

Radio Industry

A GAGE
PUBLICATION

Radio Supplement, Electrical Record

\$1 a Year
15c a Copy

The Business Paper of the Radio Trade

September, 1925
Vol. 3, No. 3

Reg. U. S. Pat. Off.

"There is no better loud speaker at any price"



Model WG-10
Majestic Reproducer
Ebony Finish \$12⁵⁰
Retail Price

Manufactured by

GRIGSBY // GRUNOW // HINDS // CO.

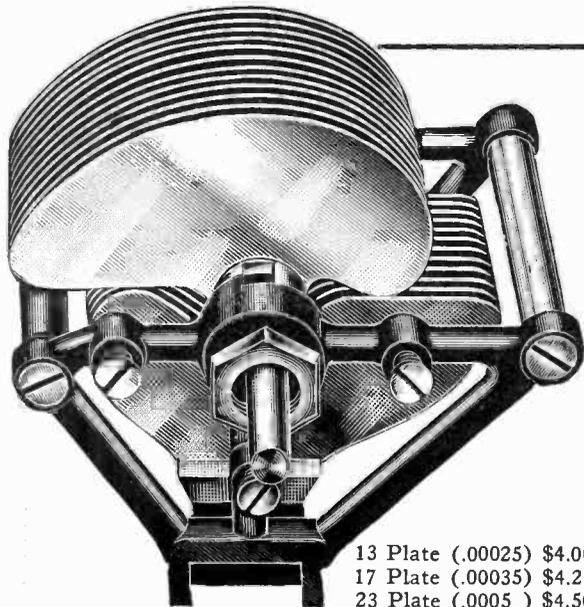
4540 Armitage Avenue, Chicago, Illinois

In Canada:

Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto

Dialog now has a Partner!

Trademark
Registered U. S. Pat. Office



13 Plate (.00025) \$4.00
17 Plate (.00035) \$4.25
23 Plate (.0005) \$4.50

The New Walnut Station Separating CONDENSER

Dialog stepped to sales leadership instantly—because it gave fans a long-hoped-for quality of Vernier Dial performance.

The new Walnut Condenser will capture the market for the same reason. It is not a straight line wave length, nor a straight line frequency. It is a *station-separating* condenser—*exactly what fans want!* Uncrowds all stations. No jamming at either end of the dial. Perfect selectivity—at last!

Electrically, the new Walnut

station-separating condenser is a triumph. Dielectric losses in accordance with Bureau of Standards minimum. And mechanically it is an engineering marvel. Rigid die cast, aluminum frame; steel ball joint bearing; heavy polished hard, high conductivity aluminum plates; small and compact.

Sell what fans want; a *station-separating* condenser—the new tuning unit by Walnut which will, for obvious reasons, take the lead with its sales and profit partner, Dialog! Order now.

Merit and Price Make Dialog the biggest selling Vernier Dial

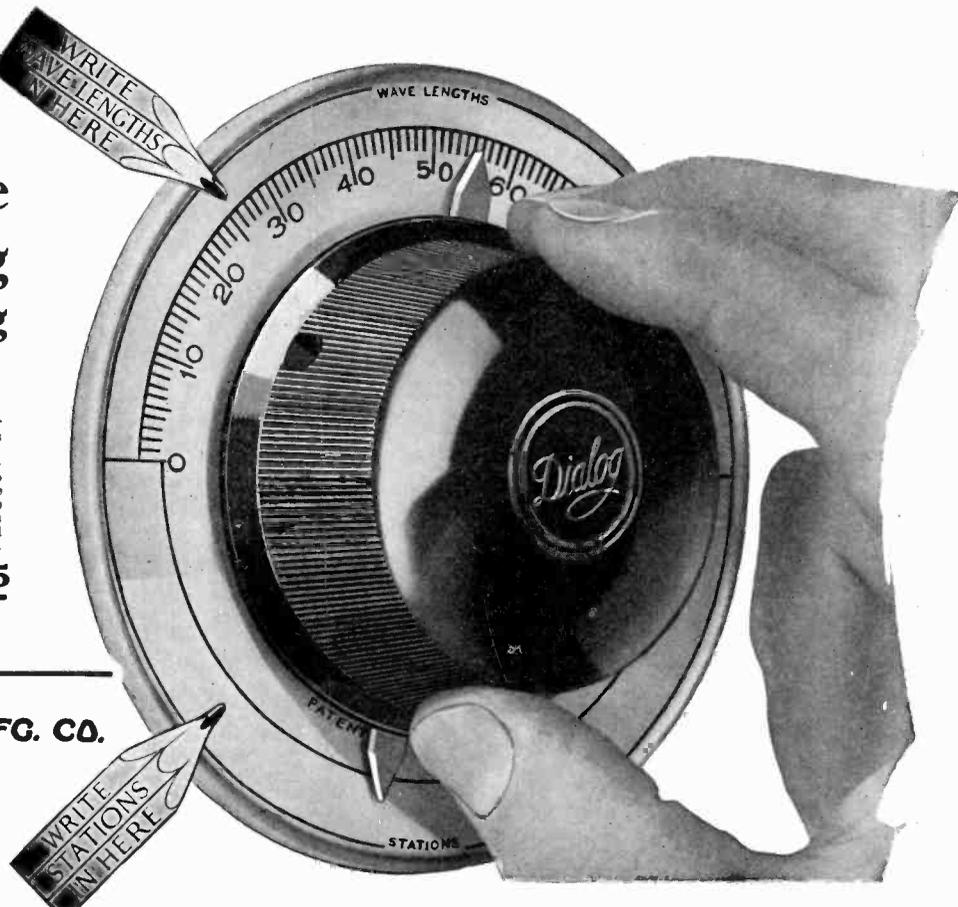
This Walnut product is rapidly replacing Vernier dials of all kinds and prices—everywhere. It is easy to see why. Dialog is the one vernier control that every fan can use; that fits any condenser—one hole mount or otherwise; the one vernier dial that every fan can install; the one vernier dial that every fan can afford—and the only vernier dial whose multiplicity of advantages are so obvious and outstanding as to impel immediate buying action. Order Dialogs now. You will sell more of them than any other part or accessory that you have in your store. Silvered or black dial and black bakelite knob. **\$1.25**

