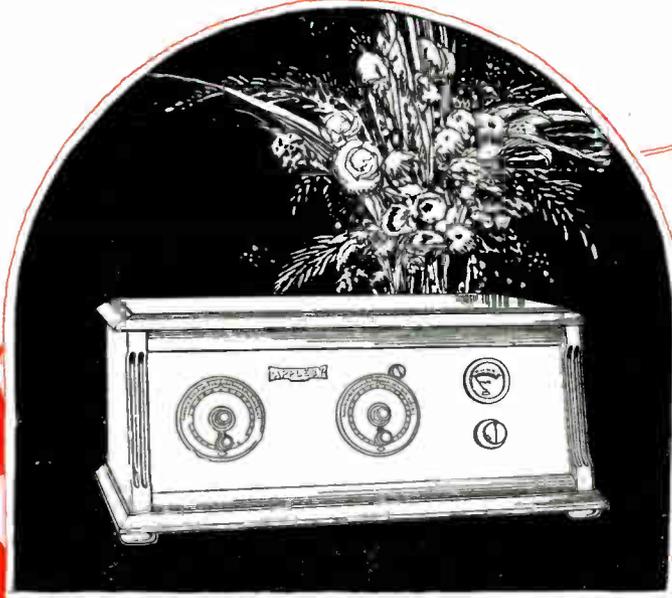
Radio Dealers recognize the easy selling qualities of Brach Products and the satisfaction that follows.

Stock Up Brach Best Sellers

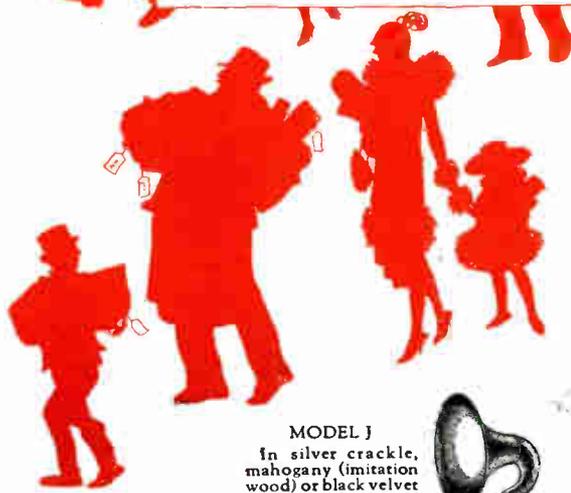
L.S. BRACH MFG. CO.

NEWARK, NEW JERSEY.

Appleby Radio



MODEL 60—Dual Control
\$80.00 without accessories



Appleby Means New Simplicity

In Appleby Radio you have an instrument that, not only embodies all good radio qualities, such as performance, fine materials, workmanship, appearance, but has an outstanding feature that appeals strongly to every buyer of radio: —

It is simplicity of operation, a new meaning for the word, made possible by the Appleby Dual Control.

To examine Appleby Radio, to see how easily, surely, swiftly it brings in broadcasts is to realize that here is radio that will win the instant confidence of all your customers. Here is radio value that will bring new people into your store. Here, in Appleby Radio, are big profits for you . . . Write today for particulars on our entire line.

MODEL J
In silver crackle, mahogany (imitation wood) or black velvet finish. 15-in. bell. Price \$25.00. Model X, 12-in. bell, \$20.00.



MODEL B
Colonial design cabinet type speaker, finished in mahogany. Price \$30.



MODEL 70
—Dual Control
Solid mahogany or walnut console, containing Model 60 radio unit and built-in loud speaker. Price \$175.00 without accessories.

APPLEBY MANUFACTURING COMPANY
250-52 NORTH JUNIPER STREET
PHILADELPHIA



New Type "XL" Low Wave Separator

Because of its compact and scientific construction, it is the ideal condenser job for manufacturers where space and panel room is limited. Can also be more quickly and easily mounted. It's a straight line, low loss job.



United Scientific Rheostat With New Pointer Knob

One Hole Mount. Genuine Bakelite. At no additional cost, this famous Rheostat can now be had with the new pointer style knob, which not only adds to the Rheostat's attractiveness, but also its ease in adjustment.

TRADE MARK

UNITED SCIENT. LAB
INC.



Compensated Multiple Condenser

Only real and practical one dial control unit on the market. Comes completely equipped with four inch, genuine Bakelite dial and two knobs. This Multiple is a straight line, low-loss unit making the sharpest tuning, quick and easy. Capacity .00035 mfd. per unit.



Straight Line Frequency Condenser

Separates stations and distributes them evenly over the dials. Materially improves the sensitivity of any set, and makes the sharpest tuning quick and easy. Low minimum with uniform maximum capacities. Made in all standard sizes.

Every United Scientific Laboratory Product is the result of the combined research and experience of our staff of radio engineers, long trained in the designing and manufacturing of radio parts of mechanical and electrical perfection. There is no reason why any set manufacturer should lose time and money shopping around when he can obtain United Scientific Laboratory products of proven superiority at the same price or less than he is now paying for inferior parts.

Submit us your specifications and get our prices.

United Scientific Laboratories, Inc.

80 FOURTH AVE., NEW YORK CITY

Branch Offices: Chicago, Ill. Minneapolis, Minn. San Francisco, Cal. Omaha, Nebraska Boston, Mass.
53 W. Jackson Blvd. 1026 Second Ave. So. Pacific Building 625 Securities Bldg. 53 State St.

Span the Continent With
ONE DIAL

That's What Your Customers Want

THE public demands an efficient Radio Receiver that can be tuned with a *Single Dial*. The Mu-Rad Transcontinental Receiver supplies this demand. The Mu-Rad dealers say a demonstration of this remarkable Receiver is equivalent to a sale. That's why the demand for the Mu-Rad One-Dial Transcontinental Receiver is the greatest in the history of the Mu-Rad factory. Nothing succeeds like success.

When are you going to tie-up to the unusual success of the New Mu-Rad?

Write Today for Exclusive Dealer Proposition
Dept. B-5

- ONE DIAL CONTROL -
MU-RAD
Transcontinental Receiver
Made and Guaranteed By
MU-RAD RADIO CORPORATION
Factory
ASBURY PARK, N. J.

SYLVANIA tubes are made slowly, with infinite care. Step by step, under the critical eyes of a corps of inspectors, they pass from one skilled workman to another. And into each piece and part is put only the finest materials and the best workmanship that is within the reach of the radio industry. Then there is test after test to establish beyond any question of doubt that each tube is the exact counterpart of every other tube. Thus it is that you can try set after set of Sylvania's in your receiver and get from each the same unvarying degree of quality performance.



THERE are no better methods or processes known than those used in the making of Sylvania tubes. The guarantee of complete satisfaction, without reservation, to every user of Sylvania tubes is substantial proof of it. If you have not experienced Sylvania performance, if you have not discovered for yourself their greater volume, keener sensitivity, better tone, and longer life—you have an almost unbelievable radio performance yet before you.

To Radio Dealers: Behind each Sylvania tube stands a thoroughly responsible organization, well known and respected. It will be worth your while to write us regardless of any present connections. You are invited to investigate the Company's responsibility through any of the commercial agencies.

A size and type for every
need, \$2.50

Sylvania

SYLVANIA PRODUCTS COMPANY
EMPORIUM . . . PENNSYLVANIA

STEWART-WARNER Matched-Unit Radio

Instrument
plus Reproducer
plus Tubes plus
Accessories

What did 1925 teach you?

THE past year has raised the "Old Harry" with rabid radio price-cutters, manufacturers of "orphan" sets, retailers who scorned service and slipshod radio retailing in general.

If you are sincere and have an abounding faith in the wonderful future of Radio, heed this timely tip.

1926 and many years to come will handsomely reward the man who sells Stewart-Warner Matched-Unit Radio—for many reasons.

Stewart-Warner is in the radio business to stay and to give service! The name, Stewart-Warner, is known the world over to represent the highest quality merchandise, dependable service, and a square deal. Over twelve million people are today satisfied users of Stewart-Warner products. To keep *their* confidence and to win *new* millions, we perfected and built our Matched-Units to give complete radio satisfaction. Our distinct triumph of **MATCHING** our Instrument with our Reproducer, Tubes and Accessories, *all* to work in perfect unison, brings perpetual radio enjoyment for your customers.

Our **NAME** is *right*, our **FACTORY** is *right*, and our **PRODUCT** is *right*.

Our **SALES PROPOSITION** is *right*! Read and judge for yourself.

Your success means ours. We *must* protect you from unfair competition, to protect ourselves. And we *have*, 100% strong!

For a Stewart-Warner Representative there are *no* bargains—*no* cutting of prices—*no* jobbers and *no* competing representatives in his district. You deal directly with the Stewart-Warner Factory Branch in your district. The Stewart-Warner Distributor positively *will not* sell any of our Matched-Units to any dealer but an authorized Stewart-Warner Representative.

Our national advertising campaign for 1926 will vastly increase our constantly growing demand for Stewart-Warner Matched-Unit Radio.

Some extremely good districts are still open for high-grade, sincere men who appreciate that Stewart-Warner have the Radio and the unusual sales proposition they have been waiting for. Profit, Protection, Prestige and Permanence await you. Don't delay—write today!

Tune in
STEWART-WARNER
Programs
Station WBBM
226 Meters
TIME SCHEDULE
OPPOSITE

Stewart-Warner

SPEEDOMETER CORPORATION

1822 Diversey Parkway - CHICAGO, ILL.

Mon. - 12-3 a.m.
6-7 p.m.
Tues. - 9-12 p.m.
Wed. - 8-10 p.m.
12-2 a.m.
Thur. - 8-10 p.m.
Fri. - 8-10 p.m.
Sat. - 8-9:30 p.m.
11-2 a.m.
Sun. 4-6, 8-10 p.m.
Chicago Time



Model 300
\$65.00



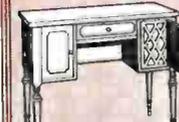
Model 325
\$80.00



Model 305
\$95.00



Model 505
Radio Table
\$22.50

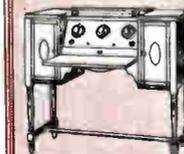


Model 410
\$65.00

Console Table including Built-in Speaker and Battery Compartment, without Radio.



Model 310
\$175.00



Model 315
\$285.00



Model 320
\$450.00



Model 400
Reproducer
\$25.00



Model 405
\$19.50

Radio Tube
Model S-W
501-A
\$2.50



TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS



BRIGHTSON TRUE BLUE RADIO TUBES

ALTHOUGH Brightson True Blue Radio Tubes cost your customers a dollar more than ordinary tubes, they actually save \$1.50 on every tube bought.

The special filament in Brightson True Blue Radio Tubes gives every purchaser *two tubes for the price of one*. When he ordinarily would be buying a new tube his True Blue will have used *less than half* its tube life.

Write us for the name of our nearest True Blue Distributor. He can show you why the Brightson True Blue Radio Tube is "The Finest Radio Tube in the World." List price each, \$3.50.

Beware of Imitations

BRIGHTSON LABORATORIES, Inc.

WALDORF-ASTORIA HOTEL
NEW YORK CITY

Boston Office:
260 Park Square Bldg.
Boston, Mass.



Philadelphia Office:
50 N. Eleventh St.
Philadelphia, Pa.

the new
5 ampere Tungar
 It charges faster—
 It sells faster!



**Tell 'em this
 about Tungar—**

It can't blow out Radiotrons if left hooked to set while charging.

Makes no objectionable noise.

Does not disturb radio reception in neighborhood.

It is complete—charges 2-4-6-volt "A" or 6-12-volt auto batteries, or 24-96-volt "B" batteries in series.

Especially adaptable to permanent installation in cabinet with switch control.

East of the Rockies
 5 ampere Tungar . . . \$28.
 2 ampere Tungar . . . \$18.
 60 cycles—110 volts



Up go your Tungar sales now that the new 5 ampere size is ready to complete your line.

There is a big market for a good battery charger that does a swift, sure job.

Just tell 'em Tungar is a G-E product—trouble-proof, economical, easy to use. Just tell 'em the facts—that is the way to sell them.

Write for campaign literature.

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

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

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT

A Straight Line to Profits for You

ONE of the most vexing problems in Radio is the congestion of broadcasting stations in a small section of the dial on the majority of radio sets. U. S. Tool engineers are solving this problem for your customers with the new U. S. Tool Straightline Frequency Condensers.

You will find it highly profitable to supply the growing demand for these efficient condensers.

U. S. Tool Condensers mean more business and a short cut to profits for every dealer who handles them.

Write for Dealer Proposition

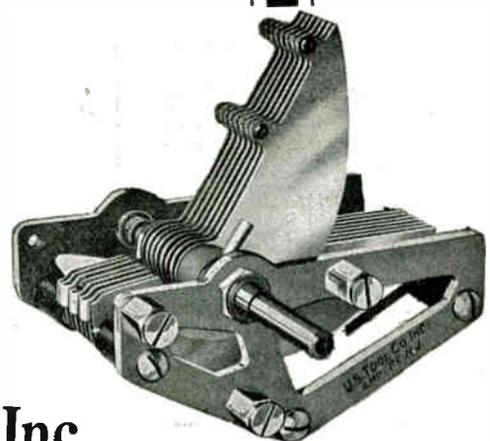
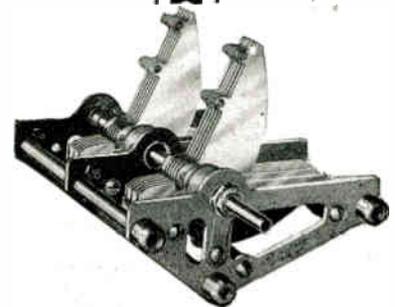
U. S. Tool Straightline Frequency Condensers

Made By

U. S. TOOL COMPANY, Inc.

Ampere

New Jersey



America's Greatest Value In Radio

A Six Tube Set At \$37.50 List

PAGE

\$37.50



To satisfy the steady growing demand for Receivers employing resistance-coupled audio amplification, we have designed several new "PAGE-6" Receivers consisting of two stages of tuned radio frequency, detector and three stages of resistance coupled audio amplification.

The "PAGE-6" is a beautiful instrument, Bakelite insulation, low-loss condensers. Two jacks on front panel enable listening in on headphones at the same time the loud speaker is operating.

List price—\$37.50 without accessories.
\$40.00 " " "

west of the Mississippi
\$42.50 without accessories

List price—with built-in loud speaker:
\$57.50 without accessories.
\$60.00 " " "

west of the Mississippi
\$62.50 without accessories

Sold only through reputable jobbers whose territory is honestly protected.

Built In Speaker Model \$57.50



A Custom Built Receiver

The Belle Claire

Synchronized Tuning Single Master Control

Three stages of resistance-coupled audio amplification instead of the usual two stages of transformer-coupled amplification assuring an absolute distortionless reception with greater volume.

Salient points of the BELLE-CLAIRE Single-Master Control Receiver:

1. Single master control micrometer dial.
2. Two compensating adjustments for accurate tuning.
3. Sockets to accommodate all tubes of the new type.
4. Resistance-coupled amplification for distortionless reception with greater volume.
5. Clarifier control to regulate clear reception and volume.
6. Receives all broadcast wave-lengths.

LIST PRICE: \$135.00 without accessories
\$140.00 West of the Rockies



Interesting Proposition To Legitimate Jobbers

— Write Us Now

R. B. RADIO COMPANY

117 WEST 51st STREET

NEW YORK, N. Y.



HENRY M. SHAW
President, National Radio Trade
Association

Welcome 1926

The great hour glass in the hands of Father Time indicates that with the last grains of sand falling the year 1925 has left our midst. We of the radio industry have tuned in the year 1926 on our sets, in our lives, and have logged the dials for what bids fair to be the greatest twelve month era in the history of the radio trade.

The year which has fled was filled with success for many and adversity for some. Several of those who had hoped to be in the running for many long years have fallen by the wayside and their places taken by a firm, sounder and more farsighted element.

The idle dreamer and the spectacular schemer must, perforce, go the way of all that glitters, for in the final analysis the gold of real worth is lacking. Character, reliability and stability mean more than that which merely shimmers for the time being under the great round sun of business prosperity.

The year which stretches ahead is bright with promise and in material prospects. The writer looks forward to 1926 as the greatest year in the history of the radio industry. This prediction is more firmly grounded for this year than for any year in the past. The refining influences which have been brought to bear in radio fields have left in their wake a greater, stronger and more stabilized radio trade.

At this time the writer is desirous of extending every good wish to the members of the radio trade throughout this broad land and Canada for a bright, happy and prosperous New Year. This same sincere wish is extended to the officers and members of the National Radio Trade Association and the further hope expressed that the commendable work accomplished by our organization during the past year will serve as an even greater inspiration during the year which stretches ahead.

HENRY M. SHAW, President,
National Radio Trade Association.

The Radio Dealer Year Book

1925-26 Edition

The Most Complete Trade Directory of Its Kind

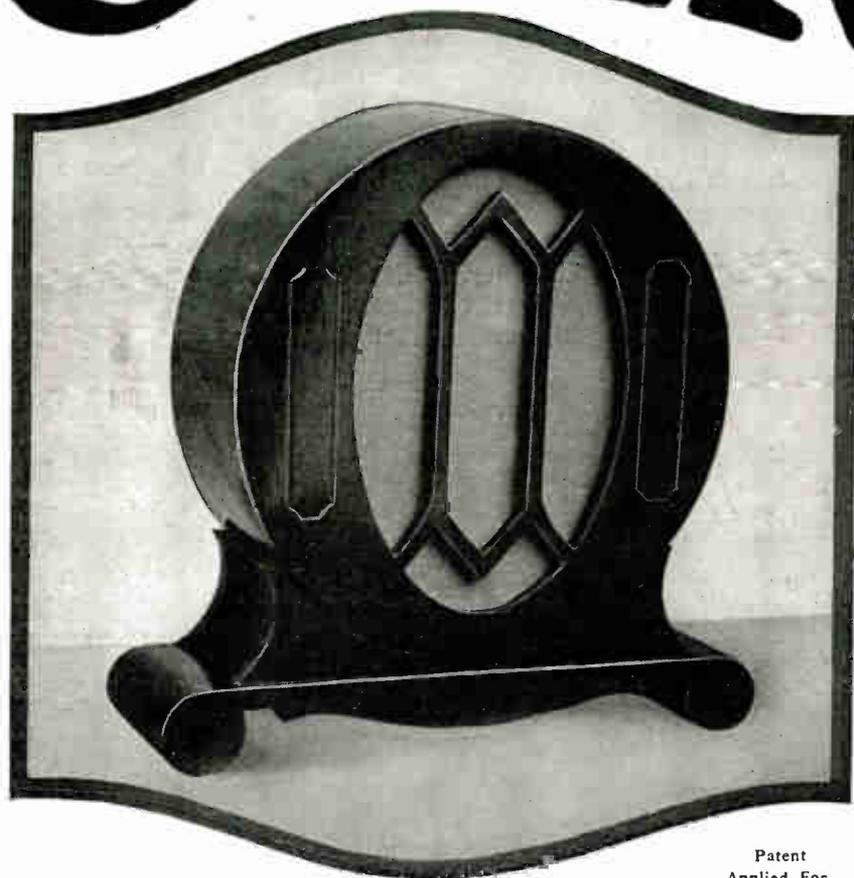
Still available at \$1.00 per copy, or FREE with a subscription to The RADIO DEALER, the pioneer radio trade magazine, at \$2.00 for one year, \$3.00 for two years. As the supply of YEAR BOOKS is limited. send your order in, NOW, to

THE RADIO DEALER

10 East 39th Street

New York City

ROGERS



Patent
Applied For

REPRODUCER

Only master craftsmen can produce a product such as the Rogers Reproducer. Beautiful in design and appearance, its reproduction of concerts, vocal and instrument, adds tone and quality to radio reception.

The drum of the Rogers Reproducer is mahogany finished veneer with routing; base of poplar finished mahogany. Rubber feet on bottom and silk screen covering opening on both sides. Size over all, 15" long, 15" high and 4 $\frac{3}{4}$ " deep. Furnished with cords and tips. Quality of tone further enhanced because both sides of Rogers Reproducer throws the sound.

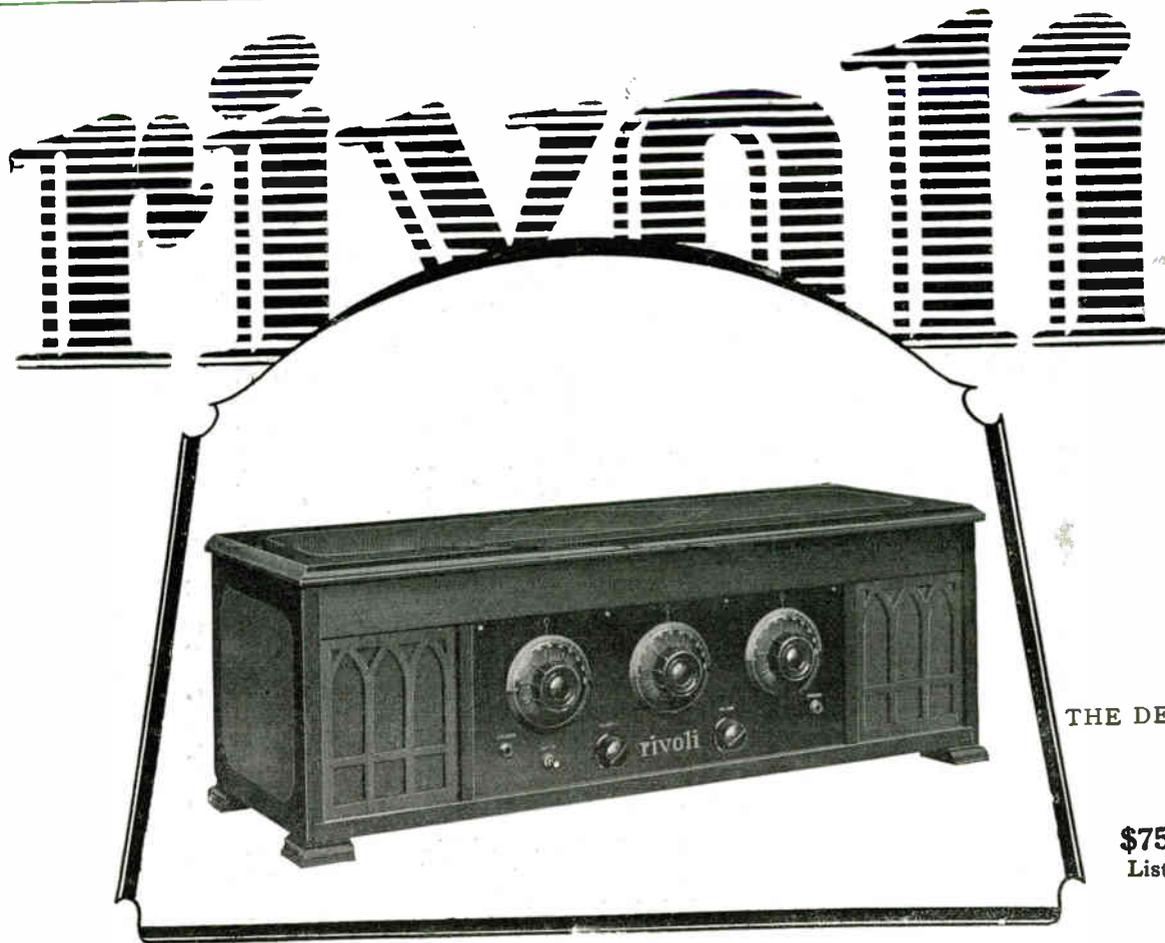
Your better class of trade has long awaited the Rogers Reproducer. Write for discount and descriptive literature.

ROGERS MFG. COMPANY
Frenchtown New Jersey

list price

\$22.00

SPECIALIZING IN REPRODUCER ACOUSTICS



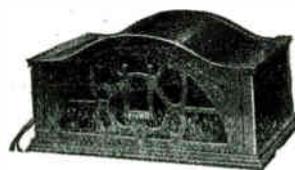
(Illustrated)
THE DE LUXE MODEL

\$75
List

The Line That Sells

THE RIVOLI PLAN—It is an entirely new idea applied to the selling of radio sets, an idea based upon the firm conviction that the dealer is entitled to a generous slice of profit for his work. If your experience with radio sets has been none too cheerful, all the more reason for tuning in on Rivoli. If you have been quite satisfied heretofore, Rivoli is going to give you a pleasant jolt.

The Rivoli line is complete, with a model for every popular price range. The Rivoli dealer always has the right thing to offer. The Rivoli line consists of the Console retailing for \$125, the DeLuxe retailing for \$75, and the Junior at \$60, and the Rivoli Table \$50. Then there's the Speaker at \$30.



The Rivoli Speaker is the kind that goes home with your customer three minutes after you hook it up. . . List \$30.

“ALWAYS GOOD COMPANY”

The Rivoli Radio Line is manufactured by the Radio Industries Corporation, 131 Duane Street, New York City, N. Y.

Super-Power

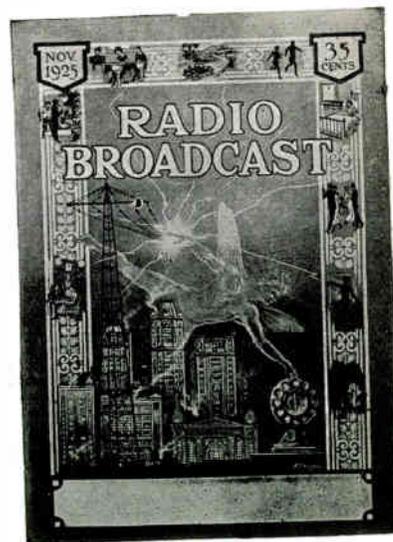
1925 has seen the advent of many super-power broadcasting stations to the radio art. The experimental stage of this innovation has not as yet been passed, and the editors of *The RADIO DEALER*, feeling that the sale of radio apparatus is proportionate to the public's liking or disliking of broadcasting, request that members of the trade throughout the country send in their comments for publication regarding the new use of super-power.

The *RADIO DEALER*, being the largest and oldest trade paper in the field, intends to give this additional service, with a view to more harmonious understanding between the broadcasters, manufacturers, jobbers and dealers throughout the country.

Whether you may be for or against the installation of super-power broadcasting stations, send in your comments, addressing them to

Editorial Department,
THE RADIO DEALER
10 East 39th Street
New York City

Glorifying American Radio



Radio Broadcast

120 West 32nd St.
New York City

813 Peoples Gas Bldg.
Chicago

1058 Park Sq. Bldg.
Boston

San Marcos Bldg.
Santa Barbara

The Reason

THE TUBE WITH A SENSIBLE GUARANTEE



Quality! Performance Dependability

are the factors which made Supertron the foremost Independent Tube in America!!!

The public buy and enjoy Supertrons because they are assured of satisfaction by a serial numbered guarantee on each tube for their protection—at their own price; the public demand price—two dollars.

the best profit and a permanent good will.

The jobbers who practice their purposes sincerely carry Supertrons to serve their dealers better because Supertron facts are beyond dispute.

The best dealers sell Supertrons because they give the most satisfaction;

Backed by a rigid policy; substantial organization and clean merchandising.

ALL TYPES **\$2.00** EACH (Canada, \$2.75)

Distributors:

C. E. NIEHOFF & CO. Chicago
 FIRESIDE RADIO SET CO. Chicago
 YAHR & LANGE Milwaukee
 THE ROYCRAFT CO. Minneapolis
 SORENSON LAMP CO. Des Moines
 HIPPEE-STATES AUTO SUP. Des Moines
 ORR BROS. Cedar Rapids
 RADIO DEALERS SUP. CO. San Francisco
 FRANKLIN ELEC. SUP. CO. Philadelphia
 KEYSTONE RADIO DIST. CO. Philadelphia
 SWANSON ELECTRIC CO. Evansville

M. H. JOHNSON ELEC. CO. Utica
 HINSBILL ELECTRIC CO. Troy
 IROQUOIS SALES CO. Buffalo
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 REYNOLDS RADIO CO. Denver
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 TURNER LIPPEE CO. Newark, N. J.

HERBRICK-LAWRENCE Nashville
 BANNER ACCESSORY MFG CO. St. Louis
 WITTE HARDWARE CO. St. Louis
 E. S. COWIE ELECTRIC CO. Kansas City
 SPECIALTY SERVICE Brooklyn
 G. J. SEEDMAN Brooklyn
 HERMANN-BROWNLOW Springfield, Mo.
 HILLMAN'S, INC Augusta, Me.
 ALBERTA RADIO CO. Alberta, Canada
 IMPERIAL RADIO CO. Sault Ste. Marie, Can.
 F. X. GUILLEVIN Montreal, Canada

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TOLEDO
 Summit-Cherry Bldg
 MINNEAPOLIS
 229 So. 4th St.

KANSAS CITY
 1307 Valentine Rd.
 DENVER
 1641 Stout St.

PORTLAND
 997 Forest Ave.
 LOS ANGELES
 443 S. San Pedro St.

ST. LOUIS
 425 Chemical Bldg.
 PITTSBURGH
 Federal Reserve Bldg.

DETROIT
 714 Lafayette Bldg.
 BUFFALO
 293 So. Elmwood

SUPERTRON MFG. CO., Inc., HOBOKEN, NEW JERSEY
Export Dept., 220 Broadway, New York City



SUPERTRON

A SERIAL NUMBER GUARANTEE

The Best Buy on the Market!

A Profitable Item for Jobbers

A
5-Tube
Receiver



\$37.50

List
Price

SOLEX EVERY FEATURE of a HIGH PRICED SET



SOLEX FEATURES

- 1—Low price without quality sacrifice—\$37.50 for a five tube set.
- 2—Compact indestructible construction, ideal for export and distant shipping.
- 3—Sharp and clear tuning, uniform range over entire wave length.
- 4—Genuine bakelite insulation throughout.
- 5—Phosphor bronze nickel plated strips replacing obsolete bus bars, eliminating soldering joints and preventing broken connections in transit.
- 6—Solenoid coils.
- 7—Straightline frequency condensers.
- 8—Quick sales—good profit—rapid turnover.

This is the Set that they are talking about in the trade—a well constructed, carefully designed 5 tube set containing every feature of the high priced sets with all their advanced features. SOLEX is the receiver your retailers are looking for. Its simplicity and efficiency have amazed radio engineers and for selectivity, clarity and volume it cannot be surpassed.

Consider all the SOLEX features, its beautiful cabinet, mahogany finished, and then compare the low list price with others on the market today. The panel is 7 x 14 genuine bakelite—Straight-line frequency condensers—Solenoid type inductances—special SOLEX high-powered audio transformers, designed for power amplification to permit use of the new power tubes, giving uniform amplification over the complete range of audio frequency—SOLEX patent binding clips—phosphor bronze strips securely fastened to the sub-base produce a uniform product and eliminates transportation difficulties.

JOBBERS—Get all the details of our proposition. Act now and start for quick sales and greater turnover—the SOLEX will do it for you.

SOLEX ELECTRIC COMPANY, Inc.

451 Greenwich Street - New York City

SUPERADIO

A PERFECTED B and C Battery Eliminator



Guaranteed

The Superadio is a super-power B and C Battery Eliminator capable of delivering high voltages and heavy current continuously. Operates any receiver at maximum efficiency as well as the new power tubes UX120 and UX112. It is far superior to conventional eliminators because it delivers so much more power. Provided with 5 "B" taps for precision adjustment of detector voltage; also 3 "C" taps for precision adjustment of "C" battery voltage when new power tubes are used. "B"-Taps: Det-4 to 35 volts variable; Amp-45 volts; Amp-67½ v.; Amp-90 v.; Amp-135 v. "C"—Taps-4½ volts; 9 volts; 4 to 40 volts variable.

Type A for B and C Batteries \$35.

Type B for B Batteries \$25.

Patents
Pending

The Superadio is different from the conventional tube tester. It tells exactly what your tubes can do. Price \$120. (liberal discount) includes headset. Use Special Model S-2 Amplifier to test with loudspeaker. Price \$30.

New Methods of Testing Tubes---Dynamometer

Now you can SEE your tubes tested. No meaningless curves or calculations. Any clerk can test 3 tubes per minute on the Wonderful Dynamometer which is direct reading and absolutely accurate. Measures amplification factor, plate impedance and mutual conductance of any type on the market.

**Inquiries invited from Manufacturers, Distributors
and Reliable Dealers.**

Licensed under
Reactodyne Agreement

Powerful 5-Tube Receiver of Advanced Design \$50.

Superior engineering has produced this beautiful, compact Receiver in which finest results are uniformly obtained. Only 2 dials to tune. Matchless tone quality. Includes many technical features not to be found in any Set in the price class of the Superadio.

Write for Descriptive Literature on Superadio Products

DE WITT-LA FRANCE CO., Inc.

54 Washburn Avenue, Cambridge, Mass.

BOSTON REPRESENTATIVE:

Martin, Hartley & DeWitt Sales Co., 99 Bedford St.

CHICAGO REPRESENTATIVE:

William A. Welty & Co., 36 South State St.



\$34

FIVE TUBE

Tuned Radio Frequency
Attractive Cabinet with Piano Hinge

\$40

FIVE TUBE

Tuned Radio Frequency
Two Tone Cabinet
Sloping Mahogany Colored Panel
Gold Engraved

8

Business Getters for the Coming Year!

\$45

FIVE TUBE

Tuned Radio Frequency
Art Design Cabinet
Straight Line Frequency Condensers

\$50

SIX TUBE

Resistance Amplification
Two Tone Cabinet
Sloping Panel
Straight Line Frequency Condensers

Here is your chance to start the year with a banner line of real values in Radio Sets—Receivers that have built up a reputation for many dealers and that have proved real factors in establishing good will.

We are ready to give exclusive territorial rights to responsible dealers and jobbers. A few territories still open.

Study these exceptional values and write for full particulars.

\$70

SIX TUBE

Resistance Amplification—
Double Deck Built in Loud Speaker
Semi Console

\$90

SIX TUBE

Rambler Six
Portable—
Smallest—
Lightest

AMERICAN INTERSTATE RADIO SERVICE 183 Greenwich St. New York

To Start Right
Write Now.

\$125
CONSOLE
SIX TUBE

Resistance Amplification

\$150
CONSOLE
SIX TUBE

Louis IV Design
Resistance Amplification

Supreme sales quality makes this a

Big Profits—Rapid Turnover

English

You don't have to Sell
this Loop. They BUY It

*Gets the full
wave length range
in any circuit!*

The Tun-A-Loop is unique in that by turning the knob in either direction, the relation between loops is immediately changed, permitting infinite variation from extreme high to extreme low. No other aerial can give the full volume, clarity, modulation, beauty, strength of tone and distant reception. Made of genuine Bakelite in selection of six colors.

CASH IN NOW ON THIS BRILLIANT OFFER.

Write in for information about sale of Tun-A-Loop in your territory.

English-Whitman Products
250 W. 57th ST. NEW YORK

\$17⁵⁰

Tun-a-loop

FOR NEUTRODYNE-TUNED OR UNTUNED RADIO FREQUENCY-SUPERHETERODYNE-REGENERATIVE AND REFLEX!

proposition no dealer can pass up

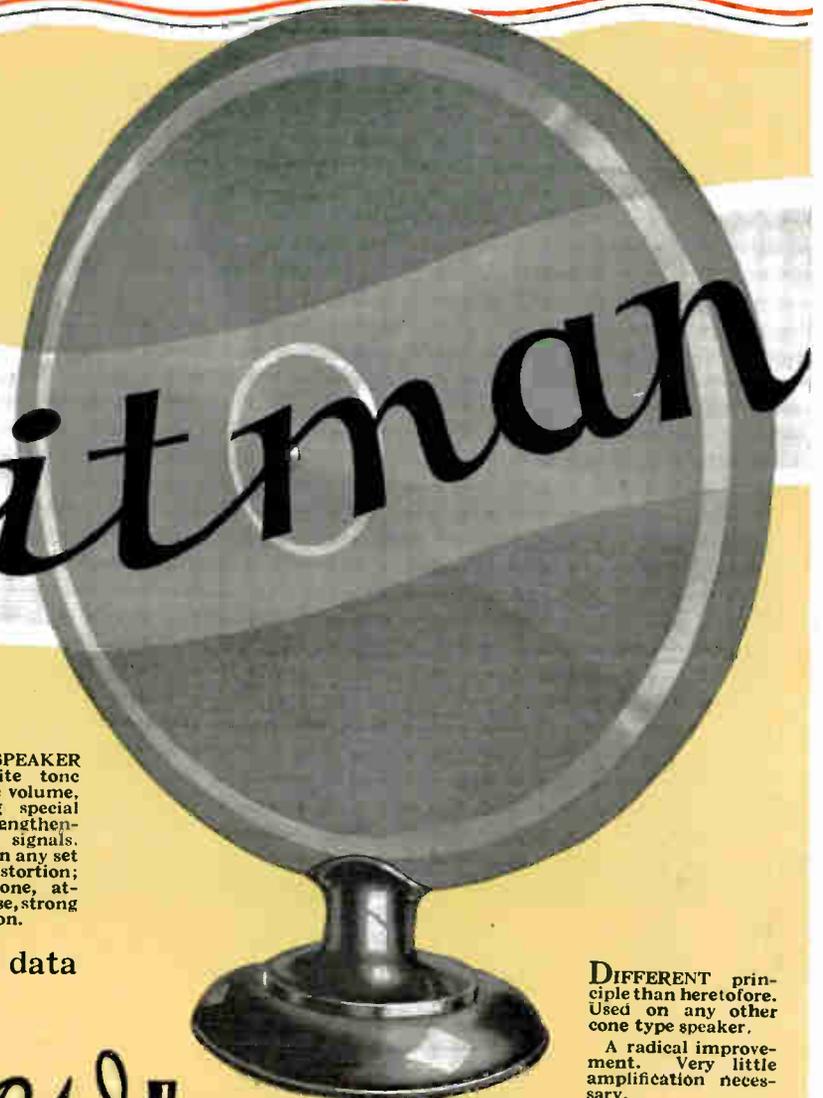
A Sensation
in Performance
and Price!!

Whitman

Sells for
\$12

A CONE SPEAKER
of exquisite tone
and ample volume,
containing special
unit for strengthen-
ing weak signals.
Operates on any set
without distortion;
15 inch cone, at-
tractive base, strong
construction.

Write at once for full selling data



DIFFERENT prin-
ciple than heretofore.
Used on any other
cone type speaker.
A radical improve-
ment. Very little
amplification neces-
sary.

En-Whit

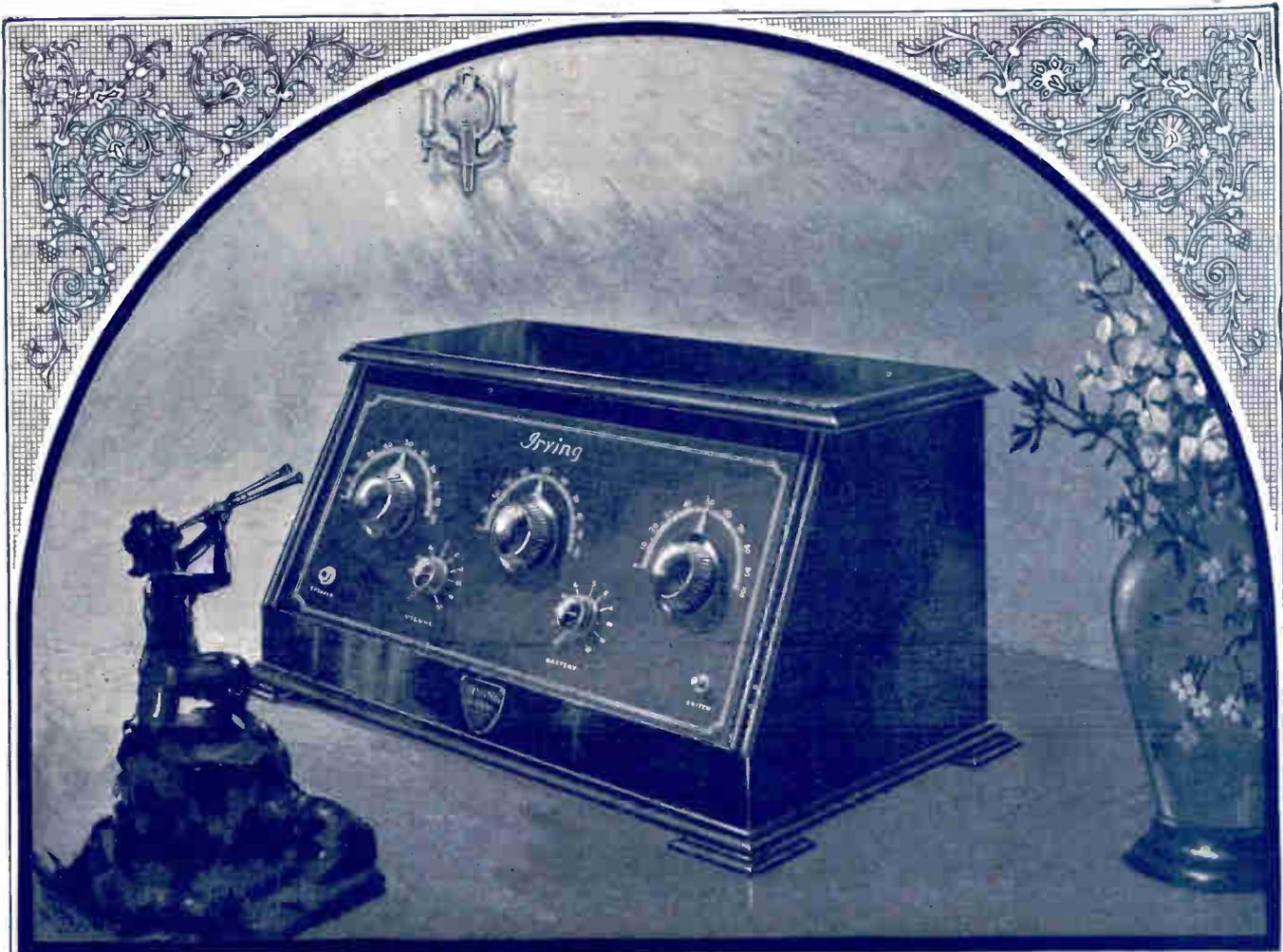
genuine BAKELITE

parts!



En-Whit Rheostats and Vernier Dials
provide new standards of quality and
precision and embody innovations
in design and construction that make
instant appeal to fans everywhere.
Write for price list and full details.

EVERY ENGLISH-WHITMAN PRODUCT IS MOULDED OF GENUINE BAKELITE



THE IRVING MEANS MORE PROFIT FOR YOU

Distributors, jobbers, dealers—let us talk facts as they affect your radio business and profits.

High price has kept radio out of thousands of homes which should be prospects for you. Low price, heretofore, has been associated with mediocre merchandise and buyers have hesitated about purchasing.

The Irving has opened this profitable field to you and now is the time to step in and get your share of the moderate priced radio business. The Irving is priced to open new channels for distributors, jobbers, and dealers and manufactured to compete with higher priced sets.

The Irving is of the popular and efficient Tuned Radio Frequency (non-radiating) type now used by 95 per cent of the radio receiving set manufacturers.

For tone, range, volume, and selectivity the Irving

is unequalled in its field and will hold its own against higher priced sets.

In genuine solid mahogany or walnut cabinets with bronze panels lacquered to match the Irving is as beautiful as it is efficient. The three models, the "Irvington" in mahogany or walnut finished cabinet, at \$55.00; the "Favorite," at \$65.00; the "Aristocrat," with a self-contained loud speaker, at \$95.00, were designed to meet individual taste in style and price.

We are establishing a nation-wide distributing and selling organization and we want you to write us about our exclusive sales franchise. Our jobber and dealer policies are based on common sense, square dealing, and sound business principles which enable you to build up a permanent and profitable radio business. We will be glad to send you complete information about the Irving.

IRVING RADIO CORPORATION

Executive Offices and Factory: Skidmore and Culbertson Sts., Columbus, Ohio.

IRVING

You Hit the Bull's Eye

When You Guarantee Utah

Utah Superflex



The Super-Flex has a tone chamber equal to that of the usual horn type. Stands but 8½ inches high by 6 wide. Finished in a harmonious brown. Weight 3 lbs. Packed 1 in a carton. 12 in a crate.

Price \$14.00

Utah Phonospeaker



Handsomely finished in black rubber. Furnished with base to rest on turntable of talking machine, or without.

With Stand \$10.00

Without Stand \$9.50

Finished in a soft antique mahogany, designed to please both eye and ear. measures 10½x8x7½. Weight 8 pounds. Packed 1 in a carton, 3 in a crate.

Price \$25.00

Utah Standard



Horn is finished in a rich semi-dull black Morocco leather finish; 14-inch bell; weight 11½ pounds. Packed 1 to a carton.

Price \$25.00

Utah Supreme



UTAH

Made in Salt Lake City

Trade Mark Registered

Utah Radio Products Co., 1427 So. Michigan Ave., Chicago

WE ARE MANUFACTURERS—NOT ASSEMBLERS

"ROYALFONE"
KING OF ALL

The Royal Road to Profits—

Dealers who handle Royalphone products are making good profits and building good-will. Each Royal Product is made up to a standard of quality and workmanship that has made the Royal name famous in Radio. Electrically and mechanically Royalphone products are as near perfect as it is humanly possible to make them. That's why Royalphone Results bring satisfied customers back to your store.



Royalphone O1-A Tubes

Whether used as detector, audio amplifier or radio amplifier, Royalphone Tubes assure better, and clearer reception.

List Price \$2.00

We also manufacture Type 99 Tubes



Royalphone Headset

By detecting the weakest signals, the distance getting capacity of any set is increased by the use of the Royalphone Headset.

List Price \$3.50



Royalphone Adjustable Unit

Constructed to fit on loud speaker or phonograph. It reproduces throughout the entire sound range with unsurpassed tone quality. The modulation of volume can be varied to suit any room.

List Price \$4.00

Dealers and Jobbers

Royalphone offers an attractive proposition. Write for details—today.

Manufacturers of Loud Speakers

Build the Royalphone Unit into your product and be assured of quality and a dependability you can GUARANTEE. Write for special proposition.

ROYAL ELECTRICAL LABORATORIES

DEPT. R. D.

NEWARK, NEW JERSEY



An Amazing Record

Six months ago the trade knew only Shamrock parts. Unknown, unheralded, the Shamrock Six Tube set appeared. There was a stir. Then a wide acclaim. Then an avalanche of orders that has taxed our factory beyond capacity.

Why has Shamrock popularity swept the country? Because it is undeniably the leading one dial set. Because it combines beauty of appearance with remarkable performance. Because it is the perfect one dial set that needs no salesman—it sells itself!

SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS



The Shamrock is a super-tuned six-tube set employing two stages of Radio Frequency, and three stages of Resistance-coupled amplification. It is encased in a handsome two-tone walnut cabinet—a supreme achievement in classic design.

De Luxe Table Model

(Illustrated) one dial control—compartments for batteries (without accessories) \$95

The Consolette

One dial control—built in loud speaker and space for both A and B batteries (without accessories) .. \$130

The Console Grand

One dial control—built in loud-speaker and space for both A and B batteries (without accessories) .. \$160

Shamrock Manufacturing Co., 196 Waverly Ave., Newark, N. J.



1925



1926

“JOVE”

—the tube that’s growing in popularity daily

PRICE

65c

TO JOBBERS ONLY

THE reason Jove Tubes are in demand is because they make money for dealers.

They stand up “ace high” in any test and simply stand supreme in price.

Jove is the biggest tube buy in America.

And our sales sheets prove it!

**TRY OUT “JOVE”
YOU’LL BECOME
ENTHUSIASTIC TOO!**

JOVE LAMP WORKS 103 PARK AVE. N.Y.C.

WORKS: HARRISON, NEW JERSEY



OUT OF THE DARKNESS OF UNCERTAINTY APEX BRINGS ABSOLUTE ASSURANCE OF DEPENDABLE RADIO VALUES

Apex reputation is a wide open book. The reliability—the efficiency—the merit of Apex Radio Receiving Sets is being demonstrated every day—day after day in thousands of homes and every day, every week, every month records a mighty increase in demand. Apex has conclusively proven its value in every phase of operation and upon that proven value is based the preference and the selection of those thousands of radio buyers who want quality beyond question.

No one feature of Apex Radio Receiving Sets has been perfected at the expense of

some other feature. Step by step every feature has been brought to the finest degree of excellence and transformed into one marvelously sensitive instrument that supplies every element to be desired in radio receptivity, combined with rich beauty of appearance.

The few exclusive Apex Dealer Franchises now available will prove of unusual value to dealers who realize the importance of supplying their patrons with radio equipment of proven quality and established reputation. Complete particulars upon request.

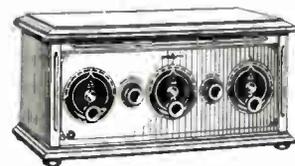
APEX ELECTRIC MFG. COMPANY
1410 West 59th Street Dept. 134 CHICAGO



Apex Baby Grand Console
Price \$225



Apex Entertainer
Price \$22.50
Console Type
Price \$27.50



Apex Super Five
Price \$80—without accessories



Apex Utility Radio Table
Price \$75



Apex De Luxe—Price \$135

Prices West of Rockies slightly higher.

Canadian prices approximately 40 per cent higher.

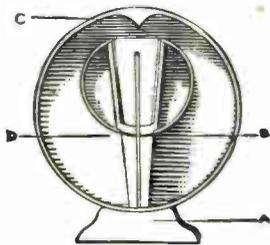
TELETONE

CABINET SPEAKER

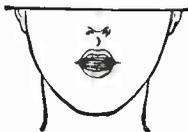
*Speaks for Itself—Sells Itself
Helps Y O U Sell More Radio*

**“Makes Any
Receiver
Sound
Better”**

THE new Teletone principle of Sound-Wave Amplification—Based on the Structure of the Throat and Mouth.



REFER to the above sectional view of Teletone. Note that a sound-wave coming from the sound producing unit “A” (the human vocal chords) is amplified through the orifice “B” (the human larynx) until it reaches the conducting area “C” (the back of the throat) whence it is again conducted to the point of greatest amplification “D” (the correctly formed and open mouth of the singer).



*Beautifully finished
in Walnut, it stands
15 inches high and
is only 3½ inches
deep.*

\$32.50

*Ready to
Listen*

A Two-Way Profit Producer

TELETONE not only sells rapidly, at a good profit—it also helps you sell more radio, because it *makes any receiver sound better*. Beautifully constructed—inside in Spruce—outside in Walnut—TELETONE is a

handsome piece of furniture, which adds to the charm of any radio set. Reproduces every note, either vocal or instrumental, with amazing clarity and satisfying volume. Easy to handle. Convenient for your customer to carry home.

JOBBERs: *Some territory still open. Write today. Attractive discounts. Protection. Free newspaper advertising. Write for sample and jobber's discount. Packed in individual Corrugated Containers. Net weight—5 lbs. Shipping weight 6 lbs.*

TELETONE CORPORATION, 449 WEST 42ND STREET, N. Y. C.

KISMET

REG. 1925

- ~ Hears all
- ~ Knows all
- ~ Tells all

Still Shipping Carloads of Kismet Sets!

Factory still going strong! Kismet sets from coast to coast! Catalogue houses all over the country all substituting Kismet Sets for others! The Price is Right!

DAY AND NIGHT SHIFTS TO COPE WITH THE SITUATION



KISMET

A Five Tube Set of Tuned Radio Frequency ac-

claimed the First in Value upon its introduction early last Fall, and now, still holding that prestige as the Peerless and Pre-eminent Receiver at Any Price.

LIST PRICE
\$37.50

THE KISMET 5 TUBE RECEIVER

Set off by a handsome two-tone cabinet with inlaid panel effect with spacious compartments on either side of the panel for "B" batteries.

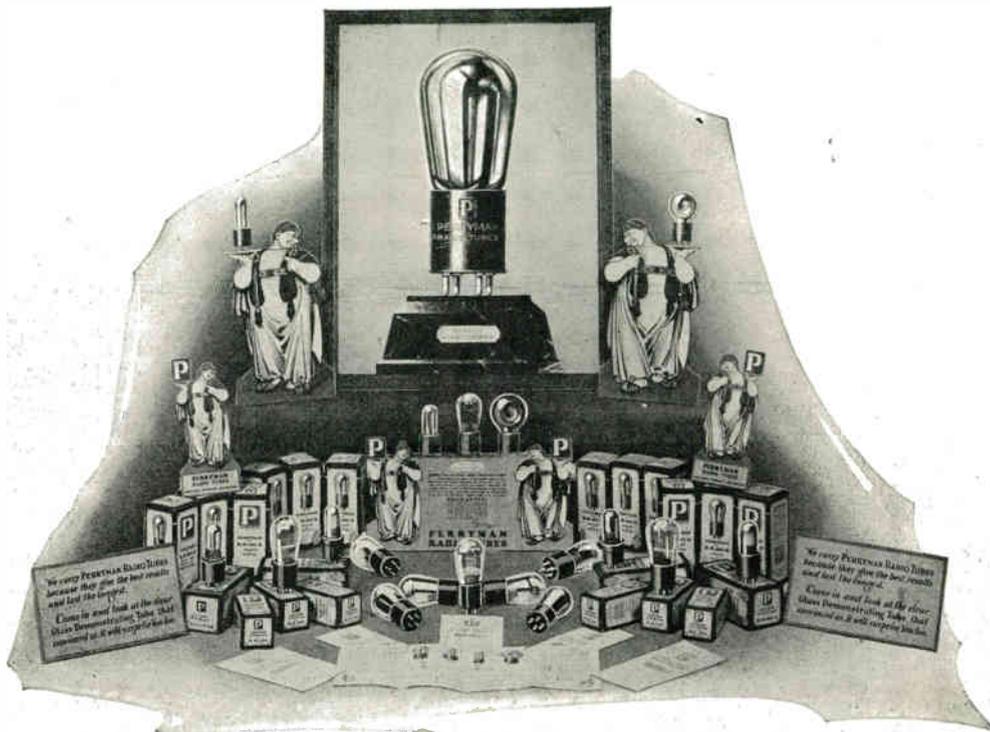
Write at once for information regarding our Franchise Proposition

RADIO TEL & TEL CORP.

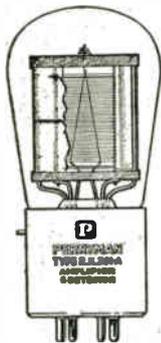
25 WEST 45TH ST.
New York City

PERRYMAN P RADIO TUBES

"Distance without Distortion"



Here's the service that helps you *sell* PERRYMAN TUBES



Clear Glass Demonstrating Tube, showing internal construction of Perryman Type R. H. 201-A.

The filament, plate and grid are held in permanent parallel alignment at the point of greatest efficiency by two bridges, top and bottom. You can't shake them apart. Notice the spring catch which holds the filament in position and allows for expansion and contraction with changing heat conditions. You can see at a glance that this tube will deliver the best results obtainable for the longest possible period of time.

Perryman Type R. H. 201-A
Perryman Type R. H. 199
(Standard and Miniature Base)
Perryman Rectifier
\$2.50 each

Use the sales material we give you free of charge. It is securing a fast turnover wherever it is displayed.

The Perryman Window Display makes them stop, look and come in. The Perryman Counter Display with its clear glass demonstrating tube tells them more at a glance than you could tell them in an hour. It sells them the tubes because it satisfies their common sense.

When they ask your opinion all you have to say is "We carry these tubes because we think they're mighty good. Put them in your set and try them out. If you don't like them bring them back."

That's fair enough, isn't it?

Do you wonder that the better dealers and jobbers are handling Perryman Tubes?

Wholesalers, Dealers and Manufacturers are cordially invited to write us for full information about Perryman Tubes.

PERRYMAN P ELECTRIC CO., INC.

LABORATORIES AND PLANT
NORTH BERGEN, N. J.



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

Will You Buck It -or Ride this Wave?

Much more money and much less grief is what hundreds of dealers are reaping this season with Thorola receivers, speakers, and parts. Sold only on the positive basis that it *must outperform*, Thorola radio is doing it by far. "Circuit" talk, more tubes, and price prestige cannot overshadow what Thorola actually *does* in store and home.



You can show the *reasons* why Thorola must excel. Thorola Low-Loss Doughnut Coils with their patented indented wiring, true low-loss construction and other exclusive features go far beyond mere toroid theories in eliminating interference, sharpening selectivity and tuning, adding to volume and distance possibilities.

Thorola actual S. L. F. characteristics keep the efficiency curve from dropping out of sight anywhere in the receiving range — at difficult higher ranges Thorola efficiency is often measurably several times greater!



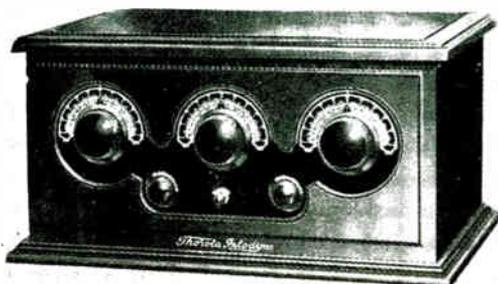
After hearing the Thorola Islodyne — after trying to show it up in days or weeks of testing — look at its mechanics — note its Bakelite sub-panel — its exquisitely careful hook-up — judge its appearance inside and out — no one has seen or heard anything else like it.

You cannot escape the conclusion that in the Islodyne receiver Thorola has really achieved an advance in design, craftsmanship and performance character heretofore paralleled only in Thorola Loud Speakers.

Thorola Speakers are outselling by far. The strides being made by Thorola receivers are a 1925-26 sensation. Thorola parts give you first call on experimenters' interest. The Thorola line, at Thorola prices and Thorola quick deliveries is carrying over Thorola dealers on a tidal wave of business. It's easier to ride *with* the Thorola line.

REICHMANN COMPANY, 1725-39 West 74th Street, CHICAGO

5-tube Thorola Islodyne Receivers, Walnut Cabinet	\$100	5-tube Thorola Islodyne Console	\$225	Thorola Low-Loss Doughnut Coils (set of 3)	\$12 Each \$4
5-tube Thorola Islodyne Receivers, Thoroco Cabinet	\$85	Thorola Loud Speaker Model 4	\$25	Thorola Low-Loss Straight Line Frequency Condensers	\$5 ⁵⁰ and \$6
5-tube Thorola Islodyne Receivers, Mahogany Cabinet	\$85	Thorola Jr. Loud Speaker	\$15	Thorola Golden Audio Reproducing Transformer	\$4 ⁵⁰



Thorola

I S L O D Y N E



Handsome Veri Chrome Panels For Famous Kits

Formica panels handsomely decorated by the Veri Chrome process are now available for certain famous kits. They make the home made set look like a factory made product. Dealers find they can sell one with nearly every kit.

These panels are now available for Bremer Tully, Counterphase, Nameless, No. 1; Best's Superheterodyne in two sizes, 7 x 20 and 7 x 26, and the four tube Browning Drake kit of the National Company.

Formica panels have been standard among set manufacturers and the more skillful amateurs for many years. They are better in finish. They come in beautiful mahogany and walnut grains as well as in gloss and dull black.

The finish is the most permanent in the world—it never checks, crazes or cracks.

Standard sized panels from 7 x 14 to 8 x 40 are carried in stock by most dealers. They are packed neatly in individual trade marked envelopes.

The Formica Insulation Co.,

4631 SPRINGROVE AVENUE

CINCINNATI, O.

FORMICA
Made from Anhydrous Bakelite Resins
SHEETS TUBES RODS

Hear the Formica Orchestra over WLW every Tuesday evening from 9 to 10 Central Standard Time.



The -
EAGLE
All That is Best in Radio

Quality

should be the first consideration in buying a Radio Set. Quality parts, quality workmanship, quality inspection, quality service.

Eagle is known as the peer of all Neutrodynes (which means the Best in Radio) because everything that enters into the manufacture of the Eagle Radio is of the finest quality procurable.

That is why Eagle Performance is the marvel of Radio Reception.

*Eagle Dealers
Reap Big Profits*

The steady demand for Eagle Neutrodynes is building up a big volume of profits for Eagle dealers. Most Eagle dealers prefer to demonstrate the Eagle in their customers' homes, knowing that Eagle Performance will prove conclusively to their customers that it is the best Radio set on the market, regardless of Price.

*Your Business Will
Soar with the Eagle*



EAGLE RADIO CO.

16 Boyden Place, Newark, N. J.



What's Behind The Panel?



THE EAGLE COIL

The marvellous efficiency of the Eagle Coil brings in far distant stations while local stations are operating.

The finest Console Speaker at any price

The CONSOLE Master Speaker

for any
Radio Set



The Greatest Loud Speaker Value Today

Considered only as a piece of furniture or only as a loudspeaker the Console Master Speaker is worth the money. But as a combined cabinet and speaker it is the greatest loudspeaker value today. The loudspeaker is concealed behind the silk covered grill and has a beautiful natural tone of great volume.

An Unusual and Exclusive Feature

The Console Master Speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This is our own exclusive origination, and strong patent claims protect it. In Walnut or Mahogany. Either way a fine piece of furniture.

The most practical Console Speaker



31¼-in. high, 38-in. long, 18-in. wide
The Console Master Speaker
with the opening front, showing the
exceptionally spacious battery com-
partment, which will hold an "A"
battery, a charger, and 2 dry or wet
"B" batteries, besides the built-in
loudspeaker.

Just a pull of the handle
and ALL the batteries,
charger, and loud speak-
er unit are within im-
mediate reach.

Retail Price \$49.50

Complete with Loud
speaker
(Adjustable Unit)

Order from your
jobber.

Full trade discounts.

CONSOLE MASTER SPEAKER CO.

15 East 40th Street, NEW YORK

*Our model #25
will fit the
Radiola
Superheterodyne
#25*

CASE

RADIO APPARATUS

1926

Announcement

INDIANA HYPERDYNE RADIO

WILL HEREAFTER BE MARKETED UNDER THIS
NEW NAME "CASE RADIO APPARATUS"

Nothing Changed but the Name!



MODEL 503

A 6-tube receiver using same parts and circuit as No. 500. It is the final refinement in radio and uses 3 vernier-controlled, silver-plated pointers. Works on inside or outside aerial. Retail \$100.00. West of Rocky Mountains, \$105.00.
Model 506 — Same as above only 5 tubes. Lists at \$75.00. West of Rockies, \$90.00.



**CONSOLE
MODEL 701**

Same as Model 503, placed in this beautiful walnut console with built-in Utah speaker. Retail \$200.00. West of Rocky Mountains, \$210.00.

If you haven't heard this set—do so. It will surprise you as it has others. Selectivity, distance, volume and tone—quality unequaled in any radio near the price. Every part and set complete, built in our own modern plant, keeping down price.

Buy radio merchandise that is built right—that stays sold, when sold. Jobbers all over the country are doing exceptionally well with our line. Do not delay, the time is opportune. We have a distributing proposition that will interest you. Write today for full descriptive literature and dealer's attractive helps.

Description No. 500—Five tubes using Tuned Radio Frequency—no howls or squeals. Solid mahogany cabinet 24 x 8 x 12; 15° sloping panel of black crystal lacquer on aluminum. Best material throughout. **\$65 List**
No exposed wires and many other good features



MODEL 500

Offices
NEW YORK CITY
Geo. L. Holmes
1819 Broadway
SAN FRANCISCO, CAL.
T. A. Mitchell Co.
Balboa Bldg.
FT. WORTH, TEX.
F. J. Keller Co.
905 W. Magnolia Ave.
MINNEAPOLIS, MINN.
J. C. Roper
310 Market Bank Bldg.
ATLANTA, GA.
Darling & Nevins
411 Ga. Sav. Bk. Bldg.

Factory and General Offices
Indiana Manufacturing & Electric Co.
530 CASE BLOCK MARION, IND.

Radio Apparatus and Automotive Accessories

MONEY FOR YOUR SHOW WINDOWS!

THE RADIO DEALER is pleased to announce a special contribution to the International Radio Week Committee of

One Hundred Dollars in Cash

to be used for prizes for retailers for radio show windows used during the coming

INTERNATIONAL RADIO WEEK

January 24th to 30th, 1926

Fifty dollars cash for the best radio week window.

Twenty-five dollars cash for the second best.

Fifteen dollars cash for the third best.

Ten dollars cash for the fourth best.

In the event of a tie equal prizes will be given to the contestants tying.

Details as to the competition may be secured from the International Radio Week Committee, 1133 Broadway, New York City.

A committee of competent judges will be appointed by the Radio Week committee whose rulings shall be final.

THE RADIO DEALER

10 EAST 39th STREET

NEW YORK CITY

Why You Should Stock FAMOUS POLYMET RADIO PRODUCTS

BECAUSE the Polymet Company is composed of radio experts, each man a specialist in some particular product.

Because the Polymet Company is marching step by step with radio progress, keeping its products absolutely up-to-date—always leading the field.

Because Polymet is only satisfied to manufacture the BEST and because the Polymet name is synonymous with QUALITY products wherever radio equipment is in demand.

These are a few of the strong reasons why over 40 well-known radio manufacturers have selected Polymet products as standard equipment and why it will pay YOU to stock them. One of these manufacturers is the

JEWETT RADIO & PHONOGRAPH CO.



whose products have achieved such marked success.

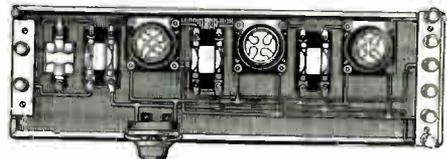
Polymet is in Radio to stay—every month shows an increase in Polymet sales. Look to the right of the page and see the products that are sweeping the field. Get in line to share in the big Polymet profits by sending your order to your jobber NOW.

Polymet Manufacturing Corporation
599D Broadway New York, N. Y.



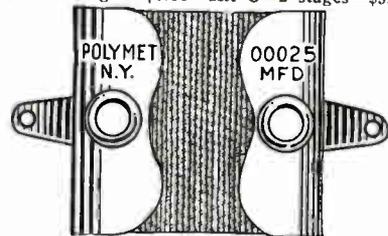
E. Z. Extension Connector

enables Loud Speaker or head phones to be used in any room without moving receiving set. Guaranteed to give firm, positive contact.
CONNECTOR ONLY35c
CONNECTOR WITH 25 ft. OF CORD ..\$1.50



Resistance Coupled Kits

Best sellers in the field.
Genuine Bakelite throughout.
Include Condensers, Gridleaks and Resistors.
Kit A—3 stages—\$4.00
Kit B—4 stages—\$5.00 Kit C—2 stages—\$3.00



Polymet Condenser

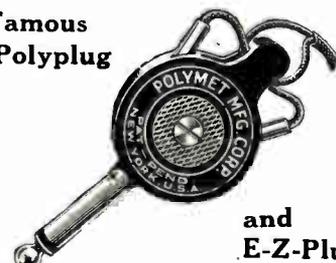
Individually tested and guaranteed for capacity marked. Genuine Bakelite. Various sizes selling from 25c to \$1.00.



Polygrid Leaks

Readings guaranteed for accuracy—noiseless ¼ to 10 megohms list at 25c.

Famous Polyplug



and E-Z-Plug

over 1,000,000 now sold. Has positive pole plainly marked—wires cannot loosen—strong, simple, precise—Genuine Bakelite50c
Composition35c



E-Z-Stat Rheostat

single hole mounting—binding posts act as lugs making soldering easier and better.
List, including knob75c

Mohawk Radio

Manufactured by Mohawk Corporation of Illinois
Independently Organized in 1924

5 tubes - just ONE dial to tune



Simple Control Sells the Mohawk

WHY waste your time trying to show your customers how to get satisfactory reception with three dials? You don't need to when they can step up to the Mohawk and, with a slight turn of one dial, tune stations in and out without any disturbing squeaks or howls.

The Mohawk three-in-line *balanced* condenser has ended the three hand shortage—all you need is one hand. You don't have to be an expert to operate it. Anyone can tune in and get volume and undistorted, life-like reproduction coupled with the Mohawk's beauty of tone and selectivity.

Every woman is instantly attracted by the Mohawk's simplicity of control, and every man realizes a new enjoyment.

But only Mohawk has the *balanced* condenser. An exclusive achievement by Mohawk engineers.

Test the Mohawk and convince yourself.

Write today or ask for free booklet, "Sharper Tuning with One Dial" and list of Mohawk Jobbers.

Manufacturers
MOHAWK CORPORATION OF ILLINOIS
Independently Organized in 1924
Chicago, Ill.

Sales Department
THE ZINKE COMPANY
1323 So. Michigan Ave.
Chicago, Ill.



Mohawk Radio, 5 tubes, just one dial to tune. [Accessories extra.] \$100.



Mohawk Receiver, Model 100, five tubes, just one dial to tune. Retail price, without accessories, \$100.



Mohawk Consolette, Model 110, retail price without accessories, \$175.



Mohawk Console, Model 115, retail price without accessories, \$225.



Mohawk No. KU51 Kit. Contains all parts of the famous Mohawk, including cabinet, for assembling. Retail price, \$75.

All the parts of the Mohawk can be had to sell separately. Be sure to have the Mohawk Balanced Condenser—the heart of the Mohawk, it's good for extra sales and profit.

The Speaker Acoustically Perfect!

STRAD-O-VOX Cabinet~Recreator

"THE VOICE OF THE VIOLIN"

This is the Speaker that sells on every demonstration. The reproduction of tone is perfect. Throws out the sound clear and sweet as a violin.

For those who want real quality to go with better radio sets you should give them the STRAD-O-VOX DE LUXE.

Besides this one at \$35.00, other STRAD-O-VOX Speakers are built to sell at \$30.00, \$25.00 and \$17.50.

Loud Speakers to be contained in Console Cabinets furnished according to Your Own Specifications.

We can also furnish any loud Speaker unit desired.

**DE LUXE
CABINET
SPEAKER**

\$ 35.00

LIST PRICE



Size 24 3/8 in. long x 7 3/4 in. deep x 13 3/8 in. high

The Speaker with the Tone Chamber of Violin Wood

EQUIPPED WITH UTAH UNIT

A front view of STRAD-O-VOX Baby Grand, the most sensational achievement of the year.



A beautifully carved mahogany cabinet Speaker, acoustically perfect, at \$17.50.

Special Strad-O-Vox Cabinet Speaker

Size, 21 1/4" long x 9 1/4" x 11 1/4" high. This size specially adapted for Fada, Atwater-Kent, Radiola, Super-Heterodyne.



\$30.00 List Price

Strad-O-Vox Cabinet Speaker

Size, 16 5/8" long x 7 1/4" deep x 9 5/8" high. Attractive with any radio set.



\$25.00 List Price

Strad-o-vox Corporation

Salesroom:

562 5th Ave. New York, N. Y.

Telephone: 4513 Bryant.

DeJUR

RADIO PRODUCTS



Original One Hole Mount.
One Hole Mount makes De-Jur the easiest of all Rheostats to mount. It sets fixed and rigid. No screws to get loose. No Back Panel Fussing. Perfect contact always.



Genuine Bakelite Adapters
For the New UX 120 and UX 199 Tubes to fit standard sockets.

Grid Leaks.

The only grid leaks with caps soldered to the connections.



Air tight and moisture proof. Caps cannot come off. Accurate and constant resistance unit. Guaranteed within 5 percent of calibrated value. One fourth to ten megs.

In all lines of business there is one manufacturer whose products are so distinctly superior that they become the standard by which all similar products are measured.

In radio, DeJur Products are the Standard. Whenever the utmost quality and efficiency are demanded, DeJur products are invariably specified.

Whether your requirements be large or small, we are equipped with both men and equipment to meet your requirements promptly and satisfactorily. When you deal with DeJur you are assured standard products and on time delivery.

Guaranteed

All DeJur products are guaranteed to be electrically and mechanically perfect, and to give complete satisfaction.

WRITE FOR CATALOG

Write for our latest catalog, listing and describing the complete line of DeJur guaranteed radio products.

DeJUR PRODUCTS Co

199 Lafayette Street
New York City



Tube Control
Eliminates the necessity of hand rheostats and filament meters. Controls accurately the correct flow of current to the tube. Makes tubes last longer. Especially adapted for Resistance Amplification.



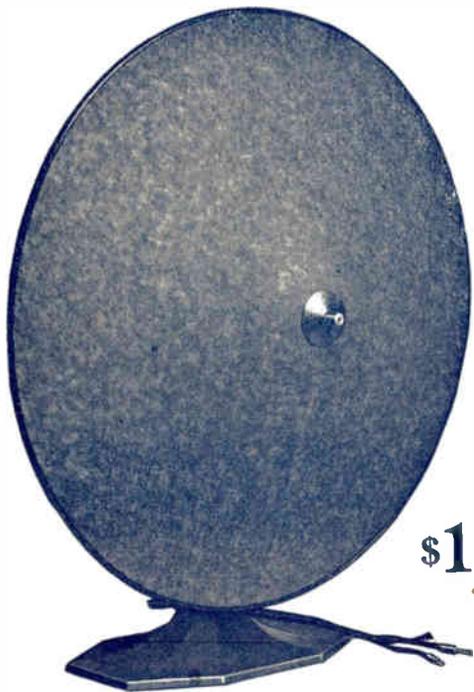
Tube Control With Base
A new De Jur product, for which there is an increasing demand.

Adjustable Resistances

We manufacture these resistances, fixed or adjustable, on specifications.



Made in any ohm or any length, with mounting brackets or lugs. Backed by the regular De Jur guarantee.



\$12.00

THIS newest ZECO product—the ZECO cone loud speaker with the floating diaphragm, presents the last word in loud speaker construction.

The floating diaphragm, which is one of the outstanding features of this new speaker, assures the finest possible tone quality and absolute clarity at all times. The ZECO speaker is beautifully proportioned, sturdy and perfectly constructed. Finished in gun metal on a solid base with a 12 inch cone.

Dealers. This speaker will prove a very profitable item. Write for complete details and discounts.

*Sold exclusively by Zeco Products Corp.
108 Greenwich St., New York City*

Zisch Engineering Corp.

39-43 Avenue L—Newark, N. J.

ZECO

Reg. U. S. Pat. Off.

Loud Speaker



Reverso Plug

REG. U. S. PAT. OFFICE

Correct polarity for head set or speaker is immediately found through this new plug. Just press a button like an electric light switch, and you have it. Changing of wires is eliminated.

50c.

Licensed under
Pat. No. 1,498,196



\$3.50

Type B

TONE AND QUALITY, the two most important requisites of a unit, are the dominating features of the Type B attachment. It would be a mighty difficult task, even with units that sell at very much higher prices, to surpass the mellowness and roundness of reproduction that is so apparent in every Type B unit. Another quality product.

The Sun Never Sets on the "EMPIRE"

EMPIRE DEALERS ENCIRCLE THE WHOLE WORLD

No Better Tube Made Than Empire - Trons



All Types;
Standard and
New UX Bases.
Empire-Blue or
Standard Finish.



Sold under a
positive guarantee
at an unusually
attractive profit
for Dealers.



Quality First,
but sold at
prices that defy
competition.



Ask your
Jobber for
"Empire"
or write us.

Empire Loud Speakers and Horns Empire Phono-Speakers and Units Unconditionally Guaranteed



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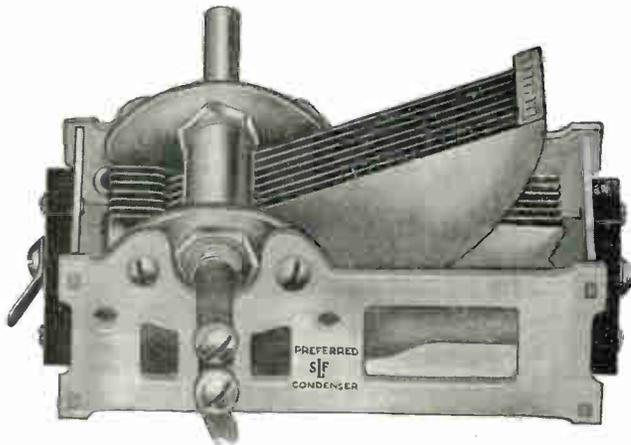
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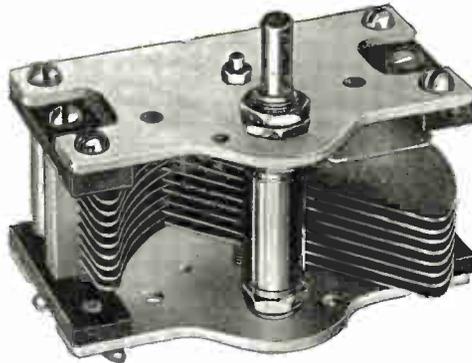
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There is absolutely no back-lash or slipping in the **PREFERRED 20-1 Vernier Dial**. The slightest motion of the knob is reduced to one-twentieth and instantly transmitted to the shaft, assuring perfect, micrometer control of any rotating unit. The mechanism operating the **PREFERRED 20-1 Vernier Dial** is the result of much careful planning and experimenting. In its gearing and friction are so combined as to make this precision instrument the smoothest-working dial of all. Nor has its outer appearance been neglected. The model illustrated is finished in dull black and satin silver. The other model contains the same mechanism, but has a silvered face and a black rotating scale. Either model lists at \$1.25.



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Ship immediately .. National tubes, for which is enclosed \$.....

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Dollar Pullers . . .

Just turn to page 95 and the pages following.

The Dollar Pullers Department of THE RADIO DEALER prints practical sales information—hints, ideas, stunts that have really worked and were found profitable. They have made money for some one and they can make money for others. Therefore we pay money for Dollar Pullers, one dollar for every one that is printed. And in addition to one dollar for every Dollar Puller published, we offer regular monthly awards for the three contributions impressing the editors as the best printed this month.

Here is how you can pull dollars for yourself, by helping the radio business. Send in your story of some sales idea that has pulled dollars for you, and watch for your award.

The Editors offer the following awards, for the February issue of THE RADIO DEALER:

- For the Dollar Puller**
the editors consider Best. **FIFTEEN DOLLARS IN CASH.**
- For the Dollar Puller**
the editors consider Second Best. **TEN DOLLARS IN CASH.**
- For the Dollar Puller**
the editors consider Third Best. **FIVE DOLLARS.**
- For every other Dollar**
Puller that is published **ONE DOLLAR.**

Contributions should be addressed to The Editor, Dollar Pullers Department, THE RADIO DEALER, and should carry the name and address of the contributor. They should be typed or written on one side of the paper only. For the February issue, contributions should reach New York not later than January 18th. Address all contributions:

THE RADIO DEALER

Dollar Pullers Department

10 EAST 39th STREET, NEW YORK CITY

The Regent \$37.50 List Price

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- ALL IN A 7" x 18" SLOPING PANEL CABINET WITH MAHOGANY FINISH—PIANO HINGE—Being refined enough in its make-up to serve as a decoration in any Living-Room.

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Meet the demands of the buying public. Give them what they ask for. You will find it highly profitable to sell Regent Receivers. Every sale creates new business.

Write at once for full details and discounts. Some good territory is still open for live and progressive jobbers and dealers.

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"LECO Quality Shortens Distance"



Highest Uniform Quality Assures Clearest Tone With Unsurpassed Distance—

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Therefore Leco Tubes Are

**UNIFORM.
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CLEANED OF ELEMENT IMPURITIES.
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Now is your clearance time. Make your sale prices lower. Make your sets stay sold by using **LECO QUALITY TUBES** made in three styles: Leco 201A, Leco 199, Leco 199 Standard Base.

The LECO sells readily and at a good profit. You can expect repeat orders and at the same time establish a reputation as a dealer of quality products.

Dealers and Jobbers—don't overlook the merits of LECO. Write for complete information and prices.

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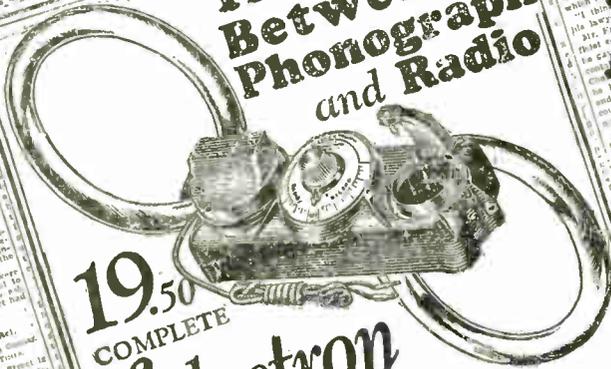
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IN keeping with the progressive policy of the ten great Landay Stores, Landay Bros. announce the introduction of the SELECTRON—the first and only device that permanently and perfectly makes a phonograph Tone Chamber as a Radio SPEAKER. There is nothing to change. With the Selectron in dial—and the radio sings from the depths of your phonograph in a couple of minutes—no further adjustments needed—again—your machine in any way whatsoever. RADIO or RECORD—INSTANTLY. Come into our nearest store the wonderful Selectron AT ONCE.

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The RADIO DEALER

THE PIONEER RADIO TRADE JOURNAL

Editorial and Executive Offices at

10 East 39th Street, New York, N. Y.

Vol. 8, No. 4

JANUARY 1, 1926

Two Dollars the Year

The New Era in The Radio Industry

By DAVID SARNOFF
Vice-Pres. and Gen. Manager
Radio Corporation of America
New York City



DAVID SARNOFF

Vice-Pres. and Gen. Manager, Radio Corporation of America
New York City

A sounder, better and more prosperous development of the radio industry is seen in 1926, by Mr. Sarnoff, in the accompanying statement. The lesson taught in the Spring of 1925 has had its reaction, he believes, in a wiser and better industry.

THE great progress made in the development of radio receiving devices during 1925 is only now becoming apparent, as the latest products achieved by the art are being made available to the public. The marked improvement in broadcasting, both from the standpoint of technique and of programs, will soon be demonstrated on a wide scale by high-power broadcasting. The selective processes which have been going on in the up-building of distribution systems will be marked by stronger and better equipped retail sales channels, by servicing arrangements and by modern time-payment plans. I look forward to a period of sounder, better and more prosperous development of the radio industry in 1926 than in any preceding year.

Records prove that industrial history generally repeats itself. Those who have not followed the easy path, but instead are contributing to the art and pursuing sound financial and sales policies, and those who are helping to raise broadcasting to higher levels, either by better operation of broadcasting stations or the contribution of improved broadcasting programs, will find that the radio industry is entering upon an even more prosperous era than has passed.

As in every new industry, there were those who built for permanency upon the solid basis of safe financing, continued laboratory experiment and sound industrial development, and there were those who rode in upon the crest of "high finance," craving for a hectic industrial life, even if a short one. The responsible factors in the industry saw clearly that the safe road to follow was the well-trodden path of economic and industrial experience. They set out to grapple with the fundamental problems that confront every new industry, viz: 1. To develop the art from the experimental to the practical stage; 2. To raise the standard of broadcasting so that the industry would be built upon a sound foundation. 3. To develop the necessary distribution system for radio products.

In the meantime, the sole watchwords of those who came to reap but not to sow were Production and Sales. By the spring of 1925 the market was flooded with inferior radio products. Through the newspapers, the magazines and other advertising media, hundreds of competing manufacturers shouted the glory of their wares, to the greater confusion of the public. Poor receiving equipment, disorganized trade outlets, and inadequate broadcasting programs, contributed to a temporary recession of public interest in radio.

What happened was inevitable. When the flood of liquidation had subsided, many unsound elements had been swept away. There remained a wiser and better industry. In short, industrial history repeated itself. Those who had attempted to roll into one, the three periods of industrial growth—the period of experimentation; the period of development; and the period of stability—met economic retribution.

POWELL CROSLLEY

JR.



INDUSTRIALIST

Pioneer Radio Builder

At a time when products of his manufacturing genius were already known to millions, Powell Crosley, Jr., boldly diverted his energies to the development of radio reception, then scarcely known beyond the laboratory walls.

Pioneering both in engineering trends and manufacturing practices, Mr. Crosley has been a vital factor in making radio and broadcasting as much a part of American life as motion pictures and the motor car.

There is scarcely a milestone in the development of popular radio on which his shadow has not been the first to fall. And his announcement of December 26th concerned a milestone that dwarfed all others in its importance—*four entirely new radio receiving sets:*

The Crosley 4-29 (4-tube) \$29.00
 The Crosley 5-38 (5-tube) 38.00
 The Crosley R.F.L.-60 (5-tube) . . 60.00
 The Crosley R.F.L.-75 (5-tube) . . 75.00

These are now being demonstrated by Crosley dealers and will be completely described in a forth-coming issue.



When the housewife is not sure just what she wants, when her mind vacillates between a vacuum cleaner and a radio set, it is to the dealer's interest to make up her mind for her.

Selling the Post-Xmas Shopper

Proper Psychology on the Part of the Dealer Brings the Housewife to the Radio Store

By R. M. Lind

AT one time in the brief but meteoric radio era, the next week or so after Christmas was the best sales time of the radio year. Boys who received money for their holiday present were big buyers of radio parts. While these parts sales still continue to some extent, favoritism towards sets increases, and some dealers may feel that the contemplated drop in the parts business will not be compensated by an equal sale of sets or accessories.

But a customer that should not be overlooked is the housewife who has received substantial checks at Christmas time, and who is searching about in her mind for the proper place to spend this money. She looms upon the radio horizon to take the place in volume buying that the small boy fan once occupied.

Full Value for Her Money

With her precious Christmas dollars in her hand, she contemplates the many delightful things the store offers. Naturally, she wants full value for her money, and will not spend it until she is assured of satisfaction in her purchase.

Possibly her wishes vacillate between one or two objects that have been dear to her heart for some time, or perhaps she is not sure just what she does want.

Can a woman customer be approached from the same point of view as a man? What is the Basic Idea back of all purchases that a woman makes? Does she consider the necessity of an article, or does she buy something because she wants to emulate her neighbors? These are a few of the queries that the radio dealer must ask himself when considering the woman as a radio buyer, and not only must he ask them, but he must know the correct answers.

She may consider a new model of vacuum cleaner, in which the radio dealer is not interested, or she may consider buying a radio set, in which he is very much interested, and it lies with the dealer to make her mind up for her.

For quite a long time now, we have been hearing throughout the radio industry about the feminine radio fan. She is a factor in the radio industry today, that must not be overlooked. The percentage of women purchasers of radio goods is far below what it ought to be, and only because feminine buyers have not been approached

from the right sales angle.

The general idea in the past seemed to be that the girls were there, ready to buy, and that the only necessity was to have a pretty store, fine console models, to make them walk right in and put their money on the counter. A great number do this, it is true, but the number should be increased far above what it is.

The Girls Are Ready to Buy

Undoubtedly the girls are there, ready to buy, and many of them do buy. But has the consideration of woman's psychology entered into the sales efforts of most dealers. In other words, has the problems been approached in an intelligent and up-to-date way?

A certain number of customers are bound, by the

law of averages, to come to your shop, and to purchase a certain amount of your merchandise. Among this number, by the same law, there will be a certain percentage of the fair sex. But the clever dealer naturally doesn't wait on the law of averages. He boosts his ante by proper salesmanship. And proper salesmanship means a number of things. To be a successful business man, no matter what his metier, the individual must know how to sell and the best merchandiser is the one who best knows sales psychology.

Frequently successful individuals will say, "Oh, that is a lot of bunk. Look at me, I'm successful. And what do I know about this psychology stuff? I only give 'em what they want."

Precisely! Giving the people what they want is merely the lay man's term for being a good psychologist. Successful dealers, deep beneath their skins, are students of human nature, whether they know it or not. Not only have they absorbed the rudiments that make for success, but are daily taking in new ideas and new thoughts.

Nearly any successful man or woman will admit that knowledge can be gained each day in the homely round of tasks that make up the usual routine. Those who admit that they know everything are usually the very ones who come to a sudden standstill on the road to success.

A Good Salesman Is a Psychologist

Psychologist, student of human nature, or good salesman, it all means the same thing. Some are born with the wonderful knack of seeing into the other person's mind, and some acquire the knack by learning from the experience or knowledge of others.

Possibly the dealer has fallen into the erroneous habit of greeting his women customers with the same point of view with which he meets those masculine buyers who frequent his shop. This is wrong, because men are naturally mechanical, with some few exceptions, and the technical end of the radio game first brought them to the dealer. A woman seldom has that first interest in the art. Again, once a man is sold on an idea, it is not particularly easy to change his mind, nor does he need constant incentive to keep up his interest in anything, such as broadcast listening, once it is formed. A woman is different, she changes her mind frequently, as a rule, and requires entirely different handling. While in the course of events a certain number of women will come to buy, they are there because of that justly famous "law of averages," and not for any greatly engrossing reason such as brought the first men and boy fans to the radio shop.

But the feminine market needs only a little boosting to bring it up from the good thing it is to the excellent asset that it can and will become. It is only a question of, "Which dealer will get her first?"

That is a question that antedates the radio era, and which has been answered many times in many ways. Consider this instance. The mother of a family goes out to shop with limited or unlimited means to gratify her wishes in purchasing. Firstly, she rushes over to the hardware store, and she buys a very up-to-date combination waffle-iron, grill, and toaster, which operates by electricity. Then she hurries across the street, and gets the baby an expensive quilted down carriage cover. Next, she flies to the milliner, and orders an expensive importation. And of course she has

the best reasons in the world for getting all these things. It is true that she has at home utensils that perform exactly the same operations that the new electric iron-grill-toaster will, and the baby's present carriage robe will do. As to the expensive hat, she explains carefully to herself that she owes it to her husband to look prosperous. But deep in her heart, she knows, or should know, that she is merely "Keeping up with the Joneses."

All these purchases that she has indulged in are copies of something owned by some social leader in her set. And she is going to have them too, or know the reason why.

The same psychology, that of "keeping up with the Joneses" is applicable to radio sales. Tactfully convey to the feminine customers that the very smartest thing is to indulge in the new national pastime, radio listening.

Copying the Social Leaders

Here's an actual experience of one dealer who wrote: "We all know that our better halves are style crazy, and style amounts to nothing more than doing just what Mrs. Jones up the street does, wearing what she does, or reading what she does. It doesn't stop at that. These women must go Mrs. Jones one better, provided they can possibly manage it by hook or crook.

"A little applied psychology works in the radio selling game just as much as it does in any other merchandising occupation, and we aren't behind the times.

"Besides, the writer is married, has a mother, a mother-in-law, and several other female relatives, and he knows whereof he speaks.

"So just as soon as we make a sale to some rather well known woman in the town, we put in our window a similar model of the set sold and we attach a card to it



The father of a family knows that the women, from the baby on up, are happiest when they are "Keeping up with the Joneses".

on which is announced the name and address of the purchaser of this particular set.

"It works like magic. All the women who want to keep up with the fashion," that is, who want to go the woman who purchased the set one better, flock to the store. Of course we sell them sets. Many of equal value, and a few a little bit better than the one that Mrs. Jones purchased in the first place.

"This is feminine psychology only. We don't think it would work with the boys, at least not so obviously."

The above method seems to be somewhat lacking in subtlety, but the basic idea is correct. The only objection is that the Mrs. Jones in question might dislike having her name placarded on a set in some radio store's display window. But that is an individual obstacle that would be up to the retailer to decide upon.

And now that the Christmas holiday is over, the women with gift money to spend, are considering the vacuum cleaner or the radio set.

Forty Imitators to One Leader

The dealer must make up her mind! He can make up her mind! It should not be done obviously. Merely convey to the dainty customer the suspicion that it is just the smartest thing to have a good model radio set in her home; and that it is being done by the very best people, and she is sold. Do not doubt it! This feminine propensity for imitation is one of the biggest assets in selling to women. They will copy their neighbors.

Sometimes this method can be reversed, selling a woman on the plea that she, as social leader in the town, should set the example by buying one of the very best models. The only reason against playing upon the pride of every woman customer this way, is that there are forty imitators to one leader. The dealer's good sense must tell with which type he is dealing. That should not be hard in the smaller cities and towns where everyone knows everyone else.

If a dealer is located in one of the larger towns, it pays him to be a bit curious about his trade and to seek information as to their foibles and peculiarities. A nosy person can help himself considerably providing he keeps his knowledge to himself, and for his own convenience and use, he must, naturally, not appear to look into other affairs, but should keep his ears open. Many a good sale has been made because the salesman knew some personal trait of the prospective buyer. This applies to either men or women, but particularly to women.

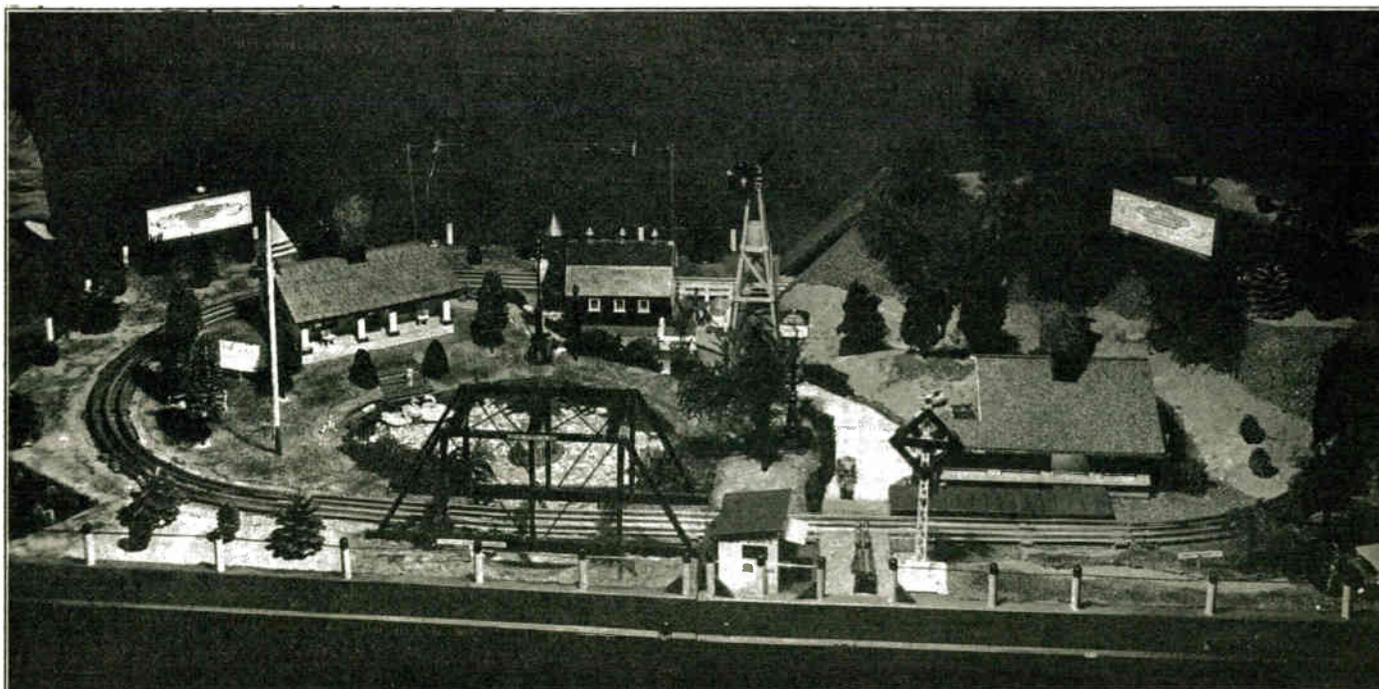
Catering to Their Pet Foibles

A local dealer has sent in the information that ably demonstrates this last point. He writes:

"I know one woman personally who, when she goes into a store, gets perfectly furious if she feels that the clerks are not making every effort to "sell" her. If one of them is accidentally tactless, she will walk out and buy her merchandise elsewhere, on the theory that if the clerk annoys her, he is not a good salesman, and she does not want to buy from stupid people. Which seems a little far fetched, but nevertheless, this person does exist. She is only one of many who have their little pet foibles to which a dealer must cater."

There are many other considerations to think of in selling to the ladies, but their mental outlook, their psychology, has been most sadly overlooked. Dealers in radio goods, particularly, very often have stepped right from the automotive or electrical field, where they dealt largely, almost exclusively, with men. And dealing with the inconsistent sex is a bit confusing to the retailer who has been used to direct methods, minus the frills and constant mental gymnastics that are called for in this new contact with women.

But with a little thought, and some slight readjustment of manner and method, there is not a reason in the world why a clever retailer should not make the girls as good customers as the boys—and in many instances, better ones.



The exhibit pictured above, a village in miniature, was presented by the George C. Wille Company, of Canton, Ohio, at the recent radio show held there. The display stresses the importance that radio reception means to the farmer. Mr. Wille declares that radio show exploitation pays, and that the exhibit brought him many direct sales.

Will Women Succeed as Radio Dealers?

Progressive Retail Shop Operated by Minneapolis Woman
Said to Blaze Trail in New Field for Feminine Efforts

By Walter S. Blaney

THE STUDY OF Egyptian archaeology in the University of California is far afield from owning one of the most commodious retail radio establishments in the Northwest and being the only young woman proprietress of such an establishment in that section of the country. Miss Hazel Howard, daughter of Asher Howard, of Minneapolis, Minn., holds this unique position. Contrary to the usual course of such happenings, she is more than entitled to the success which has marked her efforts.

Young folk often enter commercial fields as the outcome of different reasons. Grim necessity, ambition to succeed, and sometimes the belief that a sense of economic independence will follow. In the case of Miss Howard a different reason prevailed. That was the desire to aggressively represent a well-known line of receiving sets in the Twin Cities, and possibly expanding to the point of including other radio equipment. Miss Howard casually discussed the matter with prominent radio authorities during one of her vacation visits to Chicago.

At that time she was deeply interested in the study of "Egypt of countless ages old" and all that lent romantic charm to the Land of the Nile. Her instructors in the University expressed the greatest personal admiration for her work which, coupled with two or three trips to Europe, bore the stamp of great talent and at the same time was worthy of causing the young lady to continue with her studies.

But, that silent yet magnetic radio element, which has turned the attention of the world's scientists to its complete worship and attention had substantially the same effect on Miss Howard. Forthwith she laid aside her smock, textbooks, and all that she associated with the Nile country and proceeded to enter wholeheartedly into the spirit of the radio industry. Not alone was she interested from a purely novel standpoint, but more from that of the opportunity which it afforded her to achieve a real success and endeavor to give the best retail sales representation for a receiving set in the Twin Cities.

The transition from a college classroom to a radio shop was a great one in the opinion of many of Miss Howard's friends. From her point of view the best thing to do was to start right in at the bottom of the ladder which she did by securing employment in a radio plant in Chicago. Despite the fact that she was a former university student she was accorded no favors or working conditions which differed greatly from those experienced by the other members of the factory force. Beginning at the bottom of the ladder she took the greatest pains to learn every detail in connection with the manufacture of parts, and assembling of the sets, even up to the testing and shipping

room where every detail of the set was completed. After a period of about six months' steady employment in the plant Miss Howard decided that she was familiar enough with the construction and maintenance of the set to demonstrate and sell it to her fellow townspeople. This fact she completely proved to her own satisfaction but then again the problem of conducting a retail store was different from that of constructing the set in factory surroundings. She enthusiastically grasped the problem before her and decided to open a small store in the business section of Minneapolis. This store, the beginning of her career in the merchandising of radio sets was a plain everyday type of store and soon became a beehive of activity of all that pertained to radio.

At this point it might be wise to state that the business practices adopted by Miss Howard were clever, enterprising, and typical of all that was suggestive of radio, and soon began to bear rich fruits. The first store gradually became unsuited to the growing needs of her clientele. It shortly became necessary for her to move her place of business to 815 Hennepin Avenue, Minneapolis, where her retail store is now located. There she was able to arrange a shop which marked the acme of perfection and the most progressive step in retail radio shops in the entire Northwest.

It can be said at this writing that the shop is a worthy model for dealers to follow in every section of the country. But withal Miss Howard has modestly been carrying on the work of her little organization, which now boasts a salesman, a service man, and

her younger brother, a keen radio enthusiast who has joined in the spirit of the organization with all of the eagerness of youth.

Characteristic of her work in the establishment Miss Howard has been modest about her accomplishments. It was at a dinner in the Minnesota Club, during the recent St. Paul radio exposition when the writer interviewed Miss Howard. Charming of manner, cultured, and a member of one of the leading families in the city she looked for all the world like the type of progressive young womanhood which has been achieving signal distinction in the business world of today.

Miss Howard said: "Selling radio equipment has been my greatest hobby for the past year. The gratifying volume of business has greatly encouraged me to continue even further. Only today I demonstrated a radio set in the home of the president of a local bank. He was greatly impressed with the set and seemed to think that his questions on its operation and maintenance would puzzle me. He then requested that I instruct his family in the operation of the set which was the final word that convinced me that a thorough knowledge of a receiving

The entry of women into practically every field of endeavor has been marked by one exception—that of radio dealers. In the accompanying article Mr. Blaney tells of a young woman in the Twin Cities who has blazed the trail, so to speak, in this new field. Her success has been a matter of considerable trade interest. Women have been successful in other branches of radio endeavor which leads the trade to believe that a new field is opening which will afford women a real and profitable means of showing progressive-ness and accomplishing worthwhile results.

set is the salesman's greatest asset in order to close a sale. "What do you like most about the radio game and would you recommend other women entering the field?" Miss Howard was asked. "I think that the most fascinating thing about radio selling" she replied "is that it affords considerable latitude to the efforts of a salesman. Radio makes it possible for the salesman, or saleslady, if you please, to reach the home and the homelife of the family. When you can have the average home as the background for the particular article you sell and in addition something that really appeals to the average family, as is the case with a radio receiver, then half of the sale is made.

"It presents a very profitable field for women to enter as salesmen and demonstrators. Women in many cases," Miss Howard modestly stated, "have a great deal more patience than men. They answer with infinite detail the host of questions which are asked by the average prospective radio purchaser. The everyday retail radio shop," declared Miss Howard, "affords an exceptional opportunity for the adoption of original ideas in the displaying of merchandise. Instead of imitating the commonplace assortment of radio sets and accessories which are seen in the average shop there lies an unusual opportunity to create new ideas and displays which will develop much new and worthwhile business."

When asked about window displays which the natives of the Twin Cities have come to regard with increasing attention in the Howard Shop on Hennepin Avenue, Minneapolis, Miss Howard remarked: "These displays can be the means of stimulating increased interest in radio receiving equipment and at the same time attract the public notice to the dealer's shop. Display windows are the mirrors of a store and reflect the personalities and the merchandise which are featured inside."

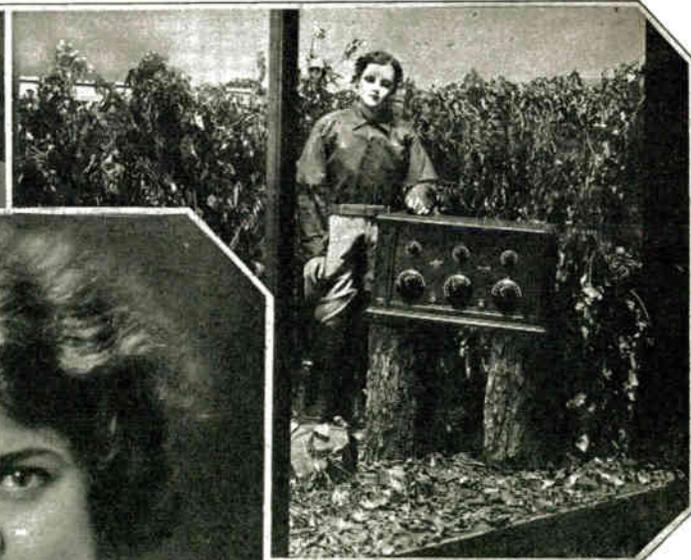
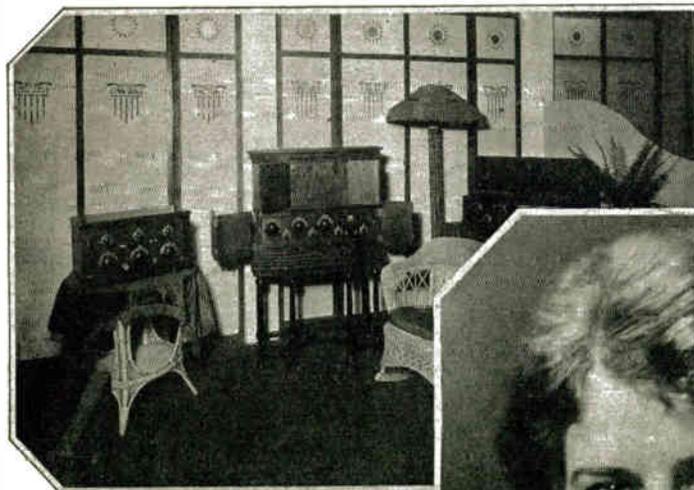
In her summary of the radio industry and the retail

markets of the radio game, Miss Howard took the viewpoint that the future is even brighter. Those who embody original ideas in their merchandising of radio equipment will be the ones, according to Miss Howard, who will experience many more years of business prosperity. She bases this opinion on the results which have been achieved in the past, which indeed are reasonable grounds from which to draw final conclusions.

The unique distinction of being the only woman engaged in the retailing of radio sets and equipment in the entire Northwest rests lightly on Miss Howard. According to present plans and stimulated by the increase in business Miss Howard is planning to add other radio accessories to the stock of merchandise now being carried. Her one motivating ambition is to couple more aggressive sales policies in the future to the merchandising of radio equipment. In her belief the field merely awaits cultivation, and will bear rich crops for dealers, irrespective of sex, who are anxious to make a real job in radio selling during the coming years.

Now, with new radio shops springing up in various sections of the country it is reasonable to believe that women will in many instances be owners and managers of many of them. The fair sex have invaded many fields, of industrial endeavor and according to records have acquitted themselves quite creditably. In many instances they have been unusually successful.

Time alone will be the best means of ascertaining definitely whether or not women, in the last analysis will be suited to the role of retail merchants of radio apparatus. The opportunity, as has been pointed out in Minneapolis instance really exists. The natural question which arises is what percentage of women will enter this new and growing field of retail activity.



Glimpse of the show room in the Howard Radio Shop, Minneapolis, Minn. The various sets are attractively displayed in a pleasing home background which in turn lends greater sales appeal. Miss Hazel Howard, former university student and proprietress of the shop, is shown in the center panel. Her ideas in the conduct of the establishment have caused it to be exceptionally successful as a radio enterprise.



The spirit of the great Northwest is typified in the above window trim featured in the radio shop described in the accompanying article. This particular setting shows a clearing in the Northwestern forests with the enterprising cabin resident taking advantage of a radio receiving set in the solitude of the hills.

Testing Laboratory a Business Builder

Gould Keeps Limited Stock of Carefully Tested Goods and Demonstrates Sets in His Own Home

By J. L. Simpson

DEVELOPING methods of salesmanship which are startling in their business-building possibilities, E. A. Gould, president of the Federal Radio Company, of Kansas City, designates them as the "Gould Plan" of selling radio.

An inspection of his store at 13th and Walnut streets, and a discussion of the features of his plan, proved very interesting; one of the most profitable features of the Gould plan of handling radio sets and supplies relates to the testing of every functioning element of radio sets or accessories, before it leaves the store.

"The testing of tubes and batteries and other functioning parts of radio sets," says Mr. Gould, "is an important factor in building business and developing a first-class radio store.

"Much experience with merchandise of doubtful value led me to realize the necessity of installing a high-class standard testing laboratory. Our testing instruments of precision have been checked against standards similar to those used by the United States Bureau of Standards, and their quality was proven beyond dispute.

"Our testing laboratory is invaluable to us in two different ways, and it has been instrumental in building up the confidence of our customers so as to insure their continued clientele; also they speak so well of us to their friends and acquaintances that these, too, come to us to buy sets and accessories.

"In the first place, our testing laboratory proves invaluable in guiding us in what to buy from the manufacturers. We send for samples to certain manufacturers with whom we expect to place orders, providing their merchandise is first-class. We do not inform the manufacturers that we have an accurate testing laboratory; therefore the samples we get are not selected with special care, they are not better than the general run of the stock, but typical of it.

"We test the samples thoroughly and buy from the manufacturer whose specimens show the best results from tests.

"This insures us, as near as is humanly possible, of a high-class supply of merchandise for our customers. That is the first work of the testing laboratory. Yet after choosing the best available products, we cannot be certain that every item, even in a high standard stock, is perfect.

Hence, the second function of the testing laboratory consists in testing, just as carefully as are the samples we receive from the manufacturer, every accessory leaving this store to go into the home of the consumer.

"When a set is sold, every part which is capable of being tested is "put through its tricks" by our standard testing apparatus. If tubes, or batteries of any

The "Gould Plan" of developing methods of merchandising and handling radio apparatus includes the important factor of a testing laboratory, which plays a big part in deciding on the worth of the lines that the Federal Radio Company, of Kansas City, will carry. The testing instruments of precision which make up the Gould laboratory have been checked against standards similar to those used by the United States Bureau of Standards. Particular attention is paid to testing vacuum tubes.

type are purchased, each is tested as thoroughly as if it were to be used by the United States Radio Service during war time.

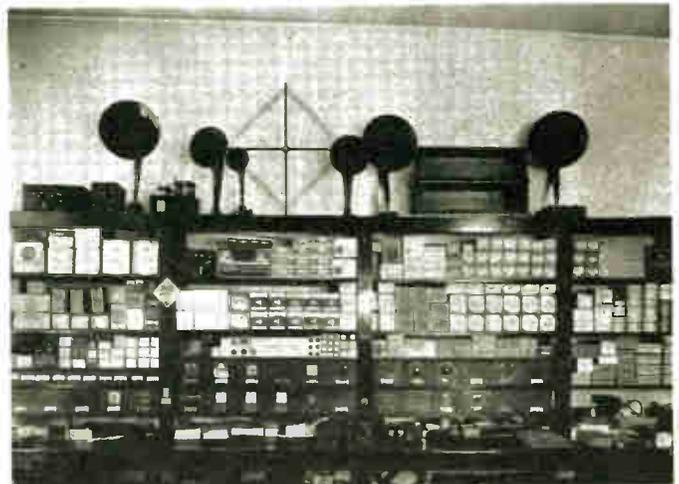
"You might get the impression that this testing is done at the time the stock arrives from the manufacturer. That is not our policy, though such stock might also be tested at that time. Our vital testing is done just before the parts or accessories leave our shelves to go into the hands of the ultimate consumer. This insures satisfaction and enables us to give the customer a practical guarantee based on our actual knowledge of the condi-

tion of the accessory when it is delivered.

"All this leads directly to another angle of my selling plan—the maintenance of a fresh stock of accessories at all times. Recently received radio accessories are found to test better, to give more perfect satisfaction to the radio-set owner than merchandise which has been on our shelves six months or a year. Hence we make it a practice to order in relatively small quantities, but more frequently, so that there is every chance of the accessories testing perfectly and giving full satisfaction.

"One particular class of accessories with which we take particular pains in testing are tubes. In my humble opinion, a very great percentage of all radio trouble is due to bad tubes; and without our tube tester, we could only guess at the condition of the tubes we sell. Incidentally the tube tester comes in very handy in the cases of patrons who have trouble with their sets, since we can test the tubes quickly, and often locate the trouble almost immediately in this manner.

"Our testing apparatus proves very useful also in con-



Attractive and methodical arrangement of stock as displayed in the store of the Federal Radio Company of Kansas City, is shown above.

nection with radio repair work, of which we do a great deal. Through the help of our laboratory, we can locate the trouble much sooner, finish the work more rapidly, and get as good a price for a job as the fellows who mess around half a day or longer in haphazard attempts to locate the trouble. It enables us, too, to get through with the work much sooner, which is always a source of satisfaction to patrons."

In addition to Mr. Gould's plan of installing and using a testing laboratory to promote business and create an ever-increasing clientele, his ideas and methods on radio salesmanship, are of interest to all dealers because he has tested them carefully before making use of them definitely. In other words he has established their worth.

"Though books have been written on radio salesmanship," says Mr. Gould, "we can sum up the essence of good radio salesmanship in two brief sentences."

"First, win the confidence of the customer.

"Second, give him a square deal, and see that he is satisfied in every way.

"Of course every dealer must work out in detail his



Showing the testing laboratory of the Federal Radio Company, where the "Gould Plan" of testing all apparatus that comes into the shop, is carried out. Radio repair work is facilitated by proper laboratory equipment, and accurate tests are made on all such jobs before delivering back to the customer.

own methods of accomplishing these two results; and perhaps there are many ways or methods which will work satisfactorily, under differing conditions.

"Personally, it seems to me that radio is a type of merchandise which sells best in a home environment. And in speaking of home environment, I mean specifically the dealer's home, not the prospect's.

"Of course, it is taken for granted that every retailer must have a set or several sets, installed in his store. But, in my opinion as a matter of comparison made practical through experience, the dealer's home is superior to his place of business for his demonstration work.

"The friendly personal touch of bringing a prospect right into my home has closed many a sale which would have proved a 'dud' through store demonstration alone. The social atmosphere of the home puts the prospect in a favorable frame of mind, and he is much more apt to buy after a demonstration in this home environment.

"I always induce such a difficult prospect, invited to my own home for an evening demonstration, to



RADIO MANUFACTURERS ASSN.
SECOND ANNUAL FROLIC
CONGRESS HOTEL CHICAGO NOV 19, 1925

The picture above gives an idea of the good time enjoyed by the radio trade during the week of the recent Chicago radio show, when the Radio Manufacturers' Association held their Second Annual Frolic on November 19th, in the Gold Room of the Hotel Congress. The sparring partners in the center are Wildey and Sheehan, the Ray-O-Vac twins, of broadcast fame. The committee in charge was composed of E. N. Rauland, Ernest R. Reichmann and Walter H. Huth. (Photo by Kaufman & Fabry Co., Chicago.)

bring his wife along, as I believe the chance of her influence, in swaying the prospect from a negative or an indifferent frame of mind to a positive one, to be quite important in the matter of purchasing a radio set.

"On certain evenings of the week, of course not every night, I telephone to prospects who have evidently been indifferently impressed by store demonstrations, inviting them to run up to my home in their car, and to listen to a practical demonstration of my radio sets, just like those I have at the store. Sometimes I will have several prospects at my house during one evening, and it is no more trouble than having just one; in fact, it is no trouble at all for I enjoy it and the prospects enjoy it as well, but the main point is that this method sells sets which I could not put over in the usual way, by store demonstration only.

To achieve the best sales results several things should be borne in mind in conducting these home demonstrations.

"In the first place, do not over-demonstrate.

"Tune in on one or two good programs, to start with, but do not spend the entire evening listening to a succession of songs, speeches, and musical selections. Remember that the persons visiting your home are customers, and not exacting guests in the ordinary sense of the word.

"After getting one or two selections of the type

which your prospect is anxious to hear, turn off and explain to him something of the functioning of the set.

"Explain to him what may be expected of the set under normal conditions, and assure him that you stand back of the receiver you are selling and will see that it makes good, in the way of being a home entertainer and at times a genuine home instructor, bringing in news of market reports, weather forecasts, political gatherings and other things of more value than mere amusement.

"I show him how to tune the receiver so that he will be confident of his own ability to handle the set properly, and his desire to learn to do so will aid me materially in putting over the sale. I cannot speak too strongly in favor of these "at-home" demonstrations, since they have put over many a sale for me that seemed at first impossible.

"Now, as to the type of merchandise I handle. What is a good test? I ask myself, first, 'Would I put my own hand into my own pocket and bring out the price I am asking this prospect to pay?' If I can answer yes conscientiously, then I am handling the right kind of radio sets and parts.

"I must handle this type of merchandise and no other, for the days of the gyp radio dealer are gone forever. Always, as far as humanly possible, I give my customer a square deal."

Establishing A Successful Radio Studio

A. C. Riesselman Has Built a Paying Business That Had Its Inception in the Hobby of a Partial Invalid

By Parker Brown

A Radio Studio sounds rather ambitious, and while departments which might come under this head are not especially unusual in cities of considerable size, it is not often that we meet such a business enterprise in a small town.

However, the initiative and success of A. C. Riesselman, the proprietor, has been clearly demonstrated in this connection in the town of LeRoy, Genesee County, New York. LeRoy is listed as having a population of 4,203 people, while Genesee County has a population of 37,976.

It is true that LeRoy draws to some extent from the outlying territory, as rural people take advantage of the good roads, and most of them have cars. Yet LeRoy is not very far distant from Buffalo and Rochester, and there are numerous other small and thriving towns in this area, so LeRoy is strictly "average" in every way and boasts no special advantages. This makes the experience of the Radio Studio all the more significant, and there seems no reason to doubt that many another can do what Mr. Riesselman has proved to be practical and possible.

During the winter of 1924-1925, Mr. Riesselman suffered a nervous breakdown, which confined him to his home for many weeks and forced him to give up his business activities of the "Smoke Shoppe."

When he became convalescent, time hung a bit heavily on his hands. And so for his own and his family's amusement, he purchased and installed in his own home a good radio receiving set. As he improved in health, he became more and more interested in the radio, its operation, its possibilities, and the wonderful advantages which it brought for the person anywhere who happened to own such an apparatus. He began assembling and experiment-

ing and finally his interest deepened enough that he began to make comparisons of different types of sets in an effort to learn which would give the best results and why.

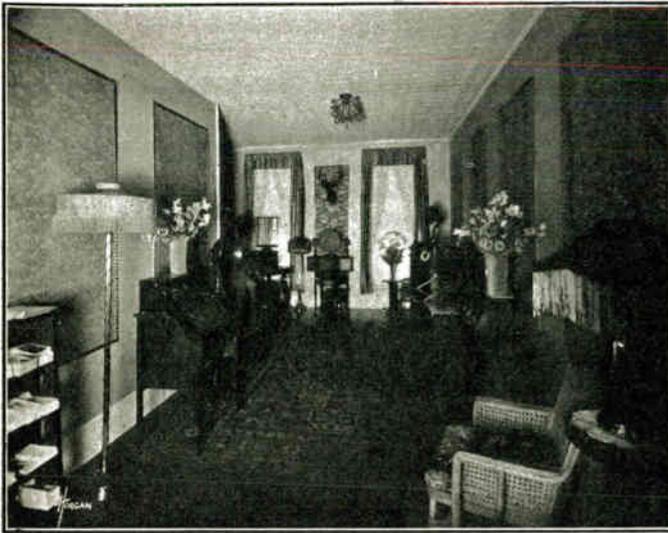
As a first aid in this work, he took a good radio magazine, and read such literature as he could get hold of readily pertaining to this subject.

As so often happens, when the mind is pleasantly employed, the physical condition improves, and presently Mr. Riesselman with recovered health found that he had developed something of a hobby, which he could turn to account in a business way. So as soon as he was well enough, he began to work quietly among his friends, and having always lived in LeRoy, he knew almost everyone in that locality.

He found that other people were interested in radio, but many hesitated about buying, because they knew nothing of the type of equipment to select, and were not certain they could get good results because of their limited knowledge. Mr. Riesselman had no trouble giving intelligent advice, and in showing the simplicity of operation. He sold enough radios without any trouble to convince himself thoroughly that a radio business in the town of LeRoy would have a promising future, and if intelligently conducted, would be a profit-maker.

He decided to open up a radio store. With this in mind, he and Mrs. Riesselman visited many stores in cities which they could reach conveniently, during the following summer. They were after ideas. They wanted to know what the other fellow had done, and how he had done it—and what to avoid and why.

Upon one point they were thoroughly agreed after these investigations, and this point was that radios could be sold *most effectively* where they could be demonstrated in



The view above shows the homelike arrangement of the Riesselman studio.

an environment similar to that of the home living room where they would be used. This conclusion gave birth to the idea of a studio.

Mrs. Riesselman, who was as much interested as her husband, began designing the interior of the studio, while Mr. Riesselman made arrangements for the opening of such a business, and began working upon advertising plans for a business opening day which was set for September the 26th, 1925.

The location decided upon had both advantages and disadvantages. The Smoke Shoppe, which is still owned by Mr. Riesselman, is in the very center of the business section on Main Street in LeRoy. The building in which the Smoke Shoppe is housed can scarcely be described as modern. The second floor over the Smoke Shoppe was decided upon for the home of the Radio Studio.

While this studio was being decorated and prepared, Mr. Riesselman sent out 3,000 letters announcing the opening and offering of souvenirs of vanity cases for the ladies and of bill folds for the men, who called at the Studio on the opening day. He also used the local papers in LeRoy and the newspapers in Batavia, Buffalo, and Rochester to reach people in the rural section of Genesee and part of Livingston county, which he figures as part of his territory.

He did not expect that people would come from Buffalo and Rochester to buy of him, but he knew that these papers were taken and read by the well-to-do people in the surrounding country, and he was determined to attract as much attention as possible. In the meantime, the work in the Studio had progressed satisfactorily.

The reception room was finished with a neat steel ceiling. The side walls were decorated in neutral tones, which were peculiarly restful and pleasing. A paneled effect was employed. Lace curtains and over-drapes were hung at the windows. The floor was finished in hard wood effect. Ivory white woodwork, comfortable chairs, vases of flowers, a magazine rack for suitable literature, a table with a decorative electric lamp, and a well-chosen rug—all gave a most comfortable home-like atmosphere. The effect of a sales room was carefully avoided. There was even a grandfather clock placed in one corner, and some of the tables had attractive, hand-embroidered covers.

In placing the radio stock, Mr. and Mrs. Riesselman were careful not to give a crowded appearance, and yet

to offer a sufficient assortment of radio outfits and loud speakers to please those wishing to spend little or much.

On September the 26th, the Studio opened at nine-thirty in the morning, and closed at ten o'clock at night. This gave an opportunity for many to drop in in the evening who were engaged during the day-time. Over 500 people visited the Radio Studio that day, among the guests being Thomas White, a well-known radio engineer, and M. H. Minnick a recognized radio expert. This proved to Mr. Riesselman that his methods were attracting the attention of people informed on radio matters as well as customer prospects.

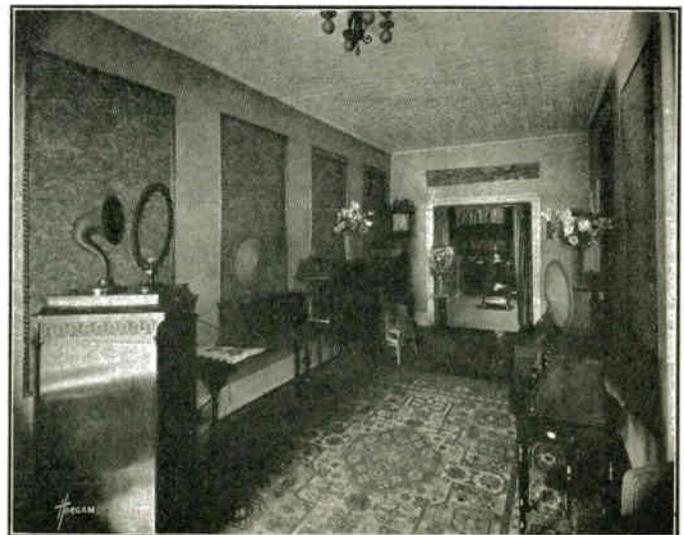
All visitors registered upon entering the Studio, thus supplying an excellent mailing list of interested prospects for further advertising possibilities. Enthusiasm ran high from opening time until closing time. In fact, the interest greatly exceeded Mr. Riesselman's most optimistic expectations, and the opening day was made the beginning of an opening week, during which time over 1500 people visited the Studio.

No attempts were made that first week to sell radios—the object being merely to have people become acquainted with the Studio, and the ease with which a set might be handled, and the marvelous advantages of entertainment, information, and business helps available to the radio owner. In the month that followed, however, thirty-nine radio sets were sold, and business has continued to be very satisfactory.

Directly in the rear of the Studio is an office and work-shop, and adjoining the work-shop is the battery room. Mr. Riesselman believes in having tools with which to insure efficient service at all times.

Files and shelves for supplies occupy considerable of this space, and on the opposite side of the room is a long, thoroughly business-like work bench, where assembling, repairing, and experimental work are done. Here also is a tube checker—a valuable instrument rather uncommon in this section at least. Much unnecessary labor in repairing radio sets is avoided by testing out the tubes in this checker before making further investigation for trouble.

Leading from the work-shop is a small, long, and narrow room about nine by four feet, which Mr. Riesselman calls



Another view of the Riesselman studio; looking back toward the office, workshop and battery room.

his battery room. In this room is an Electron Recharger, which will recharge fifteen batteries at once.

A notable point is the atmosphere of order and efficiency which prevails in the work room and battery room, and helps to give the entire Studio an air of completeness and harmony, which at once makes for confidence on the part of the public. The natural reaction is, "Here is a man who knows his business, and so I need have no fear in buying a radio, for he can give me whatever service I may need from time to time."

Mr. Riesselman has very little active competition in his immediate territory. He does not feel, however, that this is especially advantageous, as all the responsibility is thus thrust upon him in the doing of the necessary educational work which must be done. It is obvious that if there were other radio dealers sharing in the educational program that he would have more time to spend in pushing sales.

Mr. Riesselman has four salesmen working in the territory surrounding LeRoy, while he, himself, is always to be found at the Studio. This close attention to business is bringing excellent results.

Every Sunday evening the Riesselmans spend at the Radio Studio—Mrs. Riesselman acting as hostess. She cannot assist actively during the week, because of home cares and three small children who occupy most of her time. However, believing in the benefit of intensive interest, the Riesselmans invite personally six people who are believed to be good prospects to spend the evening with them at the Studio. The "guests" are brought and taken home when the evening is over in Mr. Riesselman's car.

The evening is spent in listening to radio concerts and programs. Direct sale of radio equipment is not attempted at this time. But instead of that these prospects have a genuine demonstration of what the radio can bring them in the way of enjoyment, and the simplicity of handling the equipment is proven. These Sunday night demonstrations give a personal touch which has proved singularly effective. Mr. Riesselman declares that 33 1-3% of his sales are a direct result of this method of his of working personally with a few people.

Careful records show that 50% of his sales directly follow demonstrations in the homes of prospects on week-day nights. Follow-up leads furnished by his salesmen, and inquiries at the Studio enable Mr. Riesselman to make from three to six demonstrations each evening.

If the night is clear and the reception is good, the radio set is only left in a prospect's home one evening. But if the weather is poor and conditions warrant, the set is left three or four days for demonstration purposes. Mr. Riesselman appreciates that many perfectly reliable people may not find it convenient to pay cash down, and so he sells his merchandise on the installment plan, asking a down payment of one-third of the cost at the time of the sale with a balance arranged in payments covering ten months. A financing charge of 6% is required for carrying these accounts and offers an inducement for cash transactions or early completion of payments.

There are several interesting facts to be made note of in connection with this record of the Radio Studio in LeRoy, New York.

1. Mr. Riesselman exerted sufficient effort to get well-posted before he started.
2. He arranged his advertising program to be complete and ready to launch just when the Radio Studio was ready.
3. He offered worth-while inducements to bring people in to the Studio on the opening day, and featured his opening for a whole week.
4. From the very first he compiled a register of pros-

pects as a basis for prompt future follow-up work.

5. He arranged a satisfactory business headquarters, so that people would enjoy coming and would tell others about it, and he, himself, would have room for a work shop and an office.

6. He planned to cover the territory as thoroughly as possible by means of three helpers, while he remained at headquarters.

7. He makes it easy for people to buy in the way of payments.

8. He works intensively with one group of limited size and then with another group, giving weekly attention and definite sales suggestions to a couple of hundred people at a time, instead of a single effort directed at a large number of people.

9. He works with interested prospects as guests one week—and on Sunday evening, setting aside actual selling at this time, he and his wife do all in their power to insure an enjoyable time for the people they have invited.

10. Realizing that radio reception is much better in the evenings, he arranges evening demonstrations in the homes.

11. He tests out equipment before delivering it to insure satisfaction in use.

12. He's wide-awake and on the alert for new usable ideas.

13. He studies his territory and when he sees an opportunity or a need, he works out a plan of his own to meet that need or opportunity.

14. By placing a large number of radio outfits, he is insuring a steady income weekly and monthly from this business.

15. The financing charge of 6% does not amount to much to any one person, but in the aggregate means much to the proprietor of the Radio Studio.

Distributing Buying Over a Month

By Russell Raymond Voorhees

A radio dealer must buy if he intends to continue in business. But frequently buying for a business seems to take more time than it is worth. Sort of a necessary evil as it were. A dealer in another line, however, has worked out a buying system that is worthy of attention.

This dealer enters on separate cards every item that he carries in stock. The different brands of the same article are entered on the same card under the one general heading and in a vertical column.

Then he enters immediately after each item the stock on hand together with the data. The cards are then filed alphabetically after which the entire file is divided into twenty-four equal parts.

The idea then is to take one of these parts every day and check on the card the stock of each item. At night these cards are gone through and those items that should be ordered are ordered and the quantity ordered entered on the card. When the goods arrive the quantity is checked against the quantity entered on the card at the time the order is placed.

By repeating this stock taking every day the entire stock is checked over once every month and such goods ordered as will be necessary with the minimum of time and labor.

Not only is this system a time saver but it also allows the retailer to keep close touch of his stock and buy more of those items that are selling and less of those items for which the demand has dropped off. And in addition these cards furnish at all times an accurate record of the stock of every item and its movement.

Why Some Ads Pay--Why Some Don't

Advertisement's Effect Must Be Analyzed in Advance,
In Order to Bring About the Desired Results

By Thomas Andrews

FIRST of all, it is necessary to divide radio advertising into two general types: price advertising and institutional advertising. Price advertising features a given product at a given price, often a special price, and for a specified time only. Institutional advertising is prepared to sell the store as a place to buy all radio goods at any time. Price is mentioned only indirectly.

Right away the first question that comes up is, "Which is the better?" That is just about like asking whether bread is better than butter. Price advertising and institutional advertising just naturally go together.

The main point under consideration at this time, however, is why some ads bring in results and some don't—and while we are on the subject, let me say that a really comprehensive report upon this problem would be beyond the ability of any congress of advertising men that you could gather together. But we can study different ads that have been successful, and ads which have failed to bring home the bacon, and learn much therefrom.

Let us first consider the price ads. What kind of price ads prove the most profitable? Let us see. Going through my files I find an ad that was a real sales-maker:

TRY THIS RADIO SET

In Your Own Home

then if you're willing to have it taken out it won't cost you a cent. Otherwise, a few dollars each week makes it yours in a short time.

Three-tube set, nationally known and advertised; selective, powerful, beautiful, all complete and installed in your home for \$10.00 down.

There isn't anything particularly brilliant about this ad. The headline is not clever, nor the copy full of adjectives, and the ad is not beautifully rounded and polished. Let us see, then, what there was about it that brought results.

First of all, the headline talks right at you: THIS set, in YOUR home. That's specific, isn't it? The American people are great to try things: "Anything once!" is almost our national motto. So our headline, upon analysis, proves practical, forceful, attention-compelling; and these are the qualities that a good headline should have.

The body of the copy starts with a sort of reverse English twist that makes the casual reader go a bit further. When he does, he finds that this chance to try something won't cost him anything—which, being like you and me, he is pleased to learn. Something for nothing appeals to all of us. He sees that he can't lose. A proposition like that is interesting. He reads on.

Precipitating Action

Then we "set the hook," as the fisherman says. We tell him that if he does like the set, we're going to make it mighty easy for him to own it. The extended-payment plan has come to stay in radio.

Our reader's reaction so far has been everything we could wish for: the headline has interested him, the opening words have pleased him by stating plainly that there is no trap in the offer, and the second sentence shows him

that even if he does buy the set, he will not find the purchase difficult. So far, so good.

The next paragraph gives details. The set has three tubes, is a standard product and has the properties that the purchaser wants in a radio set. It is put in the home all ready to operate—you have no idea how afraid of complicated details the average man-on-the-street is when you speak of radio to him. Our reader will be relieved to know that he won't have to do a thing but listen.

Emphasize Pay Terms

The small down payment appears in the actual ad in big black type, so that it can be seen. This is a price ad, remember. Everybody knows that when things are bought on time that there is a down payment. Our reader will want to know how much this down payment is. It is small, it is favorable, and so we feature it. The ad before me didn't mention it, but I think it would be a good idea to even state the weekly sum required as well. Then our reader would have another fact available.

It will be seen that by taking an ad apart, and looking at it from the angle of the reader, the prospective purchaser, that one may find out a whole lot about a piece of copy. It's a good thing to do this before the ad is run, rather than afterwards. You'll save a lot of money by so doing.

Now let us consider a price ad that did not bring results:

YOU'RE OUT OF DATE WITHOUT A BLANK IN YOUR HOME!

The Blank is the set that you have been waiting for. It possesses all the feature a good radio set should have, and it is sold at a real price that will appeal to you.

Come in and hear this set work. You'll say yourself that it's a super-bargain at \$52.50.

The headline is specific enough, but see what it says! You haven't got a Blank radio set. Therefore your home is out of date. How do you like that? That home that you think so much of is out of date—just because some little hole-in-the-wall radio dealer says so. Doesn't that make you feel good, though?

It is not a good plan to make a lot of claims that you have no reason for making. How do you know that this set is the set the reader has been waiting for? Perhaps he wants a \$400 console; perhaps he wants one of those little put-it-together-yourself sets. You are assuming a lot to tell a reader you don't know that one particular set is the one he wants. And that "waiting for" isn't good, either. Never use a word that might put into the mind of the reader a thought that is unfavorable to immediate action or a favorable opinion towards you and your goods. "Wait" is a bad word to use in any way in an ad.

The ad says the set has good features, but is not specific on the point. It does not say what those features are; the general, broad, all-embracing claim lacks punch. The last paragraph is not bad, but that which has gone before kills its usefulness.

The first ad cited made money for the advertiser; the second did not. Do you see why? Price advertising is an important part of your advertising campaign, but it must be good price advertising.

Price advertising aims at immediate sales of certain merchandise, within a limited time. Institutional advertising, on the other hand, is designed merely to hold up your establishment as a good place to buy any radio apparatus at any time. One is just as important as the other, and both should be used. Good price advertising is probably easier to write than good institutional advertising, for the reason that the amateur advertising writer is apt to forget just what he is trying to do when he writes his institutional copy. Let us consider a good institutional advertisement, and see what makes it good:

Your Jeweler and Your Radio Dealer

should both be chosen with care, for both deal in commodities with which the general public is not particularly familiar. There are several good reliable radio dealers here in Blankville, and we are proud to number ourselves among them. The nationally advertised parts and sets that we sell are backed up by the manufacturers and by our own personal guarantee.

Right off the bat we incite curiosity. What connection is there, can there be, between a radio dealer and a jeweler? They deal in entirely different lines.

Our curiosity leads us into the ad, and we find out what the connection is, and why it is pertinent. Right here let me say that I would call this first sentence of doubtful value but for the quick follow-up of the second paragraph. Alone the first sentence might be deemed detrimental to all the other radio dealers in town, and that would be about as bad a thing as could be imagined. But when we hasten to say that there are several good radio dealers in town, our broadmindedness cannot help but make a good impression.

The last sentence brings the advertiser into the picture strongly. It tells the reader that the standard goods that he wants can be obtained at this store; that should anything go wrong, it won't be necessary for the manufacturer to make it right, for this dealer stands back of what he sells in person. That makes a difference.

And the impression the reader gets is that it pays to be careful where you buy your radio goods; that the advertiser is a good fellow who sells good merchandise and stands back of what he sells.

Where do you think the reader of this ad will go next time for the radio goods he wants, or to whom will he go for advice on his first set?

Examples of bad, unprofitable institutional advertising are legion, and I am not going to cite any specific examples here. I think it will be far more beneficial to mention some of the more common errors made by radio dealers who attempt to use this style of publicity.

First of all, there is a tendency towards exaggeration. Far too many superlatives are used. Somehow, it doesn't sound just right for a man or a firm to put forth big claims all the time. A modest, sincere statement is far more impressive.

A great many institutional ads are too vague, too general. They say nothing in particular; when you get through reading them, you couldn't tell what it was all

about. The writer did not have a definite thought to start with, and the finished product showed it.

Talk Reader's Language

Many ads of this type are too grandiloquent. They are written with the head in the clouds. People don't understand that sort of thing. You must talk the language of your reader, and when you prance along in the realms of "fine writing" while he is afoot here in the land of reality, you will not make much of a hit with him.

If you will go over your copy carefully, before you insert it, and study its parts separately, analyzing them as I have analyzed the samples given, you will be able to avoid most of the unprofitable advertising, and thus make your advertising appropriation pay better than ever. We started out to discuss why some ads pay, and others don't. We have found, I think, that some ads pay because they are carefully thought out, and that others don't because they are "slammed together" without thought.

Window Display Stops Crowds

Sherman, Clay & Co., who conduct a chain of music stores on the Pacific Coast and feature radio extensively make good use of the eyes of their stores—the plate glass display windows. It is seldom that a window display is kept intact by this house for more than a week, and it is considered quite an event when one proves of so much public interest that it is held over for a second week.

A recent radio window is a case in point. Jesse G. M. Glick, display manager at the firm's main store in San Francisco, says this was one of the most successful trims used by the house. The public showed so much interest in the display that it was left intact for three weeks. Observation proved that it was viewed by as many passersby the third week as it was during the first. In fact, at times it stopped the sidewalk traffic. And what is more important from the merchandising angle, it actually made people come into the store and swelled the sale of receivers.

The display featured the Hugh-Barrett-Dobbs system of calisthenics broadcast daily from Station KGO. It included views of the California Health Institute of which Mr. Dobbs is the managing director. Hundreds of letters received by the station from fans, who relate the benefits derived from the daily exercises, were effectively grouped in the display. These letters told a convincing story to the man and woman on the sidewalk of the value of owning a radio set.

Radiolas, from two-tube sets to the most elaborate, were displayed, but the potent sales appeal was made by the large group of letters.



The window display shown above, featured by Sherman, Clay & Co., of San Francisco, which recently drew the public's interest for three weeks.

Profit from International Radio Week!

Prize Offer for Best Window Displays Bids Fair to Make Tie-Up an Event of National Interest to Radio Dealers

By L. A. Nixon

RADIO window displays for the last week of January will be exceptional, if the advance reports received by THE RADIO DEALER are any criterion, as apparently every radio dealer in the country who gives especial attention to his window displays is making an extra effort to win the prizes offered by this publication for the best windows shown during the week of January 24th to 30th, International Radio Week.

In this week when radio listeners will be straining their ears every night to hear British, South American and European stations, during the hour ten to eleven central standard time, radio dealers throughout the country will be endeavoring to cash in on the publicity given to radio in this week. Attractive window displays offer one of the best and most economical methods of attracting local trade, and dealers who are entering in the window display competition which is sponsored by THE RADIO DEALER, are competing not only for the prizes, but for the business of their local people. Attractive windows will do more than any one other factor to remind the passerby that the wonders of radio are available at reasonable prices.

Many dealers are making especial arrangements to listen in the first two nights of the International Test period and are expecting to be able to display receivers in their show windows that have been used in actually hearing British and other foreign broadcasting stations.

THE RADIO DEALER prize offer of fifty dollars for the best photograph of a window display showing a window used during International Radio Week is interesting displaymen throughout the industry, while the other prizes offered, are not unattractive. The total prize money offered for window displays shows prizes of twenty-five dollars for the second best, fifteen dollars for the third best, and ten dollars for the fourth best photograph submitted. In the event of a tie equal prizes will be given contestants tying. International Radio Week, now in its

THE RADIO DEALER offers prizes as follows

For the best photograph of a window display used during International Radio Week, January 24 to 30, 1926

FIFTY DOLLARS in cash

For the second best

TWENTY-FIVE DOLLARS in cash

For the third best

FIFTEEN DOLLARS in cash

For the fourth best

TEN DOLLARS in cash

In the event of a tie prizes of equal value will be awarded the tying contestants.

Windows should be photographed during International Radio Week and photographs mailed not later than February 10, 1926, to

WINDOW DISPLAY COMMITTEE

International Radio Week,

1133 Broadway

New York City

Judges of the committee will be announced later

fourth season, promises to be one of the most interesting events of the entire radio year, and should be a big profit maker for radio dealers in every part of the United States.

While the silent period from ten to eleven central standard time runs for the entire week, January 24th to 30th, the overseas stations will broadcast only in the period of the first five days. On Friday, January 29th, the tests will be changed to give American listeners an opportunity of logging distant stations in this country. For the first fifteen minutes of the silent hour the broadcasters in the eastern standard time zone will have the air to themselves. For the second fifteen minutes stations in the central standard time zone will be on the air. For the third quarter of the silent hour the stations in the mountain time zone will come on the air and for the last quarter of the hour all stations will be silent except those on the Pacific coast.

On Saturday, January 30th, a similar series of North American Continent tests will be conducted, ex-

cept that for the first fifteen minutes of the silent hour we will hear Canadian broadcasting stations and for the second fifteen minutes stations in the northern half of the United States. In the third quarter of the hour the entire continent will be silent except for stations in the southern half of the United States while for the last part of the silent hour stations in Cuba and Mexico will entertain the listeners while others remain silent.

Special programs will be broadcast for listeners in England and on the continent in the hour preceding the silent hour, that is, from nine to ten p. m. central standard time. Practically every leading station in the United States is planning special programs for the hour all week, and some exceptional programs may be expected during the entire course of radio week.

Newspapers in various cities are arranging for special services to local listeners in confirming their reports of distant reception, special arrangements having been made

to permit of the daily confirmation of listeners reports.

Mayors of various cities have been asked to issue proclamations proclaiming radio week, invitations to these mayors asking for this co-operation having been sent via the Amateur radio service of the American Radio Relay League.

Photographs entered in the Radio Week Window display contests should not be sent direct to THE RADIO DEALER, but to the International Radio Week Window Display committee, at 1133 Broadway, New York City.

In mailing photographs they should be carefully enclosed between cardboard to prevent destruction or injury in the mails. The name of the firm and displayman arranging the display should appear on the back of each photograph.

International Radio Week is an annual affair, conducted by a committee formed of representatives of over fifteen trade associations in the radio industry. Powel Crosley, Jr., president of the Crosley Radio Corporation, is chairman of the committee and H. H. Eby, of the company of the same name is treasurer.

One Radio Set for One Aerial Only Efficient Method

By J. F. Rider

In order to facilitate demonstrations, it is customary to connect permanently several radio receivers to one aerial. That an arrangement of this type is entirely wrong has been frequently discussed; nevertheless, it is used and this fact justifies further consideration of the matter. Many radio dealers who utilize such connections have experienced peculiar actions with certain types of receivers. In substance, this phenomena was the apparent lack of operation of the battery switch on what was thought to be a perfect receiver. In other words, the filament-control switch in the "off" position did not extinguish the filaments, but caused only a reduction in their brilliancy. Furthermore, with the filament switch in the "off" position, it was possible to cause the filaments to light, by placing another receiver into operation on the same aerial. Somehow the battery switch of the first receiver was being shorted. Yet a thorough and scrupulous examination of the receiver in question could not locate any short circuit within the receiver, nor could any fault be found with the battery switch when it was operated on another aerial not connected to other receivers.

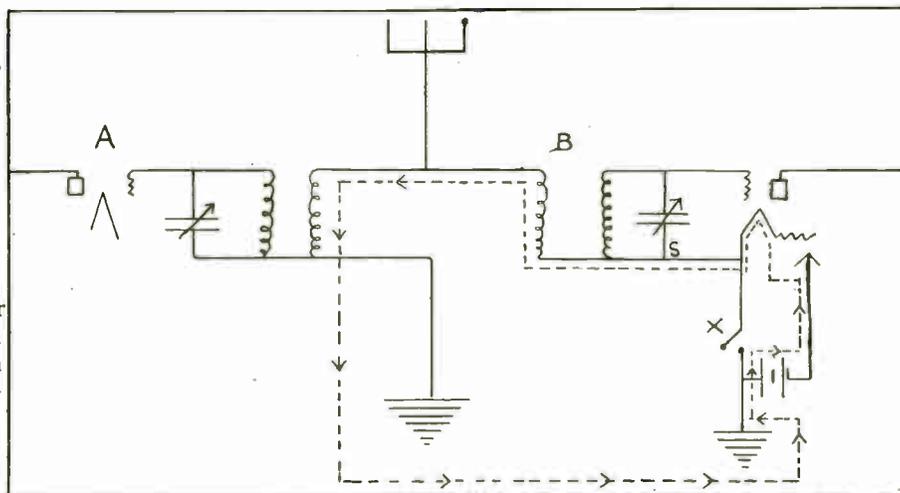
To all appearances, this problem is quite mysterious, but its explanation is really simple. The grounding of the secondary circuit of a receiver is the usual practice and is a simple procedure, yet even in its simplicity it has its complications, especially when a portion of the secondary circuit coil is used as a part of the aerial circuit, as in some neutralized receivers, and also when the ground end of the aerial coil is connected to the filament end of the secondary coil. Under these conditions, there are two points to which the ground connection may be made and even though both are technically and electrically correct, one is apt to give rise to peculiar actions, when the receiver is being operated under certain conditions. The other will, on the other hand, entirely preclude any possibility of this seemingly mysterious behavior; and the reason for the queer action is that the ground connection to the receiver giving the trouble is located on the wrong side of the battery switch. The diagram shown herewith explains this fully.

If the internal connections of receiver B are such, that the ground connection is made to the battery side of the switch at the point X in the diagram, and receiver A which does not utilize a condenser in either the aerial or ground lead is connected to the same aerial and

the coils and battery switch of B, through the tube filaments of B, via the ground, as shown in the diagram by the dotted lines. Under these conditions, the switch on B is inoperative, due to the short through the ground, causing the filaments to remain lighted, when the switch is set at the "off" position. The reason for the filaments burning at decreased brilliancy is due to the resistance of the ground through which the current must flow.