In Gold and Mahogany, \$1.50

WALNART ELECTRIC MFG. CO.

308 So. Green St.
Chicago

Makers of Good Goods Only



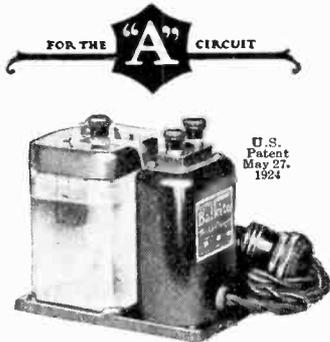
DISTRICT OFFICES OF WALNART ELECTRIC MFG. CO.

Los Angeles, Calif., 307 South Hill St. (Mr. Campbell, Mgr.)
San Francisco, Calif., 75 Fremont St. (Mr. Buttner, Mgr.)

Seattle, Wash., 1041 6th Ave., South (Mr. Gribble, Mgr.)
Kansas City, Mo., 3037 Benton Blvd. (Mr. H. E. Morton)

Minneapolis, Minn., 717 McKnight Bldg. (Mr. Theo. S. Hoy)
Philadelphia, Pa., Victory Bldg. (Mr. E. N. Hyde)
Newark, N. J., 215 Emmet St. (Universal Insulation Co.)

Announcing the Balkite Trickle Charger at \$10 and the new Balkite "B" at \$35



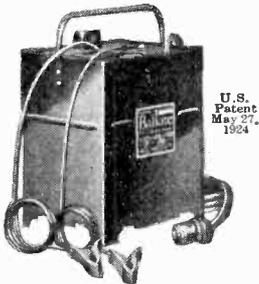
Balkite Trickle Charger

Charges both 4 and 6 volt radio "A" batteries at about .5 amperes. Usable in 3 ways: (1) As a regular charger with a low capacity storage battery for sets now using dry cells. (2) With storage battery sets of few tubes. Furnishes more current than used by 6 dry cell or 2 storage battery tubes, so that if used during operation it need be used at no other time. (3) As a "trickle" or continuous charger for storage battery sets of as many as 8 tubes. Size 7 1/2 in. long, 2 3/4 in. wide, 5 in. high. Operates from 110-120 AC 60 cycle current.

Low capacity batteries especially adapted for use with this charger with sets now using dry cells are being offered by practically all leading battery manufacturers this fall.

Reputable manufacturers are also offering this fall for use with this charger special switches which turn on Balkite "B" and turn off the charger when you turn on your set. This makes the current supply for both "A" and "B" circuits automatic in operation.

Price \$10
West of Rockies, \$10.50
In Canada, \$15



Balkite Battery Charger

The most popular battery charger on the market. It can be used while the radio set is in operation. If your battery should be low you merely turn on the charger and operate the set. Charging rate 2.5 amperes. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$19.50
West of Rockies, \$20
In Canada, \$27.50

The Balkite Battery Charger is today the most popular charger on the market. It is the only charger commonly used while the set is in operation. Balkite "B" II is also well known. It replaces "B" batteries entirely and supplies plate current from the light socket. It was the outstanding development in radio last year.