This condition can be remedied in two ways without impairing the operating efficiency of either of the receivers, if the same condition exists in either of the two receivers. First, by disconnecting one of the receivers, or all other but the one being used, from that aerial. In this instance it is receiver A; or by shifting the ground lead of receiver B from the point X to the point S. In other words, by grounding the set side of the battery switch rather than the battery side. However, the dealer being in the position that he is, namely that of a dealer and not of an engineer for the manufacturer, cannot delve into the receiver, hence he must follow the path of least resistance, which in this case is to remove all but one receiver from the aerial.

In fact, at no time should more than one receiver be connected to the aerial at same time. Connections to the ground are immaterial. As many receivers as desired can be connected to the ground at one time without troublesome reaction, but not so with the aerials. Now, some dealers may not have experienced the herein described action, but that does not signify that they will not, in the future. So a study of the accompanying diagram may do much to relieve the trouble, should the occasion arrive.



THE RADIO DEALER'S SERVICE CORNER

Properly Demonstrating Apparatus

Battery and Loud-Speaker Connections That Make for Efficiency and Economy

By R. P. Jutson

While promising last month to break away from the technical side of the radio question, and consider service from the merchandising standpoint, letters that have come in from dealers reveal a general interest in questions which require considerable technical detail. Consequently, we shall explain just how a retailer can demonstrate more than one receiving set to the same customer with proper expediency.

Many a customer, upon entering a store, is confused by the conglomerate arrangement of radio sets, and multiplicity of wires, and by the time the demonstrator of the radio apparatus has connected batteries to the radio sets to be demonstrated, the customer has run from the scene of unprofessional disorder.

Batteries First Consideration

Suppose that a dealer has two sets or more side by side that he wishes to demonstrate. First he must consider his batteries. Shall he run up his overhead by using separate batteries for each set? Or shall he reduce his overhead by a scientific arrangement.

Note the wiring arrangement in Figure No. 1. We have the necessary batteries to operate practically any receiving set now on the market. The storage battery of six volts will supply the filaments of the vacuum tubes. The capac-

How can a dealer economically utilize one set of batteries for demonstrating more than one radio set? And can more than one loud speaker be efficiently and quickly demonstrated from one receiver? These questions are discussed in this issue of THE RADIO DEALER by Mr. Jutson.

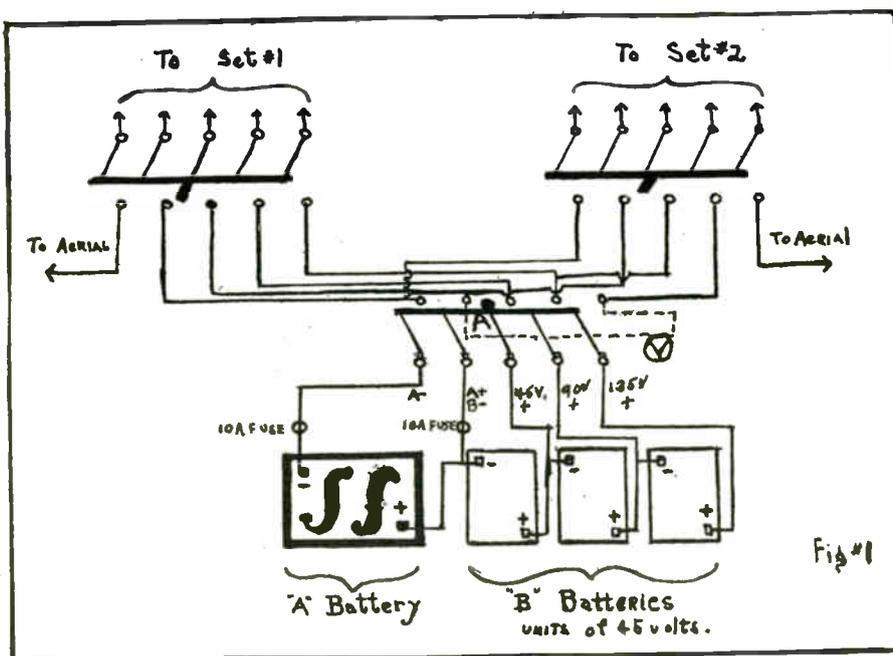
ity of the demonstration battery should be as large as possible, that is to say, the amperage hours should be in the neighborhood of 120 hours. By using a large battery, the possibility of its going dead in a short length of time is greatly eliminated.

Large Batteries Are Best

A large battery, furthermore, does away with the need of frequent charging, depending, of course, on the amount of use the battery receives. The "B" battery units used in Figure No. 1 diagram are of the oversize type, of 45 volts each. Three of these batteries with a supply of 135 volts, will take care of nearly any resistance coupled set now being sold, and will also supply the higher voltage that is called for on some receiving sets that are transformer coupled. Note that there are two ten ampere fuses in the leads that come from the storage battery. This, as pointed out in a former article, is to offset any danger from fire, should the battery wires become crossed. From the batteries, the connections are seen to enter switch "A," which is the master switch, and is used to throw the batteries into the feeders going to the various receiving sets. At the output of this switch the correct connections for a voltmeter for the "B" batteries is shown in dotted lines. The use of this is optional, but the writer has found it to be a great convenience, as it saves the trouble of climbing under the tables to test the "B" batteries.

In the diagrams, connections have been shown only for two receiving sets, one being of the conventional type that requires a storage battery, 45 volts on the detector tube and ninety volts on the amplifiers. Set No. 2 has the connections for a resistance coupled receiving set that requires 90 volts on the detector tube and 135 volts on the audio amplifiers. It will be noted that every switch that controls a set has a fifth pole marked to aerial. This is to break the aerial when the receiver is not in use and eliminates any trouble due to having the antenna connected to one set while another is being demonstrated.

The ground can be wired from one receiver to the other and thence to the ground. This will not affect



the operation of the sets so connected as the ground can be common to all sets, as long as the antenna wire is disconnected. In regard to the placement of the last set of switches mentioned, the most practical place and the position that will give the demonstrator the least trouble is to mount them under the table where the radio set is located. As all good tables have a moulding about

five inches wide run around the under side of the top it will be necessary for the dealer to cut a small slot through this moulding, allowing the handle of the control switch to show. It is not necessary for the entire handle to protrude but only enough to allow for operation. As the actual working parts of the switch are located under the table, the only part that the customer will see is the handle. One dealer who used this system did a very neat job of installing the switches but he forgot to fasten his wires close to the underside section of the top, with the result that they were hanging exposed to view. By fastening these wires it not only makes a workmanlike job but eliminates danger of a short circuit.

Customer Must Be Satisfied

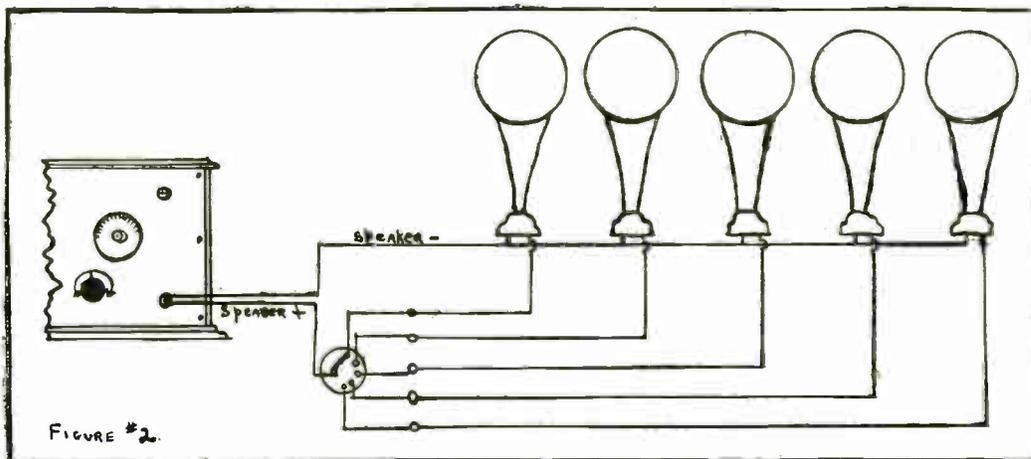
In the matter of demonstrating loud speakers, the customer is the one to be satisfied, and his likes and dislikes must be considered. One prefers a horn with a deep throated tone, another wants a loud speaker that will accent the higher notes, and give a higher pitch to the general tone. A third party will evince great interest in the cone type speaker.

These matters of preference must be settled by the customer himself, which can be effected only by proper demonstration of the types of speakers stocked by the retailer.

This can be very simply done if the connections are followed as shown in Figure No. 2. An ordinary telephone plug is connected to a length of wire and this wire, in turn, is connected to one connection of each loud speaker, preferably the side known as the speaker negative. The remaining connections on each speaker are wired to the various posts on the switch. This switch can be of the annunciator type switch with any number of contacts upon it, depending upon the number of loud speakers that are to be demonstrated. By this method each separate loud speaker can be demonstrated with any receiver by simply plugging the telephone plug into the jack on the set. We have marked the two different wires Speaker — and Speaker +. By this we mean that the Speaker plus is that side of the plug which is connected to the "B" battery and the Speaker minus is the side that goes to the plate. We have mentioned this matter as most loud speakers on the market have been designed to operate most efficiently when the current is flowing a certain way.

In the Back Room of the Service Station

There were many questions that came to the Service Section this month which have all been answered by



letter, but certain of these queries can be answered in this article for the benefit of all.

Does an antenna operate better when running north and south or east and west?

As far as present observations go, all arguments regarding the compass directions when applied to antennae are meta-physical deductions. There is no indication that antennae receive better from one direction than from another. This is of course not taking into consideration the directional effects of the antennae in regard to broadcasting stations. It is more desirable to erect antennae in a space as far as possible from foreign objects, rather than to be concerned over direction.

Can two receiving sets be operated from same aerial?

No, not for practical use at the present time. It is possible to operate two receiving sets on the same aerial at the same time providing the correct apparatus is used. This apparatus takes up so much space that it is not yet commercially practical. So for the present it is better to take it for granted that it is not possible to operate two receiving sets from the same antenna simultaneously, and have them both operate at their greatest efficiency.

Is there any difference or superiority between a phonograph panel set in a phonograph, and a cabinet receiver?

This question is rather difficult to answer. The difference if any, would be mostly in the set itself, rather than in the type of mounting or in the cabinet. It might so happen that in the phonograph model the units comprising the set would have to be bunched, which is not as desirable as when there is sufficient room for them to be spread out. However, the present day manufacturer designs his receiving sets or phonograph panels with due regard to all contingencies, so that there is really little difference between the two types of sets.

Can two stations of same wave length be separated?

No, not efficiently, in fact it is better to say not at all. To understand this, take a steam whistle that is operating 200 yards from you. Then try to hear another steam whistle operating a mile away. If one stops the other can be heard. So it is with stations. It will always be the station that is nearest to the listener that will be heard.

From time to time Mr. Jutson will answer queries from the trade "In the Back Room of the Service Station," where questions of interest to the industry in general will be taken up in detail. Dealers who read these columns are invited to take advantage of this service, and to write to Mr. Jutson for aid in settling any questions that may relate to either the technical or merchandising side of the service that a dealer accords his customers. All communications to Mr. Jutson should be sent care of THE RADIO DEALER, 10 East 39th Street, New York City.

Best Selling Methods for the Dealer

Service, Demonstrations, Window Display and Store Arrangements Chiefly Important

By W. J. Jockers

Vice-President and General Manager, St. Paul Electric Co., St. Paul, Minn.

I HAVE been asked to talk to you about the best selling methods for the dealer. In my opinion the best selling methods for a dealer are service and demonstration.

Before taking up in detail the subject of my talk it is well to dwell a few moments on the general phases of the radio industry.

Radio is a specialty, and as a specialty its sales must be forced. I am inclined to think that much of the "crazy cream" of this business has been skimmed. We are now approaching a more nearly normal condition in the relationship of the sales work that must be done in order to move a set into the hands of the ultimate purchaser.

Radio, like bootlegging, has been no respecter of persons. It has been any man's game. There has been no established channel of retail trade but what has flirted with, if not embraced, this youngest daughter of stern faced science.

Electrical stores, auto supply stores and garages, hardware and sporting goods stores, department and general stores, drug and implement dealers, etc., each type of store has made its claims for all or part of the radio business. But radio has been a fickle jade and has bestowed her smiles with astonishing impartiality. In nearly every business community radio has placed the apple of discord in our midst.

Business neighbors who four years ago would never have dreamed of being competitors, today face each other as commercial adversaries. It is not a case of music store versus music store, or electrical store versus electrical store, but a retail battle royal with each metropolis, city and trading center as the battleground.

Importance of Sales Franchise

The manufacturing end of this business is undergoing a housecleaning. They are gathering together the necessary merchandising brains and adequate capital. You see encouraging signs in the form of sales franchise plans, restrictions of jobbers and restrictions in the number of dealers. I see in this development a factor for retail stabilization and selection, providing the retailers will also put their houses in order: to wit, regardless of whether it be music stores, electrical stores, etc., the individual retailers will see in a radio business of specialty merchandising that requires on their part specialty sales methods. To the extent that this is done will there be a retail foundation on which the manufacturers can intelligently build and automatically eliminate and control the undesirable retail outlets.

That brings us to the question of the problem of selling radio:

Service in my estimation is the first and best method of selling radio. Radio apparatus is a highly technical electrical and mechanical device. You may call it what

In his address before the Northwest Radio Trade Association, Mr. Jockers summarized very interestingly the various factors on which success in the dealer's business depends. His opinions are the outcome of years of effective merchandising and deserving of the retail merchant's most serious consideration and attention.

you will, but you are dealing with an intricate piece of mechanism; a piece of machinery which, regardless of how carefully it may be engineered and designed, must also be properly manufactured and super-carefully inspected, and even then it may get out of gear in transit. Radio must be installed with care and judgment. In addition, it must be kept in satisfactory operation if the public is to be profitably served. There are tubes and batteries that need replacement and there are delicate instruments in the set which can be very easily thrown

out of proper adjustment, particularly when in the hands of the average layman. The retailer who is going to make a satisfactory profit on his investment in radio merchandise must maintain an adequate service department. This is as necessary to the business as it is to have merchandise to sell.

I see no reason why the service department should not be a profitable part of your business. It has proved so in the automotive field and it has proved so in parts of the electrical field. It requires on the part of the management a true understanding of the relationship of service sales, and it requires personnel in the service department who can do the work and can do it properly. In addition, it requires the guts and the courage to charge a fair price for service rendered.

Outside Sales on Increase

Next in importance I place the question of demonstration. Our experience in the last three years has shown us that you cannot "slot machine" radio and prosper. The only person who can possibly compete in this "slot machine" game is the "gyp." Therefore the only way to meet this competition is to do what he cannot or will not attempt. It has been pointed out by many manufacturers and others that the great contribution that the automobile and music trade brings to the radio art is their ability to demonstrate. No piece of radio apparatus—I am now referring to sets—should ever leave a store until the purchaser has had an adequate demonstration any more than we would think of selling an automobile without adequately explaining the control and operation of the car. So I say that second in importance is the question of considering radio as a piece of merchandise that you must demonstrate. To the extent that you excel in demonstration ability, to that extent will you bring up your volume in the face of competition.

I am firm in the opinion that the next real development in radio merchandising will be the intensive use of some form of outside selling. Here is a piece of merchandise that must be demonstrated. After you have "creamed" your market, the surest way to maintain volume is to take your merchandise to the public and make the demonstration in the most convenient place, the home. A

house-to-house selling plan for radio brings up some very interesting points. Radio is in every sense of the word a family party, with the women of the home the stage manager of the interview. They tell me that the most successful salesmen who are today selling radio, work a plan whereby they make an appointment with the mistress of the house in the afternoon and demonstrate the set in the evening. This always means two calls and one demonstration an evening. A salesman who sells radio must have a showman's sense, and to the extent that he can size up the family and pack the program that will fit their individual and collective tastes, to that extent he is a good salesman. If he can do this, 50 per cent of his sales work is done.

Farmer Expects to Be Shown

This house-to-house work is not only a city proposition, it is a small town and rural district business getter as well. In fact, I am told that the biggest successes to date in radio house-to-house selling have been in the rural sections. The farmer likes to have a demonstration in his home before buying and that is the basis on which you will have to sell him. In talking this house-to-house proposition with radio people I find it very difficult for the average merchant who has in the past relied on his store location and advertising to bring in the business to change his point of view. Do not be discouraged if you find that your house-to-house work does not develop a volume as rapidly as did your store work during the first period of the boom. The merchants who are today in the radio business and who will be in it five years from today, will have reckoned on house-to-house selling.

There is another phase of selling that the radio merchant should give careful attention, that is, window display and store arrangement. Make your window display attractive; use the advertising the manufacturer sends you; change your window often and put little original ideas into your window that will keep passers-by interested. Have your store cheerful looking, well lighted and clean; keep your aisles open, your counter display well arranged and your radio sets attractively displayed on small tables and counters so that your customers can walk over to the sets and examine them. One of the surest ways of selling a prospect is to let him handle the goods to create his own interest and enthusiasm.

One of the most successful methods of selling used by automobile dealers is to have their prospect get into the car and run it himself. The prospect is thrilled with the operation of the car and gets the desire to possess it. The same will hold true with radio sets.

Another important part of your radio business is the selling of batteries and tubes. Radio merchants have found that by keeping a card record of every part they sell, they can check up this prospect later and call on him at the time he will need new batteries and tubes. This is also a part of your service.

In summing up my talk I again want to impress the importance of demonstration and service as the best selling methods for radio. In my judgment service is the most important single thing that we face in radio retailing today. Service is the real basis upon which the established radio dealer can compete with the fly-by-night. Service is the one thing that can give us a repeat order relationship with the public. Service is the tool that will overcome the handicap of price, and to a great degree, solve the question of keeping the public sold on radio.

Is Your Window Harmonious ?

When you see a store window, what is it that makes you stop and look? Is it the merchandise itself, no matter how it is arranged and set off? Is it the proper use of an effective background?

Of course, people are stopped, generally speaking, by the sort of goods in which they are particularly interested. Most women will notice and probably stop for a dress-goods display, even if it is not skillfully arranged, and mechanics are likely to look at a window full of tools. But when the interest aroused by the merchandise is not so vital, the attention a display creates will be in proportion to the degree in which it stands out from other store windows of the neighborhood and to the care that has been expended to make each article clearly visible.

Suitable chosen backgrounds, of fitting materials and color, are very helpful in bringing about such an arrangement. Sufficient use of empty space between the objects displayed also makes it easier to see each article and to concentrate on it. A certain amount of legibly lettered cards or posters add to the strength of a window.



During the recent National Music Week, the J. R. Music Company, San Antonio, Tex., caused considerable comment by this window display above, which led to many radio sales



A Zenith radio set and a photograph of station WMAQ were displayed most successfully, as shown above, in the thrift campaign of Grenebaum Sons Bank & Trust Company, Chicago

Thinking Success Is Half The Battle

The Other Half Embraces Hard Work in Order to Make Dreams Come True, Declares One of Chicago's Leading Radio Jobbers

By Charles P. Kingsley

A GLIMPSE at the brief career of Burt Barsook, manufacturer's representative of Chicago, in radio, would lead one to believe that he had Aladdin's lamp conveniently stowed away somewhere, where he could go and rub it occasionally. And this does not mean that his success has been due to luck. It means that he built his foundation by hard work and good business judgment up to the point where the rubbing of the lamp would do some good.

Mr. Barsook has established a large business and won an enviable reputation in radio circles of Chicago and the middle west. His heart and soul is in radio always regardless of the peaks and depressions in the chart showing the advancement of the industry. At the present time he represents several of the foremost radio manufacturing companies in the country.

After receiving his discharge from the army following the war, Mr. Barsook found himself in that new army whose numbers rapidly began to mount into the thousands—the army numbering those who found themselves without a business, a job or funds.

Prior to the war he had conducted a successful used automobile business in San Diego, Cal. However, deciding not to return to the coast and being adaptable to most any kind of a job or business he became an auctioneer, something that required no investment. This was in Detroit. He accumulated enough money at this to become a "master" auctioneer, buying his own stock of merchandise and auctioning it himself. But he found the auctioneering game fickle and one bad purchase eventually wiped him out. It was this turn that really proved a boon in disguise for him because it was while looking for a new field that he became nipped by the radio bug. In his own words this is how it happened:

"It was just at that time that the radio idea had entered the minds of the public. I noticed the large crowds about the radio stores while walking down Jefferson Avenue, Detroit, and came to the conclusion that radio was something with universal appeal and unlimited possibilities. I had no money but only a desire to get into the radio business at once in some manner or other.

"I persuaded my brother, who conducts an automobile accessory store in Detroit, to buy, against his will, about \$150 worth of crystal set material. For cat's whiskers we took fourteen strand house cable, cut it into strips one and one-half inches long, wound it around a match stick to give it a spring spiral and sold these for five cents each. They sold like hot cakes. The material pur-

chased was placed in the window of the auto shop and sold in a single afternoon.

"Material was very scarce so I went to Chicago to buy everything I could find that could be used in radio. At that time Chicago had not yet been affected by the radio fever. I made three trips a week between Chicago and Detroit at a weekly travelling expense of more than \$100 and brought back to Detroit each time all the radio material I could buy. But it paid well because I sold all the material and at a good price.

"Shortly after that the craze hit Chicago and Detroit's rush had somewhat died down. There was a surplus in Detroit of screw machine products, such as binding posts, switch points and so forth. So then I transferred my activities to Chicago. I became purchasing agent for my brother and told him to ship me ten thousand binding posts and twenty thousand switch points per week. Most of this was the material I had already bought in Chicago. I made my headquarters in one of the Loop hotels and within a period of one month had realized handsomely from this venture.

"I was the first to put a crystal in a package in Chicago and sold about 300,000 galena crystals which were broken, tested and packed in my hotel room and delivered by messenger boys. The summer following there was a terrible slump. The money I had made during the winter began to dwindle down, for by this time I had employed two salesmen. Still I stuck it through the summer until fall, when I found myself beginning the new season with about \$600 in cash and a small stock amounting to a few hundred dollars.

"During the summer, I had lost no time, however, and took on the lines of three manufacturers for the season on an exclusive basis. I will never forget one manufacturer who came to visit me with a few miserable samples that today would mean nothing, and how eager we were to get them. Today this particular manufacturer is the largest in the world in his particular field, and we still represent him.

Our organization has steadily grown until today we believe we stand well with the manufacturers, many of whom we have helped to make and many who have helped to make us. We are in a financial position to do things that were far beyond our wildest hopes just three years ago. Last year we had the biggest year we have ever had and we look forward to exceeding that record this season.

"Confidence in radio? We have the utmost faith in the radio business and its future possibilities. Why



BURT B. BARSOOK
Pres. B. B. Barsook, Inc., Chicago

shouldn't we when each year brings greater returns. As far as seasonal slumps are concerned every business has its dull periods. Our motto is: 'Thinking success is half of the battle; the other half is hard work to make your thoughts come true.'

"Those of us who have pioneered in radio fields look forward with the greatest optimism to the future. We foresee a greater radio industry with ever-increasing potentialities and volume of trade which merely awaits development. There is a real future in the radio industry but not for the sluggard or dreamer. It will be a future filled with the hardest kind of work but one that will be rich in rewards for those who put their shoulders to the wheel with no other thought in mind than that of making a complete success of their efforts in this particular field of industry.

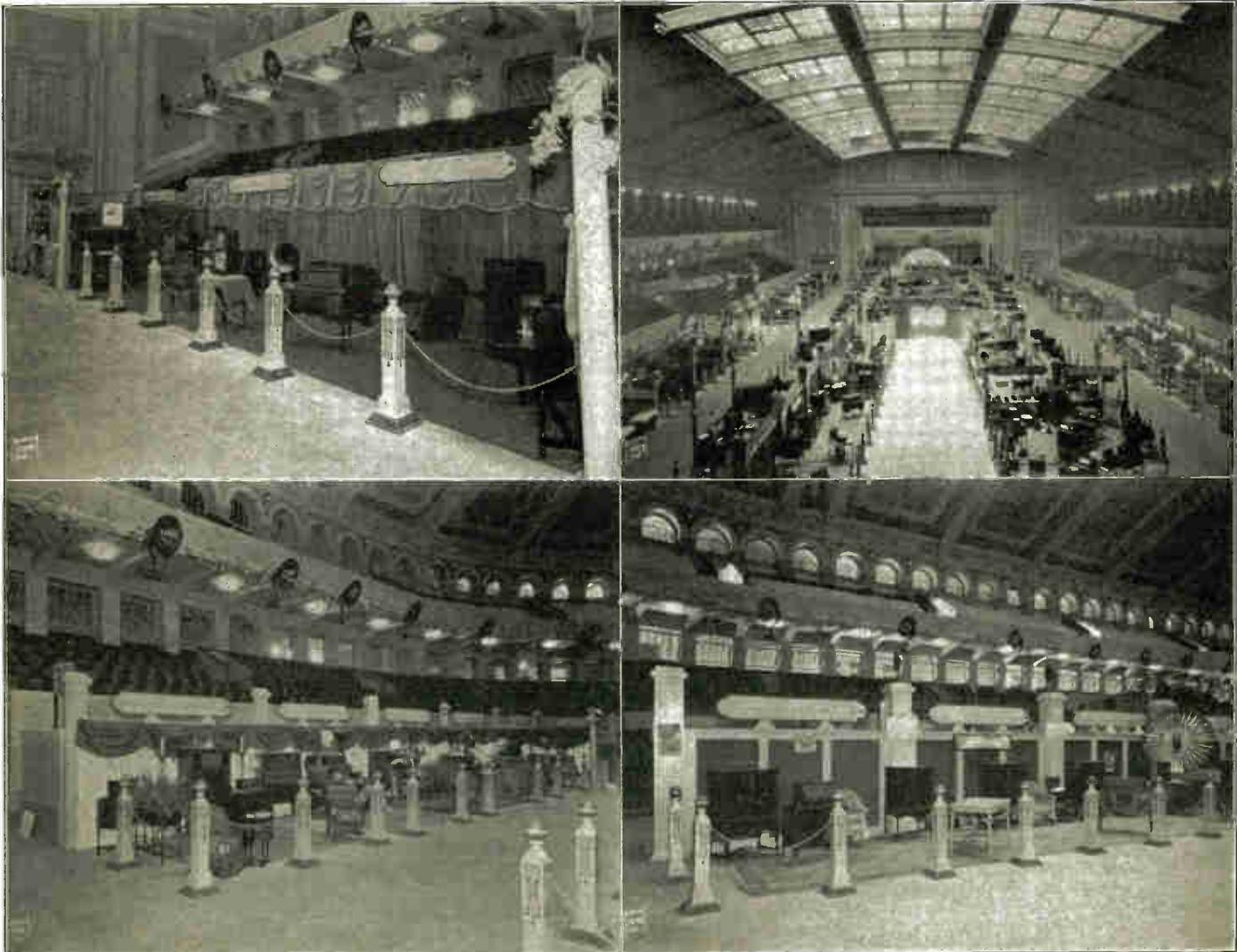
"The jobber serves an important link in the merchandising scheme now in vogue in the radio industry. He is

the final point of contact between the manufacturers and the dealer, and in more ways than one has proved in the past that he is fully deserving of the confidence which has been placed in him by the two branches of the trade which he is endeavoring to serve so well and conscientiously.

"It is reasonable to believe that with the industry continuing its growth along the same lines in the future as have marked it in the past that it will require the combined energies of all factors entering into the merchandising scheme of radio to exert their best efforts in the direction of making a good job of their efforts in radio fields.

"Unless there is the fullest measure of co-operation there cannot be that great volume of business which is now apparent for those in the trade who have pioneered and in a fraternally satisfactory way want the future to be even brighter in radio fields than has been the case in the few brief years which have flown."

At Recent Milwaukee Radio Show



Above are views of the third annual Milwaukee radio exposition held in the Milwaukee Auditorium Nov. 11 to 16, under the auspices of the Wisconsin Radio Trade Association. Scores of nationally known manufacturers of radio apparatus displayed the most modern equipment during the course of the show, which according to N. C. Beerend, general manager, and other officials of the show organization, was the most successful in the history of their trade association.

DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men



Portable Sets for Winter

Just because summer is no longer here, and people have given up their out-door activities to some extent, don't feel that you can't move those portable sets off the shelves.

Think of the week-end parties that endless numbers of persons hold in their camps and cottages through the winter. They certainly will have use for the trusty portable.

Many young people have clubs that meet regularly each week at a different member's house. That club should own a portable radio set.

On the long winter evenings, when the family cannot, or doesn't care to, leave the cozy comfort of the hearth, mother and father may be listening in on a program that doesn't please the young daughter of eighteen. Let her take her portable set into another room, and behind closed doors enjoy the programs she likes best. The portable brings harmony to the home.

If a fan lives in a boarding or rooming house, he can entertain himself in the privacy of his not too large room, or if he wishes to be sociable, with what ease his portable set can be carried down to the parlor, or to some friend's room. Many a lonely evening can be made a congenial one with a portable radio set.

These are only a few examples of winter uses for this convenient radio receiver. Think up a few yourself, and don't be afraid to let your customers know all about it. Sell them portables.—F. W.—Cal.

Using the Same Set Yet

Is your first customer still using the same set you sold him? This is often the case, and a dealer would be foolish not to cash in on such a fact.

How many people are afraid to buy a set for fear it will soon be out of date, or worn out. If you can prove by your other customers that they have used one of your sets over a number of years, that is one of your best sales arguments. Or even when you say that a customer has bought several sets from you over a period of years, it speaks well of your store.

Find out these facts, and let the fans know how good your merchandise is.—F. W., Cal.

THE PRIZE WINNERS

The prize winners for the best Dollar Pullers in the December issue were as follows:

First Prize, \$15, J. Dunn, 9143 89th St., Woodhaven, L. I., N. Y.

Second Prize, \$10, George Hiller, 372 W. 120th St., New York City.

Third Prize, \$5, Frank H. Williams, 815 S. Van Ness Ave., Santa Ana, Cal.

A Radio Week Tie Up

International Radio Week which will be held during the week of January 24-30, 1926 will certainly help improve the sales on sets.

The newspapers all over the country are co-operating to make this week successful. They are already beginning to give International Radio Week a lot of publicity.

The broadcasting stations in foreign countries are getting their schedules together to broadcast during this week and the stations in the United States are going to remain quiet during this test.

You can get your share of the increase in business which is bound to develop by announcing International Radio Week in your window displays and by mentioning it in your local advertisement. Many set sales should be forthcoming.—J. B., L. I.

Reaching the Shut-ins

Is there in your neighborhood or vicinity, a church which regularly broadcasts its services? If there is, go to all those of the same denomination as the church, and tell them of these services. This will particularly appeal to the shut-ins and old folks who find it hard to get out every Sunday, particularly in this stormy time of year. Pastors of local churches would probably be willing to supply the name of their parishioners who are prevented from attending regular services in person.

This plan is particularly effective in rural communities, where winter frequently means a long season of being shut out from the rest of the world, and where a radio set is a blessing.—M. B., Okla.



A Radio Library Helps

One western radio dealer, who had accumulated a large library of books dealing with radio questions, decided that the books would do him more good in his shop than in his home.

He had several shelves built into the back of his shop, placed a long table near them, had at least a dozen chairs about, and then invited, by advertisement, all fans in his neighborhood to come in and use the books free of charge at any time.

Having the radio library at the back of the store necessitated readers passing by the show cases and shelves. The displays were so arranged as to catch the eye of all passing through the store. Outside of drawing many real fans to his shop, the proprietor made good use of his opportunities to make friends with his reading visitors. He found that many a technical discussion led to the sale of some new part or other, and the general effect on his trade was excellent.—F. W., Cal.

Utilizing Dealer Helps

Radio manufacturers are continually getting up counter cards, window signs, circulars, and other sales helps, with which they supply their jobbers and dealers as a means to better sales. In many cases the dealer is deluged with such material. Much of this is valuable, and in some cases is effective in store decoration. And in other cases, the material received is practically worthless.

The dealer must in any case make careful and thoughtful decision as to which of these sales help he should retain for his counters, and how many should be discarded.

In frequent instances the dealer, disgusted with the enormous amount of such material that comes to his store, throws it away without even a glance, and in some cases he should not be blamed, but the more efficient method would be to carefully consider these sales helps from every angle, and utilize them to the best advantages. The dealer will be well repaid in making such selections. Always bear in mind that the manufacturer, in sending out literature and other merchandising aids, is endeavoring to help the dealer increase his sales, and the dealer can reciprocate by giving the manufacturer constructive criticism on such things.—J. B., N. Y.



DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men

A Radio Map Helps

A dealer out our way has found that a radio map helps him to make sales. For some time now he has been getting out radio maps which show nearby radio stations, with the distance in miles of these stations from the dealer's city. The wave lengths are given, as well as the corresponding kilocycles. The hours that these stations are on the air is also given, with any other information of interest to fans in his neighborhood.

The dealer advertised that one of these maps would be given free to whoever called for one at his store. Considerable interest was aroused, as many people had not been aware of how many local stations there existed. Later on this dealer started a mail campaign, enclosing these maps, together with a letter that called attention to the nearness of some of the country's largest broadcast stations, and suggesting that the customer drop into his store for a demonstration of just how the programs could be brought in with clarity and ease.—F. W., Cal.



Charleston by Radio

Here are some of the questions we recently mailed out to prospective buyers in attractive circular form:

Don't you wish YOU could do the Charleston? Just listen in every night to the wonderful dance orchestras that can be heard over the Blank Radio Receiver.

Does your Hubby criticize your cooking? World famous recipes are broadcast daily. Listen in on a Dash five tube set.

How would you like to astonish your neighbors by being able to read and converse in a foreign language? Lessons in French are given once a week from Station BLAH, and can easily be heard with a Blast loud speaker.

Are you too busy to go to the theatre or keep up with the topics of the day? Let us solve your problem with an Up-To-Date radio set.

These questions could be used singly or together in circularization, poster or newspaper advertising. Appropriate illustrations, preferably in cartoon form, are suggested. We find that such ideas prove good sales pullers, and believe that others in the trade could utilize them to advantage.—F. H. W., Cal.



H. A. Eleveth, above, won the first dollar puller prize in the November issue of THE RADIO DEALER. His contribution was entitled "Displaying Parts Properly." Mr. Eleveth has contributed to these columns on several occasions, and writes that while radio interests occupy much of his time and attention, nevertheless he finds opportunity to spend some of his time in the great outdoors, his favorite form of recreation. Mr. Eleveth, who is connected with the United Radio Supplies Company, of 693 Mission Street, San Francisco, is looked upon as one of the cleverest merchandising men in the radio trade in his community.

Collecting Old Accounts

Few things are more irritating than the neglect of new customers to pay long overdue accounts, particularly when no word is received following repeated inquiries, and especially if the dealer knows that this customer has been patronizing some other store. Letters may prove futile, and the same with telephone inquiries, but frequently a visit to the customer's home proves effective. In the first place, many people who let a bill drag, have good intentions, but after a period of time, they became ashamed to face the dealer, and so avoid him. If you can once get in personal touch with this type of person, you can reassure him that you believe in his honesty, and frequently collect a part or the whole of the bill due.

Where it is advisable an extension should be willingly granted, but the customer should be held to a definite date. Often a customer is dissatisfied with a purchase, so it is only the part of wisdom, visiting his home, to find out the facts, so that things may be smoothed over. The customer who stays away thus can be encouraged to call at the store again, to buy more goods, to pay his account, and to remain a steady radio patron.—F. V. F., N. Y.

The Girls Are Building Sets

Many schools nowadays have classes for girls, as well as boys, in radio set building, and it seems that many of the fair ones have a technical bent that only needs a bit of encouragement to bring out. A girl's radio club was organized here by one enterprising dealer, and the interest he created was tremendous. He took upon himself the part of instructor, and he never was too busy to answer any questions that any of the club members cared to ask. He advised them on technical books to read, and otherwise helped them in every way possible. He had a picture of the club taken, and the local paper published it with a good story in the radio section. The dealer declared it was the best publicity he ever had.—F. W., Cal.

Appealing to Parents

We have found that appealing to parents for the sake of their children is one of the most effective sales efforts we make. Recently we sent out some personal letters to women, and in some cases to men, pointing out the advantages in buying radio sets for their children. The letters were worded something like this:

Mothers and Fathers:

Your son cannot spend his time playing healthy outdoor games such as baseball and football now!

Your daughter can no longer spend those invigorating hours on the tennis courts!

Winter means more indoor recreation, less exercise, with a consequent restlessness that requires some healthy outlet.

You don't want your son frequenting the poolroom on the corner!

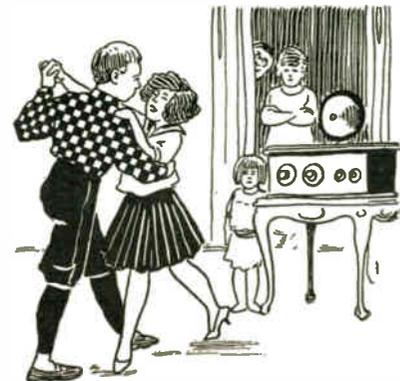
And you don't want your daughter to spend her time in badly ventilated movie palaces!

But it's up to you to supply them with some clean, wholesome recreation, some interesting outlet for their youthful restlessness.

We can show you how to do this. Buy a radio set, and see your children at home nights.

Arrangements to suit the purse of everyone.

This letter did us more good than any three of our other sales stunts put together. It's worth a try.—H. F., Cal.



DOLLAR PULLERS

Sure Winner Sales Ideas for Radio Men



Making the Coal Dealers Work

Coal dealers probably seem extraordinary in the light of radio salesmen, but one dealer declares that they make good boosters because boosting radio sets boosts the coal business.

This dealer has sold all the coal dealers in his city the idea that the more folks sit up and listen to their radio sets on the long winter evenings, the more they burn their coal.

"My best boosters," said this dealer, "are the small Italian dealers in Ice, Coal and Wood. They reach an element that would be hard to get in friendly contact with and even harder to sell. These little dealers are good salesmen. Their customers listen to their recommendation of radio sets, and feeling that the man himself can have no interest in selling them a set, they are the more open to argument. When one of these fellows actually brings a sale to my store, I allow him a small commission. And everyone is satisfied.—W. L., Cal.

I Remember the Dealer

The Calumet Radio Shop, 327 East 58th Street, Chicago, Ill., has adopted a unique method of increasing its repair and service work by placing in every radio receiving set sold a small, neat envelope on the face of which is printed "ALL ABOUT RADIO—This Will Come in Handy." Inside the envelope is a "sticker" about two and one half inches square, on which is printed, in blue and red, the following:

Paste This Near Your Radio
PHONE WENTWORTH 2074
for
CROSLY RADIO SERVICE
Accessories, Batteries
CALUMET RADIO SHOP
327 E. 58th St., Chicago

This sticker is intended to be placed near the telephone or on the inside of the lid of the radio receiver, where it will be an instant reminder to call the Calumet Shop in case anything should go wrong with the radio set. A tremendous amount of repair and service work has been attributed to these little stickers and it is known that they have resulted in the sale of many accessories.—B. S., Ohio.

The Dollar Pullers Department which originally was intended for summer sales ideas, has become one of the best liked features of THE RADIO DEALER, and the editors have decided to continue the present scale of awards for the entire season.

Each month fifteen dollars will be paid for the dollar puller that is published which, in the opinion of the editors of THE RADIO DEALER, is the best suggestion for increasing the revenue of a radio concern. Ten dollars will be paid for the second best idea published and five dollars for the third best suggestion. All other Dollar Pullers printed will be paid for at the standard rate of one dollar each.

This contest is open to everyone in the radio trade except employees of THE RADIO DEALER. Address all contributions to Editor Dollar Pullers, THE RADIO DEALER, 1133 Broadway, New York City.

Buy That Set Now

We find that a part of the sales resistance out here comes from the somewhat wide-spread belief on the part of would-be fans that the radio sets tomorrow not only will be infinitely better than those now on the market, but that by waiting for a while, they will be able to get better value for the money they wish to expend on a radio set.

We have gone to some pains to counteract this condition, mainly stressing the fact that the fan who waits doesn't know what he is missing. Window cards, counter displays, and local advertising all carry this message from our shop, and the results are worth the effort. The radio hound considers all the fine programs and the DX he might bring in on his set, and seven times out of ten, the little admonition, "Buy Now! You don't know what you are missing!" does the trick.—C. W., N. Y.



Programs to Order

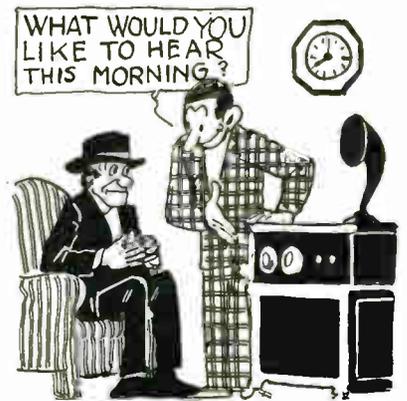
We have had customers enter the shop and demand a demonstration of a radio set at a time of day when either no broadcasting stations were operating, or else when we knew the type of program on the air were not just what the particular customer would want to hear.

"Programs to Order," was the cry of our salesmen. This seemed almost an impossibility. And then we read of one of the smallest practical broadcasting stations, at the King Quality Products radio plant at Buffalo, N. Y., and which was put in service by that company to meet an insistent demand for morning broadcasting.

At the King plant, we learned, it is necessary to begin giving receiving sets their final tuning up early in the morning before any of the large broadcasting stations with their varied programs are on the air. To meet the difficulty Howard A. Gates, in charge of one of the King laboratories, built a miniature broadcaster, mounting it on a panel eight and one-half inches square and this is now used, attached to a phonograph, for morning testing.

The tiny station has a wave length of from 200 to 600 meters and a range of about a block.

We simply incorporated this same idea, have our own little broadcasting station, and are able to demonstrate the worth of any set to our customers without waiting until some station goes on the air.—L. N., N. J.



Bound to Build Sales

Here's a stunt that's bound to build business for the radio dealer:

Put in ten or a dozen or more chairs in the sales room and invite people to come in and sit down and enjoy the noon-time and evening concerts that come in over your receiving sets.

While they are there, try to engage them in conversation, mentioning the joys of a radio set. Do not actually approach them with a direct sales talk, but ask them if they wouldn't like to have a free demonstration in their homes.

This is undoubtedly one of the best sales stunts that is used today. Many dealers have found it so, and those who have not yet tried it, should by all means do so at once.—F. W., Cal.

From the Editorial Viewpoint

Turning the Corner

TIME, sweeping onward in its flight, brings the year 1926 to us bright in prospects and promise and all that we are told augurs well for the coming twelve months. This is interesting to consider and worthy of more than passing thought. The facts of the year 1925 are such as to warrant increased confidence in the year which lies before us.

As far as the radio industry is concerned, there has been much happening which portends well for the year 1926. There has been much of more than passing significance occurring during the past twelve months which should furnish vital food for thought. In the opinion of one of the trade's greatest leaders the belief is ventured that the industry is stronger following the elimination of many of the so-called "fly-by-night" element during last summer's recession.

Those who suffered the most were those who were drawn to the industry only by motives of profits and not by any motives of service. Radio and industrial history travelling in cycles is now in the direction of better things in radio with manufacturers, jobbers, and retailers following sound financial and sales policies.

The coming year replete with promise can look forward to a bigger radio industry but one that is grounded on a better and more substantial foundation than has been the case in the past. By the failures of yesterday and yesteryear the manufacturers have profited. And so have the other elements which enter into the makeup of the radio industry. Other industries have profited by their failures of other years and accordingly have laid plans for future expansions with policies which make certain that the mistakes of yesterday will not be repeated on the morrow.

The sincere hope is expressed that during the year 1926 there will be greater prosperity in the radio industry than ever before has been the case. But it is not reasonable to believe that this great prosperity will really develop unless each and every factor in the industry lends a helping hand. The entire industry has turned the corner which leads to greater things in the future. But combined efforts of every factor in radio, namely, manufacturer, Jobber, retailer, broadcasting stations, trade press, and newspapers, must combine together to keep radio in its merited position among industrial leaders. It is well enough

to say that everything will come out all right as far as radio is concerned, but all things considered it would be well to gather the various elements of the industry on common ground for a general betterment of the entire industry.

It is easy to assume that everything will be better in the year ahead but it is vitally essential that all of us interested in the development of the radio industry shall lend more than a willing shoulder to the wheel. There can be nothing gained unless we all pitch in with one desire in mind. That of developing and keeping the radio industry in its rightful place in the sun, and not permitting the dark clouds of other years to again loom over the face and future of the radio trade in all its branches.

Make Radio Week Sales Week

EVERY radio dealer in the United States can profit by the publicity that will be carried in every newspaper in the country during International Radio Week and the period of the International Radio Broadcasting Tests. With the public interested in the international and North American tests the newspapers will carry considerably more radio news during this week than at any other time in the year, except, perhaps during a radio show. By the same token the public will read more about radio during this week than at any other time.

Broadcasters in this country are planning exceptional programs, programs of especial interest, and there seems to be no doubt but that the entertainment value of the programs broadcast during this week will be greater than at any other time in the radio season. There is every opportunity for the dealer to profit from this week, and build sales at regular prices that will make January one of the best months in the radio calendar. First there is the confirmed ham, the regular radio listener, who will want new batteries, new tubes and new phones in some cases, to be sure his set is up to the peak of perfection and ready to bring in the overseas stations.

Then there will be the radio fan who considers his set a proposition of entertainment only, he also will want his receiver in A-1 shape for the excellent programs scheduled for this week and for the international tests as well. Many radio sets sold last year are operating on aerials that

are only fifty per cent efficient, a dealer who advertises a replacement service for aërials will find business much better than he expected. New aërials as well as new accessories can be sold every regular radio customer in preparation for the tests.

Then the actual new customer is a potential buyer who may be forced over the line from the potential to the actual buyer by persistent work during radio week. Dealers last year gave radio parties, demonstrations in select homes and in their stores, that brought listeners from all over town and often resulted in extra sales. The North American DX tests, scheduled for the last two days of International Radio Week, are especially interesting to the dealer who plans a store demonstration.

During these hour periods we will have four different groups of broadcasters on the air while the rest of the world is silent. For the first fifteen minutes on Friday, January 29th, we will hear stations in the Eastern time zone, for the second fifteen minutes Central time stations, for the third fifteen minutes, stations in the Mountain zone and for the last fifteen minutes stations on the Pacific coast. With silence around the dealer his regular equipment will bring in distant stations never heard as a regular affair and a demonstration of the DX and tonal qualities of his receivers will be easy at this time.

On Saturday we also have special tests with Canada on the air for fifteen minutes, half of the United States on for the second period and the southern states on for the third period. On the last quarter of the hour Cuban and Mexican stations will entertain the listeners of the continent with special programs.

The Radio Dealer window display contest, discussed in the news pages of this issue, will be interesting to the display man of every radio store, but more important than that will be the prizes that will come to every dealer who dresses his windows and makes a special effort to sell more radio apparatus. These prizes of increased profits and added sales can easily be gathered in during Radio Week, to be observed from January 24 to 30.

Silent Night Controversy

THE Radio Dealer as a national journal has no intention of becoming involved in any of the discussions concerning silent nights in various cities, but as the rage for silent hours and silent nights seems to be growing a word of caution to dealers might not be amiss. DX hunting has its place in the radio sun, as none will deny. The DX fan has made radio what it is today, but the distance chaser should be content

with his annual international tests and the hours after local stations have signed off. Entertainment for New York radio fans will never come from a five hundred watt station in Chicago, and vice versa.

Every dealer should decide for himself who he would favor among his customers, the distance chaser or the entertainment seeker. Once the decision is reached, and a canvass of customers who have purchased sets is a good way to get opinion, the dealer can fight for or against the silent night proposition in his city with a clear conscience and the knowledge that he is working for the betterment of his business, not contesting it in any way.

Silent nights will not build the sale of distance gathering receivers, but often will advertise sets that are good only for silent nights and that are useless in big cities and filled with cross talk when subjected to the selectivity tests of modern metropolitan radio reception. Find what your trade wants by going into the homes, do not accept the judgment of the crowd that hangs around the repair counter in the rear of the store.

The Essential Element

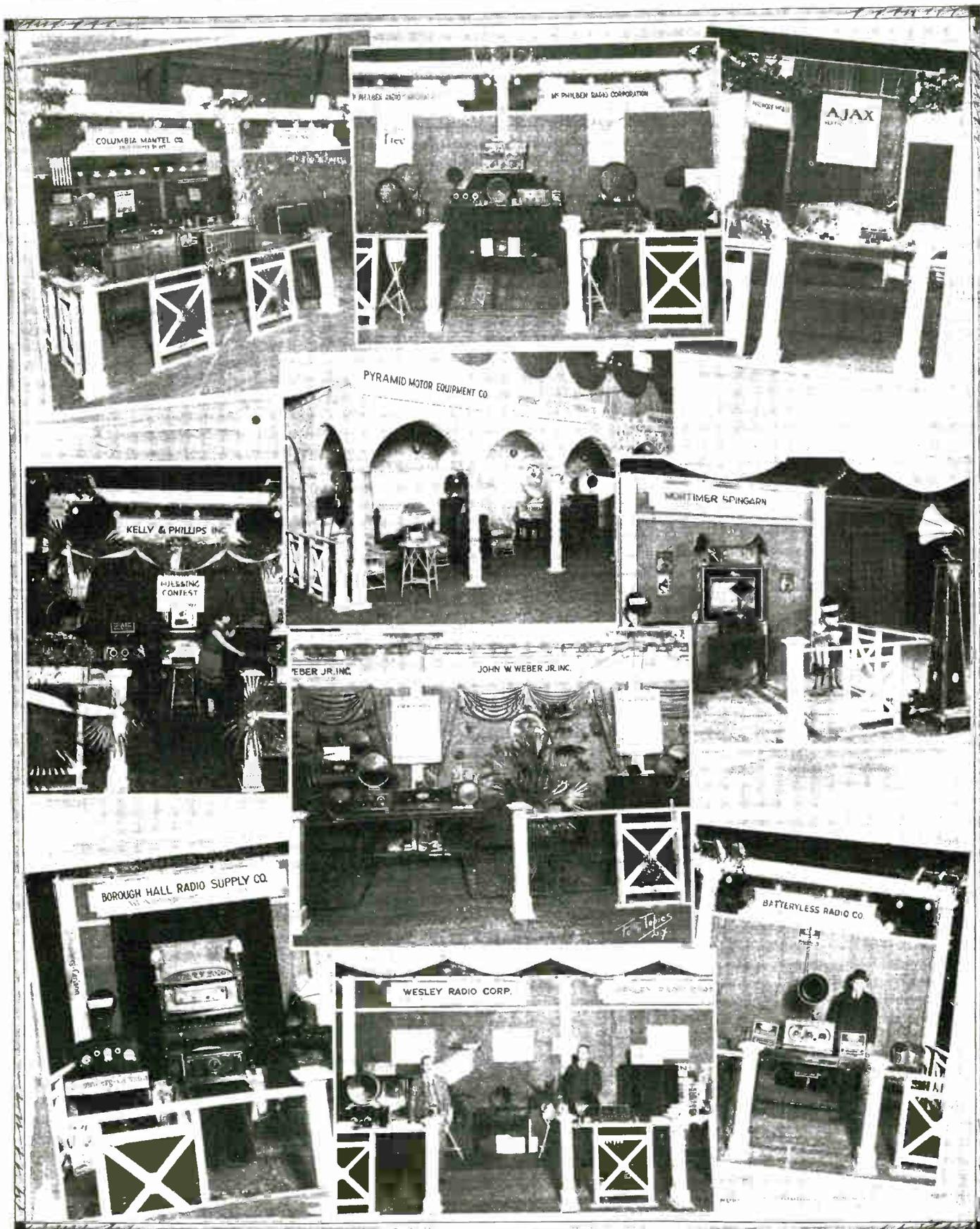
Conservative estimates of business done during the year 1925 indicates that an even larger volume will be recorded before the books are closed for the fiscal year. Trade authorities place \$500,000,000 as the figure which will crown the sales for the coming year. This is a gratifying prospect, and is already well started in the direction which will assure this amount if not a greater one being reached.

Few industries in the history of American commerce can lay claim to a business total measuring up to the above figure. And further, few can with the passing of three years roll up a sales volume comparable to that which has been achieved by the radio trade. Not alone has this record been accomplished in a few brief years but it also gives every indication of reaching even higher totals during the next few years.

As time goes on this business volume is being achieved on a lasting foundation and on values in merchandise based on quality and satisfaction to the ultimate purchaser. The radio apparatus which was sold in the early days of the industry has gradually been replaced by sets and equipment which combines not only grace and refinement but efficiency of operation and is popularly priced for greater selling appeal.

All of these factors combine to make the future of the industry greater. This will be the rule during the coming months and years with all things considered. The sales volume will not, however, be reached without considerable effort on the part of the various branches of the trade.

At The Brooklyn Radio Exposition



Above are shown only a few of the many booths that made the recent Brooklyn Radio Exposition, held October 17th to 24th, at the 23rd Regiment Armory, such a successful and attractive radio show. The exhibitors were more than satisfied with all arrangements, and due to the hard work and close cooperation of the management, the show surpassed expectations in every way.

Radio Personalities



Paul P. Huffard, who was recently elected vice president and general manager of the National Carbon Company, of New York City, accepted his first position with the National Carbon Company as works manager of the Electrode Plants. Later in charge of production of all the National Carbon Company plants, Mr. Huffard now manages all activities of the National Carbon Company and its associated companies, including the San Francisco and the Canadian branches.



The farsightedness of Godfrey S. Gort, vice president and general sales manager of the L. S. Brach Mfg. Co., Newark, N. J., has been credited with being responsible for the remarkable progress made by this time honored institution in radio fields. In addition to his many and varied executive duties which take him to all parts of this country Mr. Gort finds time to serve on several of the important committees furthering the work of the Radio Manufacturers' Association.



Pioneer endeavor in radio fields of the Southwest are bearing rich fruits for Harold J. Wrape, president and treasurer of the Benwood-Linze Co., wholesale radio distributors of St. Louis, Mo. Mr. Wrape ranks as one of the youngest radio executives in his section of the country. He is treasurer of the St. Louis Radio Trade Association. As one of the three members of a committee sponsoring the new St. Louis super-power station he was largely responsible for its unprecedented success.

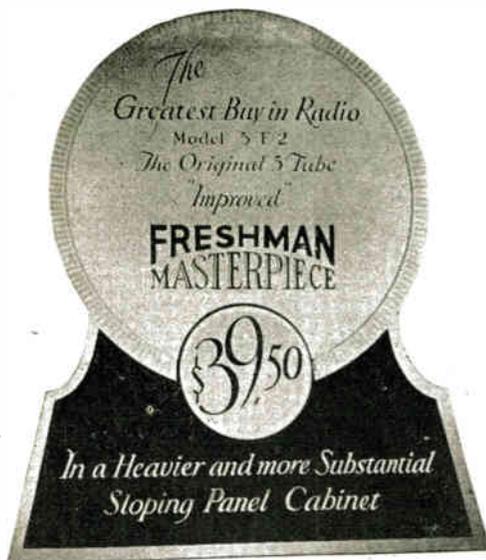


The first steps in radio fields taken by E. T. Sheehan, secretary of the Benwood-Linze Co., St. Louis, were in the selling end. Step by step he advanced, all of the time following radio interests and activities with marked attention. At the present time he is in charge of sales and promotion work for the company and in the opinion of the radio trade has made his efforts the means of establishing radio on a firmer foundation.

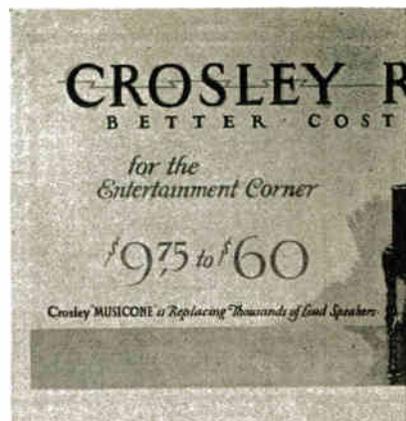
The Clever Radio Dealer Knows



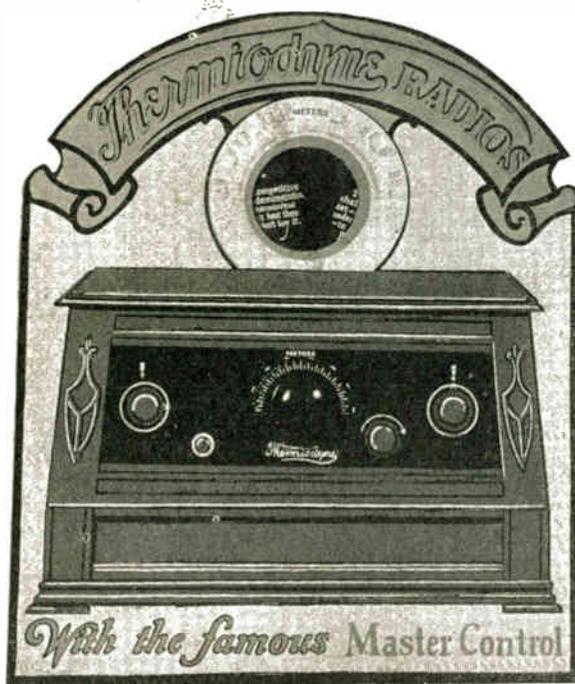
The display above, put out by the Solderall Company, of Newark, N. J., measures eleven inches wide by six inches high, and can either be tacked against the wall, propped against something on the counter, or suspended by a cord from some advantageous point that the dealer decides upon. The display is printed in three colors, red, blue and yellow, and shows effectively the proper use of the Solderall torch together with the Solderall paste. The simplicity of operation of this soldering outfit should easily win the approval of the fan. By arranging this display near the parts necessary in building a set, the mute suggestion may bring about a considerable number of sales.



The artistic counter card above is a striking arrangement in blue, gold and white, that stands a little over a foot in height. Supplied by the Chas. Freshman Company, Inc., of New York and Chicago, it is a fine sales argument for any Freshman dealer to place upon his counter. The tones employed should contrast harmoniously with practically any properly arranged interior of a radio dealer's establishment, while excellent use could be made of this colorful display as part of a window trim. The shape of this counter card is rather out of the ordinary, and is undoubtedly attention compelling, getting away from the usual coloring and execution of so many radio displays of this type.



The Crosley Radio Corporation, of by supplying the display as shown inches in width, and is eleven inches handsomely lithographed to give a well the idea of spending a cosy its comforts, and listening to the the Crosley radio set and Musicone. displays most effective sales helps.



The unique counter display shown at the left is supplied by the Pyramid Motor Equipment Company of New York City, Thermodyne distributors, who believe that the proper merchandising of radio goods calls for considerable ingenuity, and to this end a heavy cardboard counter display has been arranged in red, blue, brown and black, properly blended and shaded for the greatest effect. A cardboard disc affixed to the back of this display is actually turned by the real dial attached to the pictured set, and in the cutout circle at the top of the card, these sales points appear one by one as the dial is tuned. It is suggested that this display is more appropriate for the counter than the window, well within reach of the curious customer who can turn the dial for himself, and thereby arouse interest and curiosity in the set represented.

A. H. Grebe & Company, Inc., of New York City, supply the display at the right. Green for the winding, black for the coils, and two tones of brown for the base, effect a realistic appearance, and the high gloss of the finish improves the general tone.



The Value of Proper Displays



Cincinnati, Ohio, is aiding dealers above, which measures twenty-one in height. This counter card is multi-colored effect, and conveys very evening at home, surrounded by all delightful entertainment supplied by Crosley dealers have found such and constantly make use of them.



The display above, easel type, holds one of the lightning arresters manufactured by the L. S. Brach Manufacturing Company, of Newark, N. J. The actual display of this radio accessory is more effective in sales possibilities than a mere description of the apparatus would be. The wording is well thought out, is not too profuse, and the lightning arrester in its prominent position, catches the eye immediately. The display is of heavy cardboard, and the support in the back is firmly braced, so that the rather heavy accessory is nevertheless easily supported. Neatness is one of the points in favor of this type of counter card.

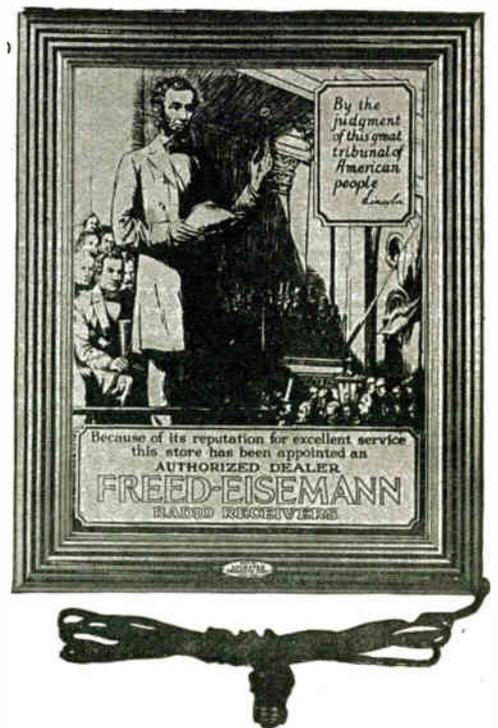


Now that so many set owners are using "B" eliminators, the up-to-date dealers does well to prominently display such merchandising aids as the display shown above, of the Magnatron Rex rectifier bulb, manufactured by the Conneway Electric Laboratories, of Hoboken, N. J. The display measures a little under ten inches, is printed in black, blue and orange, with the blue predominating in the background.

Perryman Electric Company, of New York City and North Bergen, N. J., manufacturers of vacuum tubes, puts out this large window card shown below. The card is nineteen by twenty-five inches, and is beautifully lithographed. The figures at the sides can be used alone or in conjunction with the window card. They are about seven inches high, and several are supplied with each display.



The Freed-Eisemann Radio Corporation of Brooklyn, N. Y., are supplying Freed-Eisemann authorized dealers with the electrically illuminated window display as shown at the right. This sign makes clever use of a contact switch which flashes the electric light on and off intermittently. This device not only attracts attention, but also delivers a forceful message. The glass plate used is eleven by fourteen inches, colored by hand, and is as effective in the daytime as it is at night, due to the transparent colors employed. The illustration is that of the first advertisement used in the Freed-Eisemann national advertising campaign that was recently inaugurated, and has proved itself a wonderful sales argument in favor of the radio receiving sets it advertises. The Freed-Eisemann Corporation is supplying its dealers with this sign at a very nominal cost. Many Freed-Eisemann dealers, in view of the fact that Lincoln's Birthday is approaching, have declared their intentions of featuring this sign as their main window display on this national holiday.



AMONG THE TRAVELING MEN

A Regular Department of The Radio Dealer to Which Contributions Are Invited
Conducted by L. N. ALLEN



R. J. BLUMBERG

R. J. Blumberg, who is known as "The Radio Kid," is the star salesman of Budd & Company, of Columbus, Ohio. The Budd Company is well known as a distributor of radio apparatus, and Mr. Blumberg is boosting sales with a regularity that proves his ability as a salesman and as a mixer.



F. G. JANSEN

Although doing much valuable work as sales representative throughout the U. S. and Canada for the Furnell Mfg. Co., of Newark, N. J., F. G. Jansen is still an active athlete. He modestly refrains from dwelling on his prowess as a swimmer, although one summer he rescued twelve drowning people.



FRANK T. FAETH

The radio trade of every section of North America has come to hold the warmest personal regard for Frank T. Faeth, assistant sales manager for L. S. Brach Mfg. Co., Newark, N. J. Mr. Faeth is recognized as one of the most aggressive knights of the grip in the radio industry.

Harry M. Gerber, sales manager for the Florence Radio Company, of Boston, Mass., is one of New England's most energetic sales representatives. Among Mr. Gerber's favorite lines are Preferred and Aerovox products. Mr. Gerber attributes his success to his perfect understanding of the New England market and temperament.

Kenneth A. Connelly is sales manager of the F. B. Connelly Co., of Billings, Mont. The company distributes R. C. A., Burgess, Brandes, Brach and other well known radio lines. With a branch office and warehouse at Great Falls, Mont., and with four salesmen under Mr. Connelly's able management, sales volume increases steadily.

T. M. Warren, of Morley Brothers, Saginaw, Michigan, reports that this is his company's second year in the radio field, and that it has proved a most profitable one. Due to the rapid growth of the community about Saginaw, he expects a general betterment of business conditions, which points to increased radio sales.



HARRY M. GERBER



KENNETH A. CONNELLY



T. M. WARREN

A Good Dealer Knows His Stock

A Proper Inventory of Stock Kept Up-to-date Is One of the Best Aids to Proper Buying

By W. F. Crosby

STOCK TAKING and inventories seem to be a necessary evil in almost any business, according to the opinion of anyone who has ever been mixed up in the turmoil usually entailed in such a procedure. In reality, though, the inventory is an absolute necessity and forms an important part in a successful business.

There is only one way to find out the condition of the business, what the best sellers are and what may be considered as wastage, and that way is inventory. It should be a time of methodical, painstaking care when practically every man in the concern must be on the job, for the sooner it is over the better for everyone.

In some instances, where there is a particularly large stock, stores have closed down for a day or two, but this is extremely bad practice and should not be countenanced. Some small dealers continue with their inventory work while the store is operating in full swing, but this, too is not so good especially if a large volume of business is being conducted. The most approved method is that in which clerks are held over after regular hours and the entire job cleaned up in one evening.

Each man should be assigned a definite part of the store and it is his duty to cover that space thoroughly, listing on a small pad the contents of every bin or package which comes within his territory. If the goods are packed in card board containers, each one should be examined to see that there are no "blanks," for in some instances one or even several empty boxes may get back on the shelves with the rest of the stock. If the stock consists of sets, each one should be examined to see that all parts are intact and that no tubes are left in the sockets. An inventory, unless it is complete, is of little use.

Suppose that a dealer is taking stock in the average radio store where both sets and parts are sold. Down one side, or across the back, we have the parts business while in another section of the store are the sets. Starting with the sets, each one should be listed on a separate

blank and, as this will usually only take a short time, the man who does this may then retire to the stock-room or the basement and list each additional set in stock on the same pieces of paper which correspond with the sets on display.

If any of these sets have been opened, it is a good plan to look them all over carefully to make sure that no parts are missing and no damage done. The same thing applies, of course, to the sets on display upstairs.

When finished, this man should have each make of set listed on a separate piece of paper, how many on display and how many in stock. Furthermore, this same blank should show the retail price of these sets and also a place where the jobber's price may be inserted, thus showing the bookkeeper at a glance just what the value of the stock is. This will also form a basis for figuring up the margin of profit for the whole stock.

In the meantime the fellow who is handling the parts must be doing much the same kind of a job. He should take each item on a separate piece of paper and then, when the shelves are finished, each item should be further checked in the stock room, the basement and the work shop, for parts have a strange way of finding their way into the shop and kicking around with the usual collection of materials which are to be found in such places.

Unless actually in use, these pieces of apparatus should be cleaned up and put back into stock where they may be moved. On the other hand, such material which has been used is apt to be in such a condition that it plainly shows and this should be so noted on the inventory slips. These parts may later be disposed of at a slightly reduced rate, plainly marked as used goods, or they may be reserved to be incorporated in a set.

In taking stock of batteries, especially the dry type, the inventory taker should watch out for old cells and for

(Continued on page 108)

JOHN DOE & Co.													
STOCK LIST													
Cat.No.	ITEM	LIMIT	1	2	3	4	5	6	7	8	9	10	
44-A	Tubo sockets	25	8	72	4	68	10	58	3				
17-R	Crystals	6	-	10	-	10	-	10	-	Discontinued			
43-R	Phono Adapters	8	-	22	1	21	-	21	2	19			
77-B	Resistors	20	2	18	4	14	1	13	-	33			

At the right is a typical stock list, showing columns for catalogue number, items, the limited amount to which the item listed should drop before re-ordering from jobber, the amount sold on a certain date, with the amount on hand at the end of that day, etc. Such a perpetual method of inventory should enable the dealer to keep sufficient stock on hand at all times, and will keep him posted on just how well certain items are moving, thereby doing away with hit or miss methods of guessing at the amount of stock in the store, and also eliminating chances of running out of important equipment when most needed.

The Radio Dealer Catalog of New Apparatus

SLF BRADLEYDENSER. Manufactured by the Allen-Bradley Co., Milwaukee, Wisc. Straight line frequency variable condenser with rotor turning 360 degrees. One hole mounting. Soldered brass plates. Close fitting metal removable cover protects stator and rotor plates from dirt and dust. Rotor plates grounded. Made in four capacities: .00025, .00035, .0005, and .001. Respective list prices: \$4.50, \$4.75, \$5.00, \$6.00.



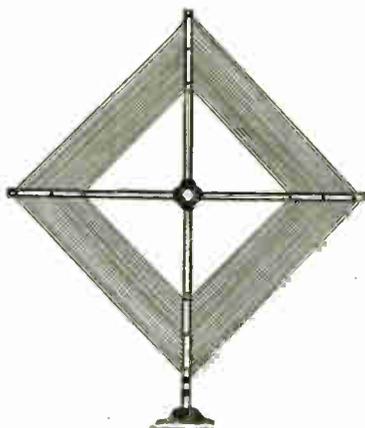
SLEEPER SERNADER Type 58. Manufactured by the Sleeper Radio Corp., Long Island City, N. Y. Five tube tuned radio frequency receiving set enclosed in two color mahogany cabinet with built-in loud speaker using special Brandes unit. Overall dimensions: 34½" long, 16" high, 11" deep. 6:1 tuning knobs. Provisions made for use of UX power tube in last audio stage. List price \$115.00.



ALL-AMERICAN DIAL. Manufactured by the All-American Radio Corp., 4201 Belmont avenue, Chicago, Ill. 360 degree dial consisting of embossed metal plate with two rows of figures, outside scale reading from 0 to 50 and inside scale from 50 to 100. List price \$1.00.



TRINITY SIX. Manufactured by the Beacon Radio Mfg. Co., 323 Berry street, Brooklyn, N. Y. Six tube receiving set using two stages tuned radio frequency, detector, one stage transformer-coupled and two stages resistance-coupled audio frequency. Mahogany finished cabinet with necessary space for batteries measures 28" long, 11" high and 13" deep. Sloping engraved aluminum panel finished in black. Bakelite insulation. Straight line frequency condensers. Equipped with A. M. E. S. colored cable for outside connections. List price \$50.00.



RITTER COLLAPSIBLE LOOP. Manufactured by the Ritter Radio Co., 232 Canal street, New York City. Three tap, 24-inch loop antenna tapped at center for use with super-heterodyne sets and permitting tuning of sets from 100 to 600 meters. Made of dry maple impregnated with a dielectric Bakelite finish. Flannel disc attached to base. Has 16 turns of 65 strand flexible wire. Has span of 24" square, and when folded fits into 3½" container, 18" long. List price \$5.00.



WILSON "B" RADIOPOWER UNIT. Manufactured for Radio Units, Inc., Maywood, Ill. Small multicell "B" storage battery and rectifier for automatically charging same from A. C. lighting circuit built together in walnut cabinet and provided with switch to control operation. Cells constructed in individual glass containers and provided with porcelain covers are filled with white jelly-like substance. Weight 50 lbs. List price \$35.00.

DAVEN BALLAST RESISTORS. Manufactured by the Daven Radio Corp., 158 Summit street, Newark, N. J. Automatic current regulators for audio amplifying tubes. Similar in appearance to grid leaks but slightly larger. Made in five types: ¼ ampere; ½ ampere; ¾ ampere; 1 ampere and 1½ ampere. Respective list prices 75c, 75c, 90c, \$1.00 and \$1.00. Prices do not include mountings.



SOVEREIGN RECEIVING SET. Model 284. Manufactured by the E & N Products Co., 1744 South Ogden avenue, Chicago, Ill. Five tube tuned radio frequency receiving mounted on panel for installation in phonograph cabinet. Dimensions of panel: 12½" by 15½". Three tuning controls. List price \$55.00.

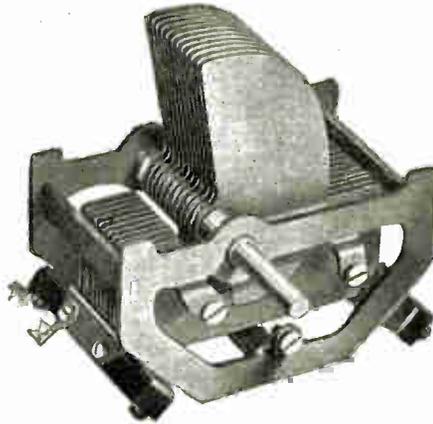


The Radio Dealer Catalog of New Apparatus



KENNEDY MODEL THIRTY. Manufactured by the Colin B. Kennedy Corp., 2017 Locust street, St. Louis, Mo. Five tube receiving set installed in two-toned burl-paneled walnut cabinet with sloping back panel, gold dials and meter face sunken behind ornamental escutcheon plates finished in dark silver. Special plug furnished for connections to batteries, aerial and ground. List price \$145.00.

REICHMANN THOROLA CONDENSER. Manufactured by the Reichman Co., 1725 West 74th street, Chicago, Ill. Straight line frequency variable condenser designed to tune from 216 to 545 meters. Stator plate shaped to divide stations equally over dial. Made in two capacities: .00035 and .0005 mfd. Respective list prices: \$5.50 and \$6.00.

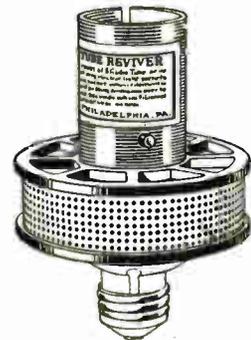


PACENT ISOLANTITE ADAPTER No. 23. Manufactured by the Pacent Electric Co., 91 Seventh avenue, New York City. Adapter designed to accommodate small UX base tubes in large UV sockets. Shell made of Isolantite. Lock screw holds tube in adapter, while pin in adapter assures proper engagement with bayonet slot of socket. List price 30 cents.

DIAMOND RADIO "A" BATTERY No. A-6. Manufactured by the Diamond Electric Specialties Corp., 101 South Orange avenue, Newark, N. J. 1½ volt dry cell "A" battery designed to meet requirements of standard dry cell tubes. Encased in patented waterproof container to prevent possibilities of short circuits. 6" high, 2½" in diameter. Weight 2 lbs. 1 oz. List price 40 cents.



DEJUR RESISTANCE UNITS. Manufactured by the DeJur Products Co., 199 Lafayette street, New York City. Resistance units made to specifications in different lengths and resistances in either fixed or adjustable types. Furnished with mounting brackets or lugs. Prices depend upon model, quantity, etc.



SOCKET TUBE RECEIVERS. Manufactured by the International Resistance Co., Inc., 16th and Chestnut streets, Philadelphia, Pa. Tube reviver designed to reactivate thorium filament tubes of UV and UX 201A types. Operated on "flash" and "aging" principle. Button on side of tube sockets enables "flashing" for 45 minutes. May be attached to 110-20 volt AC or DC light socket circuits. Made in two models, one for 199 tubes, other for 201A tubes. List price \$4.50.



ZECO PHONOGRAPH ATTACHMENT. Manufactured by the Zisch Engineering Corp., 39 Avenue L, Newark, N. J. Loud speaking unit designed for attachment to phonographs. Molded parts made entirely of Bakelite. Equipped with specially designed diaphragm. Furnished with loud speaker cord and tips. List price \$6.50.

Manufacturers are invited to forward cuts and descriptions of their new apparatus to the editor of this department where they will be duly published. There is no charge for articles published herein, it being one of the many services of THE RADIO DEALER to manufacturers, jobbers and dealers in the trade.

(Continued on page 134)

JOHN DOE & Co.		
STOCK REQUISITION		
Date <i>Jan. 10-1926</i> Clerk <i>J.T.M.</i>		
Cat. No.	ITEM	Number Wanted
77-B	<i>Sparrow Rheostats</i>	8
43-R	<i>Phono adapters</i>	3
6-A	<i>No. 14 Serial wire</i>	200

Typical stock requisition showing manager's O. K.

those which have been used. Used cells cannot be listed at their full value and should be so noted. Batteries of this type which have been on the shelf for some time will also lose some of their value and, if possible, notations of their dates should be made. Old batteries have absolutely no value even as a second hand article.

The system of dating stock is a good one for any retailer as it gives him an absolute check on how these goods are moving. After certain parts or sets have been in the store for a given length of time, it is quite evident that there is no demand for them and future ordering should be governed by such data.

The inventory itself is useless unless it contains information on every article in the store and this also includes the fixtures, counters and so on. From this checkup, when it is completed, a dealer should be able to figure out to almost a penny just what amount he has tied up, what goods sell the best, and what is subject to the most depreciation, and should also be able to govern his future orders from the jobber and manufacturer. Furthermore, each salesman or the store manager should be consulted as to any difficulties which may arise with some particular brand of parts or of sets, and this information entered on the inventory. It is a good plan to check up on the sets to see which ones require the most servicing. In short, there is a wealth of information in a good inventory which may have absolutely nothing to do with the bookkeeping end of the business. It may serve as a general checkup on not only the amount of goods in stock, but also as to how they move and what "kicks" customers may have to register.

By only having on the shelves a limited number of each article in stock, it is possible to display a multiplicity of lines which would otherwise be impracticable, and while there may be several dozen of each article in the stock room, these parts will not be out in front where they will clutter up the whole place.

A clerk finding that a certain brand of variable condensers is running low, will promptly make out a requisition for the amount needed, have the manager place his signature on this and then present it to the stock room clerk. The clerk will give him the goods and place the requisition slip on record at the same time, making a notation of just how many of these instruments are left in the stock room. It is possible to work out a system which will always allow a certain "margin of safety" to be

kept on hand but this should never be too large, especially when the season starts to slack off. It is possible, after a store has been in business for a year or so, to figure out exactly what the average sale per month on each part or set will be. By figuring this on a monthly basis, you will keep in swing with the season and prevent an overstock just at the time when things are beginning to ease up.

Furthermore, by this system, the stock room is kept in a perpetual state of inventory, and the stock clerk should be able to tell at a glance just how many given articles he has on hand. A form may be easily made up which the clerk can keep filled in and right up to date.

In ordering from the jobber or manufacturer the requisitions should be numbered and made out in triplicate with one copy for the jobber, one for the bookkeeper and the third for the stock clerk who will receive the goods and check them against the original requisition slip. Should the goods fail to correspond with the slip, an immediate investigation should be started and the manufacturer notified of his mistake. Your order number and the triplicate and duplicate copies will show at once that an error has been made.

Upon receipt of the goods in a satisfactory condition, the clerk in the stock room should notify the bookkeeper who will also receive the bill-of-lading and any other invoices or papers which may come with it. The clerk shall furthermore enter up the new goods on his perpetual inventory sheet as soon as the goods are arranged in their proper bins.

Carrying this perpetual inventory a step further, some stores have even gone so far as to check up the sales slips at the end of each business day and keep a tally of the goods on hand with those sold. This is actually the best method of all since it gives at a glance not only each day's sale but also the exact condition of the stock and it lends itself nicely to the store which is too small to maintain a regular stock room and the system outlined before.

The same form of tally sheet may be kept and the articles checked on from day to day until the predetermined low level is reached, when an order should be placed immediately with the jobber. This level should be higher

JOHN DOE & Co.			
INVENTORY			
Date <i>Jan. 9-1926</i>			
Clerk <i>M. R. J.</i>			
Cat. No.	Name	On display	in stock
19-B	<i>Cameo</i>	2	8
	<i>5 Tube set</i>		
Total			10
Delivered from jobber		Nov. 10 - 25	
REMARKS: <i>One set on display has cabinet badly scratched. These sets are not selling on account of bad quality.</i>			

Inventory sheet giving the number of sets on display and in stock. The jobber delivery column may be filled in with data by the bookkeeper. The column of remarks may serve as a basis for future orders.

(Continued on page 116)

during the rush season due to the fact that there may be some delay in delivery.

As a concrete example of this take one item, which for the sake of argument we will say is sockets. In November there may be fifty on hand, and as each night's sales slips are checked off this total is dropping all the time. Monday of the first week may see sales of ten sockets and the total will promptly be marked at fifty on hand. Tuesday there may be sales of only six and the total will again come down until the danger line of twenty-four sockets is reached. Immediately an order will be placed with the jobber to replenish this stock by ordering seventy-five more sockets of a given make.

By the time this seventy-five is received the total in stock may be only ten. This may be kept up indefinitely as long as the sales averages keep up, but as soon as things start to slack off, the danger line will be reduced to fifteen and no more sockets will be purchased until this line is reached. The daily sales slip will serve as a basis for future purchases from the jobber as a week's sales may be averaged up and an estimate made of the needs for the next several months. This system will work out very well in preventing overstocking during the off-season.

By referring back to the averages from the previous season it is not much of a job to determine when this sales curve will start on its upward trend again and you may begin to stock up once more and return to the old danger line.

The business of selling and buying on impulse or by rule of thumb will not make a business successful. Some form of stock record must be kept for the periods between the annual or semi-annual inventory. Most firms are in the habit of taking inventory about the first of the

ORDER No. <u>736</u>		DATE <u>Jan 29-26</u>		
ORIGINAL JOHN DOE & Co. 777 Eagle Ave. Harrison Del.				
Jason Jackson & Co. New York City		Please enter our order for the following goods.		
No.	Your Cat. No.	Our Cat. No.	ITEM	DELIVERY
6	H-17-17	73-A	Rocket Audio Transformer	At once
12	2-93	44-B	"Vibrator" loud speaker	By 15th January
AUTHORITY FOR ORDER <u>H. H. Shannon Gen. Manager</u>				

The order blank, as shown above, can be used for ordering from jobber or manufacturer, and should be made out in triplicate.

year, which is an excellent time, provided business is not too great to detract from the sales effort by those who are taking the stock lists. During the height of the slack season is an excellent time to go over everything in the place and to stimulate business by sales of parts which may be left at this time. This does not mean necessarily a cut rate sale but rather a stock clearance proposition at which the various "hard-to-move" parts and sets are displayed and advertised extensively.

In order to place a business on a sound footing it is necessary that some scheme by which the stock may be kept track of, be put into force and adhered to rigidly. Slipshod methods of buying have been responsible for more failures than anything, for if a merchant cannot tell what he has on hand and what is moving the best, he most certainly cannot hope to buy intelligently.



The picture above shows the interior of the Cross Electric Company of 549 Orange Street, Newark N. J. The neat arrangement of the stock presents a business like front, and a courteous and congenial sales staff give customers assurance of polite and efficient service. The firm features only good standard merchandise, to which policy it attributes its past and present success.



The Electric Shop, of Pine Bluff, Ark., shown above is owned by W. B. Sanders, standing by the vacuum cleaner, and F. D. McCoy, the taller man behind the counter. Leon Dellman, salesman, is also behind the counter. The firm carries Radiola, Crosley and Freed-Eiseman radio sets, and a small newsstand is kept in the store where only radio and mechanical publications are sold, which stimulate considerable trade.

Los Angeles
1116 Chapman Bldg.
Telephone
Los Angeles 12052
C. C. Minier
Manager

THE PACIFIC COAST RADIO DEALER

San Francisco
513 Pacific Bldg.
Telephone
Sutter 954
J. L. Peck
Manager

A Department of the Radio Dealer for January

JOSEPH H. HALLOCK ELECTED PRESIDENT OF OREGON R. T. A.

J. F. Johnson, Retiring President,
Compliments Members On
Willing Cooperation

PORTLAND, Ore.—After a most successful year in which much good for the radio industry has been done, G. J. Johnson, president of the Oregon Radio Trades Association, turned over the gavel to Joseph H. Hallock and his new officers and board of directors elected at the recent meeting of the organization.

A record attendance marked the election of officers, plans for next year's show were discussed. Officers elected were: Joseph H. Hallock, president; H. H. Princehouse, vice-president, and George J. Thompson, secretary-treasurer. Directors elected were C. E. Gay, H. S. Allen, W. T. Peters, and Jesse Weed.

One year ago this association met to devise ways and means of combating certain evils existing at that time in radio circles. From this small group of men, a mighty and powerful organization has been formed, which has been a prominent factor in safeguarding the radio industry in this state.

One object of the association was to get the jobbers and the dealers and their associates to work in harmony. This certainly has been accomplished. Petty jealousy and hard feeling which once existed among the radio dealers has been replaced by a spirit of friendship and willing cooperation of all in the industry.

The retiring president, J. F. Johnson, complimented the members on their willingness and cooperation. Mr. Hallock, the newly elected president, has a host of friends in radio circles and is a thorough executive as well as one of the best known mechanical radio men on the Pacific Coast. He has been in the radio business ever since it came into existence.

It was decided at the meeting that Portland's radio show next year will be held during the week of September 18 to 26, and will be known as the Pacific Northwest Radio Exposition. It is expected that a number of eastern manufacturers will exhibit at that time.

At the next meeting of the Oregon R. T. A., a campaign will be started to bring in a number of out of town radio dealers.

Open Radio Music Shop

LOS GATOS, Cal.—The Radio-Music shop has been opened under the management of H. L. Gumpert and M. Lipschultz, at 14 East Main street, where a full line of receiving sets and radio accessories are carried.

MASTER ORGANIZATION IN EMBRYONIC DEVELOPMENT

LOS ANGELES, Cal.—At a recent general radio meeting held at the Alexandria Hotel, steps were taken to form a master radio association, which is to include members of the various radio trades now in existence, as well as broadcasters, newspapers, and individuals who have an interest in radio organization. J. A. Hartley, who described the new organization in a speech, said that its principal was based upon Secretary Hoover's recommendation that all connected with radio in any of its branches cooperate.

The organization will be governed by a board of directors, on which each association connected with the new development will elect a certain number of its members.

The association, as outlined by Mr. Hartley, is to hold monthly meetings, and matters which it will be able to handle effectively, he said, should include legislation, arbitration, radio shows co-operation with the California forward movement and many other matters.

Move and Enlarge Quarters

LOS ANGELES, Cal.—M. C. Foss and R. F. Clinton, proprietors of the Forum Music Company, have moved their store in the the McLoughlin building at Pico and Norton streets. The store was formerly located at 3512 W. Pico street, and was then known as the Forum Radio Shop, which for over one year enjoyed a very successful business at this address. The usual stock of radio sets, accessories and supplies will be carried in the new location.

Dealer Moves His Office

LOS ANGELES, Cal.—Ernest Walker Sawyer has moved his office from the Chapman Building to 1915 Santa Fe Avenue, Los Angeles. He is reported to represent the Silver-Marshall, AnSCO, Radiotive and other well known lines.

Handling Crosley and Kennedy

LOS ALTOS, Cal.—James Griffin and John Demartini have opened the Los Altos Radio Shop, right next to the Los Altos Realty Company, where they will do repair work and adjusting on any make of receiving set. Both Mr. Griffin and Mr. Demartini are proficient in technical radio work. They have secured the exclusive sales and service rights for the Crosley and Kennedy products, and will carry batteries, tubes, and other accessories.

Briggs Opens Shop

LONG BEACH, Cal.—D. E. Briggs has opened a radio shop at 734 East Anaheim street. Mr. Briggs was formerly employed in the government laboratory at Washington.

Alter Joins Sport Shop

MONTEREY, CAL.—The Sport Shop, located at 640 Alvarado street, recently opened a radio department, under the management of Reita Alter, who was formerly in charge of the radio department of the E. R. Nash Electric Company. Mr. Alter has made a host of friends on the Peninsula through the contact he has made in merchandising radio sets and equipment, and is considered an expert in his line.

Enlarge De Bra Quarters

TORRANCE, Cal.—The De Bra Radio Company has enlarged its quarters, necessitated by increasing business. The space is now twice the former size, and entrances to the store are on both Cravens avenue and on Carson street. The Atwater-Kent, Crosley, and Angelus lines are being carried and a complete service department for all makes of sets is maintained.

Removal of Reeves' Shop

POMONA, CAL.—The radio shop of S. E. Reeves who deals in Fada receiving sets and radio accessories, has been moved from 250 West 3d Street to 152 West 2d Street. Mr. Reeves is associated with L. C. Cole, known as an expert in experimental radio work.

Hagedorn and Fearon Partners

SANTA CRUZ, Cal.—George Hagedorn and N. Fearon have opened the Radio Studio at 2 Soquel avenue, which is one of the best equipped shops for radio repairing in the city. Mrs. George Hagedorn is in charge, and Stewart-Warner sets are being carried.

Trade Men Hold Meet

LOS ANGELES, Cal.—An informal dinner and meeting of radio dealers, jobbers, manufacturers' agents, manufacturers, broadcasters and salesmen was held on November 24th in the ball room of the Alexandria Hotel.

Earle C. Anthony, of Earle C. Anthony, Inc., and owner of station KFI addressed the gathering, speaking mainly on the recent Washington radio conference, which Mr. Anthony attended.

Other instructive and interesting problems were discussed, and a fine program of entertainment was arranged.

Ready to Broadcast

WASHINGTON, D. C., Dec. 27.—The 500 watt broadcasting station in San Salvador, which has been under construction by the Division of Telegraph and Telephone of the Salvadorean Government, is about to begin operation, says a report to the Department of Commerce from American Consul McCafferty at San Salvador. The wave length employed will be between 400 and 500 meters. It is believed that this will create and increasing demand and a more extended use of radio receiving sets.

Tower



REG. U.S. PAT. OFF.

New Diaphragm— —A Distinctively Exclusive Feature

WE will pay \$500 cash for a name best describing the new Tower Diaphragm—the most important discovery in over 50 years of experimental work in the acoustical field. Over 1000 other valuable prizes will be awarded to persons submitting names of merit.

Over fifty years ago Alexander Graham Bell invented the telephone receiver with its all-metal Diaphragm. Until now the world's greatest acoustical experts have been unable to effect any radical improvements on this type.

Now—after exhaustive experiments, Dr. Herman Fisher, the eminent Russian scientist and acoustical expert of the Tower Co., has perfected a marvelous new Diaphragm—revolutionary in principle and unparalleled in performance.

The Diaphragm consists of two different materials, one of which reproduces the upper register of the scale, and the other, the lower, making it a veritable double diaphragm which brings out ALL the notes with an amazing mellowness of tone, increased volume and COMPLETE absence of distortion, hitherto never attained in a radio loud speaker.

The name "High-Low Tone" has been suggested but we believe some one can suggest a better one. Let us have yours—it may win the \$500 prize or one of the 1000 additional awards.

Names must be submitted on U S post cards with name and address of sender clearly printed—no others considered. Send as many names as you wish. Contest closes February 15th, so act promptly. Decision of Tower Company officials will be final. In event winning name is suggested by more than one person, prizes will be divided equally.

Tower Mfg. Corp., Boston, Mass.

Only Tower Speakers equipped
with this New Diaphragm



WORLD'S GREATEST SPEAKER VALUES

DETROIT

Roy Buell, Correspondent
2459 Woodward Ave., Detroit

MEMBERS OF R. T. A. SAY DETROIT SHOW PAST EXPECTATION

Attendance Between 5,000 and 8,000
Daily Makes Arena Show Best
Ever Held

DETROIT, MICH.—The Fourth Annual Detroit Radio Show, held November 3rd to 8th in the Arena Gardens, was the biggest ever held here, the attendance ranging from five thousand to eight thousand daily. The Radio Trade Association of Michigan, who sponsored the exposition, declared that their expectations were far surpassed in every way, both as to attendance, interest, and cooperation of the exhibitors. Following is the list of firms which had booths at the show:

Wolverine Radio Co., 103 West Atwater St.; Seeley Radio Co., 518 Detroit Sav. Bldg.; The Usona Mfg. Co., Inc., Toledo, Ohio; Alco Mfg. Co., 74 Garfield Ave., Chicago; Clement Sales & Service Co., 7023 Gartiot; Splendor Electric Co., 935 Warren Ave.; Republic Radio Co., 523 East Jefferson; Frank Krue, Jr., 333 State St.; Fibroc Insulation Co., Valparaiso, Ill.; Radio Service Corp., 134 E. Larned; Sievert Hardware Co., 8851 Twelfth St.; Electric Battery Service, 5940 Second Blvd.; Stewart-Warner Spec. Corp., 7321 Woodward; National Radio Co., 1456 Broadway; Siegel-Zeckendorf, 4234 Woodward; S. S. Kresge Co., Woodward and Gd. River; A. E. Bown, Inc., 41 Harper Ave.; T. B. Rayl Co., 9 East Grand River; I. Schubot, 327 Farnsworth Ave.; Electrical Specialty Co., 325 State St.; J. L. Hudson Co., Woodward Ave.; Edison Shop, 1540 Woodward Ave.; Electrical Research Lab., 134 East Jefferson; French Battery Co., Madison, Wis.; A. T. Knowlson Co., 415 East Congress St.; Elec. Storage Bat. Co., 19th and Allegheny; Commercial Electric, 183 East Congress; Cade Hardware Co., 5170 Grand River; H. B. Grimes, 47th and Broadway, New York; A. T. Henderson Co., 2409 1st Nat. Bk. Bldg.; David Knowlson, 415 East Congress St.; Russell Elec. Sales Co., 410 Donovan Bldg.; Kenneth Harkness Radio Co., 727 Frelinghuysen Ave., Newark, N. J.; Williams & Hastings, 2965 Woodward; C. Radio Store Co., Broadway & Gratiot; C. W. Doane, 11502 Woodward; Radio Dist. Co., 4823 Woodward; Hilday Co., General Motors Bldg.; H. F. Haggerty, 1501 Saratoga, Ferndale; U. S. L. Battery Co., 44 Brady St.; Willard Storage Battery Co., 5946 Cass Ave.; Crowley-Milner Co., Dept. 82, Gratiot Ave.; Beckley-Ralston Co., Dept. 20, Gratiot Ave.; Henry L. Walker Co., 4446 Woodward; National Carbon Co., 30 E. 42nd, New York; Dongan Electric Co., 2987 Franklin St.; Bristol Co., Waterbury, Conn.; Cumings Bros., Flint, Mich.; A. R. Wildauer, 516 Moffat Bldg.; B. J. Fitzer, 159 East Elizabeth St.; H. D. Robertson Co., 6553 Woodward; Morrison Lab., 1302 Lafayette Blvd.; McNabb Corp., 130 East Larned St.; Grier-Sutherland Co., 433 East Larned St.; Lacey Bros. Corporation, New York, N. Y.; Detroit Electric Co., 113 East Jefferson; Pathe Grand Rapids, Mich.; J. B. Ferguson Co., New York, N. Y.

Plan Next Year's Show

DETROIT, Mich.—The Radio Trade Association of Michigan has already announced the date of the Detroit radio show for 1926, which is to be held the last week in October, and will end up with an old-fashioned Halloween celebration on the last day. This year's show was most successful, and A. M. Edwards, Secretary of the Association, declares that when all expenses of every kind were paid after the exposition, the Michigan R. T. A. put away in its treasury a sum large enough to comfortably care for the activities of the association throughout the next year.

HAYES' PRODUCT MAKES NEW HAYES' ENSIGN SET

GRAND HAVEN, Mich.—The Hayes Product Company recently added a radio manufacturing division to their plant, which is now under the management of C. E. Saunders. The company is said to make loud speakers, battery eliminators, meters, and receiving sets. H. H. Cudmore, who is general sales manager of the radio division, was for 21 years with the General Electric Company, and brings to the Hayes firm a radio experience that will be indispensable. The name of the set manufactured is the Hayes Ensign.

Dealer Sells Lan Sing Set

HASTINGS, MICH.—The Goodyear Bros. Hardware Co. has taken the agency for the Lan Sing radio receiver which utilizes, among other features, the Hexaircoil.

Handling Zenith and Apex

MISHAWAKA, Ind.—The Beiger Furniture Company recently took on a radio line, and will handle the Zenith and Apex receiving sets. A. Ostrom, head of the company, stated that he feels a furniture store is the logical place to display and sell radio sets, as they are not only musical instruments, but beautiful pieces of furniture. C. C. Applegate, an experienced radio man, is in charge of the new radio department.

Des Moines Show Success

DES MOINES, Iowa.—The radio exposition which was held here November 10, 11 and 12, was adjudged a fine success by all those interested, including the dealer, manufacturer and consumer, and the interest that has been increased, due to the show, has more than repaid the efforts made.

Metropolitan Incorporates

DES MOINES, Iowa.—The Metropolitan Electric company recently incorporated with a capitalization of \$50,000, and will locate its radio manufacturing plant here. O. E. Mothershead is president of the concern.

Glass Store on 6th Ave.

DES MOINES, IA.—C. M. Glass, proprietor of the Electric Sales company, has opened a radio store at 420 Sixth avenue, where he will retail an extensive line of radio equipment.

Marsh Manages Radio Dept.

BLUFFTON, Ind.—Ralph Marsh, formerly of Wichita, Kans., is now in charge of the radio and battery department of the Grove and Baxter Garage. Mr. Marsh, who is an expert radio service man, will install and do repair work on radio sets.

Exports on Increase

WASHINGTON, D. C.—Radio exports for the first ten months of 1925 were valued at approximately \$7,659,000. Exports for the month of October, the last reports available, were valued at \$1,317,846 as compared with \$769,249 for the same month of last year.

WASHINGTON, D. C.

F. J. Lamm, Correspondent
Washington, D. C.
1653 Pennsylvania Ave., N. W.

Alleged Dumping of U. S. Goods

WASHINGTON, D. C.—Complaints are being received by the Department of Commerce, it is understood, that United States radio manufacturers are dumping obsolete radio sets in South American countries. It is understood that this has been called to the attention of American manufacturers by the Department as a matter of routine, because the Department itself has no jurisdiction in such a case. It has been pointed out in connection with this alleged dumping that these sets are far from being obsolete but they are old style sets which are being sold in South American countries at greatly reduced prices. It is believed that no government agency would have jurisdiction over a matter of this kind but officials of the Department of Commerce do not feel that it is good business to sell old sets for export trade.

New Station in Sweden

WASHINGTON, D. C., Dec. 27.—The Royal Swedish Telegraph Administration has prepared a comprehensive report on the radio situation, says Commercial Attache Klath at Stockholm, reporting to the Department of Commerce, and has asked for a large appropriation for the erection of a broadcasting station to be located in the central part of Sweden.

It is said that this station will operate on a 1,350 meter wave length. Calculations show that approximately 2,000,000 persons live within a radius of 200 kilometers of the proposed site and it is expected that this station will increase the number of receiver's licenses issued by about 70,000. Over 100,000 receiver's licenses have been issued and it is expected that this number will reach 120,000 shortly.

Conference Plans Go On

WASHINGTON, D. C.—Plans for the International Radio Conference, which was scheduled to meet here some time in the spring of 1926, are going on, despite rumors of postponement, declares a late report. It is said that sixty countries have already arranged to send delegates here.

National Conference Pamphlet

WASHINGTON, D. C.—the proceedings and recommendations of the Fourth Radio Conference have been compiled in pamphlet form by Paul Clapp, who acted as Secretary of the conference. This contains a full report of the proceedings of the Conference and is obtainable at the Government Printing Office at 5 cents per copy.

Radio Merchants Meet

WASHINGTON, D. C.—The Radio Merchants' Association held its first meeting since the election of Abe Dressner to the presidency at Harvey's Wednesday. Twenty-five members and associate members were present. Brief remarks of general interest to the trade were made by a representative of the General Radio Co., and plans were discussed for renewed activity of the association during the winter.



A Safe Investment

Federal stability is assurance against harmful, unloading tactics

Federal Ortho-sonic Receivers cost only what good quality is worth. Any economies effected by increased production, or by quantity purchasing, will be passed on to Federal Retailers and Wholesalers in a manner that will not work a hardship on the trade.

There are no structural weaknesses in the Ortho-sonic line. Any refinements in construction, any new models produced will be announced to the public without resorting to a wholesale "dumping" program.

Federal is in radio to stay! Federal financial resources are secure! Federal stability is complete! In its dealings with its Wholesalers and Retailers and the public, Federal will always be fair and square. Federal Retailers and Wholesalers need fear no harmful, unloading tactics.

The Federal proposition is the most liberal, the most elastic merchandising arrangement ever presented. Discounts allow a margin of

profit that permits you to make money. You are amply protected against excessive competition. You are backed up with an aggressive, powerful advertising campaign, and furnished with complete retail selling helps that will bring business to you.

The Federal Ortho-sonic line meets every public demand. Lifelike tone quality, distance-getting ability, precise selectivity, beautiful cabinets, popular prices, a wide range of styles — all these are found in the Federal Ortho-sonic line. And the nationally advertised Ortho-sonic Tone Test is the most convincing sales demonstration ever prepared for radio retailers.

There are no signed contracts between Federal and its distributors. No "scrap of paper" is needed to strengthen the bonds between Federal and its trade! If you haven't read the details of this unusual proposition that is so ideal from your standpoint, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

Federal

ortho-sonic

Radio

"Rivaled only by Reality"

THE OHIO RADIO DEALER

A Department of The Radio Dealer for January

AMRAD CONTROL IS ACQUIRED BY POWEL CROSLY, JR.

Purchases Assets of Pioneer Radio Organization and Will Continue Its Operation

CINCINNATI, O.—The purchase of the assets of the American Radio and Research Corporation, Medford Hillside, Mass, by Powel Crosley, Jr., president and owner of the Crosley Radio Corporation of this city, has just been announced by Mr. Crosley, who stated that a new company is now being formed, to be known as the Amrad Corporation, which will be controlled by him personally, acting as chairman of the board of directors. It is understood that Harold J. Power, former president of the American Radio and Research Corporation, is to be president and general manager of the new company, which will be operated at its present location.

The name Amrad has long been well known in the radio industry. It was one of the pioneers, this organization dating back long before the World War. It has always been foremost among radio concerns in fostering radio research, having contributed from its laboratories such developments as the "S" tube, used extensively for rectification for alternating frequency currents.

Amrad is licensed under the basic patents on Mershon electrolytic condensers, used extensively, not only in radio, but for electric power transmission work. It is licensed under the Hazeltine neutrodyne patent. During the war Amrad was quite active in the development of submarine detecting devices for the United States government, in cooperation with the naval consulting board, and built a large quantity of radio equipment for the American Expeditionary Forces and for the U. S.

Amrad is said to have operated the first successful broadcasting station in the United States in 1915. Amrad, according to reports, has experienced some financial difficulty during the past few years, due partially to an over production during the first few months of the broadcasting craze. Under the re-organization Amrad will be amply financed and will immediately resume the production of radio equipment with the announcement of several new things in the way of receiving equipment, which have been under development for the past few years.

Through the purchase of Amrad, Powel Crosley, Jr., president and owner of the Crosley Radio Corporation, who also controls the Canadian De Forest Radio Corporation, of Toronto, Canada, becomes a still more prominent figure in the radio industry.

DEALERS AND JOBBERS FORM NEW ORGANIZATION

CANTON, O.—On November 16th, following a dinner at Bender's, radio dealers and jobbers formed a permanent organization here, for trade betterment.

George C. Wille was elected president, A. R. McConnell, vice-president and Harrison B. Fisher, secretary and treasurer.

These officers with Henry L. Ley and A. W. Holdgate, form the board of directors.

The following attended the dinner, and meeting:

Harrison B. Fisher, Neil Battery & Electric Co.; O. J. Metzger, and M. B. Fisher, Fisher Auto Supply Co.; J. C. Holdgate and A. W. Holdgate, Home Music Co.; J. B. Catterall, O. F. Deal Hardware Co.; George C. Wille and W. R. Ellis, Geo. Wille Co.; Henry L. Ley, The Wireless Mfg. Co.; B. M. Grove, Standard Appliances Co.; J. E. Spencer and A. R. McConnell, E. & J. Motor Supply Co.; J. D. Broomall, Canton Radio; Howard M. Dine, Dine-DeWess Co.; W. S. Custer, Custer Music Co.; Don R. Mellett, Louis E. Dueble, Canton Daily News; Leonard T. Pohner, Repository; George P. Freeman and W. E. Pyle, Zollinger & Co.; C. A. Miller and A. S. Koenreich, Eclipse Electric Co.

TOLEDO'S EXPOSITION UNDER H. V. BUELOW IS REMARKABLE SUCCESS

Said to Be Greatest Show of Its Kind Staged in Middle West

TOLEDO, O.—The twelfth annual National Farm, Industrial and Radio Exposition was held here December 3rd to 11th, under the very able management of H. V. Buelow. It was declared one of the greatest expositions ever staged in the Middle West. The Radio section was given considerable prominence this year, and many radio features were a part of the proceedings.

Mr. Buelow said: "This year my one desire was to eliminate any dead time, and to keep every minute full of action. The Farm, Industrial and Radio Exposition this year was both educational and entertaining and appealed greatly to all classes."

The exposition was staged in the mammoth Armory building this year. Vocal and instrumental entertainment were provided. Fans evinced great interest in the programs that were broadcast.

DAYTON DAILY NEWS AND CROSLY STATION COOPERATE ON SHOW

First Annual Exposition Held in Memorial Hall with Excellent Results

DAYTON, O.—The First Annual Radio show was held here in Memorial Hall December 3rd to 5th inclusive. The Dayton Daily News sponsored the affair, and through the cooperation of the Crosley super-power station, WLW, programs given at the show were broadcast from the plate glass studio erected by George Behm & Sons on the stage of the hall. A sixty mile long wire connected the studio with the 5000 Watt station, WLW, and no expense was spared in arranging programs for the visitors to Memorial hall during the show.

Dayton dealers displayed the latest types of radio receiving sets and accessories, and exhibitions of tuning and repairing sets were given proving of great interest to the onlookers.

Dealers exhibiting reported excellent results from the interest that was formed by the exposition, and everyone connected with the project expressed great satisfaction with the fine management and cooperation shown.

Napoleon in New Location

NAPOLEON, Ohio. — The Napoleon Radio Company, formerly occupying a part of the Shockey Sweet shop, has moved to a new location in the Geo. Fauble jewelry store. Claude Shockey, the manager, is most enthusiastic over radio work, and in managing the first exclusive radio shop here, feels in a position to state that the radio industry is only beginning to grow and that great strides in the trade are to be looked for. The store is carrying the Music Master, Preiss Straight 8, and Freshman receiving sets.

New Holland Store Ready

NEW HOLLAND, Ohio—Marlin K. Overly has opened a radio display and demonstration room, the store being on the second floor of the H. E. Louis block. The store is open during the evening. Mr. Overly is local agent for the Crosley line.

Specialize in Air King Sets

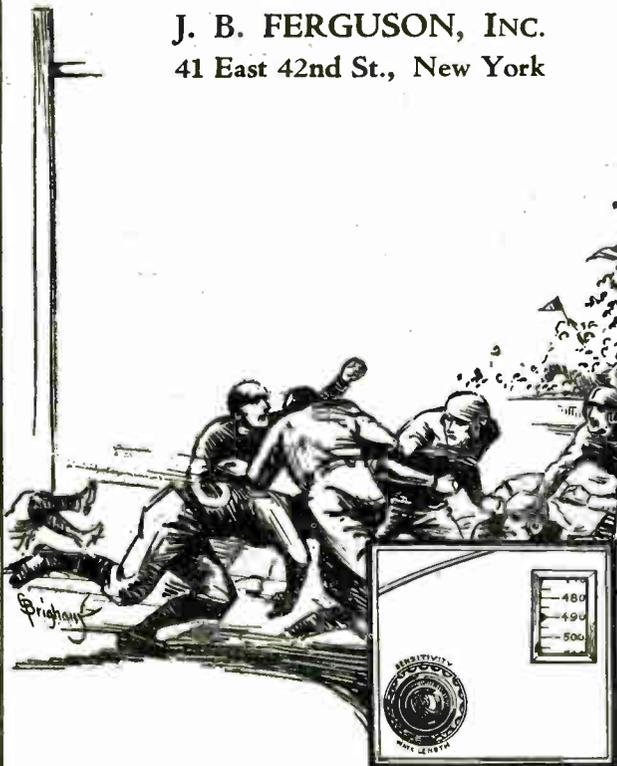
NEWARK, Ohio.—The Ohio Radio Company recently opened at 38 West Main street. It is reported that the company, which is owned by Harry Swisher, will both retail and wholesale radio equipment, and will specialize in Air King sets.

They All Tried It—but it took a Ferguson to bring the Chicago-Dartmouth game to Concord, N.H.

YOU can always count upon a Ferguson to win, especially when the phenomenal is to be accomplished.

This letter, like many others that have come to us unsolicited, shows that in radio, as in everything else, "the proof of the pudding is in the eating."

J. B. FERGUSON, INC.
41 East 42nd St., New York



One Tuning Control—
Calibrated in Meters!

Choose your program,
turn to its wavelength and
in comes your station.

Ferguson

J.B. INCORPORATED

The Gold Standard of Radio Receivers



The Authorized Ferguson Dealer is building upon the solid bedrock of thoroughly satisfied customers. Ask our nearest Jobber or write us for full particulars.

ROBERT A. GEORGE
AUTHORIZED DISTRIBUTOR OF
BOSCH AND FERGUSON RADIO
SIXTEEN RIDGE ROAD
CONCORD, N. H.

November 17, 1925.

J. B. Ferguson, Inc.,
41 East 42nd Street,
New York City.

Gentlemen:

You might be interested to learn that I was successful in bringing in the Dartmouth-Chicago football game broadcast last Saturday afternoon by KYW and as far as I can learn the Ferguson was the only set in the city that got it although I think everybody who owned a powerful set tried very hard to get it. Had it not been for considerable interference I would have had the whole game but as it was I missed the first and third quarters. There were about thirty-five on hand to hear it and although they were disappointed not to get it better when they found that no one else even found KYW they were very enthusiastic about the set.

Thanking you for past favors and wishing you every success, I remain,

Robert A. George

Pine Bluff, Ark.
1005 Olive St.

R. S. West

Representative

THE SOUTHERN RADIO DEALER

A Department of the Radio Dealer for January

San Antonio
108 Hess St.

B. C. Reber

Representative

SHREVEPORT SHOW SUCCESS HELD IN HOTEL WASHINGTON

SHREVEPORT, La.—The Shreveport Radio Show that was held here December 9 to 11, inclusive, in the Washington Hotel, was adjudged a fine success, according to reports from those who participated in and visited this exposition. Dealers and distributors displayed the latest types and models of radio sets and accessories.

The show formally opened December 9th, at 11 a. m., with a special program. Prizes for home made sets were offered, and admission to the public was free.

The distributors and dealers who exhibited in the Shreveport Radio show were: The Interstate Electric Company, Elliot Brothers Electric Company, Lee Hardware Company, W. K. Henderson Kelvinator and Radio department, Chain Battery system, Ivie Watson Electric Company, Booth Furniture and Carpet Company, Feibleman's, Inc., and the Cahn Electric Company.

Inaugurates Radio Dept.

LITTLE ROCK, Ark.—Back's, a prominent Main Street mercantile establishment, has announced the opening of a radio department at its store. This is located on the fourth floor in the toy department. It has been opened under the auspices of the 555 Tire and Service Company, local state distributors for the Atwater Kent sets. A capable radio salesman has been placed in charge of what has been styled the store's "Main Street radio department."

Winder Now with Gunnels

LITTLE ROCK, Ark.—Ray Winder has joined the Gunnels Company of this city and will be active in the sales end of the firm's radio department. The company is featuring the six-tube Air-Way set. Mr. Winder is well known and well liked in this community.

Looks For Big Sales

FORT SMITH, Ark.—The Fort Smith Radio Company, exclusive Freshman distributors in this territory, believes that the next month and a half will be the best of the entire year for making radio sales, and to this end is planning a strong merchandising campaign, for which purpose it is adding to the sales force.

Ozark Radio Co. Opens Store

CARROLLTON, La.—A first-class radio store has been opened in this city at 1504 South Carrollton Avenue. The Ozark Radio Co. handles Freed-Eisemann radio receivers, as well as a line of supplies. F. E. Yorsch and Edward A. Clest direct the business.

Adds Radio Department

DALLAS, Tex.—Cullom & Boren Company have added a radio department to their store on Elm street, just east of Akard. They will feature complete set installations and will carry a full line of accessories.

GARNER OF DAVEN VISITS LOCAL JOBBERS

LITTLE ROCK, Ark.—Fred Garner, a radio expert and an associate member of the Institute of Radio Engineers, was recently in Little Rock in the interest of the Daven Radio Corporation of Newark, N. J. He was at the store of the Southern Radio Corporation, 1002 Main Street, while in this city. He gave a number of demonstrations and answered questions on resistance amplification. He spent one day with the Southern Radio Corporation and another day with the Treadway Electric Company, wholesale dealers, 206-10 Scott street.

Southerners Make Winter Plans

JACKSONVILLE, FLA.—On November 6, Florida and Georgia radio dealers of the Pierce Electric Co., met in the Seminole Hotel to lay plans for the winter season. B. F. Pierce, president of the company, addressed the dealers who were also advised by the following: F. B. Davidson, engineer of French Battery Co., A. C. Siegfried, service engineer of Radio Corporation of America, F. B. Vary, general sales manager, E. B. Marx, Radiola sales manager, J. A. Mook, Jacksonville sales manager, and A. H. Ashford, general manager, as well as G. R. Shafto of Tampa.

COLE DISTRICT MANAGER FOR NEW COLONIAL BRANCH

BALTIMORE, Md.—Frank A. Cole has been appointed district manager of the recently opened Maryland Branch of the Colonial Radio Corporation of Long Island City, N. Y. Offices have been established in the Lexington building.

Mr. Cole has had extensive experience in the radio field, with the American Radio and Research Corporation, of Medford Hillside, Mass., and later with the Baltimore firm of Cohen & Hughes,

Kinney and Colbert Open

ARDMORE, Okla.—C. L. Kinney and Harold Colbert have opened a radio shop in the building with the Palace confectionery. They will handle Erla sets and a line of vacuum tubes and other accessories. Mr. Kinney has taken an intensive radio training course, and Mr. Colbert has been in the radio game for six years, so that all radio problems will be easily understood by this enterprising business pair.

Open New Store

AUGUSTA, Ga.—The Radio and Electrical Specialty Shop opened at 416 Jackson street on November 16, under the management of T. J. Kearns and D. A. Roberts. The firm is carrying a full line of radio goods, including Radiola, Crosley and Stromberg Carlson receiving sets, and other well known makes of accessories.

ATLANTA IS MAGNET FOR SOUTHLAND RADIO PUBLIC

ATLANTA, Ga.—The entire Southland turned to Atlanta and accorded a tremendous volume of patronage, goodwill and sales to the first annual radio exposition which opened in the City Auditorium during the week of December 7.

Every branch of the trade was represented and included a wealth of displays of radio sets and equipment which reflected added lustre on the industry and the growing appeal that radio is holding for the natives of this section.

Station WSB, of the Atlanta Journal, provided the programmes which were broadcast from its crystal studio in the center of the exposition. Lambdin Kay, noted announcer, handled the microphone and kept the large audiences in the best of humor. Headline attractions also were the Wildey & Sheehan, better known as the Ray-O-Vac Twins, 112th Infantry Band, Reinald Werrenrath, and others.

Austin Has New Station

AUSTIN, Tex.—KUT, the new University of Texas radio station, is being used nightly. The new station is of 500 watts with a wave length of 231 meters. Programs are broadcast twice a week, being made up one night by talent from the university and the other night by the city of Austin. The new station exerts a helpful influence in building up radio business in this city.

Poston Now With Schell

JEFFERSON CITY, Mo.—Kenneth Poston, who recently came here from St. Louis, has joined the radio department of the Schell Music Store. Mr. Poston, an expert radio technician, will have charge of all repair work, and will install sets in the homes of purchasers. The Schell company is at present specializing in the Music Master line.

Will Handle Gilfillan

PINE BLUFF, Ark.—T. E. Morgan and Lloyd Morgan, operating as the Morgan Gas and Oil Company, have been appointed local dealers for the Gilfillan radio. This firm is operating a tire and filling station at Walnut Street and West Second Avenue at the present time.

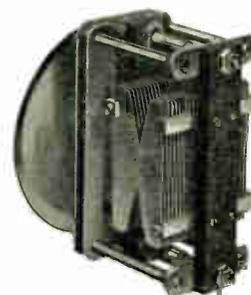
Prescott Agency for A-K

PRESBURY, Ark.—The Prescott Hardware Company has secured the Atwater Kent agency in this trade territory. This firm is one of the most wide awake in this part of the country and has had quite a successful business.

Distribute Kodel Equipment

NASHVILLE, Tenn.—Neely, Harwell & Company has been appointed distributor in Nashville territory for the Kodel line of radio equipment.

This is the dial which is always sold as part of the Wade Condenser, 16 to 1 vernier, geared right on to the condenser. Calibrated on entire surface.



This is the world-famous Wade Grounded Frame Condenser. Angular cut plates which mesh with gearing make it unique in its field. A gold mine for the live dealer these days.

One Sale--Two Profits

WADE Condensers and Wade Tuning Dials are never sold separately. All the advertising stresses the point that this is a complete tuning unit in itself—the famous Wade Grounded Frame Condenser with the angular cut plates and the 360 degree dial.

Live dealers all over the country are cashing in on this unit, for the Wade Condenser is the answer to the popular demand for wider separation of stations operating below 320 meters. For this purpose the Wade Condenser is even better than the Straightline Frequency rotor type using 180 degree dials.

The addition of a .00035 mfd. capacity model, for which many dealers have had calls, completes a line of condensers unique in their profit offerings. Stock a complete line of Wade Condensers and reap the profit on the sale of both the condenser and the vernier dial.

Prices

The new reduced list prices are as follows:

- .000125mfd. \$6.00
- .00035mfd. \$6.35
- .00025mfd. \$6.25
- .0005mfd. \$6.50

These prices include the 4" dial geared into the condenser.

Advertising

Wade Condensers are being advertised in leading radio publications such as:

- Radio News
- Popular Radio
- Radio Broadcast
- Radio Doings

That a big demand has been stirred up is evidenced by the orders we are receiving.

At Your Jobber.

The Viking Tool and Machine Co., Inc., 745-F Sixty-Fifth St., Brooklyn, N. Y.



McClain Announces Opening

CLARKSBURG, W. Va.—Ira C. McClain, manager of the Glen Elk Hardware company, announced recently the opening of the Main Street Radio store, at 352 West Main street, where a complete line of Atwater-Kent radio sets, as well as accessories, will be carried.

Radio Service Firm Moves

NORFOLK, VA.—The office of the Independent Wireless Corporation has been removed to the address of the Norva Radio Corporation, 433 Granby Street. The firm which is managed by Jack Joynes and Heinie Bennett, keeps radio apparatus in condition and also supplies operators to broadcast branch of the industry.

Agents for Claratone

NASHVILLE, Tenn.—The Phillips & Buttorff Manufacturing company has recently added a radio department to the firm, and has the agency for the Claratone radio set, for which the company is exclusive local wholesale distributor. Other well known brands will be added from time to time.

Handles Valley Electric Line

MEMPHIS, Tenn.—The Electric Novelty Company of this city is handling the products of the Valley Electric Company of St. Louis. These consist of the Valley-tone receiving set and the Valley battery charger. The manufacturer has opened a new factory in St. Louis, it was recently announced.

Distributes Thompson Line

ATLANTA, Ga.—The Southern Electric Company is now wholesale distributor here for the Thompson line of radio sets, according to a recent announcement made by A. F. Hammond, manager of the company.

Open in Lafayette Building

LEXINGTON, Ky.—Robert Walker and Shelby Lane, owners of the Lafayette-Phoenix service station, have opened "The Radio Shop" in the Lafayette Hotel building, where they will deal in a full line of radio sets and supplies. The formal opening was held December 11.

New Retailer Established

NEW ORLEANS, La.—The Ozark Radio Company, 1504 North Carrollton avenue, recently opened to retail radio equipment. F. E. Yorsch, manager of the store, says that the Freed-Eisemann, Radiola and Crosley sets are very popular in his territory, and they are all being featured.

Toronto Company Adds Store

TORONTO.—The Toronto Radio Company, of 64 King street, West, has added the sixth store to its chain, the latest branch being at 407 Roncesvalles avenue.

Shaw Radio Department Open

MONTREAL.—J. W. Shaw & Company, of 356 St. Catherine street, W., a well-known music store, has opened a radio department where the best radio equipment is carried.

NEW ENGLAND

C. C. White, Correspondent
127 President St., Boston

CROSLY DEALERS MEET IN BOSTON DECEMBER 9

BOSTON, Mass.—Between 1,500 and 2,000 Crosley dealers from all parts of New England met here, in the Hotel Lenox, on December 9th, at a convention held by the Bigelow and Dowse Company of 229 Franklin street. Bigelow and Dowse has been distributing the Crosley line for some time, and called the meeting to better become acquainted with New England Crosley dealers. Walter B. Fulghum, general sales manager of the Crosley Radio Corporation, of Cincinnati, addressed the meeting.

Polleroyal Going Strong

BOSTON, Mass.—J. J. Nolan, sales manager of the Hub Cycle & Auto Supply Company, jobbers, of 19 Portland street, reports record breaking sales for the firms Polleroyal radio set. He declares the demand in New England has been so heavy that the factory has been swamped with orders. His concern has taken the entire factory output and is sole national distributor.

Fessenden Sues Eight Concerns

BOSTON, Mass.—Richard A. Fessenden, scientist and inventor, was said to have filed a \$60,000,000 damage suit against eight nationally known radio and electrical organizations in the federal district court here on December 4. The firms named in the report were the General Electric Company, Radio Corporation of America, American Telephone and Telegraph Company, Western Electric Company, Westinghouse Electric and Manufacturing Company, International Radio Telegraph Company, United Fruit Company and the Wireless Specialty Apparatus Company.

Marks Opens on Main St.

WATERTOWN, Mass.—M. A. Marks, Jr., has opened a radio shop at 69 Main street, directly in front of the Church street garage, which Mr. Marks also owns. A full line of radio sets and supplies will be carried, featuring Day-Fan receiving sets, for which the local agency has been obtained. Mr. Marks also has the agency for Prest-O-Lite batteries.

Crowds Visit New Store

PROVIDENCE, R. I.—The World Radio Corporation recently opened a new branch store at 121 Westminster street, and interested crowds thronged the shop inspecting the latest radio equipment and apparatus. The store is one of several conducted by the concern in New York and New England.

Hub Manufacturer Expands

BOSTON, MASS.—Though only two months in business, the Baird Radio & Manufacturing Co., has been obliged to enlarge its space at 152 Summer Street, in order to have larger salesroom facilities. The company makes its own sets, and it is reported that they have met with a surprising popularity already.

Moreley Lauds Standard Goods

QUINCY, Mass.—H. Moreley, owner of the Moreley Radio Service, located at 434 Hancock street, declares that the season has been very successful as far as he is concerned, and he expects it will continue so. Mr. Moreley attributes this to the fact that he carries only standard advertised parts, and the latest cabinet designs. Mr. Moreley keeps constantly in touch with the radio market by actual contact and by constant reading of trade journals.

PENNSYLVANIA

ATWATER KENT FACTORY GETS ANOTHER ADDITION

PHILADELPHIA, Pa.—The Atwater Kent factory located on Wissahickon avenue will soon have another building added to the plant now operating. The factory is already immense, and the central section has been occupied since August 1924, and with the rapid growth of the concern, a large addition was added and occupied in July, 1925. The original structure, on Stenton avenue, and the second building, facing Fernhill Park, are both kept running to capacity, and now the newest addition to this enormous radio factory will be known as the Roberts Avenue addition, and will front on Roberts avenue and Kings street. The construction work started on October 1st, and is scheduled for occupancy by April 22, 1926. When completed, say officials of the company, it will add more than two acres of floor space to the present plant, as well as another acre of basement space which will be used as a garage to house the company's trucks and automobiles.

Radio Stores are Combined

CHAMBERSBURG, PA.—It is understood that plans have been practically completed for the consolidation of the Rosedale Radio Shop and the Ramsey Radio Shop. Their combined place of business will be on the third floor of the Eyster Building, 22 North Main Street.

Chelton Company Opens

PHILADELPHIA, Pa.—With the opening of the Chelton Radio Company, 161 W. Chelton avenue, Germantown fans now have the opportunity of buying their sets and accessories from a most up-to-date store. Stewart-Warner line will be featured, and time-payments on radio equipment can be arranged.

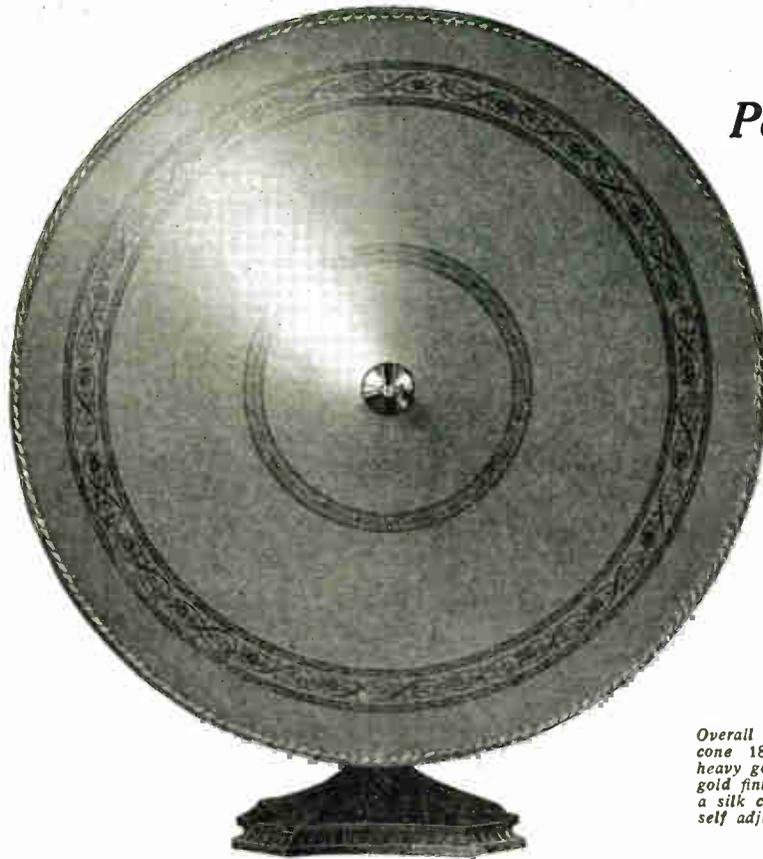
Freed-Eisemann Sales Double

NEW YORK CITY.—A recent statement issued by the Freed-Eisemann Radio Corporation to its stockholders compares the periods from June 1 to October 31, 1924 and 1925, and gives the amount of sales as \$978,367.59 and \$1,841,103.46, respectively. In other words, the firm's sales this year were twice the amount they reached in the same period of 1924.

Merchandise shipped by the corporation during the first ten days of November amounted to \$326,100.00 it is said.

Quality

Performance



\$25

SPECIFICATIONS

Overall height 20 in.; diameter of cone 18 in. Edges trimmed with heavy gold braid. Removable antique gold finished base. Can be hung by a silk cord, if desired. Speaker has self adjusting feature.

Leaf-Burkhard

CONE TYPE SPEAKER

A Product of Master Craftsmen

MADE by radio and acoustic engineers with years of experience. The Leaf-Burkhard Speaker is chosen for its superlative tone and exceptional musical qualities.

Units and coils are made in our own modern factory under expert supervision and each speaker undergoes a rigid test before leaving our plant. Truly a precision instrument of quality, performance and appearance.

Dealers and Distributors:—Production and territory are being taken rapidly. For prospectus, circulars, etc., please address

ELCO SALES CO., Inc.

SOLE AGENTS

158 Greene Street, New York City

LEAF-BURKHARD RADIO-ELECTRIC CORP., MFRS.

SPRING 5025

Unloading Old or Discontinued Models

Jobbers and Dealers Should Not Convict a Manufacturer of Price-Cutting Without Proper Investigation

By J. B. Price

Sales and Advertising Manager of Th. Goldschmidt Corporation

IT IS an established fact that there is no reliable manufacturer who finds any pleasure in having a certain amount of merchandise left on his hands at the end of a season and regardless of how carefully a manufacturer lays his production plans for any season, there is always an element of chance that he either over-estimates or under-estimates the possibilities of distribution. It is a fact that in the past two to three years some of our best manufacturers have, unfortunately, misfigured the possibilities and have overproduced, in some cases great quantities and in others again, just limited quantities.

In each case, however, the manufacturer disposed of whatever he had left over at a price in order to "clear the decks for action" for the coming season.

We also know that very few manufacturers have built the same models for two consecutive seasons and as a result each season there were new models with all manufacturers.

In practically all cases, the manufacturer has in all instances tried to dispose of his over-production in such a way as not to harm the jobber or dealer who has handled his product that season, but that is a matter which is very hard to control, and the "bargain hunters" who have been fortunate enough to buy this standard merchandise at a price have made it a practice to wait until an opportune time during the height of the season to place the discontinued merchandise on the market and advertise it at a low price under its well known trademark and reputation.

Whenever this happens, the jobbers and dealers handling the merchandise of the manufacturer who disposed of surplus stock come back at the manufacturer with complaints that he is not keeping up the price of his merchandise. In other words, they convict him without a hearing. They do not take time to find out when they see bargains advertised if this is merchandise from last year or two years back, or this season's merchandise, but simply take a fling at the manufacturer, and let it go at that.

I know of cases where discontinued models of certain products have been off the market for two years and some concern with a quantity of this merchandise still on hand has advertised these goods under the trade-name of the manufacturer. This same manufacturer then gets considerable complaints from his jobbers about cut prices and selling cheaper to somebody else than to them. This is often done without any investigation on the part of these jobbers to determine just what class of merchandise is

In this article, Mr. Price goes into an angle of the price-cutting question that has heretofore been somewhat overlooked. In the general scoring of the manufacturer who sells his merchandise at a price below list, the trade in general has perhaps overlooked the viewpoint of the manufacturer who is, in many cases, really not loading the market with cut-priced merchandise. Mr. Price explains that in a great number of instances, when a dealer or jobber raises the hue and cry of unfair reduction on merchandise that he is carrying on his shelves, the fact is that the goods being sold at a lowered rate are in many cases, even in most cases, goods that are old, or obsolete, and in no way competing with the late models of radio sets or accessories. Mr. Price feels that the dealer or jobber could easily explain this fact to the consumer, and thereby do away with much hard feeling. But he also adds that the ideal conditions will be present when the trade has become so standardized as to allow a manufacturer to figure more closely on production, thereby doing away with the necessity for dumping.

being sold at reduced rates. This, in my opinion, is unfair, and if the jobber and the dealer would just take enough trouble to find out what models of this manufacturer are being cut, he would quickly discover that it is entirely different merchandise than what he is selling, and therefore need not fear any competition. This fact could be very easily explained by the dealer to the consumer.

For the above reasons, many manufacturers are hurt when they should not be, and I hope that my few words here will serve to avoid further clashes between the jobber and the dealer with the manufacturer.

Of course, the above condition will eventually be eliminated when the radio industry becomes standardized to such a point that a manufacturer will be able to figure more closely on his production, that he was in the past on account of the existing craze in the radio business, and when that time comes it will be a happy day for all of us.

We can then call this already great industry of ours an established one, and this newest comer to the industrial world will be looked upon as an asset to all connected with the radio trade.

those in any way



Sol. J. Levy, Brooklyn Radio Sales Mgr. for Stewart-Warner, is touring the country in the Radioplane pictured above, to gain consumer interest for Stewart-Warner dealers. This model airplane is mounted on an auto, and carries a Stewart-Warner radio set, with microphone and amplifier.

\$8.⁴⁰ Net **SPECIAL OFFER** **\$8.⁴⁰ Net**
 Doz. Lots Doz. Lots

Tube Performance
 of the Highest
 Efficiency

30% DISCOUNT
LIST PRICE \$1.00
STANDARD 201-A TUBES

Equal to Any High-
 Priced Tube less
 2/3 Cost

*Dealers—Line up with the Newest and
 Greatest Profit Making Tube Manufactured Since
 the Birth of R A D I O !*

**SOLD
 ONLY TO
 DEALERS**

ALADDIN TUBE

*"A Tube
 of Tubes"
 AMPLIFIER
 and
 DETECTOR
 and
 The Ultimate
 Achievement
 in
 Tube
 Perfection*

*Eliminating
 Jobbers
 and
 Wholesalers*

TYPE 201-A

DEALERS

Do Not Miss This Opportunity
 To win the confidence of your customers, sell them guaranteed products. The ALADDIN Tube is bound by an **IRON-CLAD GUARANTEE** and measures up to the highest standard of tube manufacture. It enhances your customer's appreciation of your reliability to help him economize in tube costs—which means **REPEAT ORDERS**



DEALERS

Increase Your Profits
 Why handle "dead ones!" The ALADDIN TUBE is a fast seller; its **LIBERAL PROFITS** and its influence on the sale of other products are fully realized by those dealers who have opened **ALADDIN HEAD-QUARTERS**

MAIL ORDER COUPON

Send Check, Money Order; or Sent C. O. D.

Name

Address

Remarks

ALADDIN MFG CO.

55 Hoyt St., Newark, N. J.

The ALADDIN TUBE gives satisfactory service and is as efficient as any tube made at **1/3 THE COST OF OTHER TUBES.**

TO DEALERS ONLY

Standard 201-A sold in 1 doz. lots
 \$12.00 per doz., less 30% discount. **\$8.40 net.**

This Attractive Offer to Dealers for a Short Time Only—*Write Today*

Aladdin Mfg. Co.
 55 Hoyt St., Newark, N. J.

GUARANTEE

Aladdin Tubes are rigidly tested before leaving factory and carry with them an unqualified Iron-Bound Guarantee for Your Customers' Protection.

C. W. Nixon,
News Editor

THE NEW YORK RADIO DEALER

A Department of the Radio Dealer for January

10 East 39th Street
New York City
Telephone
Caledonia 0560

A. M. E. S. IN MOVE TO STANDARDIZE SHOW SITUATION

Favors One Exposition in New
York, Chicago and California
City—Committees Named

NEW YORK—Plans for three radio expositions during 1926 under the auspices of the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies were discussed at the semi-annual meeting of the section held in the Hotel Waldorf-Astoria, December 7 to 10.

It is understood that the radio section will endeavor to stage one show in this city, one in Chicago, and one in California, with a view of standardizing the radio exposition situation in those centers. M. M. Keith chairman of the publicity committee and also member of the shows and exhibition committee is handling this phase of the work.

George A. Scoville of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. was the presiding chairman. The following committees with their chairman met and reported many recommendations for standardization in the making:

Committee on Legislation, A. Atwater Kent, Chairman; membership committee, F. B. Mallory, chairman; merchandising committee, G. C. Furness, chairman; parts committee, W. F. Hubley, chairman; publicity committee, M. M. Keith; rules committee, M. C. Rypinski, chairman; statistical committee, R. T. Melhuish, chairman; broadcasting committee, D. Rigney, chairman; transmitting and receiving sets committee, General Lewis, chairman; vacuum tube committee, S. M. Kintner, chairman; entertainment committee, E. P. Edwards, chairman; special committee on shows and exhibitions, L. W. Staunton; special power committee, A. Stein, Jr., chairman; special dry battery committee, W. B. Schulte, chairman; technical committee, Geo. Lewis, chairman; executive committee, Geo. A. Scoville, chairman; special transformer committee, C. F. Cairns, chairman; special storage battery committee, W. E. Holland, chairman; antenna device committee, Geo. Eltz, chairman; aural device committee, R. H. Manson, chairman.

Announcement was made at a dinner given on December 10, and attended by members and news and trade men that the annual convention of the A. M. E. S. would be June 7, at Hot Springs, Va.



DURYEA BENSEL

NEW YORK—For the past twenty-five years Duryea Bensele, president of Bel-Canto Radio and Telephone Equipment Co., Inc., 872 Broadway, has been specializing in the solution of acoustical problems.

His latest development in his chosen field of endeavor has been a Flexible Tone Column. First a straight mandrel with the proper taper is turned. On this mandrel are wound the materials which Mr. Bensele selected after an extensive search. The horn as wound is also perfectly straight, and when taken off the mandrel is perfectly flexible.

The entire length of the horn used in the Bel-Canto Vox-Humana is 71 $\frac{3}{8}$ inches, amplifies the entire range of audible sound.

In addition to his extensive research work in acoustical fields, Mr. Bensele has taken an active part in radio sales and merchandising work and is credited with many new and important developments and practices in that field.

Credit Body Holds Banquet

NEW YORK, N. Y.—Radio men representing a number of the largest radio manufacturing and jobbing houses in the metropolitan district were in attendance at the thirtieth annual dinner of the New York Electrical Credit Association, held in the Hotel Pennsylvania, December 8.

W. J. Krieger, secretary of the association, directed plans for the event.

Magazine Publishers to Meet

NEW YORK, N. Y.—Among the associations which will hold sessions at the Ambassador Hotel, Atlantic City, during the week of May 10, will be the Radio Magazine Publishers association, according to an announcement made by R. W. DeMotte, president of the organization.

COL. S. H. MAPES RESIGNS TO HEAD NEW COMPANY

NEW YORK, N. Y.—The resignation of Col. S. H. Mapes, as vice president and general manager of the Joseph W. Jones Radio Mfg. Co., of this city has been announced. It is understood that the widely known radio executive will assume the presidency of a new corporation now in the process of formation, but of which complete details will shortly be made public.

Since leaving the United States Army six years ago, Col. Mapes has been prominently identified with the growth of the radio industry in this country. He is widely known as a radio sales executive.

As vice president and eastern sales manager of the Federal Tel. & Tel. Co., he was in charge of merchandising in 1923 and 1924. In October, 1924, Col. Mapes joined the Jones Company.

Marconi Handles Audiphone

NEW YORK.—The Marconi Wireless Company of Canada has taken the Audiphone which is made by the O'Neil Manufacturing Company, at West New York, New Jersey, for distribution throughout the Dominion of Canada. The Marconi Company is one of the biggest radio companies not only in Canada, but throughout the United States.

Sets as Prizes

HARRISON, ARK.—The Milligan Grocer Company of Springfield, Mo., distributors of food products, recently held a label contest in which the second prize was a \$300 A. C. Dayton console model radio set complete. The third prize was a \$175 A. C. Dayton standard radio set complete. The company advertised in a local newspaper.

Prohibit Battery Charger

WASHINGTON, D. C.—The Radio Section of the Department of Commerce has just received word that the City Council of Zanesville, Ohio, has passed an ordinance prohibiting the use of a radio battery charger of the vibrator type for charging radio batteries between 6 p. m. and 5 a. m. A fine is provided for violation of this ordinance. It was passed to avoid any interference from this source.

H. E. OSMUN NOW WITH CENTRALAB ORGANIZATION

MILWAUKEE, WIS.—The Central Radio Laboratories of this city, pioneer manufacturers of variable high resistances for radio circuits, announce the appointment of Mr. H. F. Osmun as general sales manager as the first step of this company's enlarged sales program for 1926.

Mr. Osmun has been assistant sales manager of the Globe Electric Company of Milwaukee for several years, devoting most of his time to developing the radio receiver sales of that company.

CONSOLIDATION BRINGS NEW FIRM TO RADIO FIELD

Leading Phonograph Company
Buys Radio Factory
In New York

NEW YORK.—One of the most important consolidations in the radio industry, expected to be the first of numerous consolidations as the industry becomes more stabilized, was the purchase of the Radio Industries Corporation of New York, and one of the oldest companies in the radio field by interests controlling the Vincennes Phonograph Company of Vincennes, Indiana, and the subsequent consolidation of the two concerns under the corporate title of the Radio Industries Corporation.

J. S. Watters of Vincennes will be president of the new company, according to announcement, while Irwin Kreiger is vice president and S. B. Fleming will act as treasurer. The sales and promotion of the new concern will be in the hands of Scott & Keane of New York.

The Vincennes Phonograph Company for several years has been manufacturing cabinets for radio receivers and their acquisition of a radio manufacturing company is a logical sequence of their activities in the industry in the past. The company has large factories in Indiana and also in New York City, the entire floor space of the combined factories being arranged to permit of its devotion to radio manufacturing, making Radio Industries one of the leaders in the industry in production as well as in age and standing in the trade.

The new line of receivers to be produced by this company will go out under the trade mark Rivoli, this trade name having been made popular in the musical industry by the phonograph which has been sold for several years by the parent company under this trade name.

Headquarters of the company will be maintained in New York City, and a number of changes made in the line of parts formerly made by the Radio Industries Company, a large majority of the energies of the concern being devoted to the manufacture of receiving sets.

Fada Holds 4th Annual Ball

NEW YORK CITY.—The fourth annual Ball of the employees of the F. A. D. Andrea, Inc., was held Saturday evening, December 5th. The ball took place in the Grand Ball Room of the Concourse Plaza Hotel.

Features Use of Set

BROOKLYN, N. Y.—The use of radio sets in theatrical productions has been found to considerably modernize the scenes, according to theatrical managers. The introduction of a Freed-Eisemann set in the baseball play, "Solid Ivory," has caused considerable comment and added materially to the human interest thread running through the play.

Big Sales on Erla

BUFFALO, N. Y.—A. H. Bradley, local manager of the E. S. & E. Company, located at 392 Elm street, declares that as exclusive wholesale distributors for the Erla radio set, he must report for the company very satisfactory sales on this set. The company has six warehouses located throughout New York and Pennsylvania, and it is reported that although it is receiving six car loads of the Erla a month, even at this figure the demand is far exceeding the supply. The company also reports excellent sales on the other lines it carries, among which are the Kolster, Eagle, Music Master, Mu-Rad and Mohawk sets, and the Brandes table talker.

JOURNAL-NEWS SPONSORS ITHACA RADIO EXPOSITION

ITHACA, N. Y.—On November 23rd, the Journal-News radio show opened with an attendance said to be over 500. Fans and would-be fans flocked to the doors of the auditorium in the Savings Bank building, where the exposition was held. The show lasted three days and the general consensus of opinion was that radio interest in Ithaca was not merely a passing fancy, but a substantial fact. Dealers who exhibited were:

Treman, King & Co., displaying radiolas; A. C. Dayton, Stromberg-Carlton, Splitdorf, and Preiss; Davis-Brown Electric Company, Gilfillan radio equipment complete; Bailey Garage Company, King radio equipment; Lent's Music Store, Brunswick and Radiolas; Kelly's radio shop, Freshman Masterpiece; Finger Lakes Garage, A. C. Dayton; George B. Norris, Erla radio equipment; Allen's Music Store, Radiola, Zenith and Atwater Kent; M. Doyle Marks, Sonora radios; G. M. Rogers, Bosch and Murad unicontrol; Frear Tire Sales, radio supplies, and Marion Brothers, Willard storage batteries and supplies.

Several radio sets were sold by dealers during the evening and almost every dealer increased his list of prospects.

Opens Branch Store

UTICA, N. Y.—The Utica Radio Shop has opened a new branch store on Genesee street near the new canal boulevard. This opening marks the third expansion of the pioneer radio firm within little more than a year. The company's present store at Washington and Lafayette streets will be retained. Harry Assinovsky and Morris L. Swire, proprietors of the Utica radio shop, started their thriving business last July in a small store on Washington street, but increasing business necessitated the opening last March of the present store on Washington street, and still greater growth resulted in the large and centrally located branch now on Genesee street.

Open Jobbing House

NEW YORK CITY.—Cohon & Schier have recently established a jobbing house at 74 Cortlandt street. Several lines are being carried, and the firm is now making arrangements to take on other makes of radio apparatus.

UTICANS RECENTLY FORM ASSOCIATION TO BETTER INDUSTRY

Object to Foster Interests of Members and Disseminate Radio Information

UTICA, N. Y.—The recently formed Utica Radio Association has created much interest among the trade both locally and throughout the industry. The second gathering of the organization, held in the Elks' Club Tuesday noon, November 22nd, drew over fifty representatives of firms and a number of individuals interested in the association. The objects of the new organization are, briefly,

"To foster the interests of its members and those related to or in any way connected with radio in Central New York; to establish and maintain uniformity and harmony in the customs and usages of radio; to acquire, preserve and disseminate information; to promote a large and more friendly intercourse among those engaged in radio development; all of which being consistent with the public interests and the laws of the state and nation."

Radio dealers, wholesalers and retailers, representatives of radio manufacturers, public utilities and broadcast listeners are among the concerns and individuals represented in the movement.

Among the organization's personnel are these officers: President, M. H. Johnson; first vice president, A. E. Schrock, second vice-president; W. T. Langdon, Secretary, A. C. Stiefvater; treasurer, M. Bernard. Directors are M. C. Robinson, A. C. Stiefvater, A. E. Schrock, L. M. Swire, B. N. Harris, E. P. Peck and E. P. Bailey.

DEALERS DISPLAY GOODS AT LOCAL EXHIBITION

LANCASTER, N. Y.—Lancaster and Depew dealers displayed their lines of sets and accessories on December 15th at Waith Hall. The exhibition opened at 8 p. m., a radio lecture was given by Dr. L. A. Hector of the University of Buffalo. Refreshments were served, and a good gathering of fans reviewed the apparatus on display. The local dealers who co-operated on this exhibition were: Walter & Ward, Durrenberger & Claydon Electric Co., C. W. Koester, Warren Riegle of Lancaster and J. C. Carlson of Depew.

Vickers Show Successful

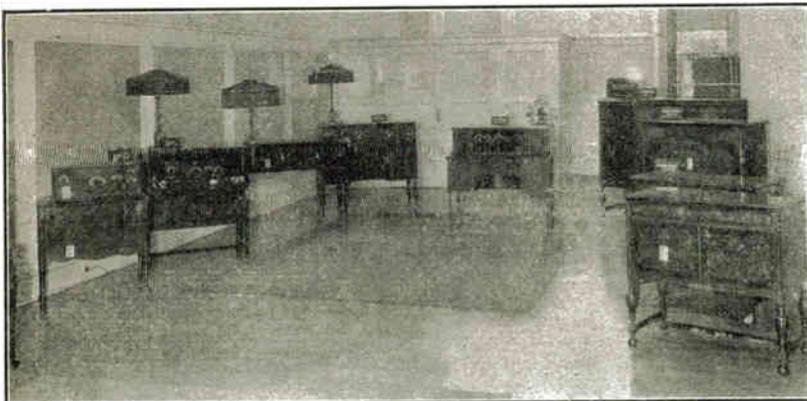
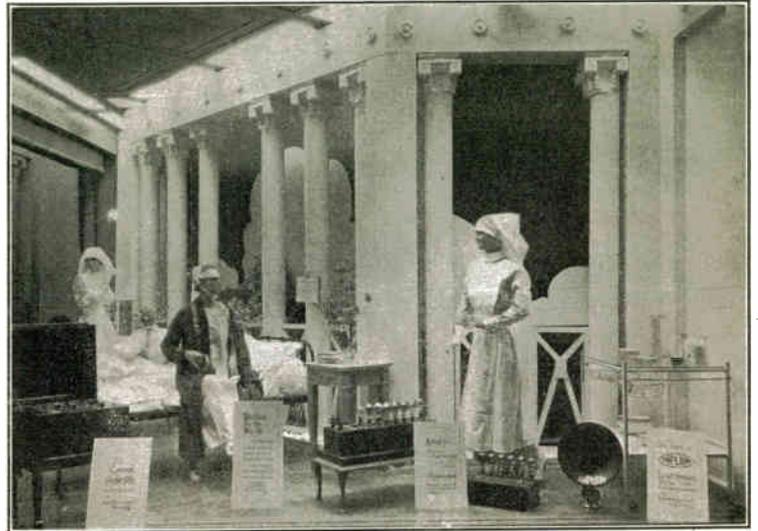
PERRY, N. Y.—F. C. Vickers, of the Co-operative Electric shop, who planned the two-day radio and electrical show recently held here at the Hotel Commodore, declares the show was a great success. The innovation drew many people to the exhibits, and considerable interest in radio sets and apparatus, as well as in electrical goods, was fostered.

Snyder Opens Store

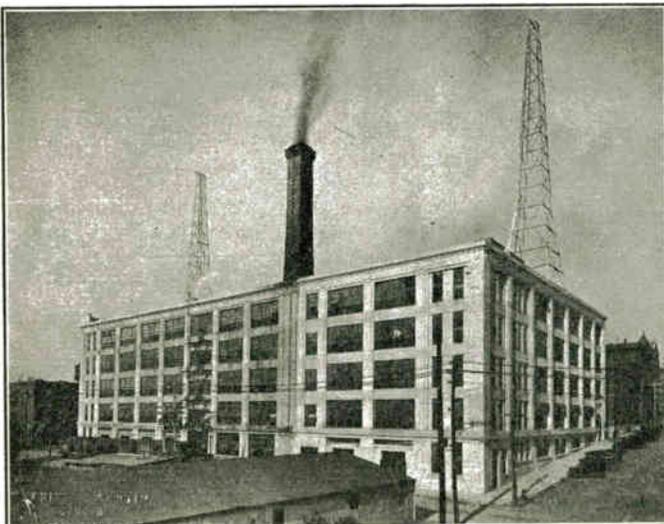
ELMIRA, N. Y.—A new radio store has been opened by Rennie Snyder at 310 East Fourteenth street.

Radio Trade Pictures

In connection with a wide-spread hospital drive in London recently, an appeal was instituted to supply every hospital bed in the city with radio. Selfridge & Company emphasized the appeal in a window display, right, suggesting the comfort radio would bring to the city's invalids. The window was a sales boomer only in that some people bought radio sets and parts there to present personally to the hospital. But it was remarkable as a piece of institutional advertising. Thus Selfridge & Company made an impression on the general public as a sort of humane organization rather than a mere sales establishment. The tie-up of windows with local timely events is one of the secrets of Selfridge & Company's phenomenal success in London. When all the older and wiser merchants shook their heads and looked for signs of bankruptcy, Gordon Selfridge, the American, was running "institutional" windows, creating interest in civic problems, illustrating happenings of the moment and appealing to human interest. Of course, the sales appeals were there, too. And Selfridge's has become an institution. Tourists visit it as they do the Tower of London and Buckingham Palace, and do their shopping under its roof.



(Left) The sales room of Jos. M. Zamoiski Company, Adler-Royal distributors of Baltimore, Maryland, shows a refinement of tasteful arrangement that could be profitably copied by many a radio dealer. The trend in show room arrangement nowadays is more and more towards simplicity and artistry, and grows away from the conglomeration of many pieces of merchandise that has so frequently marked the radio displays of the past.



The radio and the tobacco industries are now affiliated, with the opening of station WRVA, installed by Larus & Brother at their Richmond, Virginia, plant, operating on a wavelength of 256 meters. The station is known as the Edgeworth station, after the famous name of the company's product, and the plant with aerials erected on top is shown above at the left. The photograph at the right shows the entrance to the studio, which is considered one of the most modern and well arranged studios in the country.

GILBERT-KEATOR AND McPHILBEN CORP. COMBINE FORCES

To Operate Three Offices of Two
Former Firms—Carry Stand-
ard Lines Only

NEW YORK CITY—The McPhilben Radio Corporation, of 245 West 55th street, and Jamaica, Long Island, recently merged its firm with that of the Gilbert-Keator corporation, of 135 Fifth avenue.

The new corporation will be known as McPhilben-Keator, Inc., and will operate all three offices of the two former concerns, as well as carrying the lines that both previously handled. The new concern will represent the following concerns: DeForest Radio Corporation, manufacturers of radio receivers, speakers, and tubes; Federal Telegraph Company, manufacturers of Kolster Receivers; Priess Radio Corporation, manufacturers of radio receivers; Brandes Products Corporation, manufacturers of head phones and loud speakers; Dictograph Products Company, manufacturers of acoustical apparatus; Acme Apparatus Company, manufacturers of cone speakers, battery eliminators and parts. Among the other well-known lines McPhilben-Keator will represent are Utah, Balkite, Ful-Wave, Marko, Bright Star, Ray-O-Vav, Weston, Sterling, Jewett, Allen-Bradley, Carter, Patent, Dubilier, Federal, Walbert, and Electrad.

The officers of the new corporation will be Randall M. Keator, President, Maxwell Fisher, Secretary, and Henry A. Deimel, Treasurer. Mr. Gilbert will withdraw in order to re-enter the manufacturing field. As president of the De Forest Company, Mr. Gilbert was identified with some of the most outstanding achievements in the radio industry.

The new corporation announces it will specialize only on standard lines, enabling it to offer to manufacturers a highly specialized type of representation, and to the retail trade a combination of years of experience in selecting and assisting in the marketing of products which have proved profitable to the dealer.

Eight salesmen will cover by automobile a territory consisting of metropolitan New York, Long Island, Northern New Jersey, The Hudson Valley and Western Connecticut.

H. L. BARKER HEADS BROADALBIN BRANCH

GLOVERSVILLE, N. Y.—H. L. Barker has been appointed as manager of the new local branch of the Broadalbin Light and Power Company, which recently was opened. The store will carry one department devoted exclusively to radio sets and equipment, and Mr. Barker expects this feature will prove of great interest to local people. The store will carry the Radiola, American Bosch, and Eveready lines, among others.

Creasey Store Opens

HAVERHILL, Mass.—The Creasey Company has opened a new store in the No. 7 mill, and is carrying a line of radio sets.

NEW JERSEY

ZISCH ENGINEERING CORP. MOVES TO LARGER QUARTERS

25,000 Square Feet Utilized for
Complete Manufacture of All
Zeco Products

NEWARK, N. J.—A new factory site, at 39-43 Avenue L, has recently been acquired by the Zisch Engineering Corporation, makers of the Zeco line of loud speakers, loud speaker units, plugs, and phonograph loud speaking attachments. During an interview with George J. Zisch, head of the concern, the representative of THE RADIO DEALER was shown the new equipment recently installed. As Mr. Zisch declared: "We make everything under our own roof." The company forges its own magnets, stamps its metal, molds Bakelite, assembles units, etc., within the 25,000 square feet of the factory. The present capacity of the factory is 300 cone speakers per day, with a corresponding amount of units and plugs. At this time three cone speakers of the pedestal type are being produced, with the development of a new type of cone speaker now in the process of perfection. According to Mr. Zisch who personally supervises the work done in the experimental laboratory, their new cone speaker will be of the suspension type with unit connected to the large diaphragms by means of a piston rod, allowing the disc to float horizontally in the air. Production on this article is expected to be in full force shortly after the first of the year.

Lubinsky Enlarges Store

NEWARK, N. J.—Herman Lubinsky, proprietor of the Radio Shop of Newark, located at 76 Springfield avenue, has taken over the entire second floor of the building for a demonstration parlor and laboratory for testing apparatus. Part of the space will be converted into a stock room. Twelve separate aeriols lead into the second floor and are used in connection with the various sets which are on exhibition. Separate batteries are also supplied for these outfits. Mr. Lubinsky stated that even with this additional space, he believes that very shortly he will once more have to add to his quarters.

Thompson Declares Dividend

JERSEY CITY, N. J.—According to a recent report, the R. E. Thompson Manufacturing Company, radio manufacturers, has declared a dividend equal to \$2.00 per share for the third quarter ending September 30, 1925 and a dividend equal to \$2.00 per share for the fourth quarter ending December 31, 1925, or a total dividend of \$4.00 per share, upon its First Preferred Stock, payable January 15, 1926 to stock holders of records as of December 31, 1925.

NOYES ELECTRIC OPENS BRANCH HEADQUARTERS

NEWARK, N. J.—The Noyes Electrical Supply Corporation, of 33 Park Place, New York City, has recently opened a Newark Branch in the showroom and warehouse on Hill and Halsey streets, which was formerly occupied by New Jersey Radio, Inc., for a number of years.

J. R. Edds, vice-president of the concern, will transfer his activities from the New York to the Newark house. Norman T. Jones, formerly connected with the Edison Phonograph Company, will be field manager of the new branch, and John A. Obermaier, of the New York office, will handle the advertising in the Newark territory in a general way.

The building just taken over has been entirely renovated, and a large portion will be used solely for displaying radio products. The company is metropolitan distributor for Day-Fan, and other well known makes of radio equipment.

Halsey in New Quarters

NEWARK, N. J.—Extensive additions ply Corporation, now located in its new quarters at 232 Halsey street, announces it plans to push the Gilfillan line in a big drive. The firm is also carrying the Airo Master, Electrola, and Richardson lines. Abram Jacobs, secretary and treasurer, and George B. Arfkin, vice president and sales manager, are looking forward to excellent business.

U. S. TOOL EXPANDS AND IMPROVES PLANT

NEWARK, N. J.—Extensive additions and improvements of its plant are reported by the U. S. Tool Company, Inc., Ampere, N. J. Since its start in 1919, the company has grown steadily in manufacturing capacity, and its business at present occupies two modern buildings and employs 400 hands. The firm is well known as makers of various types of condensers.

The company's officers are E. M. Squarey, president and treasurer; Fred Koch, A. E. Borton, and A. B. Bergen, vice-presidents; W. P. Powers, secretary; P. A. Prior, chairman of the board of directors.

Elizabeth Has New Store

ELIZABETH, N. J.—The Jersey State Electric Company, Inc., opened a retail store on November 21st on the corner of Broad street and Elizabeth avenue, where besides electrical goods, a complete stock of radio sets and accessories will be carried.

Madsen Moves Offices

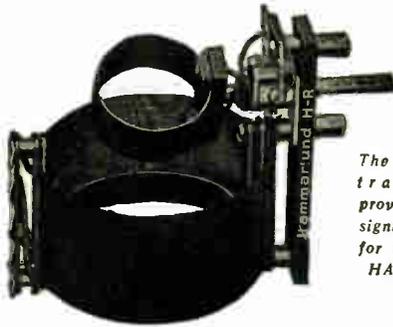
NEW YORK CITY.—John L. Madsen, New York Representative of the Beede Electrical Instrument Company, has moved his offices from 98 Park place to 136 Liberty street.

Nazeley Leases Building

WEEHAWKEN, N. J.—The J. Nazeley company, of New York, have leased the three story factory building located at 1824 Park avenue.

and now —

HAMMARLUND Low-Loss COILS



The coils illustrated are approved by the designer - engineers for the famous HAMMARLUND-ROBERTS Receiver.

Coil efficiency obtainable almost exclusively in laboratory construction is now available in a practical commercial form. By an ingenious process, Hammarlund engineers have devised a way to wind the famous solenoid coil with a definite space between turns, supported and anchored by a mere film of dielectric material. Thus, inductance is kept high, with low distributed capacity and absolutely no chance for short circuits.

It is regular equipment in the wonderful new, Hammarlund-Roberts Receiver and the Eagle Neutrodyne.

Illustrated Booklet, "How to Build the Hammarlund-Roberts Receiver" sent on receipt of 25 cents.

HAMMARLUND MANUFACTURING Co.
424-438 West 33rd St., New York

Made also for Tuned Radio Frequency and Neutrodyne Circuits and Low-Wave Receivers.



For Better Radio
Hammarlund
PRECISION
PRODUCTS



**now we'll
have clear
music**

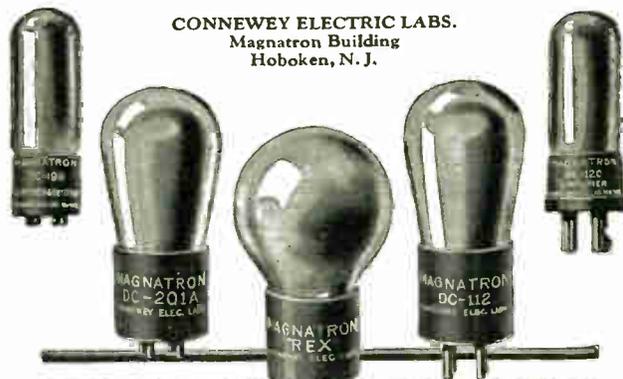


MAGNATRON believes in advertising—and uses it extensively. All the leading publications carry the Magnatron message; your own customers are reading it. You know what that means to you and your cash register.

Magnatrons are the product of the oldest exclusive makers of vacuum tubes. That, in a large measure, explains their excellence. There's a Magnatron for every purpose. The DC-201A, the DC-199 [large or small base], the DC-120 [for super volume], and the Rex [for B Eliminators]. All list for only \$2.50 each.

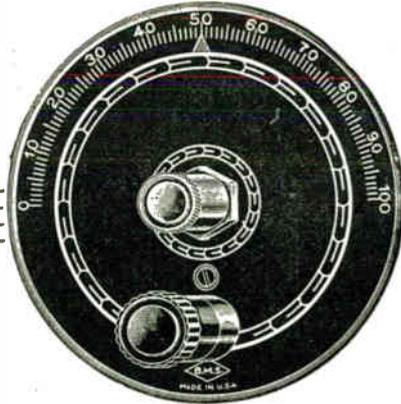
Write for your copy of "Magnatron News," a snappy little newspaper, to Department RD.

CONNEWEY ELECTRIC LABS.
Magnatron Building
Hoboken, N. J.



MAGNATRON

Complete factory stock for Pacific Coast carried at Pacific Radio Labs., 256 So. Los Angeles St., Los Angeles, Cal.



B. M. S. PLUG
is absolutely shock-proof. Moulded of bakelite in beautiful keystone design. Tips are held and released automatically.

50c.
list

No Tools Needed for Mounting!

THAT one feature alone is making the **B. M. S. VERNI-JUSTER** a real seller. Attaching this dial is the work of but a moment and requires no tools.

The **VERNI-JUSTER** is as beautiful in appearance as it is efficient in operation. Positive 15 to 1 drive. An insulated bushing eliminates hand capacity. Made in rich gold or silver finishes.

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



B. M. S. Fantail Jacks
Cupped legs for easy soldering and accessible connections. Made in 10 types. Pat. Aug. 1925.

\$1.50
list



Clearfield

RADIO DE-LUXE

Licensed under Berlow Patents

\$115 List

THE CIRCUIT
Six tube, tuned radio frequency, resistance coupled amplification.
BEAUTY BACKED BY PERFORMANCE

We have a highly profitable proposition for better dealers and distributors. Write
SHERMAN RADIO MANUFACTURING CORP., 114 E. 13th ST., N. Y. C.

**An Easy Set to Sell
That Pays You A
Handsome Profit**

**A SIX TUBE SET In A
Rich Plate Glass Cabinet**

A new and distinctive cabinet effect that is attracting widespread attention and interest. Its original and beautiful appearance sells it on sight. Its fine performance keeps it SOLD. The plate glass cabinet, finest of low loss materials, insures a new purity of tone.

H. E. Bennett
Manager

THE CHICAGO RADIO DEALER

A Department of the Radio Dealer for January

123 W. Madison St.,
Chicago, Ill.
Telephone
Randolph 2100

HUNTINGDON SETS MAKES ITS ENTRANCE INTO RADIO FIELD

McCabe and Coulter Leading Figures in Manufacturing Firm with Novel Product

CHICAGO, Ill.—M. M. McCabe, of Minneapolis and Duluth, and H. W. Coulter, of Chicago, are the leading figures in the National Engineering Company, recently formed to manufacture the new Huntingdon radio receiving set. The company has established headquarters here from which all operations will be conducted.

It is said that the company will embody a new idea in the Huntingdon set, which will have the appearance and quality of a finished set of the very best type, but will come to the dealer or purchaser to represent an idea a little in advance of the radio kit. The company claims that a person with not the most remote idea of radio construction will be able to assemble the parts properly. The principle of the set will be identical with the present Buckingham radio set, designed by M. B. Benson, one of the best known engineers in the industry, and who is also chief engineer for the new company.

Announcers Name Directors

(STAFF CORRESPONDENCE)

CHICAGO, Ill.—Charles Burke, of Station WHT, has been named to the Board of Directors of the Radio Announcers of America according to the recent announcement made by the organization. The other announcers chosen to serve on the board are: Bob Emery, WEFI, Boston; G. V. Willetts, WRNY, New York; George S. Cruger, WOO, Philadelphia; Lambdikin Kay, WSB, Atlanta; Harold Hough, WBAP, Fort Worth; John Dagggett, KHJ, Los Angeles; Richard V. Haller, KGW, Portland; Corley W. Kirby, WWJ, Detroit; A. W. Ryan, CNRO, Ottawa.

Blume Enters Jobbing Line

CHICAGO, Ill.—The R. C. Blume Company, with offices at 1650 Monadnock building, announces that Mr. Blume, due to his ten years of unusual activities as manufacturers' agent in the radio and electrical trade in the Chicago district, recently decided to incorporate a company for the purpose of handling a complete line of radio and electrical specialties on a distributor's basis.

Dion Decorates Thorola Exhibit

CHICAGO, Ill.—Peter Dion, who won prizes at Paris, Leipzig, Vienna, Monte Carlo and other art centers on the continent, made his first public showing in this country, during the recent radio exposition when he decorated the Thorola booth for the Reichmann Company.

ELECTRIC CLUB PLANNING INSTALLATION PROGRAMME

CHICAGO, ILL.—Plans are under way for the installation of officers of the Radio Section of the Electric Club, on January 13. Incoming officers to serve for the ensuing year will also be installed by the Electric Club.

John M. Redell, of the Kurz-Kasch Co., who was recently elected a member of the board of directors of the Electric Club will have charge of the programme to be held in conjunction with the radio division's luncheon on that day.

Omaha Sales Reaches High Level

OMAHA, NEB.—A survey recently conducted by the Daily News showed that retail sales of radio sets and apparatus during the holiday season touched the highest point in several years. The survey also showed that the buying was in the direction of higher priced sets, and that among the amateur building element kits were having a very active demand.

St. Louis Station Dedicated

St. LOUIS, Mo.—Radio station, KMOX, a super power station known as the "Voice of St. Louis" officially took the air on the night of December 24, with a programme including musical numbers and dedicatory addresses by Mayor Miller and officers of the fourteen companies instrumental in its foundation. Speakers termed the new station which for the present will transmit over a wave length of 261 meters as "St. Louis' gift to radio America."

Station Observes Hotel Opening

CHICAGO, ILL.—To celebrate the opening of the new Palmer House and the inauguration of programmes from WJJD's Chicago studio on the twenty-fourth floor of this hotel, the station presented a series of gala programmes during the week of December 20. This plan was decided upon rather than a special "opening night" programme.

Kodel Tests New Products

CINCINNATI, O.—A test of a new radio product was successfully carried out by the Kodel Radio Corporation, operating Station WKRC in this city, when representatives of that company operating the new Kodel A and B Power Units, which they have been testing for the past three months, were requested to tune in on Station WKRC and telegraph their results.

The station, located in Cincinnati, was picked up with the new Kodel A and B Power units, by representatives in New York, Chicago, Detroit, Boston, Philadelphia, Atlanta, St. Louis, Kansas City, Houston, Dallas, Denver and St. Paul. The west coast did not get the program it was stated.

ERLA FACTORIES EXPANDING AS SALES INCREASE

Company Adds 60,000 Feet of Floor Space to Present Plant—Further Increases Planned

CHICAGO.—The growing demand for the products of the Electrical Research Laboratories, makers and distributors of Erla radio equipment, is reflecting itself in extensive additions to the company's present plant.

Approximately 60,000 additional feet of floor space has been contracted in the vicinity of the main plant at Cottage Grove avenue and Twenty-fifth street. The new addition is already manufacturing Erla products to meet the demand which is now practically nationwide.

One year ago the Erla manufacturing facilities embraced 25,000 square feet of floor space. At the present time over 110,000 square feet of floor space are being used by the company. According to Erla officials, with present sales continuing it will be necessary for the company to make further additions to its present facilities.

Sales, it is reported, have reached the highest point in the company's history. Listed among the pioneer radio manufacturing organization in this country, the continued growth of the company has been one of the principal topics of trade discussion here in the Windy City.

Nehlsen-McCormac Store Open

SAVANNA, Ill.—Carl Nehlsen and Robert McCormac have opened a store, The Savanna Radio Shop, at 323 Main street. It is reported that Mr. McCormac will manage the business.

Crosley Pup Prizes Given

TOLEDO, Ohio.—The Aitken Radio Company, in cooperation with the Toledo News-Bee, gave away as prizes four Crosley Pup radio sets in a recent contest held for boys and girls under fourteen years of age. The popularity of the "Pup" was proved by the great number of contestants who tried to win this much talked of little set.

Pauly Handling Fada

BURLINGTON, Ia.—It has been announced that J. W. Pauly, proprietor of the Music Shop, has recently taken on the Fada line of radio receivers, Mr. Pauly, upon receiving the Fada radio dealer franchise, declared that the Fada set embodied in his opinion every desirable quality that can be offered in such an instrument.

A Prestige and Profit Producer!



Trans-Atlantic Super Five Grand

MODEL 1925

Encased in a beautifully carved mahogany cabinet—actual size 24" x 14" x 20".

\$75.00

LIST

THE Trans-Atlantic Super Five Grand (with its built-in, highly efficient loudspeaker with matched unit to balance the transformers) is not only beautiful in appearance but is excellent in performance.

This 5 tube, tuned radio frequency set incorporates every quality that the most discriminating radio fan demands—simple tuning making for dependable selectivity—great volume without oscillation—ample range and, what is most important—truly amazing tonal quality.

Just one demonstration will convince the most critical—and you will have made a sale, a friend—and a substantial profit for yourself! In fact, the Trans-Atlantic Super Five Grand comes nearer selling itself than any other set on the market.

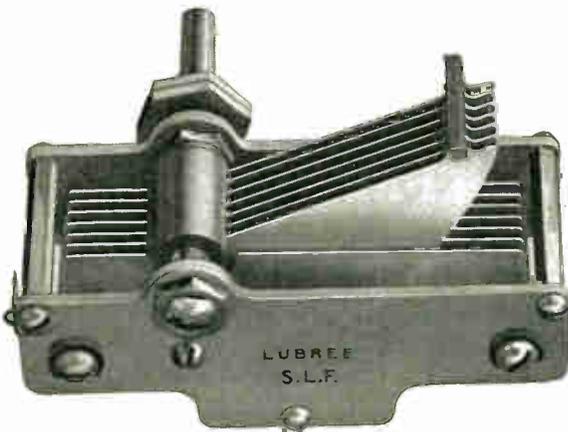
Write us, today, and let us tell you in more detail about this remarkable set and how you can materially increase your radio profits by handling it.

TRANS-ATLANTIC RADIO CORPORATION

Dept. A—117 E. 24th Street, New York City

L = U = B = R = E = E

THE MOST PERFECT CONDENSER



Can be obtained }
in these sizes. }
.00025
.00035
.0005

Under Scientific Test Declared the Most Economical Radio Unit.

Features of the Unique Construction.

The Lubree Straight Line Condenser assures a perfect curve for a perfect straight line frequency condenser.

The Lubree Straight Line Condenser assures a Special take up arrangement for endurance with end thrust that can be easily adjusted.

LUBREE MFG. CO., Inc.

210-212 Canal Street

New York City

FACTORY TRAINING STEWART WARNER PRODUCTION ASSET

Employees Given Thorough Course
in Making Radio Products.
New Publications Planned

CHICAGO, ILL.—The intensive course of training given employes of the radio division of the Stewart Warner Speedometer Corporation, of this city, is credited with being the reason for the increasing of production and efficiency in the manufacture of the company's radio receiving sets.

The policy of the company has also been to install automatic machinery as far as possible rather than increase unnecessarily the operating force. Although the radio shipments from the Stewart Warner factory did not begin until early in March of last year reports have it that the company has manufactured and sold over 100,000 receiving sets.

Present plans under way by the company, it is understood, will call for three semi-monthly papers, one for radio dealers, one for accessory dealers, and one for salesmen and service stations. These publications will be in line with the company's policy to stress sales and service to its outlets throughout the country.

The nationwide advertising campaign carried on by Stewart Warner in radio fields has firmly established the organization in the mind's eye of the buying public and gives every indication of making firmer the company's position in radio industry.

Arkansas Opens Sales Room

LITTLE ROCK, ARK.—The Arkansas Radio Company has announced the opening of a downtown sales room at 208 West Third Street, with Raymond M. Beem and Chester A. Ward in charge. A repair shop and assembly room is operated at 1022 West Fourth Street.

Cee-Gee Features Fada

LITTLE ROCK, ARK.—The Cee-Gee Radio Company, 1112 Main Street, has been launched as a new enterprise here by O. A. Cook and J. T. Ginocchio, Jr., featuring a complete line of Fada radio receivers. This firm began business in Little Rock during the month of December and will make an aggressive drive for business in this city.

Bowers Opens New Store

RUSSELLVILLE, ARK.—Eddie Bowers, a former automobile dealer here, has opened a radio store at 604 West Capitol Avenue, in Little Rock, the state capitol.

Tschumi Heads Test Laboratory

LITTLE ROCK, ARK.—The 555 Tire and Service Company of this city has added a radio technical laboratory where tests can be made on sets, tubes, speakers and accessories. In this department it is said that six men are employed to make tests, install sets, erect aeriels and shoot trouble. Harry Tschumi is in charge. This department is open from 8 a. m. to 11 p. m. and two service trucks are utilized in radio service.



The Silver Mask Tenor

NEW YORK.—Still a man of mystery, and daily growing a greater feature through radio broadcasting, the Silver Mask Tenor of the Goodrich Silvertown Orchestra, returned to this city recently after a successful trade tour during which he sang at several of the foremost radio expositions throughout the United States.

The Silver Mask Tenor has again resumed broadcasting over WEAF and fourteen other stations linked together weekly for the B. F. Goodrich Rubber company's programme.

Despite the fact that he is credited with being a tenor the man with the silver mask is an ardent radio enthusiast, and well versed in every phase of radio activities. He is the owner of a set which he personally constructed and which has furnished immeasurable entertainment to his wife and family, residing in this city when he has gone on the air from WEAF and other stations while enroute.

INDIANA COMPANY MERGES WITH RADIO SUBSIDIARY

MARION, IND.—The Indiana Manufacturing & Electric Company which has been operating in combination with a subsidiary company, the Indiana Radio & Electric Company, has been consolidated with the second named company, according to a recent announcement. The manufacturing company will in the future operate and own outright the radio and electric organization.

Officers of the consolidated company will be as follows: Arthur E. Case, president and general manager; O. F. Hesler, vice president and chief engineer; and R. J. Spencer, Jr., treasurer. Plans for a large extension of the line of radio receivers manufactured by the company has been decided upon.

The trade name of the company's entire line of radio products will be changed to "Case." This name will be adopted on all the products manufactured by the company regardless of their nature or through what channels they are marketed.

RADIO TRADE BOARD FORMED FOR CREDIT WORK

NEW YORK, N. Y.—The Radio Board of Trade is the name of the new organization formed by the Gibraltar Mercantile Company, with offices in the Candler Theatre Building, this city. The co-operation rendered by several radio associations, and manufacturers, the company declares joined with the national facilities of the organization, made the new venture possible.

Edward Salsberg and Alexander M. Leslie, radio credit men with the Gibraltar organization will be in charge of the new branch, which will supply credit information, collect accounts, and render a special service to the trade throughout the country.

Haverty Handling Ramway

MEMPHIS, TENN.—Among the newest dealers in radio here is the Haverty Furniture Company, which has recently opened a radio department in which the Ramway set is featured. This is a five-tube set built in a cabinet of Italian renaissance period.

PALMER TO MAKE RADIO BROADCAST TESTS AT SEA

NEW YORK, N. Y.—For the purpose of listening in to European stations and especially to act as an official observer of the international broadcast tests at sea, Eric H. Palmer of the Freed-Eisemann Radio Corporation sailed on the S. S. *De Grasse* of the French Line early this month, accompanied by Mrs. Palmer, and will visit principal stations in England and France.

Mr. Palmer confidently expects to pick up American stations while abroad and both continents while braving wintry seas during the week of January 24, when he will be en route to New York on board the *France*, tuning in on several receivers. He is a member of the exploitation committee for National Radio Week and was formerly publicity commissioner for the United States Government in several European countries during the war.

This trip is in effect a continuation of Palmer's so-called "radio exploration." During the summer he traveled 12,000 miles in the United States and Canada listening to summer broadcasting under many picturesque environments, such as the top of Pike's Peak, in Grand Canyon, Yosemite Valley, the Canadian Rockies, and other places, reporting that radio had gained distinction as an all-year-old necessity in view of its use at camp, mountain and seashore as well as in homes during the whole year.

Use Low Loss Raycoils For Results

Designed to give volume, distance, clear reception and selective tuning. Five Continental Stations heard during the test week. RayCoils "A" for Reinartz Circuit, \$2.50 each. RayCoils "D" for Radio Frequency Circuits, \$2.00 each. Blue Print Diagram with all Coils. Write for folder showing how to improve your set.

Manufactured by
R. C. SCHOONHOVEN

Major Q. M. R. C.

308 Seneca Street

Elgin, Illinois

"Perfection is Not an Accident"

The
**VARIABLE
GRIDLEAK**
with the
Micrometer Adjustment

Manufactured by
**EAGLE
ELECTRIC
MFG. CO.**
NEW YORK, N. Y., U. S. A.



EAGLE Variable Gridleak

GUARANTEED FOR 5 YEARS NOTHING TO GET OUT OF ORDER PATENTS PENDING

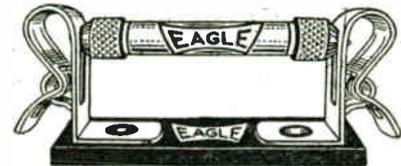


This wonderful instrument is guaranteed to give any resistance from 0 to 50 Megohms. Resistance variations can be adjusted as finely as a Micrometer. Will bring in stations your set never could obtain before. TRY IT.

A Better Variable Grid Leak

Everybody knows that mechanical precision is more accurate than the human hand.

EAGLE GUARANTEED GRID LEAKS



Solderless grid leak mount and tested grid leaks.
Positively guaranteed within 10% of marking.
Used by leading set manufacturers.

Try an Eagle Variable Grid Leak and see the difference.

Also manufacturers of Window Leadins, Ground Clamps, Grid Leaks, Mounts and Antenna Kits.

Write for Complete Catalogue.

EAGLE ELECTRIC MANUFACTURING CO.

Office
38 to 52 South 8th St.

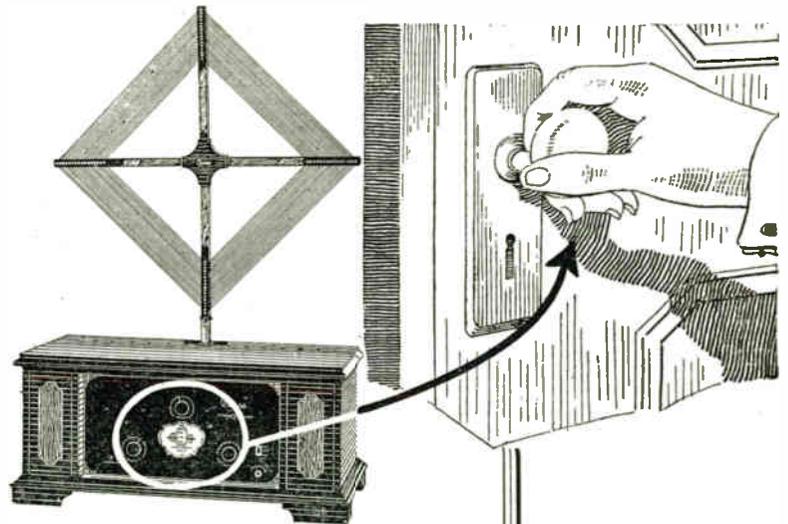
B'klyn, N. Y., U. S. A.

Factory
430-4 Kent Ave.

Tunes as easy as turning a door knob

THE first thing a customer will probably notice in the Pries Straight Eight is the one tuning control with the visible wave length indicator graduated into meter divisions. Women as well as men who haven't the patience or the desire to attempt tuning with a multiplicity of controls will welcome this simple tuning feature.

Distant station after distant station comes in with full loud speaker volume. Only the Pries Straight Eight with its great radio energy amplification of over 4,000,000 before the detector, has this great distance getting ability.



If you haven't received a demonstration of the Pries Straight Eight, write or wire us to arrange one for the earliest possible date by our distributor in your territory.

A Pries dealer franchise gives a most liberal discount and full protective features, including protection against price cutting and dumping surplus stocks on the market. Write for particulars.



Console model with enclosed panel operated loop and built in loud speaker and battery compartments
\$285

Pries

TRADE MARK

STRAIGHT EIGHT

It's loop operated!

PRIESS RADIO CORPORATION

691 BROADWAY NEW YORK, N. Y.

C I C O MEANS PROFITS



The Only Reason
Why You Don't

USE



PLUGS

Is because you haven't realized that you can sell a well-known standard line and make just as much profit.

CICO parts are not new to the industry. They have been the standard of excellence ever since radio began.

CICO plugs are as good as any on the market. The materials used are unexcelled and the results obtained are of the same uniform quality always gained by using the CICO Line. (The United States Navy uses CICO Plugs.)

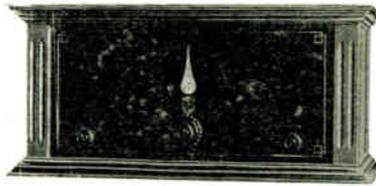
The CICO Automatic Plug gives an instant connection. Slight pressure on the wings releases the tips. Nothing to take apart—perfect permanent service. List price 60c.

Other CICO Products are CICO Two Way Plugs, CICO Bakelite Jacks, CICO Bakelite Battery Switches and CICO Bakelite Rheostats. Order a sample line of CICO Plugs today at the new discount rate.

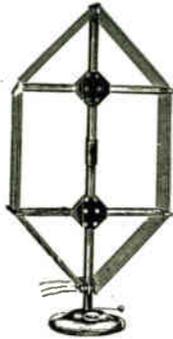
CONSOLIDATED INSTRUMENT
COMPANY OF AMERICA

41 E. 42nd St.,
New York City

THE RADIO DEALER CATALOG OF NEW APPARATUS



SIMPLEX RECEIVING SET. Manufactured by the Simplex Radio Co., Sandusky, Ohio. Six tube receiving set using 2 stages of tuned radio frequency, detector, and 3 stages of audio frequency. One tune, one volume and one stabilizer control. Mahogany cabinet finished in Adam Period brown with front panel of bronze and dial figures in old gold. List price \$150.00.



THOMAS AERIAL LOOP Model H-15. Manufactured by the W. I. Thomas Co., Loop antenna designed for confined spaces. Turns on 7½-inch radius. Stagger-wound construction. Stands 31 inches high. Finished in dark walnut. Collapsible. Packed in individual boxes. List price \$12.00.



VICTORY SIX TUBE RECEIVING SET. Manufactured by the United Radio Mfg. Co., 191 Greenwich street, New York City. Six tube receiving set employing resistance-coupled audio amplification. Walnut cabinet 7" high, 9" deep, and 27" long. List price \$100.00



ZECO PHONOGRAPH UNIT Type B. Manufactured by the Zisch Engineering Corp., 39 Avenue L, Newark, N. J. Loud speaking unit designed for attachment to tone arm of standard talking machines. Cracked and nickled finish. Furnished with loud speaker cord tips. List price \$3.50.



MYDAR RECORDING DIAL. Manufactured by the Mydar Radio Co., 2 Campbell street, Newark, N. J. Vernier recording dial with tuning ratio of 12 to 1. Graduation pass window with hairline for precision adjustment. Ample space provided for insertion of broadcast station letters. Molded part made of black Bakelite with outside metal parts oxidized in black. List price \$1.75.

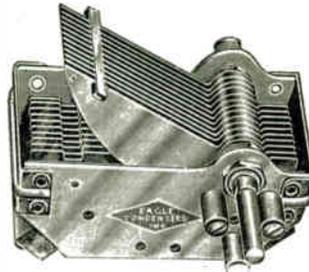
EAGLE CONDENSERS

HIGH IN QUALITY — LOW IN PRICE
 An Attractive Line for Dealers and Manufacturers



Eagle Multiple Condenser

Guaranteed non variation of more than 2% of 3 units. A light compact condenser evenly matched and balanced.



Eagle Straight Line Frequency

High Electric Efficiency made in all standard capacities. Special Bearing assures smooth operation.
 Capacity .0003 M.F.D.

Write for particulars and special discounts to jobbers and manufacturers

EAGLE CONDENSERS, Inc.

760 Bedford Avenue

Brooklyn, New York



A Fortune For You In This Amazing New Radio Set

READ

Heard KDKA today on 58 meters. I am half a block from WGN and bring in out of town stations with the AMBU FIVE without interference.

R. Peterson.

Ship 10 AMBU FIVES at once. The 2 I had were sold last night and I have many other customers who heard demonstrations and who want the set. AMBU FIVE is the greatest bargain in radio.

J. McNamara

**AMBU PLAN
 MAKES YOUR
 DEMONSTRATION
 SET — FREE**

TWO AMAZING NEW EXCLUSIVE FEATURES

The AMBU FIVE has two features not to be found in any other set. The sub-panel is inlaid with copper that has been shot into prepared grooves so that complete assembly of set is simply a matter of screwing parts into place. Connections are automatic and everlasting. 105 points of contact, yet only 4 soldered connections.

The AMBU all-wave coils, three sets of three coils each—instantly interchangeable—enable the operator to bring in any stations broadcasting on a wave length of from 40 to 550 meters. Ordinary sets do not go below 200 meters.

Hundreds of distributors, dealers in radio, battery shops, tire shops, garages, accessories and phonograph shops are cleaning up big with the AMBU FIVE. Our plan enables you to sell radio without a big investment. All you need is a demonstrator Set. We carry the stock for you. You buy at Jobber's prices and sell at a handsome profit.

**WORTH \$115—SELLS FOR \$75.00
 YOU MAKE \$32.00**

The Ambu Five if sold through Jobbers would retail for \$115 or more. You buy at Jobber's price and sell for \$75.00. Make a handsome profit and undercut all competition.

The demand is so great you can make big money at once. Good territory still open. Don't delay. You will profit by sending coupon.

MAIL COUPON FOR PLAN!

Fill in and mail this free offer coupon at once. Get full details of this amazing NEW AMBU FIVE. If not selling radio now, here is a quick, easy way requiring no big investment by which you can clean up. If already in radio business, Ambu Five will double and treble your profits. Get this coupon in the mail today for free facts. No obligation.

NO BIG INVESTMENT

Here is the biggest opportunity ever put in your path. Millionaires have been made almost overnight in radio. Yet the New Ambu 5 Tube Set is one of the greatest achievements in Radio today and offers a fortune to those who want to become partners in this great business. So selective is this set that it cut out KYW station, operating one block away, by turning half a point on dial.

AMBU ENGINEERING INSTITUTE

Radio Div. 6-A 2632 Prairie Ave.
 CHICAGO, ILLINOIS

AMBU ENGINEERING INSTITUTE,
 Radio Div. 6-A
 2632 Prairie Avenue,
 CHICAGO, ILLINOIS.

Send me free, complete information and prices and tell me how I can make big money in radio as representative without investment in stock.

NAME

ADDRESS

CITY STATE

BUSINESS

[] Check here if interested in Radio Training.

THE RADIO DEALER CATALOG OF NEW APPARATUS

PERFORMANCE

Is What Sells

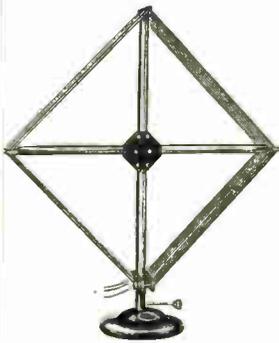
THE THOMAS LOOP

Test it out for—
Clear Bell Like Reception
Distance
Selectivity

IMPORTANT SALES IDEA

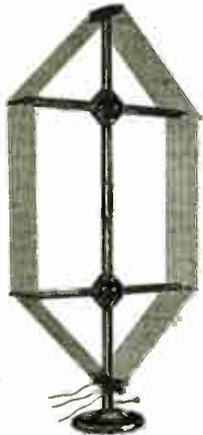
Many sets, although not especially designed for loop reception, will function splendidly with a Thomas Loop, some sets covering as far as a 1000 mile range.

The Thomas Loop is highly profitable and should be in your store. 1926 is "LOOP YEAR." Give it your immediate consideration.



Thomas Square Loops.

Highest grade workmanship and beautifully finished. Small and large square loops turn on 1 1/2" and 18" radii respectively. Full directional control, collapsible and other compelling sales features.



Thomas Hexagonal Loops.

Very desirable for small confined spaces. Small and large hexagonal loops turn on 7 1/2" and 9 1/2" radii respectively. Also possess the 9 big features found in all Thomas Loops.

List Prices on All Loops.

- Small Square ... List Price \$12.00
- Large Square ... List Price \$ 8.50
- Small Hexagonal List Price \$12.00
- Large Hexagonal List Price \$12.00

SEND FOR A SAMPLE and test it out for the requirements of perfect loop reception. You will be greatly pleased with its performance and its appreciative exceptional merits will make profitable sales for you.

WRITE FOR INFORMATION ON NEW LOOP ACCESSORY FEATURES FOUND ONLY IN THE THOMAS LOOP.

SET MANUFACTURERS: We can build a loop that will best meet your set requirements. Write us.

W. I. Thomas Co.
215 North Desplaines St.,
Chicago, Illinois



DEJUR BALLAST RESISTORS. Manufactured by the DeJur Products Co., 199 Lafayette street, New York City. Automatic filament rheostats designed for use with amplifier tubes. 1 1/2" high with diameter of 9/16. Aluminum base with glass bulb. Made in five types for receiving sets from one to five tubes. List price \$1.00 each. Moulded base with metal shell to fit resistor, 50 cents.



AMPLEX DE EXER MODEL No. 65. Manufactured by the Amplex Instrument Laboratories, 88 West Broadway, New York City. Six tube receiving set using two stages of tuned radio frequency, detector, and three stages of resistance-coupled audio amplification. Built-in speaker using Spartan adjustable unit and wooden horn. Straight line condensers used. Walnut finished cabinet. List price \$65.00.



HEATH STRAIGHTLINE WAVE LENGTH CONDENSERS. Manufactured by the Heath Radio and Electric Mfg. Co., 208 First street, Newark, N. J. Variable condensers with rotors and stators shaped to separate stations and distribute them uniformly over dial calibrations. Made in various capacities for different circuits. Prices depend upon model desired.



CICO BAKELITE JACKS. Manufactured by the consolidated Instrument Co., of America, 41 East 42nd street, New York City. Jacks molded of Bakelite with nickel phosphor bronze springs, sterling silver contacts and solderless connections. Made in four models: single circuit open, single circuit closed, double circuit, and "A" battery switch. Respective list prices: 85 cents, 90 cents, \$1.00 and \$1.00.



FEDERAL ORTHO-SONIC C-20. Manufactured by the Federal Radio Corp., Buffalo, N. Y. Seven tube tuned radio frequency receiving set designed for operation with own integral loop. Two micrometer tuning controls with station indicators behind glass ports. Mahogany cabinet finished in brown. Room for all equipment. 36" wide 16" high, 18" deep. List price \$165.00.

AT LAST! For Perfect Radio Reception



CONCERT

MASTER



A Master Tube

A reputation well earned and justly deserved. CONCERT MASTER tubes are made in an up-to-date factory, equipped with the most modern machinery. All tubes are tested and matched before they leave the factory, and are sold with our guarantee of replacement within 30 days.

with Master Quality

CONCERT MASTER tubes have exceptional amplification, are uniformly consistent in performance, and detect as well as amplify. They are superior for DX reception, tonal quality, and long life. When you hear a set operated with CONCERT MASTER tubes you will at last realize how perfectly a radio program can be received.

JOBBERS: If you are looking for quality, service, and a square deal, here is your opportunity. If you can measure up to our standards, write us immediately for full details. Only one jobber will be selected in a territory.



LIST PRICE \$2.
All types—Silver & Blue

A Master Policy

CONCERT MASTER tubes will be sold on an exclusive territory arrangement through selected jobbers. Jobbers will be fully protected both as to territory and price, and will receive our fullest cooperation with advertising, advertising matter, etc.

with Master Service

The basis of all relations between buyer and seller is SERVICE, and your success depends in a large measure upon the quality of the service we give you. Tubes when you want them; not when the demand has died out. In acquiring a CONCERT MASTER authorized franchise, you obtain one that will be very valuable and a real asset to your business.

DEALERS: Get in touch with your jobber about this tube if you want an article that will bring you worth-while profits and the confidence of your customers. Restricted territory arrangement makes immediate action necessary.

Concert Master

Manufacturing Co.

SALES OFFICE
179 W. Washington St.
Chicago, Ill.
Tel. STATE 5999

FACTORY
28 Longworth St.
Newark, N. J.
Tel. MITCHELL 5647

NEW YORK PRECISION MICA FIXED CONDENSERS form standard equipment with leading set manufacturers who know their use insures maximum volume, freedom from noise, natural undistorted musical quality and extreme DX reception.

Capacity is uniform and unchanging, regardless of operating conditions—YET THE PRICE IS PROBABLY LESS than you are now paying.



New Type X

OUR NEW PROCESS MIDGET BY-PASS CONDENSERS effect a great saving when capacities run larger than .005. They are especially designed for By-Pass work and are guaranteed to be free from leakage, break-down and trouble of all kinds. Extremely small (1 inch square by 1/4 inch thick) and made in capacities of .005 to .1 MF.



NEW YORK COIL COMPANY

338 PEARL STREET

NEW YORK, N. Y.

PACIFIC REPRESENTATIVE

Marshank Sales Co., 926 Ins. Exch. Bldg., Los Angeles, Cal.

THE RADIO DEALER CATALOG OF NEW APPARATUS

UNIRAD "B"

Supplants your "B" Batteries on A. C. or D. C. current at a uniform and constant flow with absolutely no hum or noise and even helps on DX work—No tube or part to wear out.—\$32.50.

"WORKRITE"



5 and 6 Tube Neurodyne Res. Coupl. Super Receivers. Can not be made better.

\$80—and up.

Leaf-Burkhard Cone Speaker

The clearest out today
\$25—

K-E
Supersensitive
Speakers
\$18.—and \$25.—

Rubber Cased
2 year guaran-
teed storage
batteries

"Queen"
"B" Batteries

Radio Tables
High Boy and
Flat Top
Cabinets



Bristol & Barber Co., Inc.

3 East 14th St.
New York City



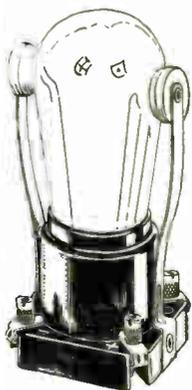
STRAD-O-VOX DE LUXE CABINET SPEAKER. Manufactured by the Strad-o-vox Corp., 562 Fifth avenue, New York City. Loud speaker enclosed in mahogany cabinet with tone chamber made of violin wood. Equipped with Utah unit. Dimensions: 24½ inches long, 7¼ inches deep, and 13½ inches high. List price \$35.00.



CICO BAKELITE RHEOSTATS AND POTENTIOMETERS. Manufactured by the Consolidated Co. of America, 41 East 42nd street, New York City. Rheostats and potentiometers with Bakelite housing fitting tightly against panel when single hole mounting bushing is set up. Special bus bar binding posts for convenient connections. Made in standard resistances. Prices depend upon model desired.



FARADON MODEL T FIXED CONDENSERS. Manufactured by the Wireless Specialty Apparatus Co., Jamaica Plain, Boston, Mass. Fixed condensers furnished with terminals of different shapes for easy connections. Made in various capacities ranging from .00005 to .006 microfarads. Prices depend upon model, capacity, etc.



B-T SILENT SOCKET. Manufactured by the Bremer-Tully Mfg. Co., 532 South Canal street, Chicago, Ill. Universal socket equipped with two spring cushions to prevent microphonic noise from moving of tube, etc. Four plainly marked terminals with both screw and solder terminals for convenient connections. List price \$1.25.



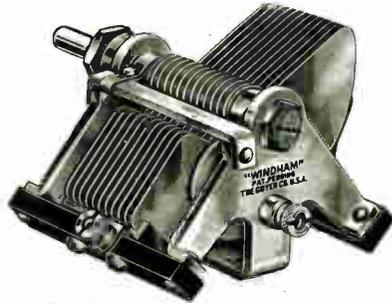
DAY-FAN DAYGRAND. Manufactured by the Dayton Fan and Motor Co., Dayton, Ohio. Five tube receiving set, employing Dhoplex circuit with single dial control, enclosed in console drop-front cabinet of two-tone waxed and polished mahogany. Desk pigeon-hole provided at one side. Dimensions: 38 inches wide, 39 inches high, and 18 inches deep. List price \$195.00.

The Last Word and Final Triumph

The New "WINDHAM" "STATION SEPARATING" CONDENSER

Small, Sturdy, Efficient—
Solves Set Problems—

Now Available for
Immediate Delivery—



Separates ALL Stations at
Both Ends of Dial—

Adopted by Leading
Set Manufacturers

The WINDHAM Brings to the Radio Industry

a NEW { Standard of Excellence—
Measure of Workmanship—
Degree of Satisfaction.
MANUFACTURERS

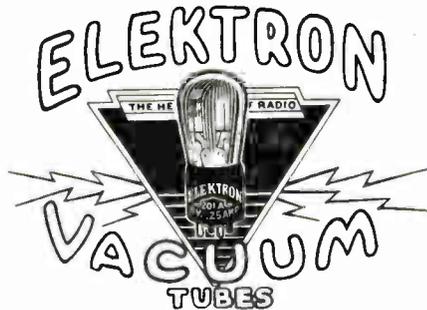
Windham Condensers are made in single, double and triple both clock wise, and counter clock wise.

The Variable Air Condenser shown above is designed to be mechanically strong and rugged and to have the electrical characteristics so necessary for low radio frequency losses, easy tuning and selectivity. It is as well adapted to accurate laboratory work as it is to the amateur who wants to build his own and be certain of results.

The adjustable brake for balancing the rotor eliminates cumbersome counterweights and springs. It permits independent adjustment of the bronze cone bearings without altering the balance setting or alignment. The shape of the rotor plates gives practical separation to the short wave stations. One hole only is required for mounting on panel. Made in all capacities. (Also Manufacturers of the Well-Known WINDHAM Rheostats, Potentiometers, Radio Wire Formers, and the Eminent WINDHAM Straight-Line Frequency Condenser.)

Manufacturers and Jobbers Write Us

The GOYER Company, Factories: Willimantic, Conn.



What Kind of Tube Do YOU Want?

Do you want the cheapest in price, a fancy name, or what?

Elektron Tubes are quality tubes yet they sell for no more than others not so good. They give steady, very desirable results. They do not quickly drain the batteries. They are manufactured in a thoroughly up-to-date factory and are rigidly inspected to meet the highest standards.

*There's a quality Elektron for every circuit
and Battery equipment at \$2.50 ea.*

Test Elektrons yourself. Write for liberal discounts

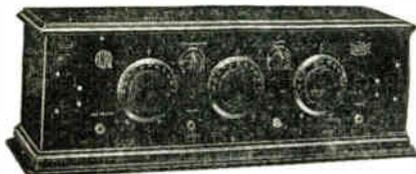
**Absolutely
guaranteed**

Lectrodio Corporation

LYNN MASS

THE RADIO DEALER CATALOG OF NEW APPARATUS

**Quality
at
Low Price**



Resas Tone-A-Dyne
De Luxe Model
Cabinet 27½"x8"x9" **\$69.50**

Resas combines in an astonishing degree all the high qualities of a \$150.00 receiving set with popular low price appeal. For the Resas Tone-A-Dyne De Luxe, under the new reduced prices, now sells at \$69.50 and the Tone-A-Dyne Compact at \$49.50.

Dealers have been wanting to talk both quality and low price. Here is the opportunity. The Resas is a five tube set with every modern improvement built in. The exclusive Tone Modulator, which controls both tone and volume by a simple turn of a single knob, makes a popular talking point and the sure way Resas brings in distant stations without local interference is making the set popular with radio fans.

There is nothing, in fact, that a \$150.00 set can do that the Resas can't equal or better. Test a Resas along side of the more expensive sets and prove it for yourself as many of the Resas dealers have done.

It gives a dealer a feeling of security to know that the set will fulfill all his promises. And when you consider the substantial dealer profits to be made on the Resas, you can see why dealers are so enthusiastic over this quality set.

Dealers and Jobbers: Write for exclusive proposition in territories still open.

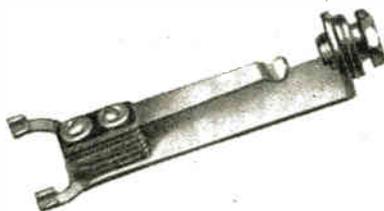
RESAS, INC.

556 West 52nd St., New York City

**RESAS
Tone-A-Dyne**



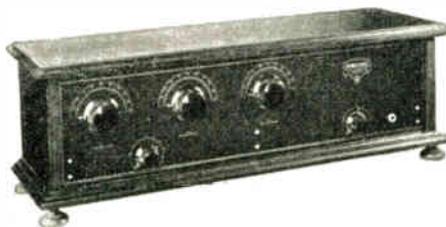
GEN-WIN "LEMNIS-COIL". Manufactured by the General Winding Co., Inc., 214 Fulton street, New York City. Radio frequency transformer with coils wound in shape of lemniscate. Designed for use in tuned radio frequency circuits in conjunction with .00035 mfd. variable condensers. Encased in green mottled Bakelite shells sealed to prevent air and dust from touching coils. Packed three to display box. List price per kit of three, \$12.00.



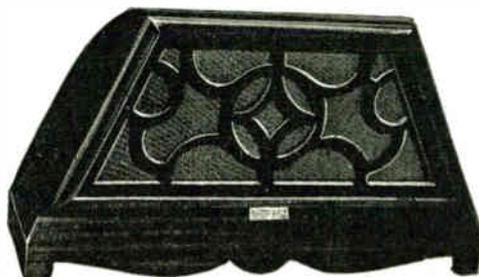
PREFERRED SINGLE SUPER-JACK. Manufactured by the Preferred Radio Products Corp., 408 East 93 street, New York City. Single jack made with phosphor bronze springs, canvas Bakelite insulation and German silver contacts. Tinned terminals widely spread to facilitate soldering. List price 25 cents.



KURZ-KASCH ARISTOCRAT DIAL No. 567. Manufactured by the Kurz-Kasch Co., Dayton, Ohio. Bakelite dial 4 inches in diameter with 25/8" knob. 0 to 100 graduations reading clockwise over 180 degrees. Patented split bushing for either 3/16" or 1/4" shafts. Packed in unit cartons of ten, standard packages of 100. List price 85 cents each.



AMBU FIVE. Manufactured by the Ambu Engineering Institute, 2632 Prairie avenue, Chicago, Ill. Five tube receiving set with sub-panel inlaid with copper that has been shot into prepared grooves for automatic connections. Three sets of three interchangeable coils covering 40 to 550 meters. Three tuning dials and two filament controls. Loud speaker jack on front panel. List price \$75.00.



STRAD-O-VOX BABY GRAND. Manufactured by the Strad-o-vox Corp., 562 Fifth avenue, New York City. Loud speaker enclosed in carved mahogany cabinet. Tone chamber made of violin wood. Grilled panel covers screen over outlet of tone chamber. List price \$17.50.



No. R-16

EXCELLO

Radio Consoles

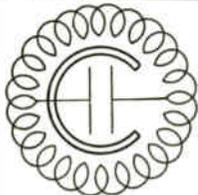
Combine highest quality cabinet work with the latest developments in Wall Consoles.

The Console shown here is made of Butt Walnut with matched panels in duo-tone finish. Loud speaker and unit included.

The Excello Line includes all types of cabinets from small table type to Wall Console type illustrated.

WRITE FOR COMPLETE CATALOG
SENT FREE ON REQUEST.

Excello Products Corporation
4826 West 16th Street
CICERO, ILL.



IMPORTANT TO DEALERS AND JOBBERS

The new Raytheon and other popular "B" Eliminator circuits are bringing orders for thousands of fixed condensers. Are you ready to meet the demand when it comes?

CONCOURSE

fixed condensers

VACUUM PROCESSED

The Concourse fixed condenser is manufactured under the most rigid laboratory rules. They are built to withstand their rated voltages continuously. Each condenser has a considerably high megohm resistance and is hermitically sealed. Capacities are guaranteed to be within 10% accurate

Manufacturers using fixed condensers will find our Proposition Attractive.

National manufacturers of "B" Eliminators and Radio 110 volt power sets are using Concourse fixed condensers. They are standard and dependable. Made in capacities from 1 M. F. to 50 M. F. Standard types built to withstand from 350 to 1000 volts D. C. Housed in metal cases or loose. Units wired in any capacity specified.

Let us send particulars and prices to you.

These Condensers for the RAYTHEON CIRCUIT



Six fixed condensers are used in the popular Raytheon hook-up. This means you must stock fixed condensers if you want to make money from this new development. Stock those condensers which sell and stay sold. Our twelve years of making fixed condensers is your assurance that when the Concourse condenser sells, it STAYS SOLD.

Unsurpassed equipment for making condensers. Manufacturers are assured a prompt delivery in the peak of the season.

For Complete Information Write or Wire to—

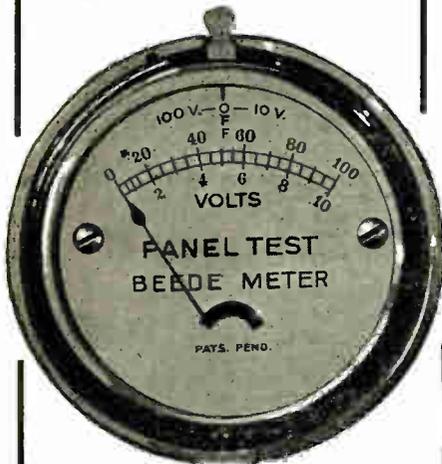
BEN. J. APLIN, Sales Rep'r., Concourse Electric Company

30 CHURCH ST.

NEW YORK

Every man who buys a battery can use a BEEDE meter

That means extra sales with no extra sales effort. Every set owner must have a meter to know the condition of his batteries. He'll want a BEEDE meter because it is guaranteed accurate and is inexpensive. Liberal discounts allow you to make a real profit.



PANELTEST No. 400

A high resistance panel volt meter, provided with a switch affording 0-10, 0-100 and OFF. Sells readily to set builders. Makes any set you build look twice its cost. Guaranteed accurate. 2 1/4 inch over-all diameter. List price \$4.00. Single scale models in a variety of ranges (volts and amperes.) \$2.50 and \$3.00



PANELTEST No. 303

Panel mount volt and ammeters 1 11/16 inches in diameter can be had in a wide variety of ranges. Also made in double scale type. List prices \$2.50 and \$3.00.

POCKET METERS

Every type of pocket meter. Voltmeters, Ammeters, Voltammeters. All in brightly polished nickel-plated watch type cases. Packed with 10 inch cord and prod in individual boxes. Guaranteed accurate. List from 90 cents to \$1.50.



We make a full and complete line of high-grade guaranteed meters and sell them at quantity prices. We have been making meters for twenty years. Get samples of BEEDE meters from your jobber at once.

BeeDe Electrical Instrument Co.
Factory, Penacook, N. H.
N. Y. Sales Office, 136 Liberty St.
John L. Madsen, Mgr.

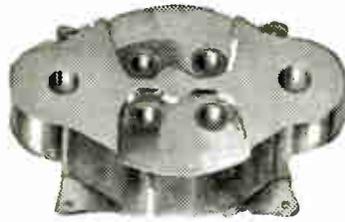
THE RADIO DEALER CATALOG OF NEW APPARATUS



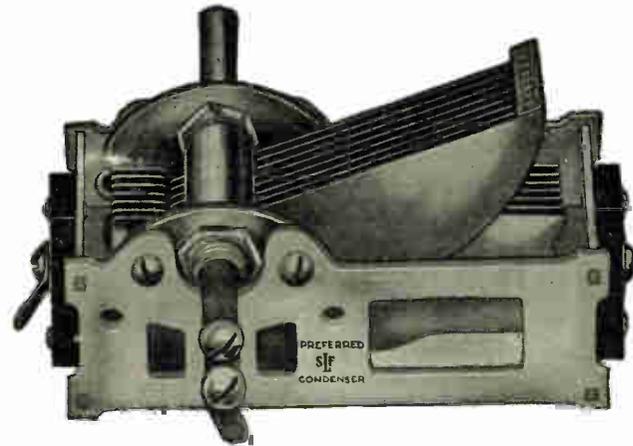
AMSCO GRID GATES AND RESISTORS. Manufactured by the Amsco Products, Inc. Broome & Lafayette Sts., New York City. Grid leaks and resistors hermetically sealed and fitted with aluminum caps. Furnished in 32 resistances. Respective list prices range from 90 to 45 cents. Packed in individual cartons.



AMPLEX DE EXER MODEL No. 39. Manufactured by the Amplex Instrument Labs., 88 West Broadway, New York City. Six tube receiving set using two stages of tuned radio frequency, detector, and three stages of resistance coupled audio amplification. Bakelite walnut panel decorated in gold with walnut finished cabinet. Straight line condensers used. List price \$39.00.



PYREX UX SOCKETS. Manufactured by the Corning Glass works, Corning, N. Y. Sockets designed to accommodate tubes with UX bases. Made of Pyrex which has di-electric constant of 4.5 and phase angle difference of .16 degrees. List price 70 cents.



PREFERRED S. L. F. CONDENSER. Manufactured by the Preferred Radio Products Corp., 408 East 93rd street, New York City. Straight line frequency variable condenser with aluminum end plates riveted to brass cross braces, forming box into which insulated stator plates are bolted. Entire rotor assembly dismounted by removing retaining screws. Rotor and stator plates staked in. Rotor grounded to heavy aluminum end plates. Stator insulated with single strips of Radion hard rubber. Made in 3 types: .0003, .00035, 0005 mfd. Respective list prices: \$2.00, \$2.25, \$2.75.



DAY-FAN DAYROYAL. Manufactured by the Dayton Fan and Motor Co., Dayton, Ohio. Five tube receiving set using Duoplex circuit with single dial control installed in mahogany vertical type desk cabinet, with old gold ornaments. May be used as desk with sliding writing shelf and pigeonholes. Ash tray and inkwell furnished. Panel illuminated with small light. Built-in loud speaker with room for all equipment. Dimensions: 26 1/2" wide, 53 1/2" high, 17" deep. List price, \$300.

Build your Radio Business upon the firm foundation of "Perfect Reception"

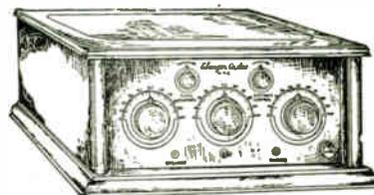
and Substantial Assistance from the Manufacturer



The Singer Radio with the EXTRA DIAL assures perfect reception and the Singer plan helps you make sales.

The Individual Sales Policy

Will point out why every Singer dealer is successful. Send for the plan before your territory is contracted for. You will find it vastly different from any contract for exclusive sales you've ever seen. It is a combination of good merchandise and practical selling and advertising. The very thing you want.



Specifications That Insure Performance

Front panel Bakelite Walnut—gold engraved.
 Base Panel Bakelite with riveted mountings.
 Sockets Bakelite to take OLD or NEW TYPE TUBES.
 Wave length 160 to 550 meters.
 Volume control to meet every requirement.
 Process wiring, eliminating danger of broken connections.
 Short leads.
 Cabinet, two toned Walnut, designed by an artist.
 Size: 22" long, 10 3/4" high, 14 1/2" wide.
 Every part especially designed and inspected.
 List price \$87.50, a modest figure for this Quality.

Singer Co., Inc.

40 HUDSON STREET, DEPT. RD

NEW YORK CITY

RACON HORNS

ARE STANDARD

With Loud Speaker and Cabinet Manufacturers of National Reputation



The name RACON carries with it an accumulated prestige that is the insurance of satisfaction to Loud Speaker Manufacturers. The materials entering into RACON products are carefully selected and the manufacture is in the hands of specialized craftsmen. Acoustically perfect, with carefully figured tonal and volume qualities, RACON Horns have established for themselves an enviable reputation in the Radio Field.



Our Experimental Dept. is equipped to execute original and distinctive designs, in accordance with ideas submitted to us by our customers. These may be either horn or cabinet style, as preferred. We also maintain a corps of designers to create new models for specific requirements.

"A Style for Every Need"
 IS OUR MOTTO
 Write for quotations on your requirements

Our Loud Speaker Horns are Manufactured Under and Protected by U. S. Patent No. 1,501,032 Issued on July 15th, 1924 Any Infringement of Said Patent Will Be Prosecuted

RACON ELECTRICAL CO., Inc., 14 Greene St., N.Y. City
 RACON ELECT. CO., LTD., SLOUGH, ENG., - RACON ELECT. CO., 105 SHERBOURNE ST., TORONTO, CAN.

THE RADIO DEALER CATALOG OF NEW APPARATUS

SUPERETRA

FORD

"B" Eliminator

For Alternating Current **\$32**



Made By Radio Experts

Here is a well balanced, carefully made and thoroughly tested "B" Eliminator, designed by our own engineers and made by us in our own factory. Will supply any set with a steady and uniform flow of current, without any noise or hum.

Authorized Distributors

L. W. Cleveland Co.
Portland, Me.
E. P. Denham
2746-45th Ave., S. W., Seattle, Wash.
Waite Auto Supply Co.
64 Exchange Place, Providence, R. I.
Gray Sales Co.
611 Widener Bldg., Philadelphia, Pa.
Rice-Hitt Co.
625 Larkin St., San Francisco, Calif.
S. D. Darmstader
337 W. Madison St., Chicago, Ill.
Whiting Radio Co.
11 Middle St., Bridgeport, Conn.
Paterson Radio Co.
213 Market St., Paterson, N. J.
Buffalo Radiophone Co., Inc.
324 Washington St., Buffalo, N. Y.

Ford Radio & Mica Corporation

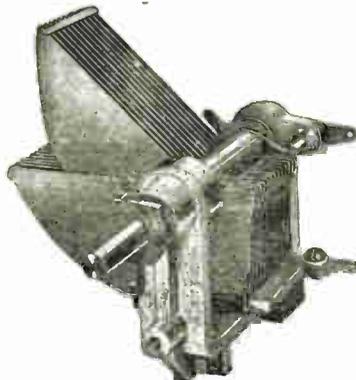
111-113 Bleecker St.
New York City



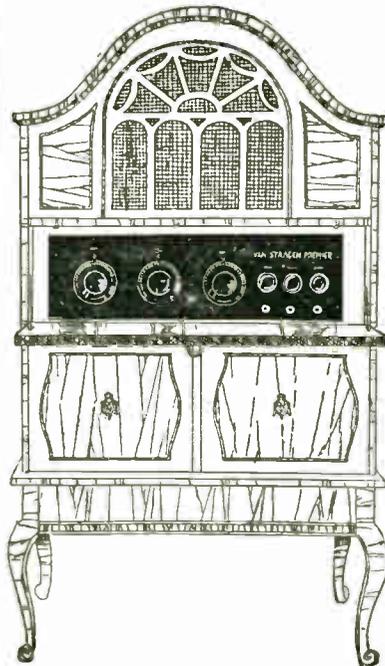
PRECISION MICA FIXED CONDENSERS, Type C. Manufactured by the New York Coil Co., Inc., 338 Pearl street, New York City. Fixed mica condensers employing metal plates on opposite sides of condenser with lugs formed solid with clamping plate. Lugs are provided with holes for bolt or rivet connection or soldering. Made in capacities ranging from .00025 to .006 mfd. List prices 35 to 75 cents; with grid leak mountings 45 cents.



SUPERETTE HEADSET. Manufactured by the Newton Pressed Steel and Mfg. Co., 13 Hawthorne street, Newton, Mass. Double pole headset with chrome steel magnet and aluminum cups. Fibre insulated. Weight 8 ounces. Packed 48 to carton. List price \$1.95.



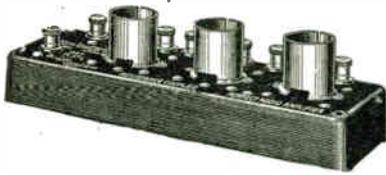
HAMMARLUND STRAIGHT LINE FREQUENCY CONDENSER. Manufactured by the Hammarlund Mfg. Co., Inc., 424 West 33rd street, New York City. Straight line frequency variable condenser with frame of aluminum alloy grounded to rotor. Chemically treated hard brass plates soldered in individual slots. Adjustable ball bearings at both ends. One hole mounting provided with additional anchoring screw. Isolantite insulation. Made in 4 capacities: .0005, .000375, .0003, .00025. Respective list prices: \$5.00, \$4.75, \$4.65, \$4.50.



VAN STAAGEN COLONIAL CONSOLE RECEIVING SET. Manufactured by the Van Staagen Radio Research and Mfg. Corp., 406 Main street, New Rochelle, N. Y. Six tube receiving set employing two stages of tuned radio frequency amplification, detector, one stage of transformer-coupled audio frequency and two stages of resistance-coupled audio amplifications. Enclosed in console cabinet of Colonial design. Equipped with two loud speakers, one cone and one specially designed horn with 47 inch air column. List price: \$550.00.

(Continued on page 148)

THE RADIO DEALER CATALOG OF NEW APPARATUS



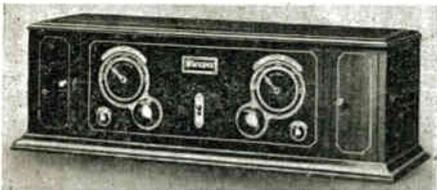
BRADLEY-AMPLIFIER. Manufactured by the Allen-Bradley Co., Milwaukee, Wisc. Resistance-coupled audio amplifier unit sockets taking large UV or UX tubes. Registors, condensers and wiring concealed beneath Bakelite base. Binding posts for easy connections. Packed in black and orange checkered carton. List price \$15.00.



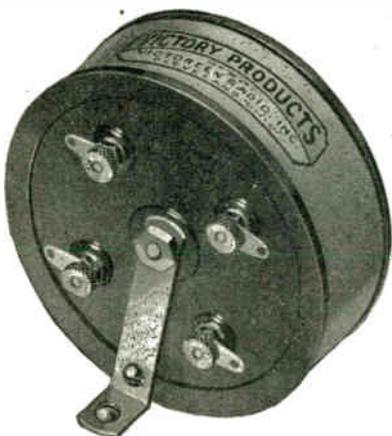
SOVEREIGN RECEIVING SET Model 142. Manufactured by the E & N Products Co., 1744 South Ogden avenue, Chicago, Ill. Five tube tuned radio frequency receiving set installed in duo-tone walnut cabinet 26" x 13 3/4" x 10 3/4". Three tuning controls. List price \$75.00.



ZECO REVERSO PLUG. Manufactured by the Zisch Engineering Corp., 39 Avenue L, Newark, N. J. Plug with push button for automatic change of polarity designed to eliminate change of cord tips. Molded part made of Bakelite. List price 50 cents.



SLEEPER SCOUT TYPE 57. Manufactured by the Sleeper Radio Corp., Long Island City, N. Y. 5 tube tuned radio frequency receiving set installed in two color mahogany cabinet 34 1/2" long, 11" high, 11" deep with side compartments for two 45 volt "B" Batteries. Provision made for UX power tube in last audio stage. 6:1 tuning knobs. Battery switch in center. List price \$90.00.



VICTOREEN SUPER HETERODYNE TRANSFORMER. Manufactured for the George W. Walker Co., Cleveland, Ohio. Transformer designed for use in building super heterodyne receiving sets. Sharp resonance curve for selectivity. A periodic primary used to prevent interstage coupling and permit use of potentiometer as volume control. Designed for use in sets employing either storage battery or dry cell vacuum tubes.



The **Jewett Cone**
Standard Replacement

It's easy to understand why the Jewett Cone has become everywhere the preferred replacement reproducer for—

It's a cone in compactness but a horn in clear definition and round, mellow tone.

It brings out the rich bass, as well as the highest soprano.

It defies dampness and puncture, for it has no drum-head.

It's good looking front and back.

It has accessible adjustment that enables you to vary volume and tone to fit every condition.

Here is the reproducer that satisfies people who know—people who can never be happy with cheap horns or ordinary cones.

Can you sell the most supremely salable product in Radio?

Write us today

JEWETT RADIO & PHONOGRAPH CO.

5662 Telegraph Road, PONTIAC, MICH.
Factories: Allegan, Michigan
Pontiac, Michigan

In Canada: Export Sales Office:
Jewett Radio- 116 Broad Street,
Phonographs, Ltd.,
Walkerville, Ontario.

"Quality Broadcasting to Match
Quality Products—Station WJR"



THE RADIO MANUFACTURER

Meeting the Demand

Modern advancement in manufacturing methods will find that the radio industry has kept step with mechanical strides in other fields. During the past year the radio manufacturers of the United States and Canada in order to keep pace with the demands made upon them for merchandise found it urgently necessary for them to install modern machinery, which to a large extent replaced the human element and insured a larger output.

This trend in radio fields has been remarkable. The intricate and delicate operations necessary for the manufacturing of radio apparatus placed a demand on machinery designers which was sufficient to tax the genius of the greatest brains in that field. Proof positive that they rallied to the call and gradually created new and labor saving mechanical assistance has been eminently reflected in visiting manufacturing plants in all sections of the country.

The greatest call has been for precision equipment for the manufacture of the more delicate and accurately machined parts which enter into the construction of parts and radio receiving apparatus. In the early days hand made operations were the rule of the day, but the cumbersome apparatus and slow production made it essential that more expeditious methods be evolved.

The radio manufacturers of the country have been responsible in a large measure for much of the mechanical efficiency which has been accomplished. The coming year gives every sign that further advancement will be made in radio fields which will be the means of lowering cost of production and insuring a more perfect finished product.

New Retailers Increase

The steady increase in the popularity of the radio pastime is proved by the new radio dealers who are opening up as well as by those who are constantly seeking

new lines. A list of such concerns is here appended:

M. H. Brown, Alhambra, Cal., opened new store and will sell radio sets and equipment.

Central Radio Shop, L. C. Kyes & P. E. Ibson, Props., 1616 23rd St., Central City, Neb., has opened a new radio store.

Independent Radio Supply, Plymouth, Ind., will open shortly with a line of radio sets.

James E. Aitken, now in business, will open a branch at 520 Adams St., Toledo, O., selling radios and sporting goods.

Automobile Supply & Radio, Logansport, Ind. are handling radio sets.

H. J. Longstreet, Enumclaw, Wash., will open shortly with a line of radio sets.

Geneva Auto Company, Geneva, Ind., are now adding a radio department.

Piper & Taft, 1107 2nd St., Seattle, Wash., sporting goods store adding a line of radio supplies and sets.

Eliion Bros. Furniture Co., 316-318 E. Overland street, El Paso, Texas, is interested in hearing from concerns making or handling radio-phonograph combination console and upright model machines.

Army Radio & Auto Elec. Co., 3059 Mission, San Francisco, Cal., is looking for a complete line of radio supplies.

Coast Coupler Co., 462 Sixth St., San Pedro, Cal., Los Angeles, Calif., is in the market for radio apparatus of all kinds.

Strohl Bros. Radio Co., 317 Birchard Ave., Fremont, O., is interested in securing a complete line of radio apparatus.

Farrell & Kanatsky, Auburn, Ind., want to get in touch with manufacturers of radio equipment.

Romano Radio Co., 809 Collins street, Joliet, Ill., is in the market for radio apparatus.

Zook Radio Sales Corp., L. E. Holton, Prop., Williams Bldg., San Francisco, Cali. wants to get in touch with manufacturers of radio supplies.

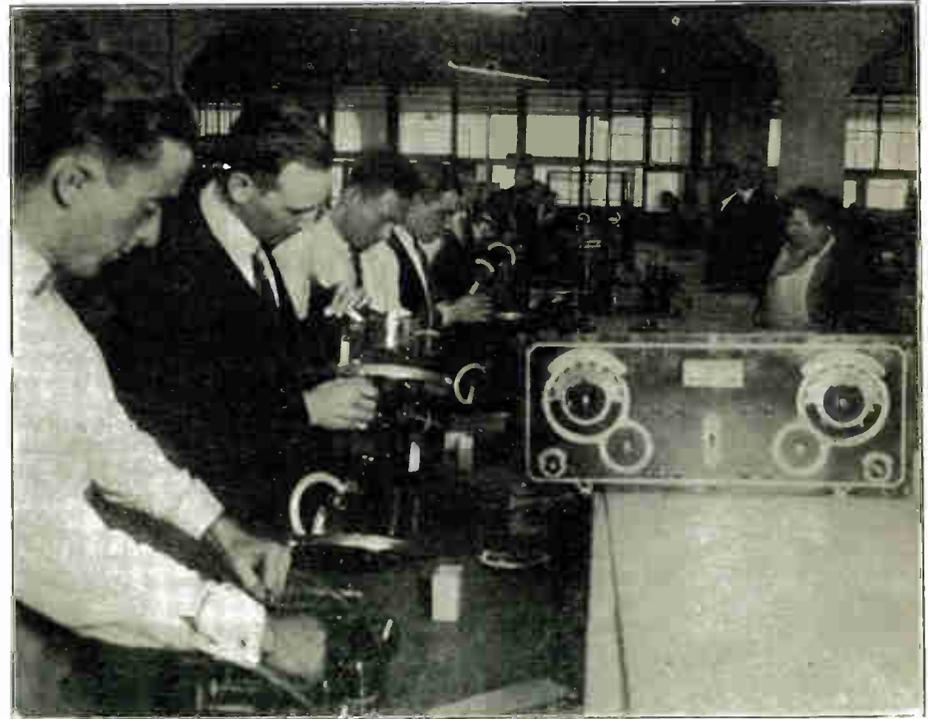
G. W. Bowen, Enosburg Falls, Vt., is in the market for a full line of radio apparatus.

Deacon Electric Co., Auburn, Ind., wants to hear from manufacturers of radio apparatus.

C. P. Berggren, Pierce, Neb., would like to get in touch with manufacturers of radio equipment.

Peerless Radio Co., Inc., 14th and Walnut St., Kansas City, Mo., is in the market for a full line of radio supplies.

Von Qualen & O'Conner, Dwight, Ill., is



The prediction has been frequently made that radio manufacturers will soon adopt some of the factory methods of automobile makers, and that they will install the "endless belt" system of assembly. Although radio set manufacture has not quite reached this stage, a few of the more advanced plants devoted to the fabrication of radio receivers have innovated assembly methods that closely approach the automobile idea in speed of delivery and general efficiency of operation. One of these plants is the Long Island City factory of the Sleeper Radio Corporation. The shop routine corresponds to a "beltline" system except that each set is passed along manually from worker to worker instead of being actually conveyed by a continually moving carrier. The picture above shows one of the assembly benches in the Sleeper factory. The men in the foreground are completing the attachment of the tube socket and tuning coil units to the heavy curved brackets which are attached to the front panels.

interested in securing a complete line of radio equipment.

C. A. Kruse, Sioux Rapids, Iowa, is in the market for radio equipment.

Wilbur Jerman, Inc., 385 E. 59th St., Portland, Ore., is in the market for a complete line of radio apparatus.

Mort-Smith Co., 164 Market St., Paterson, N. J., wants to buy radio equipment.

Bells Electric Shop, Fayette, Mo., wants to buy a complete line of radio equipment.

J. Dvorak, Jr., 5832 W. 22nd St., Cicero, Ill., will open shortly to deal in radio and auto supplies.

Duke & O'Brien, Railroad St., Sheffield, Ill., will add a line of radio sets to their sporting goods line.

Post Van der Burg Company, 33 South William Street, New York City, would like to get in touch with manufacturers of radio receiving sets.

F. A. Anderson, 1322 Wisteria, Portland, Ore., has recently opened a radio shop.

Galperin Music Shop, 17 Capitol Street Charleston, W. Va., wants quotations on a 10-watt broadcasting station.

W. W. Wann & Son, Harlan, Ind., is in the market for radio supplies.

Goff & Gillies, Crystal Lake, Ill., would like to receive quotations on a full line of radio apparatus.

Frederick H. Thompson Co., 1131 Mission, San Francisco, Cal., would like to hear from manufacturers of radio equipment.

Broadway Radio Electric Co., First National Bank Bldg., Kansas City, Mo., wants to get in touch with manufacturers of radio supplies.

Radio Supply Co., 104 E. Genesee, Saginaw, Mich., is in the market for radio apparatus.

Doc Gordon, 804 W. 3rd St., Mishawaka, Ind., is interested in securing a complete line of radio apparatus.

Palmquist Electric Co., 429 N. Main St., Helena, Mont., is in the market for radio apparatus of all kinds.

Charles S. & Hazen Hamathen, 713 E. Genesee, Saginaw, Mich., wants quotations on radio equipment.

L. H. Wiegand, Chappell, Neb., is in the market for radio apparatus.

Wm. R. Mullett, Delmar, Ia., would like to hear from manufacturers of radio equipment.

Radio Equipment Co., J. M. Donald Hamilton, Prop., 14 N. 8th St., Miles City, Mont. would like to get in touch with manufacturers of radio supplies.

M. L. Parker Co., Davenport, Ia., is in the market for radio equipment.

Rexall Store, J. T. Dvorak, Prop., Aberdeen, Idaho, wants to get in touch with manufacturers of radio equipment.

Radio Den, D. M. Smith, Prop., 411 Alder, Portland, Ore., is in the market for a complete radio line.

Palace Garage, Wolcottville, Ind., wants to hear from manufacturers of radio apparatus.

Campus Radios, S. Nash & John Horn, Prop., 1315 E. 45th St., Seattle Wash., is in the market for radio apparatus of all kinds.

Charles Hoverstock, Topeka, Ind., wants to buy radio equipment.

Moyer Electric Service, Wabash, Ind., would like to hear from manufacturers of radio apparatus.

C. H. Forthingham, 472 Mass. Ave., Arlington, Mass., wants to buy radio apparatus.

Direct Specialty Co., 1370 Hertel Ave.,

Buffalo, N. Y., wants to secure a complete line of radio equipment.

Barclay Radio, 83 Barclay, New York City, would appreciate hearing from manufacturers of radio apparatus.

H. J. Longstreet, Enumclaw, Wash., will open shortly with a line of radio sets.

Geneva Auto Company, Geneva, Ind., are now adding a radio department to their auto business.

Piper & Taft, 1107 2nd St., Seattle, Wash., sporting goods store adding a line of radio supplies and sets.

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Duke & O'Brien, Railroad St., Sheffield, Ill., will add a line of radio sets to their sporting goods line.

Kane Cabinet Co., Kane, Pa., is in the market for cabinets, coils, loud speakers, composition panels, fibre panels, hard rubber panels, knocked on receiving sets and super-regenerative receiving sets.

Goldman Bros., 36 S. 2nd St., Philadelphia, Pa., retailers: want to get in touch with manufacturers of cabinets, battery cabinets, radio desks and insulating tape.

H. A. Goodrich, Barre, Vt., jobbers, would like to receive quotations on cabinets, coils and straight line frequency condensers for tuned radio frequency sets.

Radio Shop, Martinsburg, W. Va., retailers: would like to get in touch with makers of battery eliminators, binding posts, cabinets, battery cabinets, loud speaker cabinets, honeycomb coils, experimental work, wooden horns and short wave receiving sets.

Logan Radio, 5536 Penn Ave., Pittsburgh, Pa., retailers: are in the market for loop aeriels, amplifiers, battery chargers, cabinets, variable air condensers, vernier condensers, contact points, mineral crystals, synthetic crystals, composition dials, hard rubber dials, rheostat dials, vernier dials, display stands, dry cells, fixtures, head bands, head phones, hook ups, composition horns, fibre horns, mache horns, metal horns, hydrometer syringes, aerial insulators, loud speakers, drilled and undrilled panels, patent attorneys, dial rheostat, knockdown receiving sets, Neutrodyne receiving sets, radio frequency receiving sets, short wave receiving sets, spark coils, vacuum three element tubes, voltmeters, and wave traps.

Evernu "B" Eliminator Co., 8 East 113th St., New York City, manufacturers: would like to receive prices from manufacturers of composition binding posts, choke coils, filament rheostats, V. T. composition sockets, power transformers and rectifier vacuum tubes.

Karl Gast, Akron, Ind., now in electrical supplies business, will very shortly add a line of radio sets and supplies.

Nebel Radio Service Co., 517 Strong Ave., Stevens Point, Wis., recently opened by C. E. Nebel to deal in radio goods.

The Sedgwick Electric Co., 115 Main St., Sioux Falls, S. Dak., are adding radio sets and equipment to their electrical line.

Woodburn Hardware Co., Woodburn, Ind., are adding a line of radios to their hardware line.

Incandescen Supply Co., 1118 Olive St., St. Louis, Mo. adding radio to their music line.

Roy Miller, Altoona, Ill. will open as a dealer in radio sets, accessories and electrical goods.

Geo. S. Knowles, Sac City, Ia., is now adding a line of radio sets to his furniture line.

The New Radio Headquarters, 58 Monument Circle, Indianapolis, Ind., new dealers in radio sets and equipment.

Adolph M. Dukes, Knox, Ind. is now retailing radio sets, accessories, etc.

Music Store, Walter Geissler, 124 Main St., Evansville, Ind., have opened a new store to deal in phonographs and radio.

Leonard Landhuis, Boyden, Ia., now in the harness business is going to add a line of radio sets and equipment.

Roy Cutsinger, Walnut Ridge, Ark., opened store to deal in radio sets and supplies.

The Brunson Electric Co., Le High, Ia., will shortly open to deal in radio sets, and electric supplies.

Ed. Walker, Helena, Mont. now in auto repair business is adding line of radio sets and supplies.

The Keller Radi-O-Lectric Shop, 12 E. 21st St., Kearney, Neb., recently opened to deal in radio equipment.

Earl E. Goodnight, 716 N. 9th St., Lafayette, Ind. now adding radio supplies to his drug business.

H. Malcomb & Ed. Bromley, Whitewater, Wis. opened a new store to deal in radio supplies.

Lee Blow, Storm Lake, Ia. will retail radio sets, etc.

Venemans Furniture Store, 120 S. Mulberry St., Muncie, Ind. now adding radio sets to their furniture line.

Michaels Drug Store, 121 S. Walnut St., now in the drug business will add line of radios.

Harry Swisher, Newark, O., has opened to handle radio sets and merchandise, wholesale and retail.

Dunbar & Schenkel, Wabash, Ind., has succeeded Frank Dunbar, dealers in radios and phonographs.

Brent Furniture Co., 716 S. Main St., Los Angeles, Cal., now in the furniture business will add line of radio sets and apparatus.

Atwater Kent Radio Shop, 114 E. State St., Pendleton, Ind., will open shortly as a radio dealer.

Halseth Electric Co., Vesaly Block, Little Falls, Minn., will move to First National Bank, 1st St., N. E., Little Falls, Minn., dealers in radio and electrical supplies.

Central Oregon Hardware Co., Prineville, Ore., adding radio line to their present hardware line.

Foutch Battery Service, 314 E. Adams St., Springfield, Ill., retailer of radio sets, batteries and electric goods is moving to 214 Broadway, Springfield, Ill.

De Forest Radio Co., 205 N. Central Ave., Phoenix, Ariz., will shortly open to deal in radio sets, equipment, etc.

The Ohio Radio Co., 38 W. Main St., Newark, N. J., will open a new store dealing in radio sets and batteries.

Harry E. Watts, 312 Broadway, Logansport, Ind., is about to open a store to deal in radio sets and accessories.

Beardsley Specialty Co., 17th St. & 5th Ave., Moline, Ill., will deal in radio sets and electrical supplies.

Frames Hardware Store, North Manchester, Ind., is now adding radio to their hardware line.

Arthur Jewell, Crosby, Minn., will open a new store dealing in electrical and radio supplies.

THE RADIO DEALER CATALOG OF NEW APPARATUS



No. 300—4½ Volt
C Battery

Long Life!

—that tells the story
of DEAL "B"
Battery success

HERE'S a Radio "B"
Battery you can sell
without an inkling of a
doubt.

It is *all there* with that
much desired longevity; it
is built scientifically to pro-
duce noiseless radio recep-
tion and it is priced so that
you can make a worthwhile
profit.

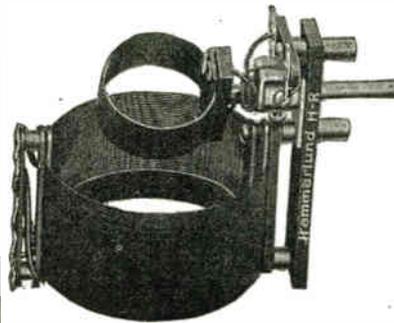
When DEAL Batteries
offer you the *best* at the
right price, why shop
around? Write us for
discounts.



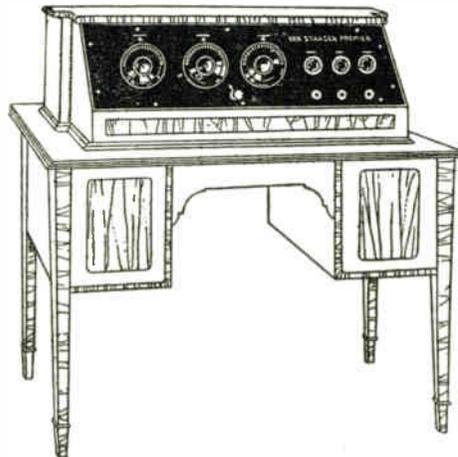
No. 200—22½ Volt
B Battery

DEAL ELECTRIC CO.,
INCORPORATED

453 Broome St., New York



HAMMARLUND-ROBERTS LOW-LOSS SPACE WOUND COILS. Manufactured by the Hammarlund Mfg. Co., Inc., 424 West 33rd street, New York City. Antenna coupler and radio frequency coupler designed for use in all "Roberts" circuits. Solenoid winding with definite space between turns and supported by a film of dielectric material. Mountings and terminals arranged that magnetic field is practically free from metallic substances. Designed for use with .0005 variable condensers. List price \$7.50 per set of two.



VAN STAAGEN SLOPING PANEL MODEL RECEIVING SET. Manufactured by the Van Staagen Radio Research & Mfg. Corp., 406 Main street, New Rochelle, N. Y. Six tube receiving using two stages tuned radio frequency, detector, one stage transformer-coupled and two stages resistance-coupled audio amplification. Built with sloping panel and designed for special table. List price of set alone, \$220.00.



JOVE VACUUM TUBES. Manufactured by the Jove Lamp Works, 103 Park avenue, New York City. Vacuum tubes made in 201A, 199 and 12 and power models. Furnished with blue or silvered glass bulbs. Equipped with either new or old style black Bakelite bases. Packed in individual blue and orange cartons.

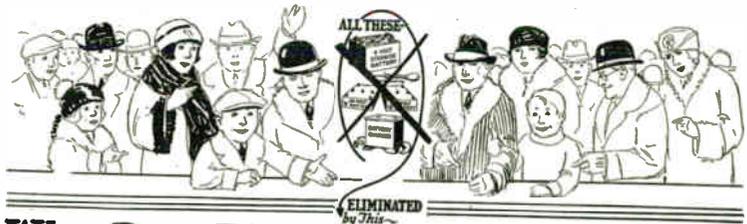
Here and There With the Editor

World Wide Radio Week Is Planned

Plans are already taking definite shape for International Radio Week, which will be one of the big events of the 1926 radio year. Last year's observance will be paled into insignificance with this year's event, which promises to not only have the wholehearted support of the trade but leading organizations in the industry. The movement is one that will stimulate greater interest in radio during the entire year. It certainly will be the means of creating increased interest in radio and all that goes with it for the untold millions of people in this country and abroad who constitute live wire prospects for the sale of radio equipment.

Atlanta Show Success Says L. Kay

The entire Southland turned to Atlanta during the week of December 7, with its radio exposition portraying vividly the newest and most complete additions to the great and ever-growing radio family. Incidentally it marked the last of the radio shows in the larger cities for the current year. There was an excellent opportunity afforded the radio buying public to view the latest examples of radio set construction and the new and intricate parts which enter into the construction of the modern day radio receiving set. The Atlanta radio exposition, in the opinion of the trade, sounded the opening note for a busy season in the Southland in all that pertained to radio and the incalculable pleasure and educational benefits to be derived by the great radio buying public. It further afforded an exceptional opportunity for Atlantans to better comprehend the scope and latitude covered by the radio industry, newest and most fascinating of present day industrial romances. Radio, young in point of years, but colorful in the progress it has made during the past three years gives every indication in the future of growing to even greater proportions than fondest dreams will hazard. This is interesting to know and more interesting to observe, for, after all, the radio industry of the present day has been built on a foundation of pleasure and education to the American public. By means of radio it has been possible for untold millions to enjoy entertainment and features which in the days of our forefathers were not even in existence. As a result it has also been possible for many more to gather around the family fireside, thereby further strengthening the bulwark of American home life and bringing to it a better influence for future advancement and the material happiness of the residents of both the metropolis and the Main Street dotting the country from coast to coast. The leading manufacturers of radio apparatus in this country have been leading the march of progress in the direction of better things in the radio industry. They have been consistently endeavoring with the aid of scientists, trained laboratory and engineering assistants to perfect their products to the point of complete satisfaction to the ultimate purchaser. The trend which they have observed and encouraged is now in the direction of re-



What Does Every Radio Fan Want?

A constant, unvarying, trouble-free current supply. The Majestic A & B Current Supply *really* eliminates both the A & B Batteries. Just plug in, on your house current supply (alternating current) and turn "on" the switch. You can then operate your radio continuously 24 hours each day for a week, month or a year if desired. This would not be possible with a battery and charger.

Majestic A-B Current Supply

No more does your customer have the annoyance of batteries and their ills, chargers, hydrometers, acids, etc. All this is eliminated.

USED WITH ANY RADIO

The Majestic A & B Current Supply can be used with Radio Receiving sets, using 201A or 199 type tubes. It gives uniformly excellent results on any circuit or combination of circuits.



Model WG-10

\$12.50

MAJESTIC REPRODUCER

ONE PROFIT RADIO PRODUCTS

Our Products Are Popularly Priced—Because We Do All the Work That Goes into Them

There are no parts makers' profits and overhead—or other outside costs to add to the price of Grigsby-Grunow-Hinds Radio Equipment. That's why we are able to sell our merchandise at considerable saving to you, and that's why you, in turn, can meet the trade with attractive prices in any competition.

Our own skilled craftsmen are all we need to rely upon for quality. They work under one great roof and are constantly under our exacting supervision—which insures the very best that it is possible to build. The result is volume and tone unexcelled in the industry.
WE MAKE THEM--WE KNOW

Without Tubes



\$47.50

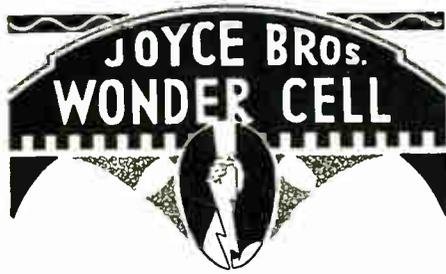
FOLLOW THE REASONS

1. Genuine Roxalin Horn hydraulically pressed.
2. Bases beautifully finished in crystalline lacquer.
3. Exclusive "formed" diaphragm.
4. Adjustable lever volume control.
5. Elimination of all harsh sounds.
6. Permanently perfect reproduction.

Manufactured by

GRIGSBY - GRUNOW - HINDS - CO
4552 ARMITAGE AVE,
CHICAGO-ILL.

In Canada: Benjamin Electric Mfg. Co., of Canada, Ltd., Toronto.



GOING LIKE LIGHTNING!

Sales Records Smashed
New Wonder Cell
Replaces All Dry Cells

Fully guaranteed, well constructed, lasts for years. The most marked advance in radio power cells in years. Rechargeable for a few cents. A pigmy in size but a giant in power. Just what the radio fans want. Lists at \$1.50 single cell—\$4.50 for 4 volts—and \$5 for 6 volt unit.



2-4-6 volt types

Built in units of 2—4—6 volts to suit all tube requirements. Neat. Compact. Dependable.



Rectifying Charger

Charges above cells at a cost of a few cents direct from lighting circuit. The lowest-priced charger made. Lists at \$2.50.

STOCK UP NOW!

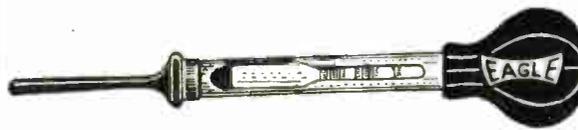
JOBBERS — DEALERS:—The time to cash in on this startling, profit-making line is NOW. Liberal discounts are granted. Rapid deliveries are made. Attractive displays are furnished. Everything embodied to reap a golden harvest for YOU. Write TODAY for data to

HELIOS BATTERY COMPANY
 71 CHESTNUT ST. BOSTON, MASS.

THE RADIO DEALER CATALOG OF NEW APPARATUS



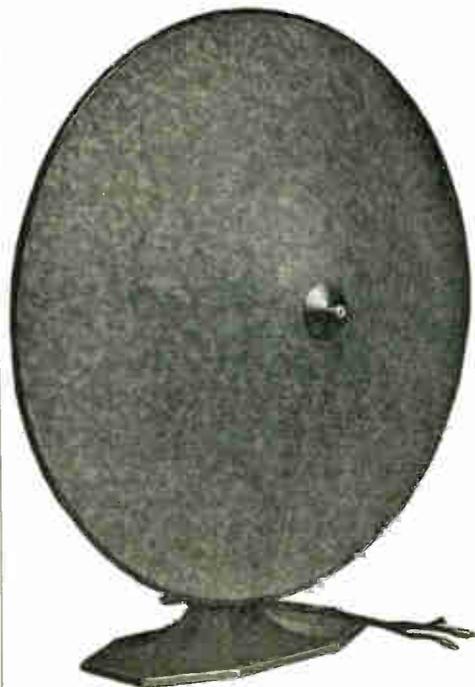
MOUNTFORD R. C. 3 AMPLIFIER KIT. Manufactured by C. E. Mountford, 465 Greenwich street, New York City. Kit containing necessary parts for resistance coupled unit, packed in two color display box. Contains 3 grid leaks, 3 resistances, 3 mountings, and 3 1 mfd. condensers. List price \$6.50



EAGLE BATTERY HYDROMETER No. 270. Manufacturer by the Eagle Electric Mfg. Co., 38 South 8th street, Brooklyn, N. Y. Battery hydrometer with ribbed airtight rubber bulb and float with small protrusions to prevent sticking. Twelve inches long.



CONCERT MASTER VACUUM TUBES. Manufactured by the Concert Master Manufacturing Co., 28 Longworth street, Newark, N. J. Vacuum tubes made in all types with Bakelite bases and with either blue or silvered tipless glass bulbs. Packed in individual boxes. List price \$2.00.



ZECO CONE LOUD SPEAKER. Manufactured by the Zisch Engineering Corp., 39 Avenue L, Newark, N. J. Cone type loud speaker on solid base finished in Duco gun metal with felt bottom to prevent marring of furniture. Equipped with floating diaphragm and adjustable unit. Full twelve inch cone. Furnished with loud speaker cord and tips. List price \$12.00.

finements, performance, and satisfaction. Every effort has been made to spur this trend to the point of where the entire public will be in a better position to know and understand radio in its fullest significance, and the simplicity of operation which has come with the progress made in the design, construction and maintenance of sets. The coming season will see even greater strides made by the manufacturers of radio equipment. The trend is now in the direction of sets of the better sort, at prices which appeal to the prospective purchaser. Prospective purchasers during the coming year will, in a larger measure than ever before, demand and expect merchandise built by manufacturers whose one thought is to sell the best, combining quality, real performance and popular prices, consistent with all that is worth while in radio fields. Lambdin Kay, genial radio announcer at WSB, Atlanta *Journal* best expressed his opinion of the recent event in these words telegraphed to the writer: "Our show was a tremendous success."

Present indications point to the year 1926 being the greatest in volume of sales than has ever before been the case in the radio trade. Investigations which *The Radio Dealer* organization recently completed in every section of the country warrant complete assurance in predicting an extraordinary volume of business during the early months of the new year. That the retail season has developed later during 1925 merely indicates a change for the better in the radio industry. Instead of the tremendous sales activity reaching its peak in November and December we can expect a more evenly distributed retail business throughout the Fall, Winter and early Spring, reaching the crest in January and February with good sales continuing until March and April.

New Trade-Marks

Trade-marks may be opposed only within thirty days of their official advertisement. Instructions or inquiries may be sent to Chauncey P. Carter, Trade-mark Specialist, 4907 Potomac Ave., N. W., Washington, D. C.

Trade-Marks Officially Advertised November 10, 1925.

BEST—Best Mfg. Co., Newark, N. J. Trade-mark comprises green color of fabric covering of wire in combination with black color of a narrow ring of fabric surrounding one end of the conductor wire—Federal Gauge Co., Chicago—January, 1922.

Radio Trademarks Officially Advertised December 1, 1925

VECO—Veco Mfg. Co., South Norwalk, Conn.—Sept. 9, 1922.

LITTLE WONDER—Edith Brown, New York—Jan. 10, 1924.

DURAD—John S. Stokes, Summerdale, Philadelphia—June 23, 1924.

SEL-CO—Schuster Electric Co., Cincinnati—Aug. 1, 1924.

S-L-F-A—A. H. Grebe & Co., Richmond Hill—Aug. 14, 1925.

SPARK DEVICE—Polyphonewerk Aktiengesellschaft, Berlin—July 4, 1924.

TEMPLUS—Bryant Electric Co., Bridgeport, Conn.—Aug. 12, 1925.

MUTUAL—Mutual Phono Parts Mfg. Co., New York—October, 1924.

FAN STEEL—Fansteel Products Co., Inc., North Chicago—May 1, 1923.

ORACLE—Payne Co., New York—Nov. 1, 1924.



There Is No Substitute
For The

BLAIR RECEIVER
SIX TUBES
Resistance-Coupled Amplification

The Original and Genuine
Resistance-Coupled Receiver

Because of its superb tone quality, which is unequalled by any other receiver regardless of price, its great volume and knife-sharp selectivity, the Blair Resistance-Coupled Receiver became instantly popular wherever it was demonstrated and heard.

\$75

As a consequence, many and varied have been its imitators, but—there is no substitute for the original. The Blair is the only commercial receiver employing STRAIGHT Resistance-Coupled Audio. There are no transformers whatsoever in the audio circuit, which accounts for its superb tone. In their efforts to obtain the combination of volume and tone, which characterizes the Blair receiver, its imitators have stepped up one audio stage with a transformer, thereby sacrificing tone in their effort to obtain volume. Consequently, the Blair is the only receiver possessing the pure and mellow tone, for which Resistance-Coupling is noted.

Exclusive Dealer Franchise

Write or wire us for the name of the nearest Blair representative who will give you a demonstration and full particulars.

LIST PRICES

East of Rockies—Model 11 shown above—\$75; Standish Console \$125; L'Elegante Console \$150; West of Rockies—Model 11—\$80; Standish Console \$135; L'Elegante Console \$160.

Blair Radio Laboratories

368 Sixth Avenue

NEW YORK CITY

THE RADIO DEALER CATALOG OF NEW APPARATUS

**Of Vital Importance
to the
Radio Industry!**

**PREVENT
Fraud
Losses
Past Due Accounts**

*The Radio Industry
Demands Protection*

**THE
Radio Board of Trade**

Meets the Needs of Every
Radio Organization
With Its

1. *Overnight Collections*
2. *Guaranteed Credit Reports*
3. *Prevention of Fraud and Unnecessary Losses*

**THE ONLY
Complete Credit
And Collection
Service Offered to
The Radio Industry**

We Operate 24 Hours a
Day — Real Reports at
Minimum Cost — Collec-
tions at Lowest Rates

Write or Phone to
Radio Board of Trade

Affiliated with



220 W. 42d St., New York



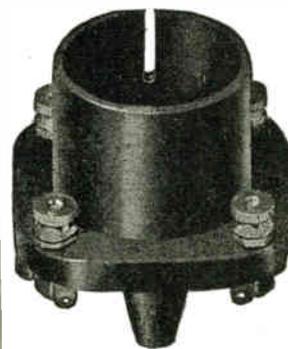
SAAL SOFT SPEAKER. Manufactured by the H. G. Saal Co., 1800 Montrose avenue, Chicago, Ill. Speaker with aluminum gooseneck and Bakelite bell. Floating armature type unit with all metal construction. Bell finished in black with throat in stippled black. Height 21½ inches. List price \$25.00.



CYCLONE "B" BATTERY No. 9280. Manufactured by the Standard Electric Novelty Co., Inc., 19 Bond street, New York City. 22½ volt dry "B" battery housed in lithographed metal case measuring 5 1/16" x 6 3/8" x 3". Weight 4 lbs. Equipped with 5 positive spring clip terminals giving variable voltages at 16½, 18, 19½, 21 and 22½. Packed 24 to a case. List price \$2.00.



EAGLE RADIO ANTENNA KIT No. 200. Manufactured by the Eagle Elec. Mfg. Co., 38 So. 8th street, Brooklyn, N. Y. Antenna kit consisting of 100 ft. 7 strand No. 22 aerial wire, 50 ft. No. 14 lead-in wire, 10 ft. No. 18 cotton interior wire, 2 insulators, 1 window lead-in, 1 ground clamp, 2 porcelain male knobs, 1 lightning arrester, 2 hooks, 12 staples, and 4 wood screws.



HOOSICK FALLS SOCKET No. 118 Manufactured by the Hoosick Falls Radio Parts Mfg. Co., Hoosick Falls, N. Y. Socket designed to accommodate large base UX and WX tubes in large UV sockets, as well as large UV base tubes. Equipped with both binding posts and soldering terminals for connections.



EAGLE MULTIPLE CONDENSER. Manufactured by Eagle Condensers, Inc., 760 Bedford avenue, Brooklyn, N. Y. Triple straight line frequency variable condenser made with high polished aluminum plates. .00035 mfd. capacity. Packed in individual boxes. List price \$6.00.

ASTRAL—Astral Radio Corp., Philadelphia—July 13, 1925.
 PRINCESS GRANDE—Paxton & Gallagher Co., Omaha—June 1, 1925.
 MURDOCK—Wm. J. Murdock Co., Chelsea, Mass.—Feb. 1, 1924.
 STORM KING—Twin Dry Cell Battery Co., Cleveland—Sept. 16, 1925.

Radio Trade-Marks Officially Advertised December 8, 1925

CHECK SEAL—Pacific States Electric Co., San Francisco—November 1, 1921.
 PURADYNE—Imperial Electric Mfg. Co., Inc., Newark, N. J.—September 1, 1924.
 SINCROFLEX—Franklin H. Mackenzie, Philadelphia—December, 1924.
 LESCOLIER—Leber Supply Co., Jersey City, N. J.—July, 1924.
 B T—Bremer-Tully Mfg. Co., Chicago—July 1, 1922.
 MELODEE—Samuel Roth, New York—July, 1923.

STATOPHON—Tri-Ergon A.-G., Zurich, Switzerland—September 16, 1922.
 KATHODOFON—Tri-Ergon A.-G., Zurich, Switzerland—July 13, 1921.
 EISEMANN—Eisemann Magneto Corp., New York—April, 1921.
 BODINE—Bodine Electric Co., Chicago—1915.

CHIEFTAIN—Chieftain Radio Corp., Chicago—March, 1925.
 RADIOTONE—Reichmann Co., Chicago—July 1, 1923.

STEWARDYNE—D. M. Steward Mfg. Co., Chattanooga, Tenn.—August 1, 1925.
 DAVID GRIMES—David Grimes, Inc., Jersey City, N. J.—August 11, 1925.
 MAGNETROLE—D. M. Steward Mfg. Co., Chattanooga, Tenn.—August 1, 1925.

RADIOTEL—Radiotel Mfg. Co., Inc., Bay Shore, N. Y.—January 1, 1924.
 ARBORPHONE—Machine Specialty Co., Ann Arbor, Mich.—March 1, 1925.
 PEP FULL—Carlile & Doughty, Inc., Philadelphia—August 20, 1925.

MUSIC BOX—Herbert-John Corp., New York—July 1, 1925.
 BILT-RYTE—Bilt-Ryte Battery Co., New Haven—August 1, 1924.
 HEX-CELL—Eastern Electric & Mfg. Co., Providence—March 10, 1925.

THE VOICE OF OKLAHOMA—Etherical Radio Co., Bristow, Okla.—January 1, 1925.
 NORA—Aron Elektrizitats-Gesellschaft M. B. H., Charlottenburg, near Berlin, Germany—March 27, 1924.

Radio Trade-Marks Officially Advertised December 15, 1925

DALCO DESCRIPTORS—Mida F. Knoblauch, New York—Oct. 11, 1924.
 ALADYNE—Alladin Mfg. Co., Muncie, Ind.—May, 1921.

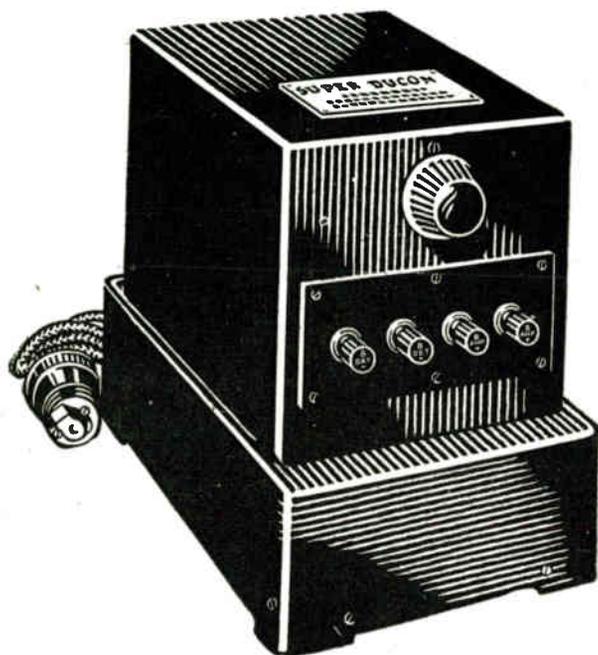
SUPERTONE—Continental Tire Corp., Chicago—Sept. 26, 1924.
 HARMONY—Columbia Phonograph Co., Inc., Bridgeport—June 1, 1925.
 CLEARAD—Ward Mfg. Co., Inc., Chicago—July 3, 1925.

PULP—Crosley Radio Corp., Cincinnati—July 27, 1925.
 MAXITRAN—Electrical Research Laboratories, Chicago—July 15, 1925.
 HOMESTEAD—Chicago Mail Order Co., Chicago—Aug. 15, 1925.

OHIO—Ohio Carbon Co., Cleveland—July 1, 1916.
 FRANKLIN—Franklin L. Fausch, Evansville, Ind.—June 13, 1922.
 CARDWELL—Allen D. Cardwell Mfg. Corp., Brooklyn—August, 1922.

NU-BLAC—Star Porcelain Co., Trenton—Sept. 12, 1923.
 RADIOLITH—Julius Schmid, Inc., New York—Dec. 26, 1924.

Super-Ducon



First Among "B" Battery Eliminators

The prestige of the Dubilier name is based upon leadership in the manufacture of radio devices.. The Super-Ducon was the first successful "B" battery eliminator made. Today, like the Micadon, it is the acknowledged leader in its field. Noiseless, compact, economical, the Super-Ducon gives a sustained "B" voltage for every tube.

Model 800 delivers a "B" potential of approximately 90 volts to sets having six tubes or less. The Detector "B" voltage is variable from 10 to 50 volts. A. C. Model 800 complete with tube and cord\$35.00

Model 800-A designed for use with sets requiring "B" potentials of 135 volts. Recommended for resistance coupled amplifiers and the new UX Radiotrons. Variable detector voltage from 10 to 50 volts. A. C. Model 800-A complete with tube* and card\$47.50

* The RCA Rectron UV-196

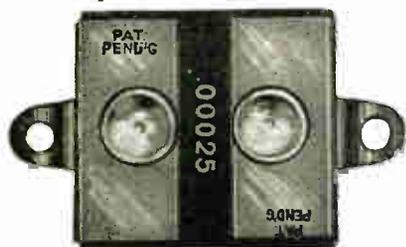
Sell Dubilier devices—their name and quality is known.

Dubilier

CONDENSER AND RADIO CORPORATION

ELECTRODYNE CONDENSERS

Designed especially for the Manufacturing Trade that need precision apparatus.



Fixed Mica Condensers made in all capacities up to .006 mfd. Best grades of India Mica and Bakelite used. Sealed and protected against moisture.



Furnished in standard capacities as grid condensers with riveted mounting clips.

Capacity Variation Guaranteed to Be Within the Commercial Limit of 10%. All Condensers Individually Tested.

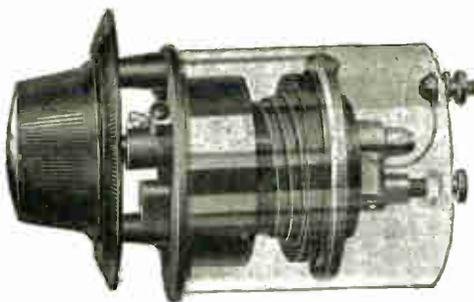


Tested By-Pass Condensers made up to 4 mfd. Work exceptionally well in battery eliminators, resistance coupled amplifiers, etc.

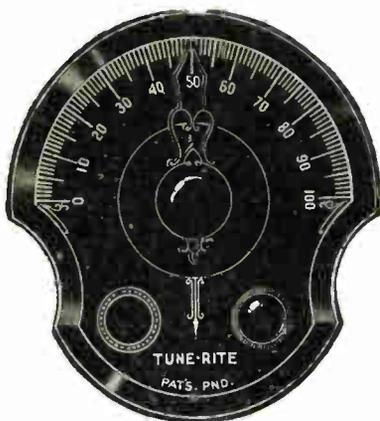
Write for Attractive Prices
ELECTRODYNE CO.

2378 Third Ave. New York City

THE RADIO DEALER CATALOG OF NEW APPARATUS



FURNELL SLF CONDENSER. Manufactured by the Furnell Mfg. Corp., 24 Scott street, Newark, N. J. Straight line frequency variable condenser using taper coil for variation of capacity. Furnished with 4 inch 360 degree dial and dustproof case. Made in 4 capacities: .00025, .0003, .00035, .0005 mfd. Respective list prices: \$5.50, \$5.75, \$5.75, \$6.00.



TUNE-RITE STRAIGHT-LINE-FREQUENCY DIAL. Manufactured by the Radiall Co., 52 Franklin street, New York City. Dial designed for use with semi-circular plate condensers to give straight line effect in tuning. 100 graduations over 180 degrees reading either clockwise or counter-clockwise. Finished in gold and black. Knob actuates movable pointer. List price \$3.50.



AMSCO SOCKET No. AX-102. Manufactured by the Amsco Products, Inc., Broome and Lafayette streets, New York City. Socket designed to accommodate tubes with UX type base. Adaptable for both dry cell and storage battery tubes. Phosphor bronze prongs designed to provide bulldog grip. List price 75 cents.



ECLOID HYDROMETER RECEPTACLE. Manufactured by the Elwood Manufacturing and Specialty Company, 30 Church street, New York City. Receptacle designed to hold hydrometer when not in use and prevent unnecessary dripping, handling, etc. May be hung on wall or nailed to side of storage battery. Equipped with mounting hook and glass cup to catch excess liquid. Sold with or without battery hydrometer.

NEW LITERATURE

Zeco Better Radio Products. Published by Zisch Engineering Corp., 39-43 Avenue L, Newark, N. J.

Six-page leaflet, printed black and orange on white coated paper, illustrating and describing the Zeco phonograph attachment made in two types by this company, as well as the Reverso plug.

RCA Electrotpe Specimen Book. October 1925. Published by Radio Corporation of America, New York, Chicago and San Francisco.

Booklet of 48 pages printed black and white, in blue cover, showing mats of ads as well as electros of various styles of Radiola products, which are obtainable from the manufacturer for the use of dealers in their advertising. A comprehensive selection of material that will prove useful to any radio dealer carrying the RCA line.

The Gold Medal Station News. November 1925. Published by the Gold Medal Station, St. Paul-Minneapolis, Minn.

Four-page tabloid filled with news material interesting to radio dealers and fans, issued monthly by WCCO for the information and use of its supporters.

Crosley Radio Weekly and WLW Programs. November 30, 1925. Published by The Crosley Radio Corporation, Cincinnati, Ohio.

Eight-page newspaper devoted to information about the Crosley line and its sales by dealers, giving also the Crosley station's program for the week.

The Town Crier. December 1, 1925. Published by the Radio Corporation of America, New York City.

Folder of four pages, printed black and red on india paper, giving interesting information about the RCA line and sales helps, also reproductions of some effective window displays used by dealers.

Atwater Kent Radio Jumbo Bullet'n, November 16, 1925. Published by Atwater Kent Manufacturing Company, Philadelphia, Pa.

Four-page broadside containing contributions from Atwater Kent dealers and users, giving also specimens of effective radio advertising.

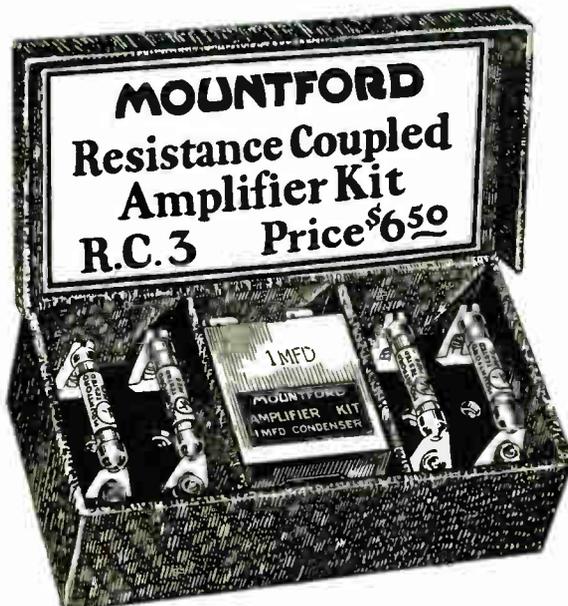
Sales Executives List of References. Published by The Dartnell Corporation, Chicago, Ill.

Book of 108 pages printed black on white paper, bound in heavy india cover. Contains list of principal articles, books, reports, surveys and general data published since 1916 on sales management and advertising.

Radio and Electrical Supplies. Catalog No. 5R. Published by R. S. Proud-fit Co., 143 South 10th Street, Lincoln, Neb.

Forty-eight page illustrated catalogue and price list of products distributed by this firm, printed black on white paper, bound in brown embossed cover with yellow and black printing. Covers a varied line of radio sets and accessories.

In Great Demand!



For Distortionless Amplification

The Mountford RC3 Amplifier Kit meets the ever increasing demand for Resistance-Coupling and makes it possible for anyone to build Resistance-Coupled sets or to change their transformer audio to Resistance-Coupled, and obtain the clear, mellow tone that characterizes Resistance-Coupled Amplification. The Mountford R.C. Kit is the result of exhaustive laboratory experiments. It possesses exclusive features that make it the most efficient R.C. Kit on the market. Write for full details.

The Mountford RC3 Amplifier Kit Contains:

- 3 Mountford Grid Leaks
- 3 Mountford Resistances
- 3 Mountford No. 125 R.C. Mountings
- 3 .1 MFD Mountford Condensers

Packed complete in attractive two-color box with Hook-Up Diagrams... **List Price..... \$6.50**

List Price of Each Article:

- .1 MFD Mountford Condenser70c
- Mountford Grid Leak...25c
- No. 125 Mountford RC Mounting60c
- Mountford Resistance60c

Other MOUNTFORD Products

An Asset to Any Set

Mountford Plunger Type Variable Grid Leak  List Price **50c.**

- Grid Leak and Condenser Mountings, No. 100—List Price30c
- Fixed Grid Leaks, List Price25c
- Transformer Leaks List Price60c
- Resistance-Coupled Amplifier Mountings, No. 125—List Price60c
- Transformer Mountings, No. 25, List Price25c
- Grid Leak Mountings, No. 50, Single List Price...20c

Special Grid Leaks to order in any quantity and of any resistance value as used in resistance-coupling.

C. E. MOUNTFORD

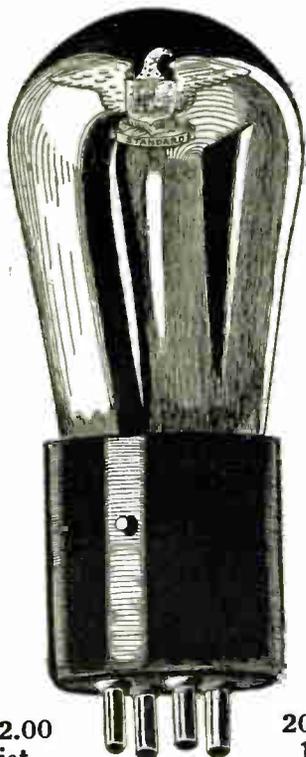
465-467 Greenwich St., New York City

Distributors for Illinois and Michigan

DUNGAN-STERNFIELD RADIO SALES, INC.

25 North Dearborn St., Chicago, Ill.

THE RADIO DEALER CATALOG OF NEW APPARATUS



\$2.00
List

201-A
199

Guaranteed

For

Uniformity

Clarity

Volume

Distance

Long Life

YANKEE
Standard

TUBES

Yankee Tube Corporation

Executive and Sales Offices

6 Church St., New York



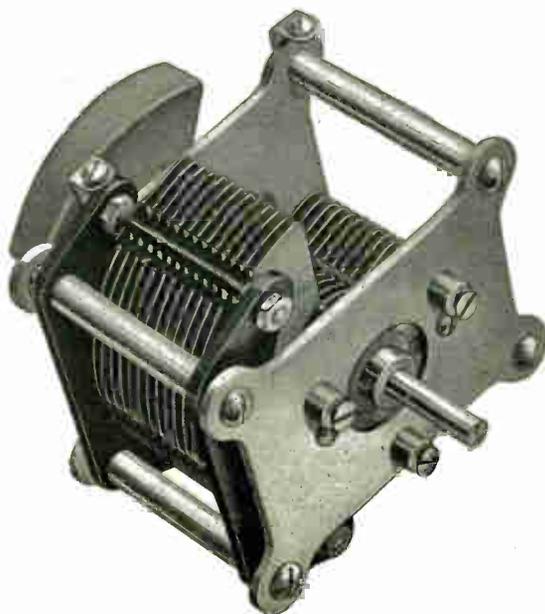
LEAF-BURKHARD CONE LOUD SPEAKER. Manufactured by the Leaf-Burkhard Radio-Electric Corp., 158 Greene street, New York City. Cone type loud speaker with edges trimmed with heavy gold braid and removable antique gold finished base. Can be hung by silk cord on wall if desired. Diameter of cone 18 inches; overall height 20 inches. Packed in individual cartons. List price \$25.00.



HOOSICK FALLS UNIVERSAL SOCKET NO. 120. Manufactured by the Hoosick Falls Radio Parts Mfg. Co., Inc., Hoosick Falls, N. Y. Socket designed to accommodate large base tubes including those of UX and WX types. Connections may be made to terminals with either screw or solder connections.



FEDERAL ORTHO-SONIC B-20. Manufactured by the Federal Radio Corp., Buffalo, N. Y. Five tube tuned radio frequency receiving installed in brown tone mahogany cabinet measuring 30 inches long, 13 inches high and 15 inches deep. Three micrometer tuning controls with station indicators behind glass ports. Cabinet arranged to accommodate necessary equipment. Uses either dry cell or storage battery tubes. List price \$100.00.



GENERAL RADIO TYPE 334 CONDENSERS. Manufactured by the General Radio Co., 30 State street, Cambridge, Mass. Variable condensers with metal end plates designed to give proper shielding effect. Equipped with counterweights for proper balance. Made in three capacities: 500, 350, and 250 mmfds. Respective list prices: \$4.25, \$4.00, and \$3.75.

NEW LITERATURE

Friendly Advice on How to Buy a Radio.
By Joseph D. R. Freed. Published by Freed-Eisemann Radio Corporation, Brooklyn, N. Y.

Booklet of sixteen pages, printed in black and yellow on tan paper, setting forth the selling points of the company's products, illustrated with cuts of the several models, and reviewing the success of this manufacturer in a merchandising way.

Radio Products. Published by Mayer Radio Sales Corporation, St. Louis, Mo.

Twenty-four page booklet listing the radio receivers and accessories handled by these distributors, each article being illustrated and priced. Order blank is enclosed with the catalogue.

Radio Reality. Published by Federal Radio Corporation, Buffalo, N. Y.

Sixteen-page booklet, printed brown, green and black on light india paper, illustrating the Federal Ortho-sonic line of radio receiver, loud speakers and phonograph speaker units.

Radio Shows Scheduled for the Current Season

(Revised to date. Corrections and additions solicited.)

Aug. 21-28. Pacific Radio Exposition. Civic Auditorium, San Francisco. Pacific Radio Trade Association, 905 Mission Street, San Francisco, Cal.

August 23-28. Pacific Radio Exposition. Public Auditorium. Pacific Radio Trade Association, 905 Mission Street., San Francisco, Cal.

Sept. 1-6. Third Annual Radio World's Fair. Madison Square Garden, New York City. Hermann & Kerr Expositions, Cort Theatre Building, Chicago.

Sept. 10-17. National Radio Exposition. Grand Central Palace, New York City. J. C. Johnson, Mgr., American Radio Exposition Co., 1560 Broadway, New York City.

Sept. 13-18. Third Annual Radio World's Fair. New Madison Square Garden, New York City. Radio Manufacturer's Show Association, 611 Times Building, New York City.

Sept. 27—Oct. 2. Northwest Radio Exposition. Armory, Minneapolis, Minn. Auspices Northwest Radio Trade Association. Harry H. Cory, Executive Secretary. Tribune Annex, Minneapolis, Minn.

Sept. 27-Oct. 2. Northwest Radio Exposition. Kenwood Armory and Coliseum, Minneapolis. Harry H. Cory, Executive Secretary, 301 Tribune Annex, Minneapolis, Minn.

Oct. 2-8. Fifth annual Chicago Radio Exposition. Coliseum. Hermann & Kerr Expositions, Cort Theatre Building, Chicago.

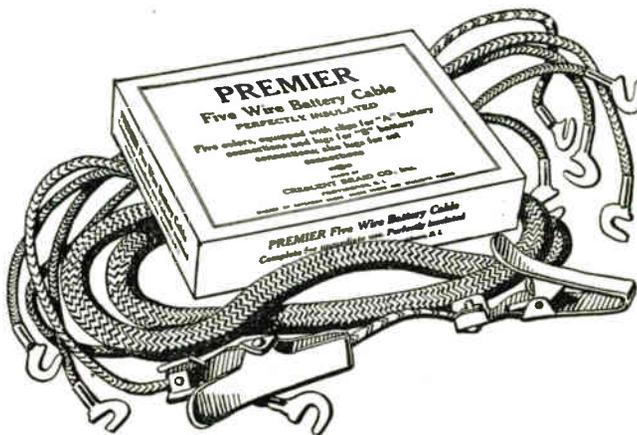
Date to be announced later. Pittsburgh Radio Show, Motor Square Garden. J. A. Simpson, 420 Bessemer Bldg., Pittsburgh, Pa.

Oct. 11-17. Fifth Annual Chicago Radio Show. Coliseum. Radio Manufacturers Show Association, 127 North Dearborn Street, Chicago, Ill.

The above list, as a part of the contents of THE RADIO DEALER, is copyrighted, and reproduction by other radio and electrical and phonograph and allied trade journals is forbidden unless permission is granted by the publishers of this magazine and due credit given.

PREMIER BLUE RIBBON
For Battery Cables and Extension Cords

Advertised monthly to 2 million radio enthusiasts. Most jobbers are aware of the possibilities in these items and stock them, but we can have you supplied immediately if your jobber should be out. Ask for a catalogue.



Every PREMIER cable is insulated with rubber that protects against fire and prevents blown tubes, while our standard color markings of heavy cotton outside each wire prevents wrong connections. List prices are as follows:

\$1.00 for cable with Mueller Battery clips for storage battery leads all other leads have heavy soldered hook type easy connecting lugs.

.75 for same cable excepting that large loop lugs are used in place of storage battery clips as on the dollar cable.

.60 for cable made of same wire but all ends skinned and leaded. All of the standard cables above are 5 feet long with 5 conductors. We also make a cable to fit every set now on the market whether 5, 6, 7, 8, or 9 wires.



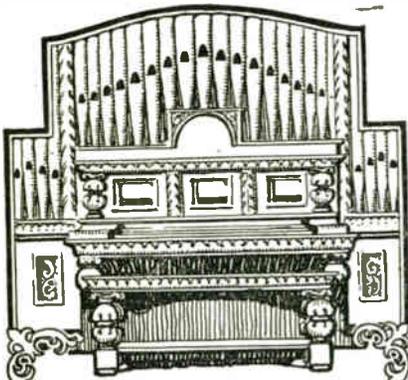
THE HANDIEST EXTENSION CORD AND CONNECTOR PLUG, in lengths from 20 ft. to 100 ft., from \$1.00 up, depending on quality and length. The above handsome counter display sign also sales helps furnished. (Actual size 7 x 14.)

5 wire battery cable in continuous lengths of 100 feet or more. Lists at 10 cents per foot. Ideal for long battery leads. With this cable batteries can be put in the basement. Protects the floors and rugs. Liberal discounts as usual.

Every premier blue ribbon accessory is a useful needed article made to give the user satisfaction and bring more business to the dealer.

Premier Blue Ribbon Products at your dealer or drop a line to us
CRESCENT BRAID CO., Inc. Providence, R. I.

THE RADIO DEALER CATALOG OF NEW APPARATUS



"Even the organ crescendo was perfect"

The big Precise No. 480 (shown below) is truly a master transformer, designed for radio reception in a concert hall if necessary. Even the organ crescendo is perfect. It brings forth the deep, rich tones and the high clear tones with magnificent volume. The ratio of voltage amplification to frequency is practically a straight line, assuring uniform amplification over the entire range of useful radio frequencies.

Made in two ratios, 2 1/4 to 1 and 5 to 1. List price, \$7.50 either ratio.

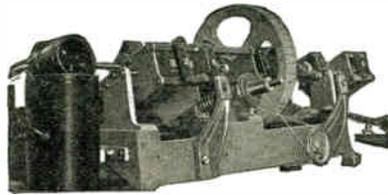
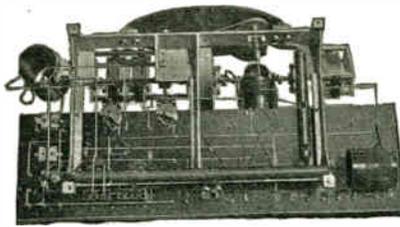
Make your parts business a bigger success by stocking and selling Precise Instruments. Write for complete information and data.

Precise Mfg. Corp.
Rochester, N. Y.

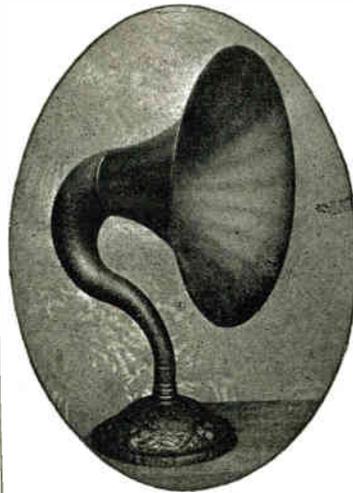
Branch Offices:

- 126 Liberty St., New York City
- 205 W. Harrison St., Chicago, Ill.
- 821 Market St., San Francisco, Cal.
- 1127 Pine St., St. Louis, Mo.
- 701 A. O. U. W. Bldg., Little Rock, Ark.
- 454 Builders' Exchange, Minneapolis, Minn.

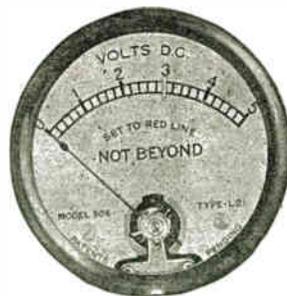
Canadian Distributors:
Perkins Electric, Ltd.
Toronto—Winnipeg—Montreal



FERGUSON Model Eight Receiving Set. Manufactured by J. B. Ferguson, Inc., 41 East 42nd street, New York City. Six tube receiving set using two stages of tuned radio frequency amplification. All elements mounted upon rigid aluminum frame, similar to chassis of motor car, to ensure accuracy of calibrated wave length drum and give ruggedness. Contains development of split-gear with special action designed to eliminate back-lash in operation of single control of knob which drives tuning shaft on ratio of 60 to 1. Pivoted on ball bearing for operation with ease and accuracy. List price of cabinet model \$226.00; console model \$348.00.



REMO Concert Type TRUMPET. Manufactured by the Remo Corp., Meriden, Conn. Goose-necked shape loud speaker with 14 1/2 inch bell finished in mahogany and black with antique gold relief. Horn made of special moulded composition. List price \$25.00.



WESTON Model 506 PIN JACK VOLTMETER. Manufactured by the Weston Electrical Instrument Corp., Waverly Park, Newark, N. J. Voltmeter designed for Radiola Superheterodyne with red line to caution user against using too much current. Scale calibrated from 0 to 5 volts with figure 3 in red. Two pin terminals in rear with rotary adjustable links so that terminal pins may be made to fit spacing of jacks on any Radiola Superheterodyne. Finished in black lacquer. List price \$7.50.

Recent Radio Patents

Copies of these patents can be obtained by addressing the Patent Office, Washington, D. C., enclosing ten cents in coin to cover the cost of each patent desired.

Design Patent No. 68,850 was issued to Robert C. Edwards, of Elizabeth, New Jersey, assignor to Radio Corporation of America, a corporation of Delaware. This invention relates to certain new, original, and ornamental design for cabinet for radio receivers.

Design Patent No. 68,856 was issued to Alexander Sandor Hecht, of New York, N. Y. This invention relates to a new, original, and ornamental design for radio loud speaker bases.

Design Patent No. 68,863 was issued to William D. La Rue, of Philadelphia, Pennsylvania, assignor to Victor Talking Machine Company, a corporation of New Jersey. This invention relates to a new, original, and ornamental design for loud speakers.

Design Patent No. 1,562,619 was issued to Russell W. Camfield, of Berkeley, and Roger M. Wise, of Oakland, California, assignors to E. T. Cunningham, of San Francisco, California. This invention relates to a device for varying the inductance of a circuit, and more particularly to such devices especially adapted for use in high frequency circuits, such as radio telegraphy and telephony. In such high frequency circuits, variable inductances are very often used to tune circuits so as to be resonant to definite wave lengths, and thereby to render the transmission or receiving system selective. It is now well recognized that the wave length to which a circuit is resonant is a function of the inductance as well as of the capacity in the circuit. In substantially all types of circuits, an increase in either inductance or capacity causes an increase in the resonant wave length, and vice versa. In order to permit such variable inductances to be most adaptable, it is desirable that they cover as large a range as possible. One type of such inductances includes a stationary coil or stator, and a serially connected movable coil or rotor, so arranged that by a relative rotation, the coils may be changed from a coaxial position in which the currents in the turns all assist each other, in both the stator and the rotor, to another coaxial position in which the currents in the coils oppose each other. The ideal condition that can exist for minimum setting is that the opposed coils neutralize each other magnetically, in which condition there would be zero inductance. On the other hand the ideal condition for maximum setting is that both coils be coupled so closely that all of the flux produced by them is common to both coils. Although for obvious mechanical reasons these conditions can never be fully realized because of the fact that there must be clearances between the coils, yet when utilized with comparatively low frequency currents, they may at least be approximated to a fair degree.

Patent No. 1,562,629 was issued to Hugo Gernsback, of New York, N. Y. The objects of this invention are to provide a condenser of simple compact design having high capacity, constant in its operation and adjustable through a wide range of values. Other objects and the novel feature of construction, combination and relation of parts which make possible the attainment of all such objects will appear in the inventor's patent.

Patent No. 1,562,812 was issued to Harry Trees, of Camp Alfred Vail, New Jersey. This invention relates in general to electric plate condensers wherein one set of plates are held stationary while the other set is movable and so mounted as to be brought to a greater or lesser extent alternately between the stationary set, for the purpose of varying the capacity of the apparatus. It is an object of this invention to provide a variable condenser capable of the maximum efficiency in operation and which can be manufactured at the minimum expense. It is a further object to provide such a condenser which will consist of the minimum number of parts of a standard size so as to be interchangeable and the complete device assembled with the greatest ease.

Patent No. 1,562,815 was issued to Harold W. Webbe, of Columbus, Ohio. This invention relates to a radio sounder and interference eliminator which obviates the use of head sets and causes a signal to come in clear and distinct above ordinary interference. In the use of audion bulbs as amplifiers it is well known that disturbances as well as signals are amplified at the same ration. The disturbance or interference, therefore, may become so loud as to render the signal indistinct and at times unreadable although the character of the signal has not been entirely wiped out. This invention consists in stretching across the diaphragm of a receiver, a musical string preferably a steel "E" mandolin string. The wire bears slightly on a raised edge in the center of the receiver diaphragm. A thumb screw is provided to tighten or loosen the wire. The receiver is connected to a radio power amplifier. By tuning into a continuous wave by the heterodyne method the sig-



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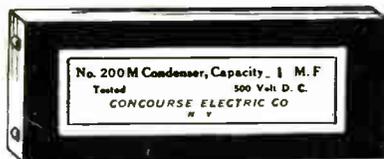
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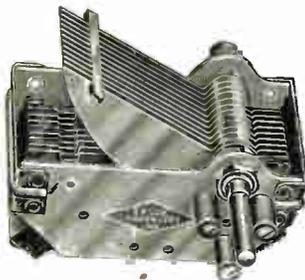
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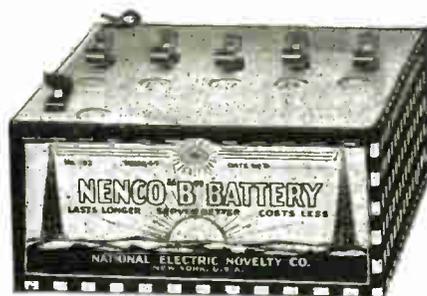
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CONCOURSE ELECTRIC FIXED CONDENSERS. Manufactured by the Concourse Electric Co., 30 Church street, New York City. Fixed condensers of large capacity designed for use in bypass work and plate supply devices. Made in standard capacities and to order. Enclosed in black metal housings with two leads for connections. Prices depend upon model, etc.



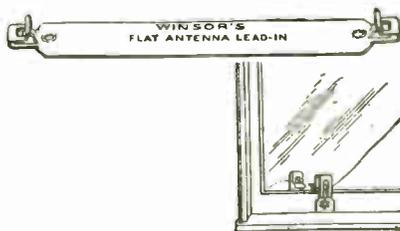
EAGLE SINGLE SLF VARIABLE CONDENSERS. Manufactured by Eagle Condensers, Inc., 760 Bedford avenue, Brooklyn, N. Y. Variable condensers made of aluminum with plates shaped to give straight line frequency effect. Made in standard capacities. Prices depend upon desired capacity.



NENCO "B" BATTERY No. 522. Manufactured by the National Electric Novelty Co., 403 Broome street, New York City. 22½ volt "B" battery containing 30 cells. Five positive taps providing voltage from 16½ to 22½ for detector tube and 45 volt tap amplifier tubes. 7½" long, 6½" wide, 3½" high. Weight 9 lbs. List price \$3.75.



MUSIC MIRROR. Manufactured by Irvin I. Aaron, 36 South State street, Chicago, Ill. Loud speaker built of mahogany in either dark or two tone finish with heavy plate glass mirror. Sound passage seventeen and one-half inches long gradually widens until it forms mouth at base of mirror. Net weight three pounds, shipping weight three and one-half pounds. Ten inches wide and eleven inches high. List price \$15.00.



WINSOR'S NO-LOSS ANTENNA LEAD-IN. Manufactured by Winsor and Whitford, Wolcott, N. Y. Window lead-in with copper ribbon electrically insulated for use between window and sill. Equipped with two Fahnestock clips for connections. Made in two sizes: 8 and 13 inches lengths. Respective list prices 35 and 45 cents. Packed one dozen to display box.

nal is brought to its loudest pitch in the receiver. The wire is then tuned to resonance with this note, whereupon a distinct and clear musical signal rings out over and above any noises in the receiver, or the wire may be set and the receiver tuned to the wire. In either case the signal has now received an amplification at a greater ratio than the disturbance, since tube noises, static, spark, and other C. W. signals having a different pitch do not affect the wire. High frequency spark signals, such as Arlington time signals, etc., may be copied by this method when the spark frequency is in the musical range of the wire. The wire tends to dampen the diaphragm between signals, giving the signals a clear ring.

Patent No. 1,562,820 was issued to John B. Brady, of Somerset, Maryland, assignor to Morckrum Company, of Chicago, Illinois, a corporation of Maine. This invention relates broadly to radio communication receiving systems and more particularly to an automatic receiving printer unit which may be set up quickly and placed and maintained in operation by one unskilled in the art for receiving news in print sent out from a central radio station. Another object of the invention is to provide a terminal printer receiving apparatus with associated electron tube circuits with all circuits arranged to be supplied with power from the same source of power at the receiving station which is available for lighting or other uses whereby installation of the apparatus for picking up news is reduced to merely plugging in a connection with a lighting socket. A further object of the invention is to provide an automatic printing apparatus for a radio receiving station wherein direct current is furnished to the local control circuit of the printer by rectifying an alternating current and reducing the electrical time constant of the local circuit to a minimum.

Patent No. 1,562,833 was issued to Ray E. Jones, of Oakland, California. This invention is an improved coil mounting, particularly applicable to radio receiving sets. The object of the invention is to provide a coil mounting in which any type of coil used in radio receiving may be quickly mounted with a minimum amount of effort. Another object is to provide a mounting in which the coils may be adjusted either horizontally or vertically and also swung in either direction.

Patent No. 1,562,844 was issued to Henry W. O'Neill, of Brooklyn, New York, assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to transmission systems and particularly to transmission testing or service observing systems. An object of the invention is to provide a speech level indicator for signaling systems. Another object is to provide a testing means for determining the strength of signaling currents in a transmission line.

Patent No. 1,562,877 was issued to William G. Ellis, of Philadelphia, Pennsylvania. This invention relates generally to radio receiving systems, but more specifically to those employing loop or coil reception. An object of the invention is to improve the null or minimum point of reception in receiving circuits employing loop or coil receptors, thereby reducing or eliminating interference at this point.

Patent No. 1,562,961 was issued to Raymond A. Heising, of Mulburn, New Jersey, assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to directive transmission of energy and more particularly to methods of and systems for directive radiating and absorbing electric waves. An object of the present invention is to provide a transmission system for radiating energy directive. Another object of the invention is to provide a focusing antenna which will concentrate the radiated energy at a distant point.

1,547,812 was issued to William Ferris Hendry, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to a method and apparatus for manufacturing vacuum tubes, and particularly one in which the use of the usual glass cane or stem for the support of the electrodes is avoided.

1,547,412 was issued to Roy Crocker, of Winlock, Washington. The present invention relates to improvement in variable condensers and while adapted to be used for general purposes is designed particularly for use in connection with radio receiving sets.

1,547,247 was issued to Leo J. Werner, of Arlington, New Jersey, assignor to Dubilier Condenser & Radio Corporation, of New York, N. Y., a corporation of Delaware. This invention relates to means for securing the knob and dial commonly used with electrical devices (particularly radio apparatus) to its associated shaft or spindle.

1,547,883 was issued to John F. Lindberg, of Chicago, Illinois, assignor to Reliance Die and Stamping Company, of Chicago, Illinois, a corporation of Illinois. The invention broadly speaking resides in a switch through which a circuit is closed, this switch including two engaging complementary contacts and a telephone receiver or other translating device having two terminals engageable with the aforesaid contacts being operable by the terminal engaging it to separate this contact from the contact complementary thereto.

1,547,670 was issued to John W. Radu, of New York, N. Y., assignor to Western Electric Com-

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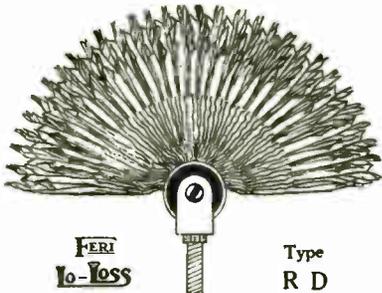
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pany, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to bases for electrical devices such as vacuum tubes, incandescent lamps and the like.

1,547,015 was issued to A. Beekman Bergen, of Newtown, Pa assignor to U. S. Tool Company, Inc., of Newark, New Jersey, a corporation of New Jersey. This invention relates to new and useful improvements in Condenser-plate systems.

1,547,535 was issued to Millar Van Blaricom, of Montclair, and Walter Le Blanc, of Hillside, New Jersey; said Van Blaricom assignor of his entire right to Charles H. Payne, of Malba, New York. This invention relates to new and improved sound amplifiers.

1,547,215 was issued to Henry Emmanuel Hallsborg, of Norfolk, Virginia, and Harold Redmore Miller, of Washington, D.istrict of Columbia. This invention relates to new and useful improvements in wireless telegraph apparatus.

1,547,760 was issued to Robert W. King, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to electro discharge devices employed for amplifiers, repeaters, rectifiers, detectors, etc.

1,547,885 was issued to John F. Lindberg, of Chicago, Ill, assignor to Reliance Die and Stamping Company, of Chicago, Illinois, a corporation of Illinois. This invention relates to those condensers which employ rotatively adjustable sides, and more particularly, to such a condenser in which the adjusting or course adjustment and the other a fine or finishing adjustment of the adjustable condenser side.

Design 67,878 was issued to Fulton Cutting, of Manhasset, New York, assignor to Colonial Radio Corporation, of Long Island City, New York, a corporation of Delaware. This invention relates to new, original and ornamental design for Loud-Speaker Horns.

Design Patent No. 68,420 was issued to Thadeus Borz, of Camden, New Jersey, assignor to Astral Radio Corporation, a corporation of Pennsylvania. This invention relates to Thadeus Borz, of Camden, New Jersey, assignor to Astral Radio Corporation, a corporation of Pennsylvania.

Design Patent No. 68,428 was issued to Joseph A. Collette, of Kansas City, Missouri. This invention relates to a new, original, and ornamental design for Combined Radioreceiver and Electric Lamp.

Design Patent No. 68,493 was issued to Maurice C. Rypinski, of Yonkers, New York. This invention relates to a new, original, and ornamental design for a radio reproducer.

Design Patent No. 68,500 was issued to Leslie Stevens, of Glen Ridge, New Jersey. This invention relates to a new, original, and ornamental design for a loud speaker.

Patent No. 1,556,612 was issued to August J. Kloneck, of New York, N. Y. This invention relates to variable inductances such as chiefly used for tuning alternating or high frequency currents for radio telephoning, telegraphing, for measurements, and for other purposes.

Patent No. 1,556,661 was issued to John E. Wood, of Pittsfield, Massachusetts. This invention relates to ear-phone attachments and is particularly adapted for radio uses.

Patent No. 1,556,725 was issued to Dewees H. Shallcross, of Clarendon, Virginia. This invention relates generally to supports for loop types of antennae and more particularly to those used in connection with apparatus commonly known as the radio compass, radio direction finder, radio-goniometer or directional loop, and more specifically to the frame upon which the loop or coil is wound and has for an object the provision of a structure which is both rotatable in and demountable from its support.

Patent No. 1,566,740 was issued to Robert B. Woolverton, of Washington, District of Columbia. This invention relates to improvements in radio transmission apparatus wherein a generator of persistent or undamped oscillations, such as an arc generator, high frequency alternator or other source of energy is employed, and has for an object, the provision of transmitting apparatus of such arrangement as will permit of rapid fluctuations of the signal energy with the consequent production of sharp rapid signals at a receiving station, a result impossible to be obtained satisfactorily by use of heretofore prevalent apparatus.

Patent No. 1,556,750 was issued to Louis B. Bender, of Washington, District of Columbia. This invention relates to an improved system for the transmission and reception of radio signals. The object of this invention is to provide a radio system whereby the signals transmitted, the dots and dashes, are of the same intensity and same time duration and characterized by a difference in carrier frequency.

Design Patent No. 68,385 was issued to Harry C. Maibohm, of Sandusky, Ohio. This invention relates to a new, original, and ornamental design for Combined Radio Loud Speaker and Lamp Support.

Design Patent No. 68,769 was issued to William H. Dewar, of Philadelphia, Pennsylvania, assignor to the Pooley Company, of Philadelphia, Pennsylv-



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vania, a corporation of Pennsylvania. This invention relates to a new, original and ornamental design for radio phonograph cabinet.

Design Patent No. 68,770 was issued to William H. Dewar, of Philadelphia, Pennsylvania, assignor to the Pooley Company, of Philadelphia, Pennsylvania, a corporation of Pennsylvania. This invention relates to a new, original and ornamental design for radio cabinet.

Design Patent No. 68,807 was issued to William R. Hill, of Rochester, New York, assignor to Sargent & Greenleaf, Inc., of Rochester, New York, a corporation of New York. This invention relates to a new, original and ornamental design for dial assembly.

Design Patent No. 68,828 was issued to Pyam L. Pendleton, of Providence, Rhode Island, assignor to Martin-Copeland Company, a trusteeship consisting of Edgar W. Martin, of Barrington, Rhode Island; Laurence C. Martin, of Providence, Rhode Island; and George W. Bleecker, of Chicago, Illinois. This invention relates to a new, original and ornamental design for panel for radio dials.

Patent No. 1,561,487 was issued to Elmer Ryder, of Berwyn, Illinois. This invention relates to dial turning devices for radio receivers. One object of the invention is to provide means whereby a plurality of dials, as in a neutrodyne or like receiver, may be turned simultaneously. Another object of the invention is to provide a dial turner which may be easily and conveniently actuated by the thumb of the operator while in a natural position, and thus make tuning of the receiver easy, accurate, and without discomfort by not requiring the hand to be held in the stiff and uncomfortable position as heretofore made necessary when grasping knobs of tuning and other dials on turning the same.

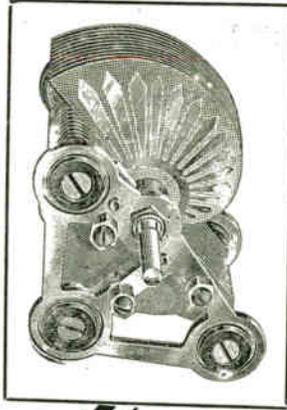
Patent No. 1,561,559 was issued to Joseph O. Mauborgne, Louis Cohen, and Guy Hill, of Washington, District of Columbia. This invention relates to the art of radio signaling, and particularly receiving radio signals and system for use in practicing same. The object of the present invention is to secure a more selective tuning system, eliminating electro-static disturbances and other interferences in the reception of radio signals.

Patent No. 1,561,597 was issued to Charles W. Denny, William E. McLaughlin, and George Helwig, of Middletown, Ohio, assignors to The Barkeley Electric Manufacturing Company, of Middletown, Ohio, a corporation of Ohio. This invention relates to radio apparatus, and in particular, to an attachment for phones, and is a division of the pending application filed August 13, 1923, Serial No. 657,174. It is the object of the invention to provide a readily assembled post for radio phones. It is the additional object to provide a readily assembled post for radio phones. It is the additional object to provide such post for the reception of phone tips for a plurality of phones, so that the phone tips will be held positively in perfect electrical engagement.

Patent No. 1,561,782 was issued to Frederick J. Given, of East Orange, New Jersey, assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to inductance coils. An object of the invention is to provide a unitary structure having a plurality of inductance windings, the mutual inductance between which is substantially zero. One form of this invention comprises a hollow ring-shaped core forming a shell structure about an inner winding, at the same time forming a toroidal core for an outer winding. Since these two windings have their turns at right angles to each other, it follows that the mutual inductance between them is substantially zero.

Patent No. 1,561,834 was issued to Elmer T. Cunningham, of San Francisco, California. This invention relates to a coil mounting and more especially and specifically to a device arranged to hold the coil securely to a terminal block. The invention finds particular application in the mounting of relatively small coils used in connection with radio signaling sets. Such coils are usually required to be readily movable so that the inductive coupling between them may be controlled. It is one of the objects of the invention to provide a simple and inexpensive coil mounting that incorporates a support for the coil as well as for the terminals and may be readily attached to a pivoted or otherwise movable cooperating terminal block. Another object of the invention is to provide a mounting for the coil and its terminals involving the use of a fastening band interlinking the coil and fastening against a small portion of the inside peripheral surface of the coil.

Patent No. 1,561,914 was issued to Harold F. Elliott and James Arthur Miller, of Palo Alto, California, assignors, by Mesne Assignments, to Federal Telegraph Company, of San Francisco, California, a corporation of California. This invention relates to a radio frequency system, and more particularly to an arc converter system in which a plurality of radio frequency arcs operated either from direct current or from a low frequency source and producing high frequency oscillations, are operated in parallel so as to multiply the load capacity of the system. The parallel operation of converters may be desirable under certain conditions, as, for example, when the total load would be too large for one converter, again, when a plurality of arcs of low rating only are available and it is desired to increase the output. The scheme may also be used to advantage in large



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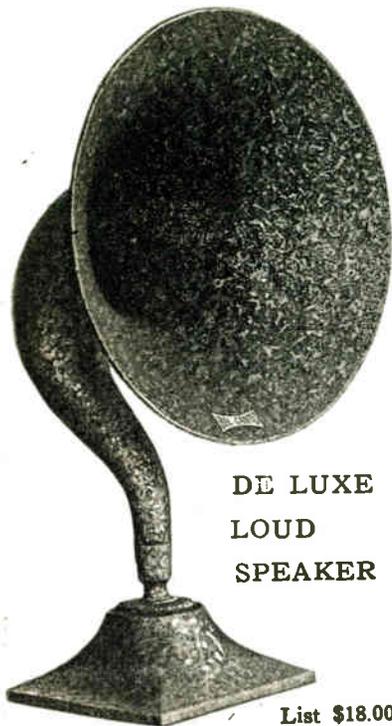
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radio stations in which there are a plurality of arc converters, each designed to communicate with a distant point, there being as many channels of communication as there are converters. By paralleling a plurality of the arcs, an increased power may be obtained, even though temporarily, with a correspondingly reduced number of channels of communication. The combined units may serve to transmit signals for extra long distances, or under severe conditions necessitating greater power. In this way, the flexibility of such an installation can be materially increased.

Patent No. 1,561,933 was issued to Burton W. Kendall, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to sources of alternating current and in particular to alternating current generators employing vacuum tube amplifiers in which alternating electro motive forces are set up by reaction of the output energy of a vacuum tube amplifier or other electron discharge device upon its input circuit.

Patent No. 1,562,056 was issued to Chester W. Rice, of Schenectady, New York, assignor to General Electric Company, a corporation of New York. This invention relates to radio receiving systems, and more particularly to systems of the class in which a plurality of widely separated receiving antennae are connected by transmission lines to a central receiving station.

Patent No. 1,562,070 was issued to Louis E. Baltzley, of Glen Ridge, New Jersey. The present invention relates to mechanism for adjusting or controlling various instruments, one of the uses of the same being the setting of variable condensers and the like employed in radio receiving sets. Various forms of reduction gearing have heretofore been proposed for this purpose, but the same are faulty because of "back lash" and other inaccuracies naturally occurring in any train of gearing. Objects of the invention are to overcome these faults and to provide simple, effective means for accurately adjusting and in such a form that it may be quickly and readily applied.

Patent No. 1,562,187 was issued to John W. Radu, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to a device for establishing electrical connections and pertains more especially to a socket for vacuum tubes. It is an object of this invention to construct a vacuum tube socket in which the design and arrangement of its elements are such as to produce a simple and very compact structure. To accomplish this object there is provided a cylindrical shell within which is detachably arranged a disc by which are carried electrical conductors projecting from one face thereof. Contact members adapted to engage the terminals of a vacuum tube are mounted on the disc and are electrically connected with said conductors which are connected with the circuits for a vacuum tube.

Patent No. 1,562,172 was issued to William G. Houskeeper, of New York, N. Y., assignor to Western Electric Company, of New York, N. Y., a corporation of New York. This invention relates to electron discharge devices and has particular reference to the electrode structure thereof. An object of the invention is the provision of an electrode structure which will permit of a much greater dissipation of heat therefrom than is usually the case.

Patent No. 1,562,209 was issued to Benjamin J. Egert, of Brookfield, and Charles J. DeCoster, of Moline, Illinois, assignors to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to apparatus for evacuating vacuum tubes and more particularly to an oven adapted to enclose one or more vacuum tubes for the purpose of heating them while they are being evacuated.

Patent No. 1,562,298 was issued to Clarence C. Culver, of Washington, District of Columbia. This invention relates to methods of approaching a landing station by sending out radio signals, and in particular has for one of its objects a system of radio compass loops that permits of stationary adjustments of such loops for varying conditions of loading on an airplane.

Patent No. 1,562,402 was issued to Arthur O. Wilson, of Wayne, Michigan. This invention relates to electric lighting fixtures, particularly to chandeliers having built thereinto the amplifying horn of a radio loud speaker, the advantage being that this device will obviate the difficulties encountered in the use of the ordinary and well-known loud speakers which have their independent horns and which are frequently difficult to place conveniently in a room and which are always more or less of an eye sore. Another object is the provision of a chandelier of the combined type specified which will do away with unsightly wiring strung around in the way. The invention further contemplates the provision of a chandelier or dome which is provided with internal means for illuminating a ventilating space therein, the illumination being visible through slots, transparent areas or the like in the dome itself so as to create an unusual and pleasing effect.

Design Patent No. 68,734 was issued to Samuel Rubbenberg, and Meyer Nathan Leibowitz, of Brooklyn, New York. This invention relates to a new, original and ornamental design for a Radio Dial.

Design Patent No. 68,748 was issued to Joseph Wolff, of Brooklyn, New York, assignor to Sonora

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Design No. 68,749 was issued to Joseph Wolff, of Brooklyn, New York, assignor to Sonora Phonograph Company, Inc., a corporation of New York. This invention relates to a new, original and ornamental design for cabinets for Sound-Producing Devices.

Patent No. 1,560,643 was issued to Walter H. Barber, of Melrose, Massachusetts, assignor to Submarine Signal Company, of Portland, Maine, a corporation of Maine. This invention relates to a receiving instrument for the detection of submarine sounds, and in particular to the reception by one ship of signals and communications from a distant ship or from a shore station, and to the detection of echoes from the ocean bottom, such as are used in sounding. In the past such signals have been detected by the use of acoustic devices in which a hollow body is placed in contact with the water, and a tube led from said body to the ear of the observer; or by the use of an electro-magnetic device, such as the oscillator and the magnetophone; or by the use of any one of a number of designs of watertight cases commonly called hydrophones containing granular carbon microphone buttons. In practice the various acoustic devices have proved too weak for use beyond a limited range. The electromagnetic devices have also proved weak unless used with an amplifier. Moreover, these devices possess an inherent pitch which changes or alters the characteristics of the incoming sound so that the incoming sound is frequently distorted and unnatural in quality.

Patent No. 1,560,684 was issued to Hugo Gevnsback, of New York, N. Y. This invention relates to acoustics and the primary object of the invention is to provide a novel horn for loud speakers of radio telephony receiving sets, which is so constructed that the distortion of the sound waves, the forming of echoes, and other extraneous noises will be effectively eliminated. Another object of the invention is to provide an improved horn for radio telephony and telegraphy receiving sets, in which the sound waves are permitted to flow without hindrance directly from the receiver into the atmosphere, the horn serving as an effective means for amplifying the sound waves. A further object of the invention is to provide a horn for radio receiving sets, which can be conveniently and expeditiously cast from a suitable material, such as aluminum, at a minimum cost, and which will be durable and efficient in use. A further object of the invention is to provide novel means for associating the receiver with the horn, whereby the receiver can be easily and expeditiously connected with or removed from the horn and in which the receiver will be protected from external blows. A still further object of the invention is to provide novel means for mounting the receiver within the horn body by a single screw and so that the diaphragm thereof will be disposed in a vertical plane and in direct alignment with the volute passageway of the horn, whereby the sound waves will be permitted to flow directly into the horn body and be amplified to a great extent.

Patent No. 1,560,740 was issued to John L. Stelling, of Brooklyn, New York, assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to electron discharge devices and more especially to vacuum tubes in which the electrodes are supported from a collar encircling the stem of the enclosing vessel. The object of this invention is to insure a firm frictional contact between the collar and the stem, and is attained by roughening the surface of the glass with which the collar contacts.

Patent No. 1,560,690 was issued to William G. Houskeeper, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to electron discharge devices and more particularly to such devices of the external anode type. The object of this invention is to unite a metal and a vitreous material to form a vacuum tight seal. This object is attained by fusing the vitreous material to the metal in such a manner that the edge of the metal is completely out of contact with the surface of the vitreous material. A seal of this character joining together material having different coefficients of expansion maintains its tightness up to the fusing temperature of either of its components.

Patent No. 1,560,691 was issued to William G. Houskeeper, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to electron discharge devices and pertains more especially to an improved support for the cathode thereof. The object of this invention is to maintain uniform space relation between the cathode and other electrodes of an electron discharge device despite the expansion of the cathode during the operation of the device.

Patent No. 1,560,692 was issued to William G. Houskeeper, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to electron discharge devices and has for its object a strong, efficient and inexpensive vacuum tube capable of being operated from a small source of power. This object is attained by providing a flattened cylindrical electrode supported from the stem of a containing

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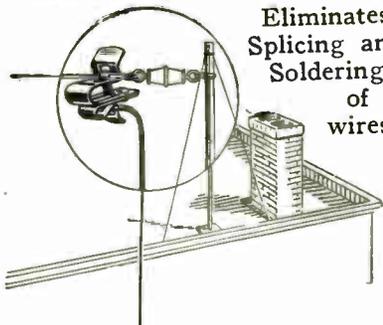
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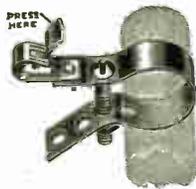
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vessel by a collar integral with the anode, providing an insulating member supported by the anode and supporting the grid and cathode by said member.

Patent No. 1,560,718 was issued to Edward B. Nowosielski, of Bloomfield, New Jersey, assignor to Splittorf Electrical Company, of Newark, New Jersey. This invention relates to certain new and useful improvements in Receiver Headbands. This reference relates to headbands for holding receivers which may be used for telephone or radio work; that is to say the band may be adapted to take a single receiver or two receivers, but as illustrated in the drawing, it is arranged to take a pair of receivers. The principal object of the invention is to provide a headband which is very simple and inexpensive, but which will perform all the functions of a more expensive headband.

Patent No. 1,560,728 was issued to John, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to a socket for vacuum tubes and more particularly which a plurality of electrodes are arranged on the base of the tube and with which electrodes intimate connection must be made for the various circuits.

Patent No. 1,560,737 was issued to Paul Schwerin, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to a socket for vacuum tube such as the audion in relation to electron discharge devices and pertains more especially to an improved support for the cathodes thereof. The object of this invention is to maintain uniform the space relation between the cathode and other electrodes of an electron discharge device despite the expansion of the device.

Patent No. 1,560,761 was issued to Louis Cohen, of Washington, District of Columbia. This invention relates to variable condensers in general and more particularly to an improved means for adjusting the movable plates of variable condensers. The object of the invention is to provide a variable condenser of small dimensions and capable of a wide range of capacity variation.

Patent No. 1,560,779 was issued to Paul S. Grierson, of South Orange, New Jersey, assignor to Charles Cory & Son, Inc., of New York, N. Y., a corporation of New York. This invention relates to a loud speaking telephone receiver especially adapted for employment with radio receiving apparatus.

Patent No. 1,560,854 was issued to Jackson H. Pressley, of Oceanport, New Jersey. This invention relates to a circuit arrangement particularly adapted for the receiving of continuous wave radio telegraph signals. This invention is also adapted for the reception of radio telephone signals by the superheterodyne method or reception. The primary object is the provision of a circuit arrangement for interlinking a circuit tunable to carrier frequency with a circuit tunable to an oscillating current frequency, so that changes in the tuning of either circuit will in no manner interfere with the tuning of the other circuit.

Patent No. 1,560,911 was issued to Charles Fred-eric Marchant Hayes and Leslie Grinstead, of London, England, assignor to the Mullard Radio Valve Company, Limited, a British Company. This invention relates to thermionic valves or electron discharge tubes and is particularly concerned with the support or fixing of the electrodes, particularly the grid and anodes of thermionic valves and is especially applicable to the construction of large valves such as are used for transmitting purposes although it is in no sense limited to transmitting valves.

Patent No. 1,560,925 was issued to Delmar A. Whitson, of Los Angeles, California, assignor by Mesner Assignments, to Stentorphone Company, Los Angeles, California, a corporation of California. This invention relates to the art of telephony and relates particularly to a telephone receiver which may be employed to deliver a magnified volume of sound. Receivers of this character are commonly called loud speakers and have their particular application in the art of radio telephony in which they are employed with receiving sets for the purpose of making the sounds transmitted by radio audible to persons situated at a distance from the device, thus making it possible for a large number of persons to hear broadcasted material received by a single set. It is an object of the invention to provide a loud speaker which may be constructed and distributed at a low first cost owing to the simplicity of the construction thereof.

Patent No. 1,561,137 was issued to Frank H. Burns, of Hoosick Falls, New York, assignor to Hoosick Fall Radio Parts Manufacturing Company, Inc., Hoosick Falls, New York, a corporation of New York. This invention relates to new and use improvement in Rheostats. The principal object of the invention is to provide for quick and accurate adjustment of a rheostat, whereby the resistance to the passage of an electric current there through can be quickly and accurately varied for various purposes.

Patent No. 1,561,228 was issued to John Hays Hammond, J., of Gloucester, Massachusetts. This invention relates to certain new and useful improvements in Capacity Compensating Devices. Some of the objects of the present invention are to provide means for compensating for variations in the capacity of an antenna for variations in the



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capacity of an antenna circuit caused by changes in the effective height of the antenna due, for example to the roll or tipping movement of a ship or other body on which the antenna is mounted; to provide means for automatically varying the inductance of an antenna circuit to offset the change in its value due to a change of capacity caused by movement of the antenna as, for example, by the roll of the ship varying the proximity of the antenna to the water; and to provide other improvements which will be disclosed in the drawing, and patent.

Patent No. 1,561,273 was issued to Harold W. Nichols, of Maplewood, New Jersey, assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to radio systems and more particularly to high power apparatus for transmitting speech over great distances. In one type of radio telephone systems heretofore proposed, which included amplifying devices supplied with rectified alternating current, it has been the practice to employ some form of filtering device for suppressing the ripple component present in the rectified current supplied to the amplifiers. This was done in order to eliminate the distorting effect due to the ripples, whereby the speech currents produced at the receiving station, except for extraneous interference, are substantially faithful replica of the transmitted speech.

Patent No. 1,561,278 was issued to Michael I. Pupin, of Norfolk, Connecticut, assignor to Westinghouse Electric and Manufacturing Company, of East Pittsburgh, Pennsylvania, a corporation of Pennsylvania. The present invention relates of new and useful improvements in Wave Signaling Systems This invention is a receiver of high frequency waves in which the phase distribution of the electrical forces produced by the action of the received waves is so utilized that the receiver is rendered insensitive for long waves without impairing its efficiency for the reception of the short signaling waves.

Patent No. 1,561,279 was issued to Michael I. Pupin, of Norfolk, Connecticut, assignor to Westinghouse Electric and Manufacturing Company, of East Pittsburgh, Pennsylvania, a Corporation of Pennsylvania. This invention relates to certain new and useful improvements in Equalizing Vacuum-Tube Amplifiers; and the invention relates to apparatus by means of which the amplifying power of vacuum tube amplifiers are equalized, so that these tubes can replace each other, particularly in a balanced multi-step amplifier system.

Patent 1,561,289 was issued to Harold J. Vennes, of New York, N. Y., assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. The present invention relates to signaling by means of high frequency or carrier waves. More especially the invention relates to two-way signaling and comprises in the preferred form certain novel circuit arrangements to be described more in detail in the patent, by which a single wave source at one station furnishes the high frequency or carrier wave both for transmitting to a distant station and for transmitting from the distant station back to the first station.

Patent 1,561,001 was issued to Irving Langmuir, of Schenectady, New York, assignor to General Electric Company, a corporation of New York. This invention comprises an electric discharge device having novel characteristics, one of which is a negative volt-ampere characteristic over a working range of voltage bordered by voltage ranges having positive volt-ampere. The invention relates particularly to certain new and useful improvements in Electric Oscillators.

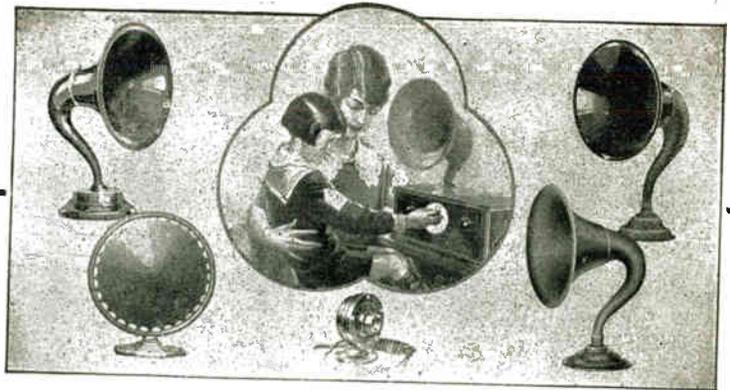
Patent 1,561,005 was issued to Israel Levenstein, of Brooklyn, New York. This invention relates to electric switches, and has special reference to a time controlled switch for radio circuits.

Patent No. 1,561,249 was issued to Samuel B. Kraut, of East Pittsburgh, Pennsylvania, assignor to Westinghouse Electric & Mfg. Company, a corporation of Pennsylvania. This invention relates to lightning arrester, more especially to arresters of the spark gap type, and it is among the object thereof to provide a device of this general type which shall be of simple, compact structure and which shall be efficient in operation when placed in transmission circuits and the like. Another object of the invention is to provide a lightning arrester of the type above designated in which the structural parts are adapted to be assembled in any devised number of units for a given capacity.

Design Patent No. 68,887 was issued to Walter B. Barks, of Columbus, Ohio, assignor to The D. L. Auld Company, of Columbus, Ohio. This invention relates to a new, original, and ornamental design for Escutcheon Plate for Radiopanel.

Design Patent No. 68,898 was issued to Stephen Bourne, of New York, N. Y., assignor to Brandes Laboratories Inc., of Newark, New Jersey, a Corporation of New Jersey. This invention relates to a new, original, and ornamental Design for a base for a Loud Speaker for Radioreproducers.

Patent No. 1,563,326 was issued to Ralph Bown, of East Orange, New Jersey, assignor to American Telephone and Telegraph Company, a corporation of New York. This invention relates to systems of communication in which secrecy in the transmission of messages is a cardinal feature. One of the features of the invention consists in providing



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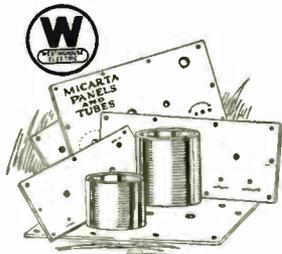
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arrangements in such systems which will further insure secrecy in the transmission of the messages and prevent their interception by well known receiving arrangements.

Patent No. 1,563,342 was issued to Frank Conrad, of Pittsburgh, Pennsylvania, assignor to Westinghouse Electric & Manufacturing Company, a corporation of Pennsylvania. This invention relates to wireless transmission systems and more especially to oscillation generators adapted to be excited by alternating current sources of energy. One object of the invention is to provide an oscillation-generator system employing vacuum tubes as oscillation generators which admits of excitation directly by alternating currents of commercial frequency. Another object of the invention is to so embody a sustaining inductance in the alternating-current supply system for the oscillator tubes as to maintain a substantially constant power supply to the oscillator tubes. Inasmuch as it would require a sustaining inductance of infinite value in the alternating-current mains to completely smooth out the fluctuations in the power supply to the oscillator tubes, it is apparent that a residual fluctuation will remain. A further object of the invention, therefore, is to eliminate the residual fluctuations just mentioned, thereby adapting my system for wireless telephony.

Patent No. 1,563,359 was issued to Doron Green, of Bristol, of Pennsylvania. The present invention relates to the art of games and toys and more particularly to a toy radio receiving set. Some of the objects of the present invention are to provide a novel and entertaining toy; to provide a toy simulating in appearance a radio receiving set and susceptible of operation in a manner in imitation of a real radio set; to provide a toy radio receiving set which can be operated in a realistic way to faithfully portray the reception of local and distant stations; to provide a toy radio which is capable, in ingenious hands, of wide variations in use and application and of giving enjoyable entertainment to both young and old; and to provide other improvements as will be shown in the patent.

Patent No. 1,563,416 was issued to Henry M. Wolfson, of New York, N. Y. This invention relates to a new and improved form of variable condenser. One of the objects of the invention is to provide a variable condenser of a simple and strong construction, which can be readily manufactured and assembled. Another object of the invention is to provide a variable condenser which although of simple construction can be delicately regulated. Another object of the invention is to provide a variable condenser especially adapted for use in radio receiving circuits.

Patent No. 1,563,425 was issued to Ralph E. Marbury, of Edgewood Park, Pennsylvania, assignor to Westinghouse Electric & Manufacturing Company, a corporation of Pennsylvania. This invention relates to wireless receiving systems, particularly as employed in wireless telegraphy, and its object is to devise a system of the character designated that shall permit the reception of relatively weak signals and shall render them audible, even in the presence of violent disturbing impulses.

Patent No. 1,563,440 was issued to Arthur Russell, of Baltimore, Maryland, assignor to The Russell Radio Corporation of Baltimore, Maryland, a corporation of Maryland. One of the important difficulties incident to the operation of radio receiving sets, is that incident to tuning in on the various stations which in the main consists in adjusting the condenser to the particular wave length of the sending station from which it is desired to receive. The commonest type of variable condenser consists of a stator composed of a series of stationary spaced metal plates and a rotor consisting of a second series of rotatable spaced metal plates which intermesh with the plates of the rotor, and are spaced therefrom by a suitable air gap. The stator plates insulated from the rotor plates and all of the plates are in planes at right angles to the axis of rotation. In the present well-known type of variable condenser thus described, the desired adjustment as to wave length is obtained by moving the rotor about its axis relatively to the stator so as to change the relation of the plates, changing the cross-section of the air gap between the plates of the stator and the plates of the rotor without changing the spacing, ordinarily termed the width of the air gap. The dial by which the rotor is turned and by which its position is indicated, is ordinarily connected directly to the axis of the rotor, and the adjustment requisite to satisfactory results is so fine as to make it exceedingly difficult to obtain in this way, wherein is involved the necessity for a high degree of skill on the part of the operator. A further difficulty is that the variation or band of wave lengths obtained by the adjustment of such a condenser is much more limited than is found desirable by the average operator. Also such condensers are easily gotten out of order by slight deflection or bending of the plates, and there is no way of adjusting them to the capacity of the particular set in which they are to be installed, making it necessary for the manufacturers to make and the dealers to carry in stock condensers of various capacities having different numbers of plates and further making it necessary for the radioenthusiast who rebuilds his set, to change and possibly discard with corresponding frequency and expense. The present

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357 Metres Broadcasting Daily

invention eliminates and overcomes to a large degree the defects and difficulties thus presented, giving a much finer adjustment to wave lengths with a less exercise of skill on the part of the operator, at the same time providing for adjustment or tuning of the apparatus to a much greater variation, or as it is stated in the terminology of the art to a much broader band of wave lengths than any of the condensers now in use.

Patent No. 1,563,500 was issued to Henry Koch, of Jamaica, New York, assignor to Dictograph products Corporation, a corporation of Virginia. This invention relates to telephone receivers, particularly of the type commonly employed in radio telephone and telegraph receiving sets, and popularly known as loud speakers. The invention is in the nature of an improvement upon the receiver disclosed in the copending application Serial No. 628,709, filed March 30, 1923, and has for an object to provide an improved receiver having all the advantages of the receiver disclosed in said copending application and so self-contained and compact as to be capable of use as a unit which may be attached to the tone arm of an ordinary talking machine, in which case the amplifier of the talking machine would act as the amplifier for the units. A further object is to generally improve and simplify the construction of the receiver and reduce its cost of manufacture.

Patent No. 1,563,501 was issued to Henry Koch of Jamaica, and Frederick H. N. Wohlers, of Hempstead, New York, assignors to Dictograph Products Corporation, a corporation of Virginia. This invention relates to telephone receivers, particularly of the type commonly employed in radio telephone and telegraph receiving sets and popularly known as loud speakers. An object of the invention is to provide an improved telephone receiver construction, in which the initial adjustment of the volume varying means may be quickly effected in a simple manner, which will, at the same time, be relatively simple in construction and easily assembled, and which will readily permit subsequent adjustments of the volume varying means in case such subsequent adjustment becomes necessary.

Patent No. 1,563,635 was issued to Henry J. Kasch, of Dayton, Ohio, assignor to the Kurz-Kasch Company, of South Broadway, Near Dayton, Ohio, a corporation of Ohio. This invention relates to new and useful improvements in means for securing knobs and dials to instrument shafts and particularly to means for securing a knob and a dial to a cylindrical shaft or spindle in radio apparatus.

Patent No. 1,563,644 was issued to Harold W. Nichols, of Maplewood, New Jersey, assignor to Western Electric Company, Incorporated, of New York, N. Y., a corporation of New York. This invention relates to carrier wave receiving systems, and is particularly applicable to radio receiving systems employing the intermediate frequency or double detection method. An object of this invention is to eliminate the effect of interfering signal waves in a radio receiving system.

Patent No. 1,563,709 was issued to Peter G. Jacobson, of Chicago, Illinois. This invention is of particular service in connection with those condensers whose sides are in the form of stators and rotors, the device of the invention being of particular service in assembling the plates of rotors, though the invention is not to be thus restricted.

Patent No. 1,563,754 was issued to Maurice Latour, of Paris, France, assignor to Latour Corporation of Jersey City, New Jersey, a corporation of Delaware. This invention relates to certain new and useful improvements in Electrical Condensers. It is an object of the present invention to secure capacities shunted by an extremely high resistance that may be readily installed in apparatus that is not bulky. Such capacities may be utilized, e. g., in wireless telegraph apparatus in which the receivers and the vacuum tube amplifiers utilize low capacities which must be shunted by a resistance and which must be preferably reduced to the smallest possible dimensions.

Patent No. 1,563,753 was issued to John F. Lindberg, of Chicago, Illinois, assignor to Reliance Die and Stamping Company, of Chicago, Illinois, a corporation of Illinois. This invention relates to those condensers which employ rotatable adjustable sides, and, in one aspect, more particularly to such a condenser in which the adjustable element thereof is provided with two adjusting mechanisms, one for procuring an approximate or coarse adjustment and the other a fine or finishing adjustment of the adjustable condenser element.

Patent No. 1,563,776 was issued to Frederick G. Mitchell, of Ridgefield Park, New Jersey. This invention consists in the novel features and certain new and useful improvements in Automatic Cut-Off Switch for Radio Receiving Sets. One of the objects of the improvement is automatically to disconnect the electric tube circuits of radio receiving sets at a predetermined time, thereby preventing unnecessary using up of the tubes and batteries when the operator forgets to open the switch in time.

-it's in the TUBE

YOU sell radio satisfaction when you sell CeCo Tubes. Whether used as detectors or amplifiers, they deliver maximum results in tone, volume and life.

Our charted tests, (results confirmed by laboratories of national reputation) prove CeCo superiority.

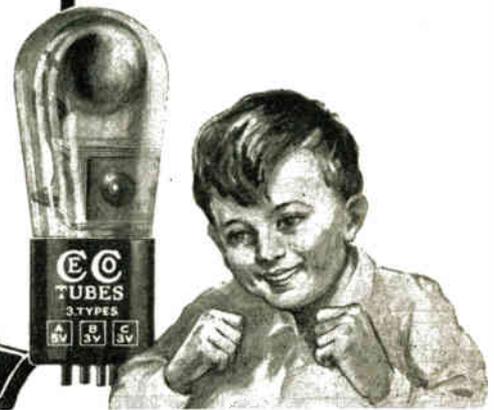
Now ready! CeCo Tubes with new type Long PRONG BASES. Also, Power Amplifier Tubes, E (Dry Cell Type), F (Storage Battery), for last stage of Audio Frequency.

Dealers write giving jobber's name.

C. E. Mfg. Co., Inc.

702 Eddy Street, Providence, R. I.

	"A"	"B"	"C"
Filament Volts	5.0	3.0	3.0
Filament Current ...	0.25	.06	.06
Plate Voltage	20 to 120	20 to 80	20 to 80



FREE TO DEALERS
 "Electrad" Lead-in mounted on display card. Write for yours today. No strings attached—nothing to buy. "ELECTRAD" LEAD-IN. A tremendous market for this efficient accessory. Waterproofing and insulation of superior quality. Made to meet "Electrad's" high standard—there is a difference. List 40c.

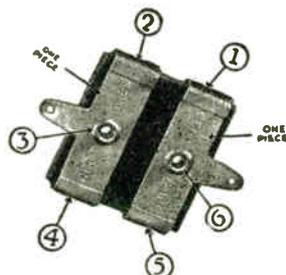
ELECTRAD LEAD-IN

Goes under the window
No holes to drill

40c

There is a difference
Get the Genuine!

Mfd. solely by ELECTRAD Inc. 428 Broadway New York



"The Six Point Pressure Condenser"

THE "ELECTRAD" Certified Fixed Mica Condenser is a revelation in accuracy and design. Ingenious, rigid binding and firm riveting fastens parts securely at Six different points, insuring positive electrical contact. Impervious to temperature and climatic variations. Exerts even pressure upon the largest possible surface—can't work loose. Binding strap and soldering lug in one piece. Accuracy and quietness assured always. Value guaranteed to remain within 10% of calibration. Standard capacities, 3 types. Licensed under Pat. 1,181,623, May, 2, 1916 and applications pending. In sealed dust and moisture proof packages. List 30c. to 75c.

In "Electrad" Radio Essentials the ingenuity of the inventor is combined with the practical knowledge of the radio engineer. They simplify set construction and installation. They improve reception. Distinctive handy features and aggressive national advertising make them easy to sell.

Dealers and Jobbers—It will pay you to investigate the Electrad proposition. WIRE or WRITE.

ELECTRAD Inc.

428 Broadway, New York City

Makers of other profitable radio products—Audiohms, Variohms, Lightning Arresters, Certified Grid Leaks and Resistance Coupled Amplifier Kits. Write for samples.

The Trade Viewpoint for 1926

Leaders of Radio Industry in Survey Express Optimism over Prospects for Coming Season

What is the real outlook for 1926 and what will be the newest developments in the radio industry both from a volume sales standpoint and also trade demands on the part of the great American radio buying public?

This is the dominant question which confronts the radio industry at this season of the year. Judging from the early answers received by *The RADIO DEALER* from the trade indications point to brighter conditions for the future.

A number of the writers point out that many of the factors in the radio industry have received their "baptism of fire" and from the present outcome have emerged either as potent factors in radio fields or no longer occupy a place in the radio sun.

Philadelphia Leader Enthusiastic

Keen enthusiasm seems to pervade the opinion for 1926 expressed by H. H. Eby, president of the H. H. Eby Manufacturing Co., Philadelphia. He states:

"Retrospect is easier than prospect, and not so hazardous, but I feel so genuinely enthusiastic regarding the immediate future that I am tempted to give you a few of my predictions. I like to believe my thoughts are based solely on certain trends which I am sure are plain to most of the leaders in the radio industry.

Looking through the mail of today—well remembering that of yesterday—and almost fearing the arrival of the postman tomorrow—has been the temporary discouragement of many of us. The writer feels that the impending storm or tornado, will break soon and clear the air of the oppressive, static influence which has been such a drawback in the past and increasingly so of late.

"Alaska, California, Texas and lastly Florida have had their booms—and the rules of gold, oil and land hold just as true in radio. One or two may have become rich with luck—though too much emphasis cannot be placed on the very indefinite "may"—more will win through hard work and coolness—but the vast majority of those who started will fall by the wayside, just as truly as in other "booms." Nearly all of this latter class, be they individuals acting singly or huge corporations, are frankly "gold seekers."

"By this time most of us have learned that there is no royal road to success in radio any more than in any other sane industry. The organization founded on the rocks of common sense and sensible and fair policy strictly adhered to—will in all probability pull through with flying colors. His neighbor who builds on the changing sands of shifting policy and unwise or unfair treatment to his trade, will have been engulfed by the quicksand of his own founding. The few that are yet to be disillusioned will find their day of reckoning close at hand.

"The few hard workers and careful planners who have been steadily reaping conservative and well earned profits are now about to enter a new era, if they will but continue to preserve the coolness they have displayed in the past and not expect any spectacular increases which were so evident a few short years ago.

"Yes,—the year 1926 will indeed be a profitable one—and at this time a year hence, most of us will have cause for self-congratulation upon sticking to a real business, the best.

"It seems that the underlying reasons for conditions as they are and as I expect them to be are so obvious as to render explanations superfluous—but for the few who may disagree—permit me to state that first of all, radio business for the past year, even with the parts manufacturers, is greater than during any previous similar period. (I do not refer, of course, to any particular manufacturer or small group.)

Industrial forecasts carry the weight of authority especially when coming from the leaders of any given industry. The RADIO DEALER herewith presents interesting summaries of past accomplishments and future prospects for the radio industry during the year 1926. The impressions covering radio prospects for the year ahead carry the weight of authority and present one of the most notable editorial contributions to the trade at the dawning of the new year.

"Secondly, there are far more manufacturers, distributors, jobbers, dealers, agents and what-not, than ever before. And here-in lies our chief difficulty. The causes for the increase are many. Among the manufacturers we have seen the formation of financial groups with stock sales via the curb market; of organizations that increased overnight. We have seen big manufacturers of internationally known commodities branch out into our business—the formation of new companies—and about the usual crop of attic manufacturers, including a few earnest but financially handicapped young men anxious to deliver value though mostly those still imbued with the "gold fever." Then we have those who turn to a new industry, having failed in everything else. So much for manufacturers.

It seems many of the same reasons hold equally true with the inception of distributors, and dealers. Then again, additional manufacturers apparently begot new distributors who in turn brought new dealers into the picture, or perhaps it is the other way around.

"The impending storm will take a few, perhaps many—and others will follow. Innocents will occasionally suffer along

with the weak or foolish—but when the sky clears and business settles down to a steady upward climb, unmarred by the bang of the auctioneer's hammer and the cold tones of the sheriff, how much better it will be for all of us, to fight a clean battle with fellow sportsmen for legitimate profits in an honorable business, not clogged with innumerable "Chinese copies" of original ideas."

"Business for the Deserving"

The industry in its entirety presents a very bright outlook, declares R. M. Klein, general manager of F. A. D. Andrea, Inc., New York City. Mr. Klein states:

"The outlook for radio business for the coming year is good if by that we mean taking the industry as a whole. 1926 will reward those dealers, jobbers and manufacturers that have walked the straight and narrow path of proper merchandising. The market will be larger and more receptive than ever and it will be more than ever a question of 'business for those who deserve it.'

"The bringing of period art furniture into the industry may be regarded as a far step forward and this will be reflected in 1926 sales. While many writers wrote hesitatingly of the extent to which the music trade would enter the radio business, there need be no further doubt about it—the radio and musical instruments of other kinds are going to march right along together.

"Both from the jobber and dealer angle will 1926 see a widening of interest in the music trades in radio. But it should be remembered that in radio, at least, because of the service element and other considerations, the type, or classification of dealer is largely a matter of his business sense and no classification has a real monopoly of outlets at this time.

"This is good for the musical dealers' for competition in other trades put one right on tip-toe more than intra-trade competition. 1926 will see demonstration and service outstanding requirements from the dealer angle."

What the Buyer Seeks

The sooner manufacturers eliminate the dealer selling on a price policy, the sooner will they be able to anticipate demands sanely, avoid over-production and prevent dumping in the opinion of Ralph A. Sayres, advertising manager of J. B. Ferguson, Inc., New York City. Mr. Sayres, makes the following statement:

"Today the great American buying public seeks in a radio receiver, distance getting ability through the local stations, true tone fidelity and ease of control. That greatest of all purchasers who actually, or by influence, buys 85 per cent of the merchandise in this country demands also an instrument of graceful lines that will harmonize with her home furnishings.

"Our sales are, this year, the greatest in our history because we studied the buyer's

wants and then built our products to fit them, rather than to build radio sets—at a price and then attempt to sell them, again at a price.

"Our policy of giving each of our jobbers a definite, restricted territory and requiring them to do the same with our authorized dealers, ensures a gradual extension of the sales season each year. The dealer who can and will, go out and sell aggressively, unhampered by unfair price competition will find good business always waiting for him.

"The days of the retailer and jobber who sells radio across the counter like butter and eggs—at a price—are numbered. The sooner manufacturers eliminate them from the picture the sooner will they be able to anticipate demands sanely, avoid over-production and prevent dumping."

Chaotic Era Now Past

The future of the radio industry in 1926 will be profitable to all radio manufacturers who are soundly financed, manufacturing good merchandise, and with honest sales policies, declares William A. Thompson, of the Merchandising Division of the Kolster Radio, Federal Telegraph Co., New York City.

"The chaotic condition," he writes "of the radio industry, which has existed for the past three years, is today practically eliminated. The future of radio for 1926 will be profitable to all radio manufacturers, who are soundly financed, manufacturing good merchandise, and with honest sales policies.

"We believe that from now on radio is a staple business, rendering a fair margin of profit and requiring intense merchandising. Business should be good, well into the spring and should start early in the fall with many of the weaker elements eliminated. We believe that there is plenty of business to be had if sufficient effort is exerted to obtain it."

Internal Evils Greatest Menace

Sound engineering, economical manufacturing, and conservative merchandising will, according to F. M. Rosenfeld, president of Diamond Electric Specialties Corporation, Newark, N. J., do much to establish prosperous radio conditions in 1926. Mr. Rosenfeld's statement follows:

"Indications point to a continued prosperity in this country and it seems to me that the dangers in the radio industry are to be sought from within rather than from without.

"Indications are that there will still be a large quantity of radio merchandise dumped on the market, which will bring about an unsettled condition. Many sets and parts already manufactured cannot be sold at the prices planned and have to be absorbed regardless of how great the loss may be and this will cause some unsettlement and uncertainty on the part of the legitimate dealer and consumer.

"There are still too many manufacturers who plan to give too little value and some whose manufacturing programs are too ambitious. Unless their plans are corrected they will not only come to grief, but will

NENCO

'B' BATTERIES



Last Longer—Serve Better—
COST LESS

Only the best materials are used in compounding "Nenco" Batteries which are again purified in our Laboratory, thus assuring a battery of maximum service while in use and greatest recuperative powers when idle. Our Batteries carry an Unconditional Shelf Life Guarantee.

We also manufacture batteries with your own label

Dealers—Write for Prices and Discounts

NATIONAL ELECTRIC NOVELTY CO.

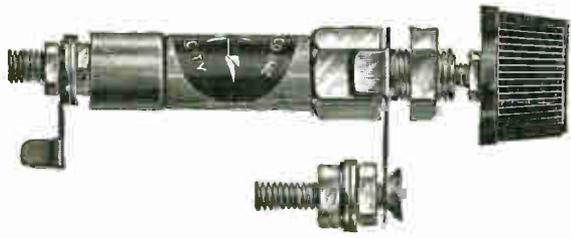
403-407 BROOME STREET, NEW YORK




FUSES FOR ALL USES

Battery Chargers—Rectifiers
A & B Battery Eliminators
Light and Power

VARIABLE RESISTANCE



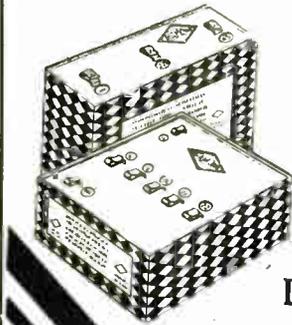
0—100,000 Ohms.

Smooth variation all along the scale for use on B battery eliminators. Volume control when placed across the secondary of last transformer or for any purpose where a variable resistance is required.

STAR FUSE CO., 168 Centre St., New York, N. Y.
Telephone Franklin 0372

Diamond Batteries

*Give more dependable
Radio Reception over a
longer period than any
other Radio battery*



This dependability means satisfied customers for you.

Write for dealer proposition
**DIAMOND ELECTRIC
SPECIALTIES CORP.,**

101-103 So. Orange Ave.,
NEWARK, N. J.



contribute to confusion on the part of the dealer and the public.

"Sound engineering—economical manufacturing—and conservative merchandising, will do much towards helping to establish prosperous radio business all along the line."

Steadier Growth Seen in 1926

While the sales increase in the radio industry will be on the upgrate in 1926 it will not be in proportion to 1925, declares M. Frankel, president of the Audiola Radio Co., Chicago. Mr. Frankel summarizes his predictions as follows:

1. Sales for 1926 will show a steady increase over 1925, but the percentage increase will be far less than in the past.
2. There is going to be a greatly increased demand for the console type of set as against the small cabinet type.
3. There is going to be an increased tendency for dealers to purchase from manufacturers within a reasonable distance of them, so that ample service can be rendered direct from the factory when necessary.

This will mean a lessened dominance of a few large manufacturers and a greater number of substantial small manufacturers, somewhat paralleling the condition of the furniture industry.

4. Business will be better this spring than last spring, but the usual late spring and summer slump can be anticipated."

Older Methods to Prevail

Merchandising methods which are in vogue and which cover older commodities in the American markets will also prevail in the future distribution and selling of radio merchandise, states Arthur E. Case, president of the Indiana Manufacturing & Electric Co., Marion, Ind. Mr. Case's viewpoint follows:

"We feel, from the operations of the last year, that we are justified in extending in a general way, our selling efforts for 1926. This is done from the establishment of a satisfaction of our products and from funds we have accumulated out of this year's operations. This we feel is the better policy than those concerns who have advertised out of their capital stock.

"Radio business for next year, as it appears to us, will be on more of an established basis and will revert to methods employed in manufacturing and merchandising of older and better established commodities."

Bargain Sales Detrimental

William H. Priess, president of the Priess Radio Corporation, New York City, believes the trend of the last few months indicates very clearly 1926 expectations. "There has been a very pronounced movement toward stabilization," he said.

"Sales in the large cities have been delayed either through lack of confidence on the part of the public or by their expectation of bargain sales. A large price cut means that the article was originally overpriced or was not in demand, because it was not good merchandise in the competi-

\$2⁵⁰



S-4000
5-volt
1/4 Ampere
Detector
Amplifier

Over 1000 New York Dealers Are Making Full Tube Profits

Look over your profits on tube sales! Discouraging isn't it? With competitors all around you cutting prices there's no money in handling ordinary tubes. That's what over 1000 dealers in Greater New York thought—until the Schickerling franchise

was put up to them. Now every one of these dealers is making a real legitimate profit on tubes—a margin that enables them to build up a real tube department and go after tube sales. Let us put the proposition squarely up to you—write.

SCHICKERLING PRODUCTS CORPORATION
401-407 Mulberry Street, Newark, N. J.
Philadelphia Office: Jefferson Building, 1015 Chestnut Street

SCHICKERLING RADIO TUBES

With the Stabilizing Triangular Plates

tive sense. Huge stocks are only created when the public does not buy and the public, of course, does not buy where it feels it is not getting value for its money.

"There has been created in the last few weeks some public recognition of this situation sufficiently pronounced to cause these so-called 'bargains' to move sluggishly. In my opinion this is doing more to stabilize the radio situation than any other agency. The public has been getting enough 'bargain-experience' to make it wary. Their caution is making them try out sets before purchasing. Such caution will eliminate manufacturers of unworthy apparatus.

"This is bound to have a salutary effect on conditions in the forthcoming year. Eliminating unworthy competition will benefit those who deserve to progress. Inasmuch as the public, through its growing sense of radio values is responsible for the quickening elimination of those whose performance cannot live up to promise, the benefits naturally will be passed on to the public.

"All in all, 1925 has been a good year for radio. The rural sections and the cities of lesser size have more than made up for the spotty conditions of the larger centers. 1926 undoubtedly will be even better."

Orders Booked Inspire Optimism

The manufacturers who are establishing and holding a reputation for quality in their merchandise, according to E. A. Tracy, of the Northern Manufacturing Co., Newark, N. J., will be the ones who will remain in the running for years to come. Mr. Tracy's statement follows:

"We believe, however, that the early part of 1926 will be far better than any preceding year and base this belief on the fact that our orders on hand call for and indicate the sale of our entire production until approximately April 1.

"Beyond this data we have nothing on which to base any expectations for 1926 business except that generally in the radio industry there are various manufacturers who are establishing and holding the reputation for quality in their production and good policy in their merchandising methods."

Conditions Insure Prosperity

Dealers who are farsighted enough to visualize future sales possibilities, will, according to Leslie F. Muter, president of Leslie F. Muter Co., Chicago, be the ones to enjoy the results which will be possible.

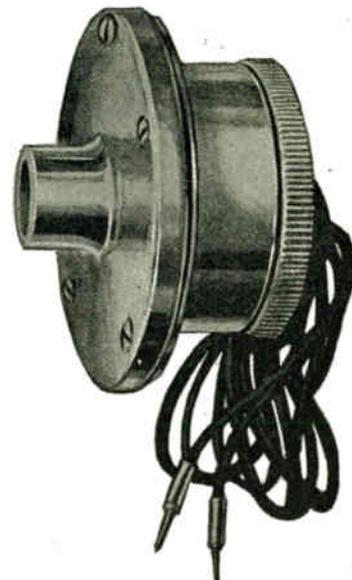
"Appreciating that every radio dealer endeavors to purchase ample material to meet his requirements," writes Mr. Muter, "and at the same time wishes to avoid a surplus of stock for the summer months, we believe that practically all dealers and jobbers have depleted their stock of materials over the holidays and that they can safely anticipate a substantial demand in the first three months of 1926.

"Business in general, public interest in radio, and the tendency of the weather, are all very favorable to the above statement. Confirmation of the above is also evident

Our Latest Type Adjustable Unit!

Extra wide knob insures sensitive adjustment.

It makes no difference whether our units are used on phonographs, in horn type or cabinet type reflectors; Its capacity is the same.



LIST PRICE \$6.50

Write today for samples.

Mutual Phono Parts Mfg. Corp.

151 LAFAYETTE STREET

NEW YORK CITY, N. Y.

CHAMPION Radio Batteries

QUALITY FIRST *Makes this* BATTERY LAST

AN ENTHUSIASTIC ARMY OF RADIO FANS CHOOSES

Champion Radio Batteries

From coast to coast sweeps the overwhelming demand for Champion Radio Batteries. Radio fans appreciate the receptivity, durability and efficiency of these super-batteries designed and built scientifically, economically and with a view to giving lasting satisfaction.



Stock up with Champion Radio Batteries... you're sure to please your trade and you're doubly sure to make real profits.



The CHAMPION CARBON MFG. Co.
Dept. A-1 301 First National Bank Bldg.
CINCINNATI, OHIO





DIANA-SIX

SIMPLE TO OPERATE

It is very simple to operate the "Diana." Unpleasant howls, noises and squeaks are eliminated. It is a silent, simple working set. No distortions or unnecessary noises found usually in lower priced receivers. It is very simple for any individual to operate a "Diana" without any effort.

EVERY PART FULLY TESTED

Before the assembling of a "Diana" receiver, every part entering into same is carefully tested with specially designed apparatus. Mechanically, this set must be perfect. Every set sold must be so perfect that it will sell itself over again to every listener who comes within its range.

A PERFECTLY BALANCED SIX

The six tube set designed to give the utmost satisfaction and performance in every detail has been carefully planned, tested, and thoroughly checked before being finally approved to be used as standard equipment as the "Diana Six." In the terms of the radio engineers it is a perfectly balanced set.

STORAGE BATTERY OR DRY CELL TYPE

The storage battery type is the standard model. If you desire dry cell type, we can furnish same to you at the same price but be sure and specify, however, if you desire dry cell type.



LIST PRICES

Console Type
38" high — 27½" wide
as shown above

List Price \$125

Grand Model

As shown to the right
with "A" and "B"

Battery complete
35" wide — 13" high

List Price \$100

Dealers: Write for Discounts and Exclusive
Territory Proposition

RADIO BUYERS SYNDICATE

1429 SO. MICHIGAN AVE.

CHICAGO, U. S. A.

in the amount of business for which we have orders, as well as the fact that set manufacturers are continuing their production, as evidenced by the requirements of a large number which we supply with parts.

"Personally we anticipate a greater volume in the next three months than in any previous year, on which we have placed orders for raw materials to meet this demand.

"To those dealers and jobbers who have sufficient courage to anticipate in the right manner, we are confident that they will enjoy the results of all of the above favorable conditions.

Honest Manufacturers Progressing

Alexander Hamilton, secretary of the Alexander Hamilton Glass Instrument Co., Conshocken, Pa., believes that conditions are improving and that the future of the radio industry is bright. His statement follows:

"The legitimate manufacturers are coming more into their own every day. We have witnessed the day of the crystal set, and now we have the demand for first class high grade sets.

"Conditions as a whole are improving, and the outlook for the manufacturers, dealers and jobbers who are pushing quality is bright."

New Factors in 1926

The year 1926 will see radio apparatus manufactured by organizations which understand merchandising and manufacturing is the opinion of Henry Goldman, president of Radio Tel. & Tel. Corp., New York City. His statement follows:

"The 1925 season has demonstrated that high finance cannot control merchandising of radio sets. Most manufacturers of radio sets owe their failure to the lack of knowledge in the actual selling of a radio set. While the manufacturer has been well financed, he has not possessed practical knowledge of selling his sets and keeping them sold. A number of manufacturers who have been assisted financially in most cases dispensed with the actual men who knew how to market a set and place it properly before his jobbers or dealers and keep it sold.

"They have been supplanted by representatives of financial interest who undertook to finance the manufacturer, thus breaking up the merchandising organization. Too much money has been spent on promises and large advertising campaigns. More money has actually been spent in advertising than has actually been spent on the set. While advertising campaigns are very necessary, the article must have quality and merit, otherwise the advertising campaign falls.

Radio companies have been burdened and interlocked with each other for the purpose of supporting each other and assuming the burdens of companies not properly managed and without merchandising organizations. 1926 will see radio sets manufactured by organizations who understand merchandising and manufacturing and will not be burdened with impractical and uncommercial domination.

How Many Drops In a Teaspoon?



There are 60 drops to a teaspoon according to druggists measure, yet the AYANBEE Battery Tester requires only ¼ of a teaspoonful or 45 drops.

Here is one of the secrets of the AYANBEE'S popularity.

Even the smallest and dryest battery can be tested with an

Ayanbee

Radio Battery Tester

Easy to use in the hard-to-get-at places with no splattering or splashing of acid.

Yet accuracy has not been sacrificed because of its convenience.

Every AYANBEE is "Triple Tested" for accuracy. Sell it to your very best customers and they will thank you.

Order now from
your jobber.

Scranton Glass Instrument Co.
SCRANTON, PA.



January, 1926
Vol. 8, No. 4

BROADCASTING STATION ACTIVITIES

Bernard Freedman
News Editor

The Only Medium in This Field

Published Monthly, at 10 East 39th Street, New York City, a Department of The Radio Dealer

NEW RADIO CONTROL BILL INTRODUCED BY REPRESENTATIVE WHITE IN CONGRESS

Hearings To Begin January 18th

WASHINGTON, D. C.—Two new radio control bills have been introduced in Congress. One by Representative Wallace H. White, of Maine, father of former radio bills, and the other by Senator Dill, of Washington. The Dill bill is practically a rewrite of the White bill of the last session, while the White bill is a modification of the bill which was in the House at the last session of Congress. Hearings are to be held beginning January 18 on the White bill before the Committee on Merchant Marine and Fisheries, as tentatively decided upon. Because of the great interest in the trade in this bill we print herewith the full text of the new White bill:

An Act for the Regulations of Radio Communication and for Other Purposes:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

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

(B) The Secretary of Commerce, from time to time, as public convenience, interest or necessity requires, shall (a) classify licensed radio stations and the operators required therein; (b) prescribe the nature of the service to be rendered by each class and each station within any class; (c) assign bands of frequencies or wave lengths to the various classes of stations and assign frequencies or wave

lengths for each individual station and determine the power which each station shall use and the time during which it may operate; (d) determine the location of classes of stations or individual stations and the kind of instruments to be used, with respect to their external effects; (e) regulate the purity and sharpness of the emissions from each station and of the apparatus therein; (f) establish areas or zones to be served by any station; (g) from time to time inspect licensed stations and their apparatus; (h) make such regulations not inconsistent with law as he may deem necessary to prevent interference between stations and to carry out the provisions of this Act. Provided, however, that changes in the call letters, wave lengths, authorized power, in the character of emitted signals or in the times of operation of any station shall not be made without the consent of the station licensee unless in the judgment of the Secretary such changes are required as a public necessity or in the public interest. The Secretary shall have authority to exclude from the requirements of any regulations any radio station upon railroad trains and the operators required therein or to modify such regulations in his discretion; Provided, That such stations shall not be used for sending communications or signals for hire.

(C) In time of war or of threat of war or of public peril or disaster, or in order to preserve the neutrality of the United States, the President may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners, and every license issued shall be subject in terms to such right.

(D) Radio stations belonging to and operated by the United States shall not be subject to the provisions of paragraphs (A) and (B) of this section. All such Government stations shall use such frequencies or wave lengths as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business shall conform to such rules and regulations designed to prevent interference with other radio stations and the rights of others as the Secretary of Commerce may prescribe; Provided, That upon proclamation by the President that the exists war or a threat of war or a state of public peril or disaster or other emergency, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Secretary of Commerce, and may deal with such stations as authorized by paragraph (C) hereof. All stations owned and operated by the United States and all other stations on land and sea shall have special call letters designated by the Secretary of Commerce, and the Secretary is authorized to cause to be published such call letters and such other announcements and data as in his judgment may be required for the efficient operation of radio stations subject to the jurisdiction

of the United States and for the proper enforcement of this Act. Radio stations on board vessels of the United States Shipping Board or the United States Shipping Board Emergency Fleet Corporation or the Inland and Coastwise Waterways Service shall not be deemed to belong to or to be operated by the United States or to be Government stations within the meaning and for the purpose of this Act.

SEC. 2. (A) Paragraph (A) of section 1 of this Act shall not apply to persons sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated by the Secretary of Commerce.

(B) The station license required hereby shall not be granted to, or after the granting thereof such license shall not be transferred in any manner, either voluntarily or involuntarily, to (a) any alien or the representative of any alien; (b) to any foreign government, or the representative thereof; (c) to any company, corporation, or association organized under the laws of any foreign government; (d) to any company, corporation, or association of which any officer or director is an alien, or of which more than one-fifth of the capital stock may be voted by aliens or their representatives or by a foreign government or representative thereof, or by any company, corporation, or association organized under the laws of a foreign country.

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

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

No license granted by the Secretary shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license the Secretary, in his discretion, upon application therefor, may grant from time to time renewals of such license for a life term.

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

The Secretary of Commerce in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, the Canal Zone or the Philippine Islands, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

(D) The Secretary of Commerce may grant station licenses only upon written application therefor addressed to him, which application shall set forth such facts as he by regulations may prescribe as to the citizenship, character, and financial, tech-

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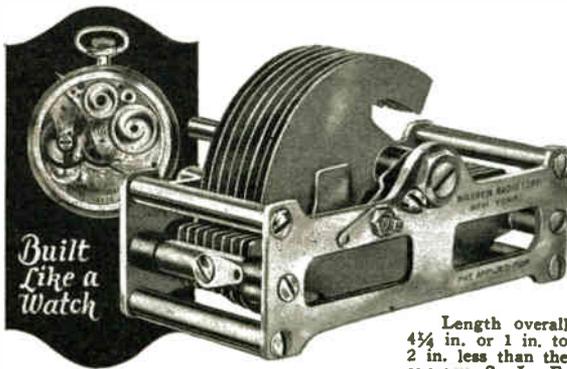
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nical, and other ability of the applicant to operate the station; the ownership and location of the proposed station and of the stations if any, with which it is proposed to communicate; the frequencies or wave lengths and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as he may require. Such application shall be signed by the applicant under oath or affirmation.

(E) Such station licenses as the Secretary of Commerce may grant shall be in such general form as he may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject: (a) The ownership or management of the station or apparatus therein shall not be transferred in violation of this Act; (b) there shall be no vested property right in the license issued for such station or in the frequencies or wave lengths authorized to be used therein; and (c) neither the license nor any right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

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

Whenever the Interstate Commerce Commission or other Federal body under authority of law, shall find that any licensee bound so to do has failed to provide reasonable facilities for the transmission of radio communications or has made any unjust and unreasonable charge, or has made or prescribed any unjust and unreasonable classification, regulation, or practice with respect to the transmission of radio communications or service, it shall certify such finding to the Secretary of Commerce.

(G) All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such other date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: Provided, however, That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

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

The Secretary of Commerce shall be notified of said appeal by service upon him, prior to the filing thereof, of a certified copy of said appeal and of the reasons therefor. Within twenty days after the filing of said appeal the Secretary of Commerce shall file with the court the originals or certified copies of all papers and evidence pre-

sent to him upon the original application for a permit or license or in the hearing upon said order of revocation, and also a like copy of his decision thereon and a full statement in writing of the facts and the grounds for his decision as found and given by him. Within twenty days after the filing of said statement by the Secretary either party may give notice to the court of his desire to adduce additional evidence. Said notice shall be in the form of a sworn petition stating the nature and character of said additional evidence, and the court in its discretion may thereupon order such evidence to be taken in such manner and upon such terms and conditions as it may deem proper.

At the earliest convenient time the court shall hear, review, and determine the appeal upon said record and evidence, and may alter or revise the decision appealed from and enter such judgment as to it may seem just. The revision by the court shall be confined to the points set forth in the reasons of appeal.

SEC. 4. No person, firm, company, or corporation nor or hereafter engaged directly or indirectly through any subsidiary, associated, or affiliated person, company, corporation, or agent, or otherwise, in the business of transmitting and of receiving for hire radio communications or signals (a) between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, or control any part of the stock or other capital share of any interest in the physical property and/or other assets of any such cable, wire telegraph or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States or in the District of Columbia and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person, firm, company, or corporation now or hereafter engaged directly or indirectly through any subsidiary, associated or affiliated person, company, corporation, or agent, or otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph or telephone line or system (a) between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any other State, Territory, or possession of the United States, or (b) between any place in any State, Territory, or possession of the United States or the District of Columbia and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States or in the District of Columbia and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

Sec. 5. All matters broadcasted by any radio station for which service money or any other valuable consideration is indirectly paid or promised to or charged or accepted by, the station so broadcasted, shall be announced as "advertising" at the time the same is so broadcasted: Provided, That when the advertisement or publicity sought consists solely of the announcement of the name, business, and address of the person, firm, company, or corporation paying for the feature broadcasted it shall be sufficient to announce that such feature is "paid for or furnished by" such person, firm, company, or corporation.

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

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

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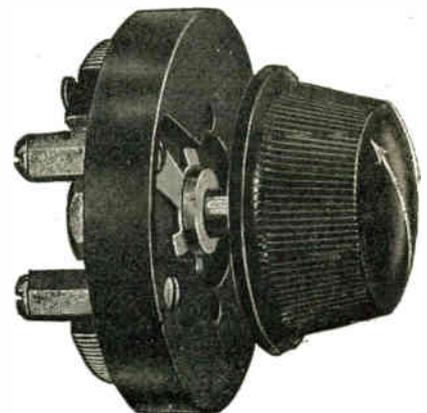
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(c) An operator's license shall be issued by the Secretary of Commerce only in response to a written application therefor addressed to him which shall set forth (a) the name, age, and address of the applicant; (b) the date and place of birth; (c) the country of which he is a citizen and, if a naturalized citizen of the United States, the date and place of naturalization; (d) the previous experience of the applicant in operating radio apparatus; and (e) such other facts or information as may be required by the Secretary of Commerce. Every application shall be signed by the applicant under oath or affirmation.

(D) An operator's license shall be issued only to a person who, in the judgment of the Secretary of Commerce, is proficient in the use and operation of radio apparatus.

(E) An operator's license shall be in such form as the Secretary of Commerce shall prescribe and may be suspended by him for a period not exceeding two years upon proof sufficient to satisfy him that the licensee (a) has violated any provision of any Act or treaty binding on the United States which the Secretary of Commerce is authorized by this Act to administer, or by any regulation made by the Secretary under any such Act or Treaty; or (b) has failed to sample compliance therewith by any person under his supervision; or (c) has failed to carry out the lawful orders of the master of the vessel in which he is employed; or (d) has willfully damaged, or permitted radio apparatus to be damaged; or (e) has transmitted superfluous radio communications or signals or radio communications containing profane or obscene words or language; or (f) has willfully or maliciously interfered with any other radio communications or signals.

(F) An operator's license may be revoked by the Secretary of Commerce upon proof sufficient to satisfy him that the licensee was at the date his license was granted to him, or is at the time of revocation, ineligible or unfit for a license.

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

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

Sec. 8. There is hereby established a National Radio Commission consisting of nine members who shall be appointed by the President and one of whom the President shall designate as Chairman.

The first meeting of the Commission shall be held in the city of Washington at such time and place as the Chairman of the Commission may fix. Whenever the Secretary desires to refer to the Commission for its decision any matter authorized to be submitted, he may call subsequent meetings thereof at such places in the United States and at such times as he may deem proper.

The Secretary of Commerce may refer to the Commission any applications for licenses or for



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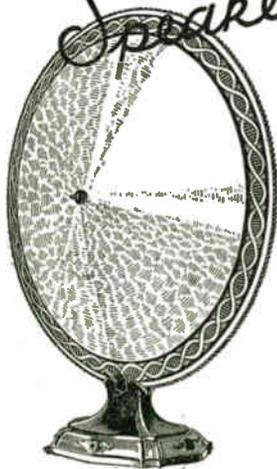
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the use of wave lengths or for power in connection therewith, or any other matter, the determination of which is vested in him under the terms of this Act. The decision of the Commission shall be final and binding upon the Secretary as to any matter so referred to it, subject however, to the same right of appeal as is allowed by this Act from decisions of the Secretary.

The members of the Commission shall receive a compensation of twenty-five dollars per day for each day's attendance at session of the Commission and while traveling to and from such sessions but not to exceed ninety days' pay in any calendar year, and also their necessary traveling expenses.

Sec. 9. The Secretary of Commerce is authorized to designate from time to time radio stations, the communications or signals of which, in his opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator, of a class to be determined by the Secretary of Commerce, listening in on the wave length designated for radio communications or signals of distress during the entire period the transmitter of such station is in operation.

Sec. 10. Every radio station on shipboard, wherever practicable, shall be equipped to transmit radio communications or signals of distress on the frequency or wave length specified by the Secretary of Commerce, with apparatus capable of transmitting and receiving messages over a distance of at least one hundred miles day or night.

When sending radio communications or signals of distress and radio communications relating thereto, the transmitting act may be adjusted in such a manner as to produce a maximum of radiation irrespective of the amount of interference which may thus be caused.

All radio stations including Government stations and stations on board foreign vessels when within the Territorial waters of the United States shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies or wave lengths which will interfere with hearing a radio communication or signal of distress and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress so far as possible by complying with its instructions.

Sec. 11. Every shore station open to general public service between the coast and vessels at sea shall be bound to exchange radio communications or signals with any ship station without distinction as to radio systems or instruments adopted by such stations, respectively, and each station on shipboard shall be bound to exchange radio communications or signals with any other station on shipboard without distinction as to radio systems or instruments adopted by each station.

Sec. 12. At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations can not be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

The Government stations for which the above-mentioned division of time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress.

Sec. 13. In all circumstances, except in case of radio communications or signals relating to vessels in distress all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

Sec. 14. No person receiving or assisting in receiving any radio communication shall divulge or publish the contents, substance, purport, effect, or meaning thereof to any person other than the addressee, his agent or attorney, except to a telephone, telegraph, cable, or radio station employed or authorized by the sender or addressee to forward such radio communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the radio communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpoena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any message and divulge or publish the contents, substance, purport, effect, or meaning of such intercepted message to any person; and no person not being entitled shall receive or assist in receiving any radio communication and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted radio communication or having become acquainted with the contents, substance purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the contents, substance, purport, effect, or meaning of the same or any part thereof, or use



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ASK OUR SERVICE BUREAU

the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; Provided, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcasted or transmitted by amateurs or others for the use of the general public or relating to ships in distress.

Sec. 15. No person, company, or corporation within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent radio communication or signal of distress or false or fraudulent radio communication or signal of any kind, nor shall any broadcasting station re-broadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

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

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

Sec. 18. Any person, firm, company, or corporation who shall violate any provision of this Act, or shall knowingly make any false oath or affirmation in any affidavit required or authorized by this Act, or shall knowingly swear falsely to a material matter in any hearing authorized by this Act, upon conviction thereof in any court of competent jurisdiction shall be punished by a fine of not more than \$5,000 and/or by imprisonment for a term of not more than five years for each and every such offense.

Sec. 19. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought.

Sec. 20. This Act shall not apply to the Philippine Islands or to the Canal Zone.

Sec. 21. The Act to regulate radio communication approved August 13, 1912, and all other Acts or parts of Acts in conflict with this Act are hereby repealed. Such repeal, however, shall not affect any act done or any right accrued, or any suit or proceeding had or commenced in any civil cause prior to said repeal, but all liabilities under said laws shall continue and may be enforced in the same manner as if committed, and all penalties, forfeitures, or liabilities incurred prior to taking effect hereof, under any law embraced in, changed, modified, or repealed by this Act, may be prosecuted and punished in the same manner and with the same effect as if this Act had not been passed.

Sec. 22. If any provision of this Act or the application thereof to any person, firm, company, or corporation, or to any circumstances, is held invalid, the remainder of the Act and the application of such provision to other persons, firms, companies, or corporations, or to other circumstances, shall not be affected thereby.

Sec. 23. This Act shall take effect and be in force on and after sixty days from its approval.

CLASSIFIED SECTION

Classified Section

SALESMEN

Leading radio sets and parts manufacturer selling popular priced merchandise has territory open for aggressive salesmen. Excellent opportunity. Remuneration commensurate with ability to produce. State fully present connections, experience, territory desired. Box 2 R.S.

BUSINESS OPPORTUNITY

Wonderful opportunity in Central California for a young man that knows something about the music and radio business and will work and has \$2000.00 cash to invest in business in moderate size town. Write at once as this opportunity may soon be gone. Address P. O. Box 781, Stockton, California.

AERIAL WIRE

PURE COPPER
SOLID—STRANDED
BARE—TINNED
ENAMELED

Our Plant Is Equipped With the Newest and Most Improved Machinery for Wire Manufacture, With New Wrinkles in the Way of Short Cuts to Production That Bring Down Costs for All of Us—**Maximum Production, Consistently Maintained.**



RESIDENT AGENTS WANTED

Hankee TRADE MARK Voltmeters

Ammeters
Volt Ammeters
Absolutely Guaranteed
Give Accurate Readings



ACTUAL SIZE
FINEST NICKEL CASE
Manufactured by

Lundquist
Tool & Mfg. Co.

144 Green St., Worcester, Mass.

for radio dealers
—our big new catalog; fully illustrates the best in radio. Write on letterhead for copy — ask for B1005
We Ship Fast
Wakem & McLaughlin, Inc.
225 E. BLDING STREET CHICAGO, ILL.

An amateur received Eleven European stations—International Radio Test Week on a stock model.

MORRADYNE
(5 tube, tuned radio frequency)
Morrison Radiophone Company, Inc.

Bridgeport, Conn. Write today

BOSCH "B"

A. C. 110 Volts, 60 Cycles
Battery Eliminator

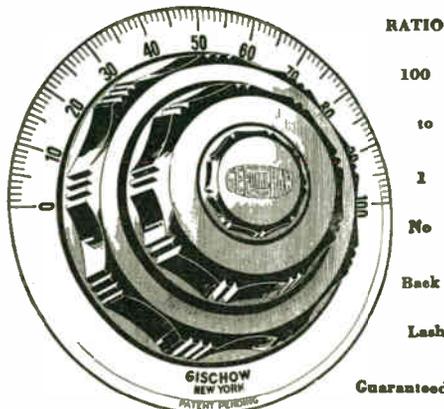
No special tubes necessary, this eliminator operates efficiently on any standard tube.

Bosch Radio Corporation
1674 Broadway, New York City

DECKEL ENGRAVING MACHINES

Sole American Distributors

H. P. PREIS
9 Campbell Street
Newark, N. J.



OTTO R. GISCHOW CO., INC.
125 W. 51st St., N. Y. City.

Radio Dealers WANTED!

If you are the type of dealer who hustles after business, who isn't content to wait for trade to come in but who takes sets out to demonstrate, can talk and sell quality merchandise, and knows Radio values, we have a big proposition for you. Are you that dealer?

50% DISCOUNT TO DEALERS

We manufacture a complete line of high grade receivers and sell to dealers at 50% discount. We are authorized distributors for more than 225 Nationally advertised lines.



Write today for amazing offers, new 112-page catalog and regular monthly catalogs quoting below-the-market prices on latest merchandise—all free. Everything in Radio for less. Just fill in coupon, pin to your letter head and mail today, NOW.

AMERICAN RADIO MFG. CO.

1416-18 McGee St. Dept. Y. Kansas City, Mo.

AMERICAN RADIO MFG. CO.,
1416-18 McGee St. Dept. Y. Kansas City, Mo.

Gentlemen: Mail me your new 112-page catalog. Also put me on list for regular monthly mailings.

Name

Address

City State

ATTENTION DEALERS

Send for our 200 page catalog.



The finest and largest exclusive Radio Catalog in the United States.

SCHNEITTER RADIO CO.
DEPT. J. ST. JOSEPH, MO.

PATENTS PROMPTLY PROCURED. SEND A SKETCH OF YOUR INVENTION

FREE INVENTION RECORDING BLANK

NAME _____

ADDRESS _____

Phone: HANOVER 3662

Z. H. POLACHEK
PATENT ATTORNEY
CONSULTING ENGINEER
70 WALL ST.
NEW YORK

E. F. DUSKIS

326 W. Madison St. Chicago, Ill. Manufacturers, distributors, etc., will gain considerable keeping in touch with my organization. This is a straight line frequency year. Sets, double and single rheostats, moulded bakelite fixed condensers, transformers, phones, cabinets, dials, sockets. Inquiries and orders receive immediate attention.

UNIVERSAL SOCKETS
Write or Wire
White
RADIO CORPORATION
1841 BROADWAY N. Y. C.

World's Best Radio
PEARSON DeLuxe Floor Console Model PS-5 \$146.50
PEARSON PS-5 DeLuxe \$ 78.50
PEARSON Five \$ 50.00
All Pearson Circuits are Licensed under Navy Patents
PEARSON DIVISION, Elect'l Research Labs. 1421 So. Michigan Ave., Chicago, Ill.

Write for the 9th Edition of
"BETTER TUNING"
telling all about the B-T line
10 cents, postpaid
Bremer-Tully Mfg. Co.,
532 S. Canal St., Chicago

GLASS TUBES
For Every Radio Purpose
FRIEDRICH & DIMMOCK
7 E. 42nd St., New York Tel. Murray Hill 4235
Factory:—Millville, N. J.

CERTIFIED LOW LOSS
Variable Condenser
RADIO CONDENSER CO., CAMDEN, N. J.
World's Largest Exclusive Condenser Plant

Ask Our
Service Bureau

For Quality
Blandin
Radio Cabinets
Write For Price List
BLANDIN, 2700
16th St., Racine, Wis.

URECO RADIO TUBES
are getting more popular every day, because they have stood the test. Every tube alike, all tubes thoroughly tested before leaving factory.
Write for particulars
THE UNITED RADIO & ELECTRIC CORP.
418 Central Ave., Newark, N. J.

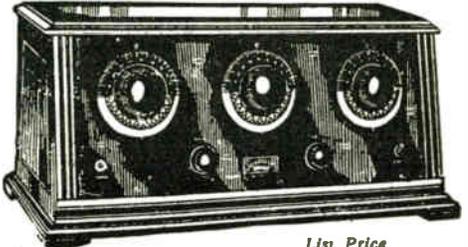
A LINE WORTH SELLING
The Pennsylvania Line
A complete line of Loud Speakers, Head Phones and Multiple Radio Jack Plugs
For Complete Information Write to
HAMBURG BROS.
452-454 7th Ave. Pittsburgh U. S. A.

PYRATEK
TRADE MARK
FIXED Crystal Rectifier
For Reflex and Crystal Circuits
Unequaled for Sensitivity, Dependability and Long Life
With Mounting Clips \$1.25
Attractive Discounts to the Trade
THE ERISMAN LABORATORIES
3785 Broadway Dept. G New York, N. Y.

Radio's Greatest Value!
and a money maker.

The **SUPEROLA GRAND**
TRADE MARK REG.

MODEL A
5 TUBE RECEIVER



A five tube tuned radio frequency receiver for Selectivity, good volume and distance, using straight line frequency condensers.

List Price
\$49.50

Next Year's Speaker Now!
WALCONE \$22.50
The 19 inch cone speaker with 2 distinct uses.
Send for free descriptive detailed information
Manufactured by
SUPEROLA RADIO CORP.
565 BROADWAY, NEW YORK

WELTY BIGGER SELLING PRODUCTS



DETECTOR-AMPLIFIER UNIT
Can be used in any receiver. Extremely compact. Size 4 1/2 x 9 1/2. All strictly high class parts. Universal sockets. Distortionless transformers. Will handle the volume of any set. Only 4 connections necessary to hook up to any tuning apparatus. Color scheme binding posts, also switch and jack. Wherever a detector and two stages of audio are required this splendidly made Welty Unit can be used to a decided advantage. A popular seller at \$19.50.



SUPERADIODYNE KIT
Never before, such a super—and never before such a chance to sell a lot of them. This Superadiodyne Kit cannot be surpassed in efficiency. Consists of 1 antennae coupler, 1 oscillator coupler, 3 accurately matched intermediate transformers and a filter tuned to the same identical peak. Also all fittings. Stock this Kit and sell it in real volume at the nationally advertised price of \$17.50. Write for Welty's 1925-26 Catalog of tested selected radio parts.
WM. A. WELTY & CO.,
36-48 So. State St., CHICAGO.

WIRE — PHONE — WRITE
FOR THE BEST SELLING
RADIO PROPOSITION
ON THE MARKET TODAY

Straight Line Frequency Condensers All American Transformers Other Standard Parts

5 TUBE SET
"In Solid 7x18 Mahogany Cabinet"
ROBBINS RADIO CO.
Offices
228 W. Houston St. New York City

LIST
\$35
BIG TRADE DISCOUNT

5 TUBE SUB-PANEL **VICTORY** **Victory Socket**
 Trade Mark



FORMICA Sub-Panels with Bakelite Sockets

<p>MANUFACTURERS OF MULTIPLE SOCKETS SUB PANELS BUILT TO SPECIFICATIONS</p>	<p>SOCKETS Especially Adapted for the NEW UX TUBES</p>	<p>FORMICA PANELS AND TUBING CUT, DRILLED AND ENGRAVED</p>
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Dealers and Jobbers Write for Prices and Catalog Set Manufacturers It Will Pay You to Write Us.

UNITED RADIO MFG. CO. 191 Greenwich St., N. Y. C. Phone Cortland 4885

Insure Your Good Will
 By
PROMPT AND ADEQUATE REGISTRATION
 Of Your
TRADE MARK
 IN ALL MARKETS

Send for New List of Charges, etc.
 INQUIRIES WELCOMED
CHAUNCEY P. CARTER
 Radio Trade-Mark Specialist

4907 Potomac Avenue, N. W. Washington, D. C.

*Wishing the Trade
 A Happy and Prosperous
 New Year*

PHONE STAGG 2726



175-177 POWERS ST.
 COR. GRAMAM AVE.
BROOKLYN, N. Y.

EMCOTRAN

Amplification with Quality

True reproduction without Distortion
 Shielded Type.
 Enameled and Nickel finish.

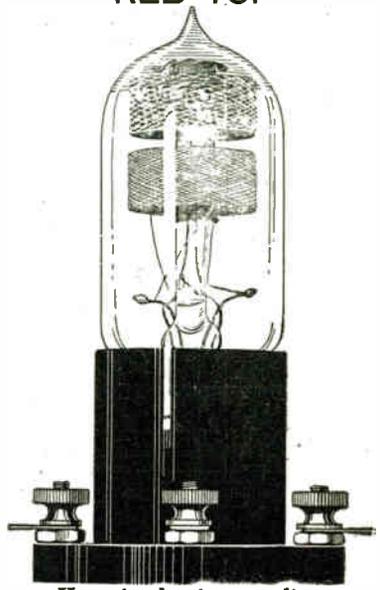


The Transformer with a Personality

Set Manufacturers
 Unmounted Type specially designed for Radio Frequency Circuit.

EAGLE MFG. CO., Inc., 72 YORK ST., JERSEY CITY

St. James
 "RED TOP"



Here is the intermediate frequency vacuum transformer outstanding due to its thorough dehydration of coils, which condition remains constant, being sealed in a vacuum. These transformers are MATCHED to 1 K. C. variation and are of air core construction. Write us for descriptive literature and circuit diagrams in which this transformer is used.

ST. JAMES LABORATORIES, Inc.
 845 Washington Blvd. Chicago, Ill.

The outstanding receiver of the year

BOSWORTH

The one receiver that will meet the critical demand.

Distributor of Better Grade Radio Apparatus

FRANK, INC.
 160 Fifth Ave., Mohawk Bldg., N. Y. C.
 Telephone Chelsea 6737

BOSTON RADIO
Browning Drake Circuit
 operates direct from lighting socket.
No A-B or C Batteries Needed

Operates without ground or antenna on semi-distant stations. This set is a wonderful money-maker for the jobber and dealer. The turnover is surprisingly rapid. Write for literature, discounts, etc.

BOSTON RADIO MFG. CO.
 117 WATER ST., BOSTON, MASS.

AIRWAY

Let "AIRWAY" show the path to quicker receiving set sales, greater turnover and larger profits.

Airway Electric Appliance Corp.
 Toledo 614 Broadway Ohio

AMPLION

**PRODUCT OF NEARLY 40
YEAR'S EXPERIENCE**



6 Models
12 up

TEST

THIS INTERNATIONAL FAVORITE
—against any other loud speaker
Get One for Test from Your Jobber.
Product of nearly 40 years' experience.
The Amplion has won world-wide leadership
in sales through actual supremacy
of performance. Test an Amplion—in
comparison—and be convinced. Nationally
advertised. All Amplions equipped with
cords and panel plugs. Jobbers, Dealers!

**THE AMPLION CORPORATION
OF AMERICA**

Suite P, 280 Madison Ave., New York
Chicago Branch: 27-29 No. Morgan St.
Burndep of Canada, Ltd., Toronto



PATENTS

To the Man with an Idea

I offer a comprehensive, experienced, efficient service for his prompt, legal protection, and the development of his proposition. Send sketch or model and description, for advice as to cost, search through prior United States patents, etc. Preliminary advice gladly furnished without charge. My experience and familiarity with various arts frequently enable me to accurately advise clients as to probable patentability before they go to any expense.

Booklet of valuable information and form for properly disclosing your ideas. free on request. Write today.

RICHARD B. OWEN
Patent Lawyer
82 Owen Bldg., Washington, D. C.
41-L Park Row, New York City

MANDISCO

A Hard-Hitting Sales Organization Gives to Reputable Manufacturers Real Representation in

MICHIGAN
INDIANA
OHIO
ILLINOIS
WISCONSIN
MINNESOTA
IOWA
NEBRASKA
MISSOURI

IF YOU WILL FURNISH THE GOODS WE CAN BRING HOME THE BACON.

Mandisco
5 North La Salle Street
Chicago, U. S. A.

KENMAN 5

Not only the price, but the beautiful cabinet, and the rich tone of the Kenman 5 (Model 1926) will make it the "fast seller" in your stock.

The outstanding success of the season or with five

29.75 **42.25**
RADIOTRONS

KENMAN ELECTRIC CO., INC.
296 B'way, N. Y. C.
Factories, Lynbrook, N. Y.
Write or wire for details

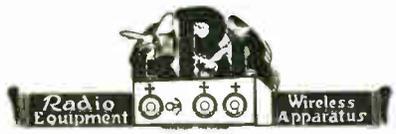
Set Manufacturers

have learned to depend upon lines of radio merchandise handled by our organization.

Experience extending over a period of years has qualified us to pick lines of merit only.

Representing:

**NATIONALLY
ADVERTISED
LINES ONLY**



The Barsook Company
Manufacturer's Representatives

53 W. Jackson, Chicago, Ill.

The Radio Speaker That Satisfies Dealers. This is the One Speaker That Will Sell.

Burns

MORTIMER SPINGARN
Distributor of Better Grade Radio Apparatus.
333 Washington St., BROOKLYN, N. Y.
Telephone Main 4199

ZENITH

—LONG DISTANCE—**RADIO**

Exclusive choice of Mac Millan for his North Polar Expedition.
ZENITH RADIO CORPORATION
310 South Michigan Avenue, Chicago, Illinois

Westphal's Spaghetti

BLACK OR YELLOW

Westphal's Flexible Spaghetti is used with great satisfaction by amateurs as well as radio experts.

Westphal Manufacturing Laboratory
224 S. Michigan Blvd.
CHICAGO, ILL.

BURGESS

Madison, Wisconsin
RADIO BATTERIES



Twinanteleak DX Insulator

The Twinanteleak Insulator is scientifically constructed. It will positively prevent leakage from your aerial wire. It is unquestionably the best insulator on the market under any and all weather conditions. The Twinanteleak cannot be affected by rain, snow, ice or dust.

All porcelain insulators absorb moisture and both porcelain and glass insulators leak when moist or wet. This leakage decreases the efficiency of receptions. The Twinanteleak, as proven by tests, cannot leak. It is made of the best porcelain with a brown glaze, and has a 50 pound pull strength in its metal yoke.

**Two insulators for one wire
\$1.00**

Distributors wanted.
Twinanteleak Insulator Co.
NEW BRITAIN, CONN.



FIXED RESISTORS
Micamold
FIXED CONDENSERS

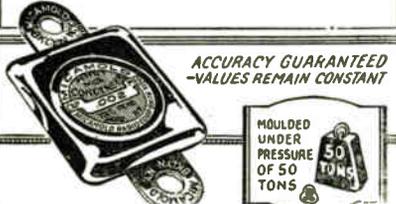
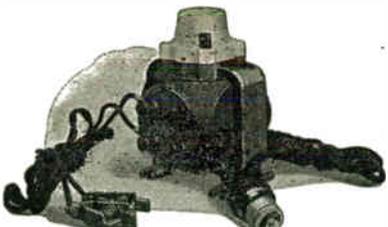
"Made of Mica and Moulded in Genuine Bakelite"

With Micamold Resistors and Condensers you need no clips or mounts—just solder direct to the terminals, thus eliminating point or loose contact and accidental dislodgement of the units.

Micamold Products are moulded in genuine Bakelite and guaranteed within 5% of calibrations and constant in value. They are noiseless, moistureproof and indestructible.

Dealers: Write for full information.

Micamold Radio Corp.
Flushing & Porter Ave.
Brooklyn, N. Y.

ACME Radio Battery Charger
A and B Batteries
An Easy Sale and a Good Profit
Distributors Wanted.

THE ACME ELECTRIC and MFG. CO.
1409 Hamilton Ave. Cleveland, O.

BATTERY LEAD TAGS
PAT. PEND.



SET OF 14 TWO OF EACH **SAFE & QUICK** 15 PRICE CENTS
ASK YOUR DEALER

MFD. BY PAUL GLAMZO
203 LAFAYETTE ST. NEW YORK

Five Tube Tuned Radio Frequency Set
Mahogany Cabinet
List Price **\$34.50**
Special Price to Trade
Write or Phone

PRECISE RADIO MFG. CO.
55 Fleet St., Brooklyn, N. Y.
Phone Triangle 8692.

NO STATIC NO DANGER OF LIGHTNING

THE Antennaphone
IMPROVES RECEPTION

Easy to install. Not attached to, but merely placed under the telephone. Guaranteed to work perfectly with any type receiver. Sold complete with insulated wire for One Dollar. Write for Special Dealer Offer.

Antennaphone Co., 90 West St., N. Y. C.



WINDOW LEAD-IN



COLUMBIA METAL PRODUCT CO
210-212 CANAL ST., NEW YORK.

ATTENTION DEALERS

Send for our 200 page catalog.



The finest and largest exclusive Radio Catalog in the United States.

SCHNEITTER RADIO CO.
DEPT. J. ST. JOSEPH, MO.



VEBY HIGH MU TUBES
for Resistance Coupled Amplification.

Greater volume and better quality can be obtained with your Resistance Coupled Amplifier if used in combination with the VEBY HIGH MU TUBES.

VEBY TUBES are standard everywhere

A. F. 20 for the first and second stage \$3.00
A. F. 30 Super High Mu Tube 6.50
A. F. 6 Power Tube for the last stage of the amplifier 4.50
VEBY 3-stage Resistance Coupled Amplifier. List Price \$12.00

VEBY
"Quality Resistors"
47-51 Morris Ave. Newark, N. J.

Faradon

FARADON MICA CONDENSERS

"Since the advent of radio broadcasting have been used extensively by the great broadcasting stations throughout the country, and are now available for receiving sets in the Model T."



Faradon
MODEL T RECEIVING SET
CONDENSERS
FOR
Permanent accuracy
~improved reception
and increased set value

QUALITY AT LOW PRICE

Faradon Wholesalers will furnish these distinctive four color display cards to dealers. Should your Wholesaler not have a supply, write us direct.

Wireless Specialty Apparatus Company
Jamaica Plain, Boston, Mass., U. S. A.
Electrostatic Condensers for All Purposes



WRC BRAND

STRAIGHT LINE FREQUENCY CONDENSERS

IMMEDIATE DELIVERY OF ANY QUANTITY

The original straight line, unbeatable for efficiency and low cost. Manufacturers—Write for sample.

We also have an interesting proposition for distributors

WIRELESS RADIO CORP.
182 Lafayette St. New York



MUTER

DEPENDABLE RADIO PRODUCTS



Lightning Arresters—approved by Fire Underwriters. List . . . **50c**

Standard Complete Aerial Kit—everything for installation with full instructions. List **\$3.50**

Resistance Amplifiers— Completely assembled and ready for use. List **\$8.00**



Audio Frequency Transformers— A proven fast seller. List **\$2.25**



Fixed Condensers— accurate capacities. Used by leading set builders.



Fixed Grid Leaks— permanent, accurate resistance.

Automatic Shock Proof Phone Plugs— an outstanding value. . List . **50c**

The profitable Muter Line of quality items are sold by all leading jobbers

WRITE FOR CATALOG

LESLIE F. MUTER COMPANY
76th & Greenwood Avenue
CHICAGO ILLINOIS

SUCCEED with Hytone "B" BATTERIES

Recommend them to your customers and they will be your friends for life. They last longer, perform better, and save money.

HYTONE "B" Batteries are made by men with over ten years of experience in making "B" Batteries.

Jobbers and Dealers write for territory.

We have an interesting proposition for you. Choice territory still open. Write for prices.

Hytone BATTERY MFG. CO.
2420 First Avenue
New York



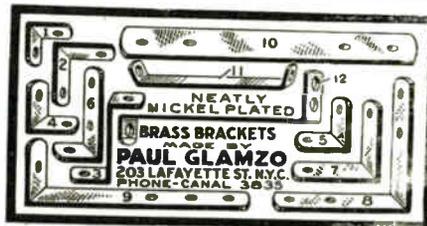
RADIO MAILING LISTS

23,860 Retail Radio Dealers, U. S., per M \$ 7.50
26,000 Radio Dealers in Foreign Countries, per M 10.00
2,247 Radio Manufacturers, U. S., per list 20.00
2,469 Radio Supply Jobbers, U. S., per list 22.50
1,553 Radio Jobbers rated \$5,000 and up, per list 15.00
1,054 Radio Jobbers rated \$50,000 and up, per list 10.00
820 Mfrs. who make and assemble complete sets, per list 7.50
1,350 Phonograph and Music Radio Dealers, per list 10.00
All guaranteed 98% correct. Ask for price list showing 51 Radio Mailing Lists.
TRADE CIRCULAR ADDRESSING CO.
166 W. Adams Street Chicago

BATTERY CLAMPS



COLUMBIA METAL PRODUCT CO.
210-212 CANAL ST., NEW YORK.



SUCCESS ELECTRIC NOVELTY CO.
19 Broadway
Brooklyn, N. Y.
PHONE

Makers of **"SUCCESS" BATTERIES**
For longer service. Delivers its high voltage at all times until dead. No weak signals, if you use "SUCCESS"
Write us

Attention—Manufacturers—Dealers

RADIO EBCO CABINETS

"EbcO Specials" "Standards"—Consoles with built-in loud speaker, battery and charger compartments. In stock. Specials to order. Capacity 15,000 monthly. Write for Prices.
EBCO RADIO CABINET CO.
410 West 27th St. Phone Chickering 9843

Bus Bar Strips in All Lengths

Terminals by the thousands or millions. Socket Springs—Socket Shells—Angles
We have a large assortment of Dies. Send in your blue prints for our estimates.
F. R. ZIERICK MACHINE WORKS
6 Howard St., N. Y. C.

ELEKTRON TUBES

Type 261-A 200, 199, 199-A, Chicago Stock
Jobbers Write Us for Attractive Prices
Electrical Manufacturers' Agency, Inc.
Western Distributors
25 N. Dearborn St. CHICAGO

REPRESENTATIVES WANTED

OHIO * INDIANA * ILLINOIS IOWA WISCONSIN
DUNCAN-STERNFIELD RADIO SALES
25 N. Dearborn St. Chicago.

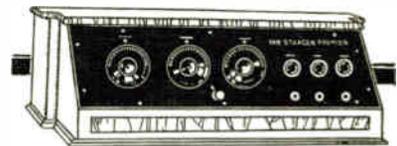


Selectivity

Not only applies to Van Staagen radio sets—but to dealers as well.

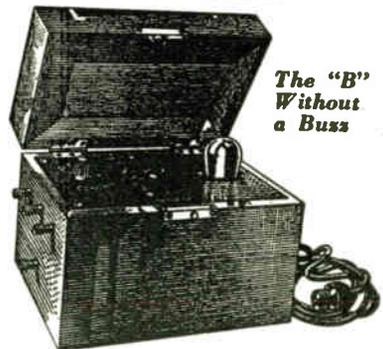
There are good openings for selected dealers who are capable of selling these high-grade receivers at a price which insures a real profit. Information may be secured by writing at once to

VAN STAAGEN RADIO
Research & Manufacturing Corp.
406-408 Main Street
New Rochelle, N. Y.



New and Improved

Mayolian "B" SUPPLY



The "B" Without a Buzz

Comes equipped with a Raytheon Rectifying Tube of indefinite life and efficiency.

Will Positively Operate Any Set
Type 606—Alternating Current, 110 Volts, 60 Cycles. Price (including tube) . . . \$47.50
Type 607—Direct Current, 110 Volts. Price, including tube \$25.00
Type 608—A. C., 110 Volts, 60 Cycles, has separate voltage tap for 40 to 100 volts. Price including tube \$50.00

Regular Jobbers' and Dealers' Discount
Write for descriptive circular.

MAYOLIAN RADIO CORP.
1991 Broadway New York City

WHERE TO BUY RADIO EQUIPMENT

A Classified List of Radio Dealer Advertisers

ADAPTERS

Alden Mfg. Co., Springfield, Mass.
De Jur Products Co., 199 Lafayette St.,
New York City.
Pacent Electric Co., Inc., 91 Seventh
Ave., New York City.

AERIALS

Antennaphone Co., 98 West St., New
York City.
Subantenna Corp., 1415 So. Michigan
Ave., Chicago, Ill.

AERIALS, LOOP

Amplifex Radio Corp., 39 Massachusetts
Ave., Arlington, Mass.
English-Whitman Prod. Co., 250 W.
57th St., New York City.

Lincoln Radio Corp., 224 North Wells
St., Chicago, Ill.

Radio Units, Inc., 1302 First Ave., May-
wood, Ill.

W. I. Thomas Company, 217 N. Des-
plaines St., Chicago, Ill.

Werner Radio Mfg. Co., 204 Ninth St.,
Brooklyn, N. Y.

AMPLIFIER UNITS

Federal Radio Corp., Buffalo, N. Y.
General Radio Co., Cambridge, Mass.
Kellogg Switchboard & Supply Co., 1066
W. Adams St., Chicago, Ill.

Veby Radio Co., 47-51 Morris Ave., New-
ark, N. J.

ANTENNA EQUIPMENT

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

Brown, Strickler & Brown, Inc., 1108
North Jefferson St., Chicago, Ill.

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

Stewart Warner Speedometer Corp.,
1822 Diversey Pkwy, Chicago, Ill.

Super Ball Antenna Co., 218 Cherry St.,
Green Bay, Wis.

Twinanteleak Insulator Co., New Britain,
Conn.

ASSOCIATIONS

National Radio Trade Association, 1133
Broadway, New York City. Henry M.
Shaw, President; H. H. Eby, Treas-
urer; L. A. Nixon, Secretary.

BASES, VACUUM TUBE

Shaw Insulator Co., 150 Coit St., Irving-
ton, Newark, N. J.

BATTERIES, "A"

Burgess Battery Co., Madison, Wis.
Martin Radio & Elect. Co., 134 West
52nd St., New York City.

National Carbon Co., Inc., New York,
N. Y.

Standard Elec. Nov. Co., Inc., 19 Bond
St., New York City.

Wireless Dry Cells, Ltd., Niagara Falls,
N. Y.

BATTERIES "B"

Burgess Battery Co., Madison, Wis.
Champion Carbon Mfg. Co., Cincinnati,
Ohio.

Deal Elec. Co., Inc., 453 Broome St.,
New York City.

Diamond Elec. Specialty Co., 101 S. Or-
ange Ave., Newark, N. J.

Electrad, Inc., 428-A B'way, New York
City.

Electrical Mfg. Agency, 25 N. Dearborn
St., Chicago, Ill.

Helios Battery Co., 71 Chestnut St., Bos-
ton, Mass.

Hytone Battery Mfg. Co., 2420 First
Avenue, New York City.

BATTERIES "B"

National Carbon Co., Inc., 30 East 42nd
St., New York City.

National Elec. Novelty Co., 403 Broome
St., New York City.

Standard Elec. Nov. Co., Inc., 19 Bond
St., New York City.

Success Elect. Novelty Co., 19 Broadway,
Brooklyn, N. Y.

Wireless Dry Cells, Ltd., Niagara Falls,
N. Y.

BATTERIES "C"

Deal Elec. Co., Inc., 453 Broome St.,
New York City.

Diamond Elec. Specialty Co., 101 South
Orange St., Newark, N. J.

Standard Elec. Nov. Co., Inc., 19 Bond
St., New York City.

Wireless Dry Cells, Ltd., Niagara Falls,
N. Y.

BATTERY CABLES & PLUGS

American Wireless Corp., 35 West 17th
St., New York City.

Crescent Braid Co., Providence, R. I.

De Jur Products Co., 199 Lafayette St.,
New York City.

Howard B. Jones, 618 South Canal St.,
Chicago, Ill.

BATTERY CHARGERS

Acme Elec. & Mfg. Co., 1409 Hamilton
Ave., Cleveland, Ohio.

Liberty Elect. Corp., 342 Madison Ave.,
New York City.

Mohawk Elec. Mfg. Co., 17 Kirk Place,
Newark, N. J.

Perrine Quality Prod. Corp., Boston,
Mass.

Radio Surplus Corp., 11 Stuart St., Bos-
ton, Mass.

BATTERY CLAMPS

Columbia Metal Prod. Co., 210 Canal St.,
New York City.

BATTERY ELIMINATORS

American Bosch Magneto Corp., Spring-
field, Mass.

Bosch Radio Corp., 1674 Broadway, New
York City.

Bristol & Barber, 3 E. 14th St., New
York City.

Ford Radio & Mica Corp., 111 Bleecker
St., New York City.

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

Magnus Elect. & Radio Mfg. Corp., 787
East 138th St., New York City.

Mayolian Radio Corp., 1991 Broadway,
New York City.

McFadden & Co., 2202 Arch St., Phila-
delphia, Pa.

Perrine Quality Prod. Corp., Boston,
Mass.

BATTERY TESTERS

Cellokay Mfg. Corp., 1710 Flatiron Build-
ing.

BEZELS

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

Sheffield Trimming & Stamping Co., 211
Centre St., New York City.

BINDING POSTS (Plain)

Amsco Prod., Inc., Broome & Lafayette
Sts., New York City.

De Jur Products Co., 199 Lafayette St.,
New York City.

H. H. Eby Mfg. Co., 40 South 7th St.,
Philadelphia, Pa.

General Radio Co., Cambridge, Mass.

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

BINDING POSTS, INITIALED

H. H. Eby Mfg. Co., Philadelphia, Pa.

BINDING POSTS, MOUNTED STRIP
De Jur Products Co., 199 Lafayette St.,
New York City.

Radio Panel & Parts Corp., 59 Warren
St., New York City.

BRASS BRACKETS

Paul Glamzo, 203 Lafayette St., New
York City.

CABINETS

Apex Electric Mfg. Co., 1410 W. 59th
St., Chicago, Ill.

Columbia Mantel Co., 175 Powers St.,
Brooklyn, N. Y.

Ebco Radio Cabinet Co., 410 W. 27th
St., New York City.

Ehlert Cabinet Co., Waukesha, Wis.

Excello Products Corp., 4826 W. 16th St.,
Cicero, Ill.

CLARIFIERS

A. H. Grebe & Co., 109 W. 57th St.,
New York City.

CLIPS

Fahnestock Electric Co., Long Island
City, New York City.

Sheffield Trimming & Stamping Co., 211
Centre St., New York City.

COILS

Ambassador Sales Co., 108 Greenwich St.,
New York City.

Federal Radio Corp., Buffalo, N. Y.

Feri Radio Mfg. Co., 1167 Bedford Ave.,
Brooklyn, N. Y.

General Radio Co., Cambridge, Mass.

Hammarlund Mfg. Co., 424-438 West
33rd St., New York City.

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

The Precision Coil Co., 209 Centre St.,
New York City.

Radio Units, Inc., 1302 First Ave., May-
wood, Ill.

Schoonhoven, R. O., 310 Seneca St., El-
gin, Ill.

**COMBINATION RADIO - PHONO-
GRAPH SPEAKER**

Audak Company, 565 Fifth Ave., New
York City.

CONDENSERS, FIXED

De Jur Products Co., 199 Lafayette St.,
New York City.

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

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

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

Electrodyne Company, 2378 Third Ave-
nue, New York City.

Federal Radio Corp., Buffalo, N. Y.

Chas. Freshman Co., Inc., 240 W. 40th
St., New York City.

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

Micamold Radio Corp., Flushing & Por-
ter Aves., Brooklyn, N. Y.

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

New York Coil Co., 338 Pearl St., New
York City.

Polymet Mfg. Corp., 599 Broadway,
New York, N. Y.

Wireless Spec. Apparatus Co., Jamaica
Plain, Boston, Mass.

CONDENSERS, VARIABLE

Amsco Prod., Inc., Broome & Lafayette
Sts., New York City.

Bremer Tully Mfg. Co., 536 S. Canal St.,
Chicago, Ill.

De Jur Products Co., 199 Lafayette St.,
New York City.

Chas. Freshman Co., Inc., 240 W. 40th
St., New York City.

Duplex Condenser & Radio Corp., 48
Flatbush Ave. Ext., Brooklyn, N. Y.

WHERE TO BUY RADIO EQUIPMENT

A Classified List of Radio Dealer Advertisers

(Continued from preceding page)

- CONDENSERS (Variable)**
 Eagle Condensers Co., 760 Bedford Ave., Brooklyn, N. Y.
 Eagle Mfg. Co., 72 York St., Jersey City, N. J.
 Electrical Research Laboratories, 2500 Cottage Grove Ave., Chicago, Ill.
 Federal Radio Corp., Buffalo, N. Y.
 Chas. Freshman Co., Inc., Freshman Bldg., New York City.
 The Furnell Mfg. Corp., 24 Scott St., Newark, N. J.
 General Instrument Co., 423 Broome St., New York City.
 General Radio Co., 11 Windsor St., Cambridge, Mass.
 Grewol Mfg. Co., Newark, N. J.
 Hammarlund Mfg. Co., 424 W. 33rd St., New York City.
 Heath Radio & Electric Corp., 210 First St., Newark, N. J.
 Jos. W. Jones Radio Mfg. Co., Inc., 40 W. 25th St., New York City.
 Kapaciton Company, 26 Elliott Place, Jersey City, N. J.
 Kellogg Switchboard & Supply Co., 1066 West Adams St., Chicago, Ill.
 Lincoln Radio Corp., 224 N. Wells St., Chicago, Ill.
 Lubree Mfg. Co., Inc., 210 Canal St., New York City.
 Montrose Radio Lab., 1333 Fulton St., Brooklyn, N. Y.
 National Co., Inc., 110 Brookline St., Cambridge, Mass.
 New York Coil Co., 338 Pearl St., New York City.
 Pacent Electric Co., Inc., 91 Seventh Ave., New York City.
 Preferred Radio Prod. Corp., 408-412 E. 93rd St., New York City.
 The Premier Electric Co., 3815 Ravenswood Ave., Chicago, Ill.
 Radio Condenser Co., Camden, N. J.
 Radio Corp. of America, Woolworth Building, New York City.
 Radio Industries Corp., 131 Duane St., New York City.
 Stag Sales Corp., 105 W. 40th St., New York City.
 Transatlantic Radio Prod. Corp., 117 E. 24th St., New York City.
 United Scientific Labs., 80 Fourth Ave., New York City.
 U. S. Tool Co., Ampere, N. J.
 Warren Radio Corp., 52 Vanderbilt Ave., New York City.
 Wireless Radio Corp., 182 Lafayette St., New York City.
- CONNECTOR CLIPS**
 The Sheffield Trimming & Stamping Co., 211 Centre St., New York City.
- CONTACT POINTS**
 General Radio Co., Cambridge, Mass.
 Kellogg Switchboard & Supply Co., 1066 West Adams St., Chicago, Ill.
- CREDIT & COLLECTION SERVICE**
 Gibraltar Merc. Adjustment Co., 220 West 42nd St., New York City.
- CRYSTALS**
 Federal Radio Corp., Buffalo, N. Y.
 Steinite Labs., 504 So. State St., Chicago, Ill.
- DETECTORS, CRYSTAL (Fixed)**
 The Erisman Lab., 3785 Broadway, New York City.
 Grewol Mfg. Co., Newark, N. J.
- DETECTORS, CRYSTAL (Variable)**
 Federal Radio Corp., Buffalo, N. Y.
 Chas. Freshman Co., Inc., 240 W. 40th St., New York City.
- Grewol Mfg. Co., Newark, N. J.
 Pacent Electric Co., Inc., 91 Seventh Ave., New York City.
- DIALS (Plain)**
 De Jur Products Co., 199 Lafayette St., New York City.
 Electrical Research Laboratories, 2500 Cottage Grove Ave., Chicago, Ill.
 Federal Radio Corp., Buffalo, N. Y.
 Chas. Freshman Co., Inc., 240 W. 40th St., New York City.
- General Radio Co., Cambridge, Mass.**
 Kellogg Switchboard & Supply Co., 1066 West Adams St., Chicago, Ill.
 National Company, Inc., 110 Brookline St., Cambridge, Mass.
 Shaw Insulator Co., Irvington, Newark, N. J.
 Sheffield Trimming & Stamping Co., 211 Centre St., New York City.
- DIALS (Vernier)**
 Alden Mfg. Co., Springfield, Mass.
 American Insulator Co., 52 Vanderbilt Ave., New York City.
 Amasco Products, Inc., Broome & Lafayette, New York City.
 Apex Elec. Mfg. Co., 1410 West 59th St., Chicago, Ill.
 English-Whitman Prod. Co., 250 W. 57th St., New York City.
 Otto R. Gischow Company, 125 W. 51st St., New York City.
 August Goertz & Co., 286 Morris Ave., Newark, N. J.
 Jewett Radio & Phono. Co., 5662 Telegraph Road, Pontiac, Mich.
 Mydar Radio Co., 2 Campbell St., Newark, N. J.
 Preferred Radio Prod. Corp., 412 East 93rd St., New York City.
 Shaw Insulator Co., Irvington, Newark, N. J.
 Sheffield Trimming & Stamping Co., 211 Centre St., New York City.
 Spartan Elec. Co., 99 Chambers St., New York City.
 Stag Sales Corp., 105 W. 40th St., New York City.
 Tru-Fix Radio Products Co., 42 Naverick Square, Boston, Mass.
- DISTRIBUTORS (Illinois)**
 Harry Alter & Co., Ogden at Carroll Ave., Chicago, Ill.
 The Barsook Co., 53 W. Jackson Blvd., Chicago, Ill.
 Davenport-Hickory Corp., 327 So. La Salle St., Chicago, Ill.
 Dungan-Sternfield Radio Sales, 25 N. Dearborn St., Chicago, Ill.
 Mandisco, 5 No. La Salle St., Chicago, Ill.
 Paramount Elect. Supply Co., 160-D W. Lake St., Chicago, Ill.
 Wakem & McLaughlin, 225 E. Illinois St., Chicago, Ill.
 Westphal Co., 224 So. Michigan Ave., Chicago, Ill.
- DISTRIBUTORS (Missouri)**
 American Radio Mfg. Co., 1416 McGee St., Kansas City, Mo.
 Schmitter Radio Co., St. Joseph, Mo.
- DISTRIBUTORS (New York)**
 American Wireless Corp., 35 W. 17th St., New York City.
 Bristol & Barber Co., Inc., 3 East 14th Street, New York City.
 Continental Radio & Elec. Corp., 15 Warren St., New York City.
- Pyramid Motor Equip. Co., 161 West 64th St., New York City.
- EAR CUSHIONS**
 Radio Industries Corp., 131 Duane St., New York City.
- ENGRAVING MACHINES**
 H. P. Preis, 9 Campbell St., Newark, N. J.
- GLASS TUBES**
 Friedrich & Dimmock, 7 East 42nd St., New York City.
- GRID LEAKS**
 L. S. Brach Mfg. Co., 129 Sussex Ave., Newark, N. J.
 De Jur Products Co., 199 Lafayette St., New York City.
 Durham & Co., 1936 Market St., Phila., Pa.
 Eagle Elect. Mfg. Co., 40 S. 8th St., Brooklyn, N. Y.
 Electrad, Inc., 428 Broadway, New York City.
 Electrical Research Laboratories, 2500 Cottage Grove Ave., Chicago, Ill.
 Grewol Mfg. Co., Newark, N. J.
 Micamold Radio Corp., Flushing & Porter Aves., Brooklyn, N. Y.
 C. E. Mountford, 465 Greenwich St., New York City.
 Leslie F. Muter Co., 76th & Greenwood Ave., Chicago, Ill.
 Pacent Electric Co., Inc., 91 Seventh Ave., New York City.
 Polymet Mfg. Corp., 599 Broadway, New York, N. Y.
 Wireless Specialty App. Co., 76 Ather-ton St., Jamaica Plain, Boston, Mass.
- GROUND CLAMPS**
 Blackburn Specialty Co., 1964 E. 66th St., Cleveland, Ohio.
 L. S. Brach Mfg. Co., 129 Sussex Ave., Newark, N. J.
 Fahnestock Electric Co., Long Island City, N. Y.
- HEAD SETS**
 Dungan Sternfield Radio Sales, 25 North Dearborn St., Chicago, Ill.
 Federal Radio Corp., Buffalo, N. Y.
 Globe Phone Mfg. Corp., Reading, Mass.
 Th. Goldschmidt Corp., 15 William St., New York City.
 Hamburg Bros., 444 Seventh Ave., Pittsburgh, Pa.
 Inter-Ocean Radio Corp., 122 Greenwich St., New York City.
 Kellogg Switchboard & Supply Co., 1066 West Adams St., Chicago, Ill.
 Pacent Electric Co., Inc., 91 Seventh Ave., New York City.
 Radio Industries Corp., 131 Duane St., New York City.
 Royal Electrical Laboratories, Newark, N. J.
 Summit Radio Prod., Inc., 36 Hague St., Jersey City, N. J.
 The Tower Mfg. Corp., 98 Brookline Ave., Boston, Mass.
 Trimm Radio Mfg. Co., 24 So. Clinton St., Chicago, Ill.
- HORNS**
 Inter-Ocean Radio Corp., 122 Greenwich St., New York City.
 Racon Electrical Co., 14 Greene St., New York City.
- HYDROMETERS**
 Scranton Glass Instrument Co., Scranton, Pa.

WHERE TO BUY RADIO EQUIPMENT

A Classified List of Radio Dealer Advertisers

(Continued from preceding page)

INDUCTANCES

Nolte Mfg. Co., 193 Plainfield Ave., Jersey City, N. J.
Pacnet Electric Co., Inc., 91 Seventh Ave., New York City.

INFORMATION ABOUT RADIO

Service Bureau, Radio Dealer, 1133 Broadway, New York.

INSULATION, MOLDED

Alden Mfg. Co., Springfield, Mass.
Bakelite Corp., 247 Park Ave., New York City.

Formica Insulation Co., 50 Church St., New York City.

American Insulator Corp., 52 Vanderbilt Ave., New York City.

Shaw Insulator Co., 150 Coit St., Irvington, Newark, N. J.

INSULATORS

De Jur Products Co., 199 Lafayette St., New York City.

Electrical Mfg. Agency, 25 N. Dearborn St., Chicago, Ill.

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

Twinanteleak Insulator Co., New Britain, Conn.

JACKS

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

Consolidated Inst. Co. of America, 41 E. 42nd St., New York City.

Federal Radio Corp., Buffalo, N. Y.

Jos. W. Jones Radio Mfg. Co., 40 West 25th St., New York City.

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

Metro Elect. Mfg. Co., Inc., 121 Prince St., New York City.

Pacnet Electric Co., Inc., 91 Seventh Ave., New York City.

Preferred Radio Prod. Corp., 412 East 93rd St., New York City.

KITS

De Witt-La France Co., Inc., 54 Washburn Ave., Cambridge, Mass.

Electrical Research Labs., 2541 Cottage Grove Ave., Chicago, Ill.

Chas. Freshman & Co., 240 W. 40th St., New York City.

General Instrument Corp., 423 Broome St., New York City.

Kenneth Harkness Radio Corp., 727-39 Frelinghuysen Ave., Newark, N. J.

C. E. Mountford, 465-467 Greenwich St., New York City.

Radio Industries Corp., 131 Duane St., New York City.

KNOBS

Electrical Mfg. Agency, 25 N. Dearborn St., Chicago, Ill.

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

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

Shaw Insulator Co., Irvington, Newark, N. J.

LABORATORY APPARATUS

General Radio Co., Cambridge, Mass.

Pacnet Electric Co., Inc., 91 Seventh Ave., New York City.

LIGHTNING ARRESTERS

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

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

Federal Radio Corp., Buffalo, N. Y.

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

LOCK SWITCHES

Metro Electric Mfg. Co., Inc., 121 Prince St., New York City.

LOUD SPEAKERS

Irvin I. Aaron, 36 S. State St., Chicago, Ill.

Adler Mfg. Co., Inc., 881 Broadway, New York City.

American Bosch Magneto Corp., Springfield, Mass.

American International Trading Co., 24-26 Stone St., New York City.

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

Apex Elect. Mfg. Co., 1410 W. 59th St., Chicago, Ill.

Appleby Manufacturing Co., 250 North Juniper St., Philadelphia, Pa.

Astral Radio Corp., 1235 Broad St., Philadelphia, Pa.

Atwater-Kent Mfg. Co., 4720 Wissahickon Ave., Philadelphia, Pa.

Bel-Canto Radio & Tel. Equip. Co., Inc., 872 Broadway, New York City.

Console Master Speaker Co., 15 East 40th Street, New York City.

Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.

De Forest Radio Co., Jersey City, N. J.

Electrical Mfg. Agency, 25 N. Dearborn St., Chicago, Ill.

English-Whitman Prod. Co., 250 W. 57th St., New York City.

Farrand Mfg. Co., Inc., Thompson Avenue at Court St., Long Island City, N. Y.

Florentine Art Productions, 838 W. Austin Ave., Chicago, Ill.

Fitch Radio Company, 105 West 40th St., New York City.

Th. Goldschmidt Corp., 15 William St., New York City.

Grigsby-Grunow-Hinds Co., 4540 Armistage Ave., Chicago, Ill.

Hamburg Bros., 452 Seventh Ave., Pittsburgh, Pa.

Inter-Ocean Radio Corp., 122 Greenwich St., New York City.

Jewett Radio & Phonograph Co., 5662 Telegraph Road, Pontiac, Mich.

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

Leaf-Burkhard Radio Elect. Co., 158-160 Greene St., New York City.

Martin Radio & Elect. Co., 134 West 52nd St., New York City.

Radio Corporation of America, 233 Broadway, New York City.

Radio Industries Corp., 131 Duane St., New York City.

Radio Tel. & Tel. Corp., 25 West 45th St., New York City.

Reichmann Company, 1725 W. 74th St., Chicago, Ill.

Rogers Mfg. Co., Frenchtown, N. J.

Royal Elec. Labs., Newark, N. J.

Spartan Elec. Corp., 99 Chambers St., New York City.

Spingarn Mortimer, 333 Washington St., Brooklyn, N. Y.

Stewart Warner Speedometer Corp., 1822 Diversey Pkwy., Chicago, Ill.

Strad-O-Vox Corp., 562 Fifth Avenue, New York City.

Superola Radio Corp., 565 Broadway, New York City.

Teletone Corporation, 449 West 42nd St., New York City.

Tower Mfg. Corp., 98 Brookline Ave., Boston, Mass.

Trimm Radio Mfg. Co., 24 So. Clinton St., Chicago, Ill.

Utah Radio Prod. Co., 1427 S. Michigan Ave., Chicago, Ill.

Zisch Engineering Corp., Newark, N. J.

LOUD SPEAKER UNITS

American International Trading Co., 24 Stone St., New York City.

Electrical Mfg. Agency, 25 N. Dearborn St., Chicago, Ill.

Inter-Ocean Radio Corp., 122 Greenwich St., New York City.

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

The Mutual Phono. Parts Mfg. Corp., 151 Lafayette St., New York City.

Radio Industries Corp., 131 Duane St., New York City.

Royal Elec. Labs., Newark, N. J.

Spartan Elec. Corp., 99 Chambers St., New York City.

Zisch Engineering Corp., 26 Prospect St., Newark, N. J.

LUGS, COPPER

Paul Glamzo, 203 Lafayette St., N. Y. City.

F. R. Zierick Machine Works, 6 Howard St., New York City.

MAILING LISTS

Trade Circular Addressing Co., 166 W. Adams St., Chicago, Ill.

MANUFACTURERS REPRESENTATIVE

Frank, Inc., 160 Fifth Ave., New York City.

E. F. Margolis, 139 S. Catalina, Los Angeles, Calif.

MICROPHONES

Federal Radio Corp., Buffalo, N. Y.

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

PANELS

Formica Insulation Co., 50 Church St., New York City.

Poster & Co., Inc., 28-A Barclay St., New York City.

Radio Panel & Parts Corp., 59 Warren St., New York City.

United Radio Mfg. Co., 191 Greenwich St., New York, N. Y.

PANEL ENGRAVING

Paul Goldstein, 54 Franklin St., New York City.

PANEL VOLTMETERS

Beede Elect. Inst. Co., 98 Park Place, New York City.

PATENTS

Richard B. Owen, 41 Park Row, New York; 82 Owen Bldg., Washington, D. C.

Zoltan H. Polachek, 70 Wall St., New York City.

PLUGS

L. S. Brach Mfg. Co., Newark, N. J.

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

Consolidated Inst. Co. of America, 41 E. 42nd St., New York City.

De Jur Products Co., 199 Lafayette St., New York City.

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

Pacnet Electric Co., Inc., 91 Seventh Ave., New York City.

Polymet Mfg. Co., Inc., 599 Broadway, New York City.

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PLUGS

Preferred Radio Prod. Corp., 412 E. 93rd St., New York City.
Spartan Elect. Corp., 99 Chambers St., New York City.

Zisch Engineering Corp., Newark, N. J.

POTENTIOMETERS

Amsco Prod., Inc., Broome and Lafayette Sts., New York City.

Consolidated Instrument Co., 41 East 42nd St., New York City.

De Jur Products Co., 199 Lafayette St., New York City.

Electrical Mfg. Agency, 25 N. Dearborn St., Chicago, Ill.

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

Federal Radio Corp., Buffalo, N. Y.

General Inst. Corp., 423 Broome St., New York City.

General Radio Co., Cambridge, Mass.

Montrose Radio Labs., 1333 Fulton St., Brooklyn, N. Y.

Pacent Electric Co., Inc., 91 Seventh Ave., New York City.

Polymet Mfg. Co., Inc., 599 Broadway, New York, N. Y.

Sheffield Trimming & Stamping Co., 211 Centre St., New York City.

United Scientific Lab., 80 Fourth Ave., New York City.

PUBLICATIONS

The Radio Dealer, 10 East 39th St., New York City.

The Radio Dealer YEAR BOOK, 10 East 39th St., New York City.

RESISTANCE UNITS

L. S. Brach Mfg. Co., Newark, N. J.

Star Fuse Co., 168 Centre St., New York City.

RHEOSTATS

Amsco Prod., Inc., Broome and Lafayette Sts., New York City.

Consolidated Instrument Co., 41 East 42nd St., New York City.

De Jur Products Co., 199 Lafayette St., New York City.

Electrical Mfg. Agency, 25 N. Dearborn St., Chicago, Ill.

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

English-Whitman Prod. Co., 250 W. 57th St., New York City.

RHEOSTATS

General Instrument Corp., 423 Broome St., New York City.

General Radio Co., Cambridge, Mass.

Montrose Radio Labs., 1333 Fulton St., Brooklyn, N. Y.

Pacent Electric Co., Inc., 91 Seventh Ave., New York City.

Polymet Mfg. Co., Inc., 599 Broadway, New York City.

The Sheffield Trimming & Stamping Co., 211 Centre St., New York City.

United Scientific Lab., Inc., 80 Fourth Ave., New York City.

SETS, RECEIVING

Adler Mfg. Co., Inc., 801 Broadway, New York City.

Airway Elec. Appliance Corp., 614 Broadway, Toledo, Ohio.

American Bosch Magneto Corp., Springfield, Mass.

American Interstate Radio Service, 183 Greenwich St., New York City.

American Wireless Corp., 35 W. 17th St., New York City.

SETS, RECEIVING

Amplex Inst. Labs., 88 West Broadway, New York City.

Amsco Prod., Inc., Broome & Lafayette Sts., New York City.

Apex Elect. Mfg. Co., 1410 W. 59th St., Chicago, Ill.

Appleby Manufacturing Corp., 250 North Juniper St., Philadelphia, Pa.

Argus Radio Corp., 25 W. 18th St., New York City.

Astral Radio Corp., 1235 Broad St., Philadelphia, Pa.

Atwater-Kent Mfg. Co., 4720 Wissahickon Ave., Philadelphia, Pa.

Audio-Tone Radio Co., 132 Nassau St., New York City.

Blair Radio Labs., 23rd St. & 6th Ave., New York City.

Boston Radio Mfg. Co., 117 Water St., Boston, Mass.

Bremer-Tully Mfg. Co., 532 South Canal St., Chicago, Ill.

Crosley Radio Corp., 732 Sassafras St., Cincinnati, Ohio.

Davenport-Hickory Corp., 327 S. La Salle St., Chicago, Ill.

De Forest Radio Co., Jersey City, N. J.

De Witt La France Co., Inc., 54 Washburn Avenue, Cambridge, Mass.

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

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

Farrand Mfg. Co., Thompson Ave. & Court St., Long Island City, N. Y.

Federal Radio Corp., Buffalo, N. Y.

Federal Telegraph Co., Woolworth Building, New York City.

Ferguson & Co., Inc., J. B., 41 E. 42nd St., New York City.

Freed-Eisemann Corp., 36 Manhattan Bridge Plaza, Brooklyn, N. Y.

Chas. Freshman Co., Inc., 240 W. 40th St., New York City.

General Inst. Corp., 423 Broome St., New York City.

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

Grimes, David, Inc., 1571 Broadway, New York City.

Howe Auto Prod. Co., 120 N. Green st., Chicago, Ill.

Indiana Mfg. & Elect. Co., 500 Imeco Block, Marion, Ind.

Irving Radio Corp., 145 East Broad St., Columbus, Ohio.

Kardon Radio Corp., 294 E. 137th St., New York City.

Kenman Elect. Co., Inc., 296 Broadway, New York City.

Liberty Transformer Co., 123 N. Sangamon St., Chicago, Ill.

Martin Radio & Elect. Co., 134 West 52nd St., New York City.

Marwol Radio Corp., 546 Broadway, New York City.

Minerva Radio Co., 827 Irving Park Blvd., Chicago, Ill.

Mohawk Corp. of Illinois, Chicago, Ill.

Montrose Radio Labs., 1333 Fulton St., Brooklyn, N. Y.

Morrison Radiophone Co., Bridgeport, Conn.

Mu-Rad Radio Corp., Newark, N. J.

SETS, RECEIVING

Pearson Division, Electrical Research Labs., 1421 So. Michigan Ave., Chicago, Ill.

Precise Radio Mfg. Co., 55 Fleet St., Brooklyn, N. Y.

Priess Radio Corp., 693 Broadway, New York City.

Radio Buyers Syndicate, 1425 So. Michigan Avenue, Chicago, Ill.

Radio Corporation of America, Woolworth Bldg., New York City.

Radio Industries, Inc., 131 Duane St., New York City.

Radio Tel. & Tel. Corp., 25 West 45th St., New York City.

R. B. Radio Co., 117 W. 51st St., New York City.

Regent Radio Corp., 15 Queen St., Long Island City, N. Y.

Reichmann Company, 1725 W. 74th St., Chicago, Ill.

Resas, Inc., 556 W. 52nd St., New York City.

Robbins Radio Company, 230 W. Houston St., New York City.

Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J.

Sherman Radio Mfg. Corp., 114 E. 13th St., New York City.

E. Singer & Co., 40 Hudson St., New York City.

Solex Elect. Co., 451 Greenwich St., New York City.

Stafford Radio Co., Medford Hillside, Mass.

Steinite Labs., 504 So. State St., Chicago, Ill.

Stewart-Warner Speedometer Co., 1822 Diversey Parkway, Chicago, Ill.

Sunbeam Radio Corp., 350 W. 31st St., New York City.

Superola Radio Corp., 565 Broadway, New York City.

Teletone Corp., 449 West 42nd St., New York City.

Trans-Atlantic Radio Corp., 117 E. 24th St., New York City.

Valley Elec. Co., St. Louis, Mo.

Westphal Mfg. Co., 224 So. Michigan Ave., Chicago, Ill.

White Radio Corp., 1841 Broadway, New York City.

Zenith Radio Corp., 310 So. Michigan Ave., Chicago, Ill.

SOCKETS

Alden Mfg. Co., Springfield, Mass.

Amsco Prod., Inc., Broome and Lafayette Sts., New York City.

Bremer-Tully Mfg. Co., 632 So. Canal St., Chicago, Ill.

De Jur Products Co., 199 Lafayette St., New York City.

Eagle Mfg. Co., 72 York St., Jersey City, N. J.

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

Federal Radio Corp., Buffalo, N. Y.

General Instrument Corp., 423 Broome St., New York City.

General Radio Co., Cambridge, Mass.

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

Pacent Electric Co., Inc., 91 Seventh Ave., New York City.

Shaw Insulator Co., Irvington, Newark, N. J.

United Radio Mfg. Co., 191 Greenwich St., New York City.

WHERE TO BUY RADIO EQUIPMENT

A Classified List of Radio Dealer Advertisers

(Continued from preceding page)

SOLDERING IRONS

Alco Electric Co., 234 Bloomfield Avenue, Caldwell, N. J.

SUB-BASES

Formica Insulation Co., 50 Church St., New York City.

SWITCHES

Consolidated Instrument Co., 41 East 42nd St., New York City.

Federal Radio Corp., Buffalo, N. Y.

Preferred Radio Prod. Corp., 412 East 93rd St., New York City.

United Radio Mfg. Co., 191 Greenwich St., New York City.

TERMINAL STRIPS

Formica Insulation Co., 50 Church St., New York City.

TRADE MARKS

Chauncey P. Carter, 4907 Potomac Ave., N. W. Washington, D. C.

TRANSFORMERS, AUDIO FREQ.

Bremer-Tully Mfg. Co., 532 South Canal St., Chicago, Ill.

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

Eagle Mfg. Co., 72 York St., Jersey City, N. J.

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

Ford Radio & Mica Co., 111 Bleecker St., New York City.

General Radio Co., Cambridge, Mass.

Jos. W. Jones Radio Mfg. Co., 40 West 25th St., New York City.

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

Liberty Transformer Co., 123 N. Sangamon St., Chicago, Ill.

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

Pacent Electric Co., Inc., 91 Seventh Ave., New York City.

Precise Mfg. Corp., Rochester, N. Y.

Premier Elec. Co., 3815 Ravenswood Ave., Chicago, Ill.

TRANSFORMERS, RADIO FREQ.

Ambassador Sales Co., 108 Greenwich St., New York City.

Bremer-Tully Mfg. Co., 532 South Canal St., Chicago, Ill.

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

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

General Instrument Corp., 423 Broome St., New York City.

General Radio Co., Cambridge, Mass.

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

Liberty Transformer Co., 123 N. Sangamon St., Chicago, Ill.

Radio Industries Corp., 131 Duane St., New York City.

Reichmann Company, 1725 W. 74th St., Chicago, Ill.

St. James Labs., Inc., 845 Washington Blvd., Chicago, Ill.

Werner Radio Mfg. Co., 204 Ninth St., Brooklyn, N. Y.

TUBE TESTERS

De Witt La France Co., Inc., 54 Washburn Avenue, Cambridge, Mass.

R. M. Peffer, 334 Chestnut St., Harrisburg, Pa.

TUBING, INSULATED

The Formica Insulation Co., 50 Church St., New York City.

Poster & Co., Inc., 28-A Barclay St., New York City.

VACUUM TUBES

American International Trading Co., 24-26 Stone St., New York City.

Brightson Labs., Inc., 16 West 34th St., New York City.

C. E. Mfg. Co., 702 Eddy St., Providence, R. I.

Connewey Electric Lab., Magnatron Bldg., Hoboken, N. J.

Continental Sales Co., 77 W. Washington St., Chicago, Ill.

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

Jove Lamp Works, 103 Park Ave., New York City.

Lectrodio Corp., 186 Market St., Lynn, Mass.

Lynn Electric Corp., 412 Broad St., Lynn, Mass.

Martin Radio & Elect. Co., 134 W. 52nd St., New York City.

Pennant Radio Labs., 55 Hoyt St., Newark, N. J.

Perryman Electric Company, 33 W. 60th St., New York City.

Radio Corporation of America, Woolworth Bldg., New York City.

Radio Tel. & Tel. Corp., 25 West 45th St., New York City.

Royal Electrical Labs., Newark, N. J.

Schickerling Radio Products Mfg. Co., 401-407 Mulberry St., Newark, N. J.

Shaw Insulator Co., 150 Coit St., Irvington, Newark, N. J.

Stewart Warner Speedometer Corp., 1822 Diversey Pkwy., Chicago, Ill.

Supertron Mfg. Co., 222 Washington St., Hoboken, N. J.

Sylvania Prod. Company, Emporium, Pa. Televocal Corp., 67A Fifth Ave., New York City.

Titania Mfg. Company, 105 W. 40th St., New York City.

United Radio & Elect. Corp., 418 Central Avenue, Newark, N. J.

Yankee Tube Co., 6 Church St., New York City.

VARIABLE GRID LEAKS

Eagle Elec. Mfg. Co., 40 South 8th St., Brooklyn, N. Y.

Electrad Inc., 428 Broadway, New York City.

Grewol Mfg. Co., Newark, N. J.

VARIO COUPLERS VARIOMETERS

Electrical Mfg. Agency, 25 N. Dearborn St., Chicago, Ill.

Federal Radio Corp., Buffalo, N. Y.

General Radio Co., Cambridge, Mass.

Shamrock Mfg. Co., 196 Waverly Ave., Newark, N. J.

VERNIER ADJUSTERS

De Jur Products Co., 199 Lafayette St., New York City.

Radio Units, Inc., 1302 First Ave., Chicago, Ill.

VOLTMETERS

Beede Elec. Inst. Co., 98 Park Place, New York City.

Jewell Electrical Inst. Co., 1650 Walnut St., Chicago, Ill.

Lundquist Tool & Mfg. Co., 144 Green St., Worcester, Mass.

WASHERS

Formica Insulation Co., Cincinnati, Ohio.

If the Merchandise You Want
Is Not Listed Here

Let Our Free
Service Bureau
Help You Buy

A Postal Card will be sufficient—List your wants and we will have manufacturers quote you prices.

THE RADIO DEALER
COMPANY

10 E. 39th St., New York City



Jones
MULTI-PLUG
THE STANDARD SET CONNECTOR

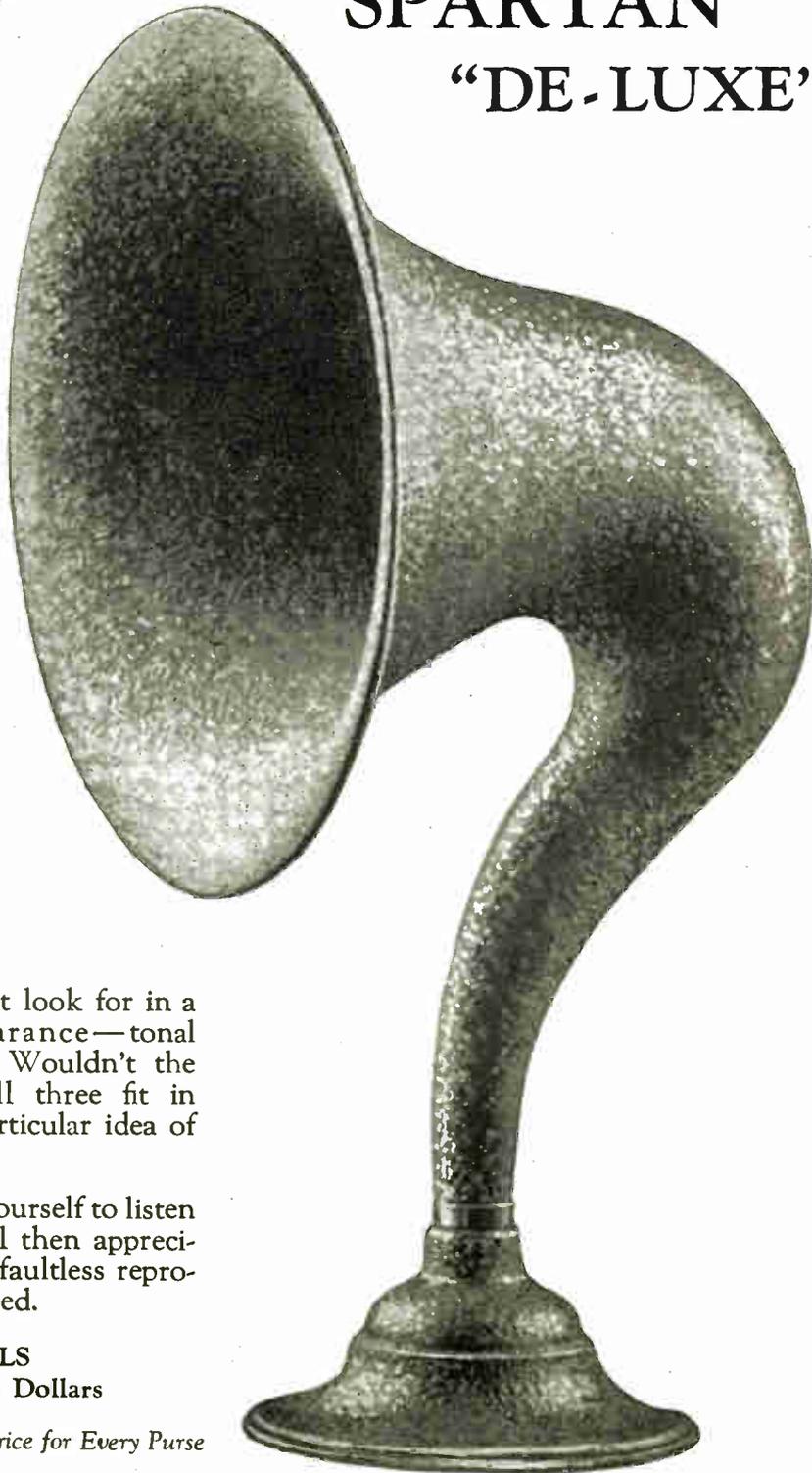
FOR BATTERIES, ANTENNA, and GROUND
AT ALL DEALERS
HOWARD B. JONES CHICAGO

and now!

The New SPARTAN "DE-LUXE"

This is Spartan Speaker model "De Luxe," 23½" high, finished in antique green and gold; equipped with the Spartan semi-floating balanced armature unit, conceded the most perfect form of sound reproducing apparatus yet devised.

\$25.00



WHAT do you first look for in a speaker? Appearance—tonal quality—price? Wouldn't the right combination of all three fit in pretty well with your particular idea of a perfect speaker?

You certainly owe it to yourself to listen to the Spartan. You will then appreciate how finely the art of faultless reproduction has been developed.

FIVE MODELS
Ten to Twenty-five Dollars

A Style for Every Taste - A Price for Every Purse

SPARTAN ELECTRIC CORPORATION
99 CHAMBERS STREET - NEW YORK

174

AN ANALYSIS of the December issue of THE RADIO DEALER and of the December issues of the two Radio trade publications next in importance, shows that THE RADIO DEALER contained more advertising than both of the two contemporary publications combined:

THE RADIO DEALER 136 2/3 Pages of Advertising
Second Publication 80 1/2 Pages of Advertising
Third Publication 37 Pages of Advertising

Further comparison shows that of the advertisers represented in THE RADIO DEALER for December, one hundred and seventy-four (174), carried their advertising in THE RADIO DEALER exclusively, having no space whatever in either of the other publications. These 174 advertisers, or over 73 per cent, relied upon THE RADIO DEALER *exclusively* to carry their announcements and sales messages throughout the channels of the distributing and retail trade.

Highly significant as these figures are as to the supremacy of THE RADIO DEALER as a profitable advertising medium, and gratifying as this condition is to the publisher and staff,—we are determined that no effort shall be spared to increase the value and to extend the influence of THE RADIO DEALER, so that in 1926 we may serve all who support the publication still better.



Publisher, THE RADIO DEALER.

bring the old set up to date ~

Any set that uses UV-199 or UV-201 A Radiotron can be made to give better volume and quality with one simple change - whether it is a home made set or a manufactured set.

Simply substitute a new power Radiotron for the last tube. This requires only an impedance adapter and a little extra circuit. And just one minute!

You won't have the old set after the change. No more rattles and bleats from driving the tube beyond their power limit - but faster tone and finer quality. One tube does it!

RCA Radiotron
MADE BY THE MAKERS OF RADIOLAS

give your radio set more power with one new Radiotron.

Don't let an up-dated set lose its power and the music lock. Increase the volume and the quality of the music. It's the new power Radiotron that gives you more power, more volume and better tone. There's a RCA power Radiotron for every set. The new 6250 Radiotron is the most powerful and a full-featured Radiotron. It's the new Radiotron that gives you more power and better tone. It's the new Radiotron that gives you more power and better tone. It's the new Radiotron that gives you more power and better tone.

RCA Radiotron
MADE BY THE MAKERS OF RADIOLAS

more power

*for more
Radiotron sales
with the new power Radiotrons*

RCA Radiotron

MADE BY THE MAKERS OF RADIOLAS

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