We now announce the Balkite Trickle Charger at \$10. This low-rate charger is especially adapted to use with sets of relatively low "A" current requirements—any dry cell set and storage battery sets having a small number of tubes. Owners of dry cell sets can now make a very compact and economical installation with a Balkite Trickle Charger and a low capacity storage battery of the type being offered by leading battery manufacturers this fall.

We also announce at this time the new Balkite "B" at \$35. This new model is specially designed to serve sets of five tubes and less. It fits in your present "B" battery compartment.

Noiseless—No bulbs—Permanent

All Balkite Radio Power Units are based on the same principle. All are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. They cannot deteriorate through use or disuse—each is a permanent piece of equipment with nothing to wear out or replace. They require no other attention than the infrequent addition of water. They do not interfere with your set or your neighbor's. Their current consumption is remarkably low. They require no changes or additions to your set.

An "A" battery, a Balkite Charger and a Balkite "B" constitute the most advanced power equipment on the market, one that is economical, unfailing in operation, and eliminates the possibility of run-down batteries.

Manufactured by FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL Balkite Radio Power Units



Balkite "B"

Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes. Keeps "B" circuit always operating at maximum efficiency, for with its use the plate current supply is never low. Requires no changes or additions to your set. No bulbs—nothing to replace. Requires no attention other than adding water about once a year.

A new model, designed to serve any set of 5 tubes or less. Size 8 1/2 in. long, 8 in. high, 3 1/4 in. wide. Occupies about same space as 45 volt dry "B" battery. Operates from 110-120 AC 60 cycle current.

Price \$35
In Canada, \$49.50



Balkite "B" II

The most outstanding development in radio last season. Same as the new Balkite "B" but will fit any set including those of 10 tubes or more. Current capacity 40 milliamperes at 90 volts. Size 9 in. high, 6 1/4 in. wide, 7 1/2 in. deep. Operates from 110-120 AC 60 cycle current.

Price \$55
In Canada, \$75

The Unipower, manufactured by the Gould Storage Battery Company, is equipped with a special Balkite Radio Power Unit.

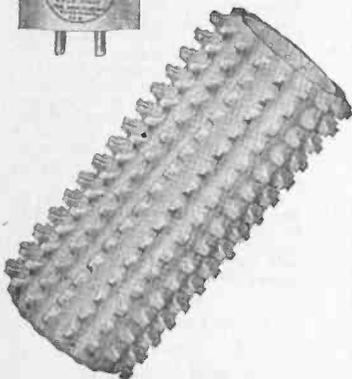
ISOLANTITE

an insulation of eternal permanence



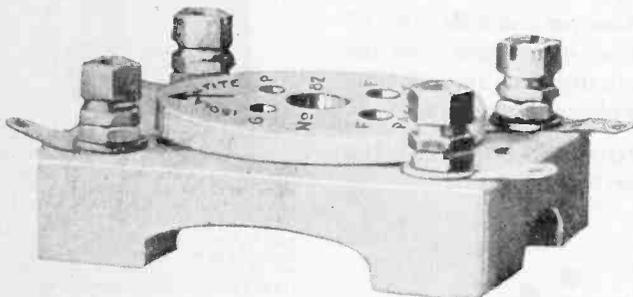
De Forest Vacuum Tube

with ISOLANTITE base. Grid-plate capacity decreased from 10 micro-microfarads to less than 8 at frequencies from 100,000 to 10,000,000. Tone more mellow and of greater volume.



Resistance Support

whose resistance and electrical strength enables 10 k.w. to be wound on one core.



Patent "Universal" Tube Socket

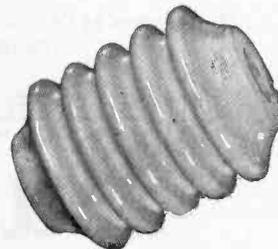
of ISOLANTITE results in negligible dielectric losses and negligible capacity effect between plate and grid.

Since first the vast potential usefulness of electricity was realized its history has been a series of almost miraculous developments.

But one problem from the beginning defied complete solution—insulation. Various materials were evolved or discovered, yet none would serve under all conditions.

Then came the discovery of Isolantite—the ideal insulation. Hard as a precious stone, strong as a metal, it is practically indestructible. It stands temperatures at which steel boils. It absorbs no moisture and resists all usual acids and alkalis. It has a constant dielectric strength greater than 17,000 volts per mm of thickness. It can be machined, tapped, and threaded, and permits close tolerances.

Many quality products are made of Isolantite. A few of them are shown here—we will gladly show you more. And without obligating you, we will investigate the possibility of improving your product with Isolantite.



High Tension Insulator

whose mechanical strength eliminates inserts.

ISOLANTITE COMPANY OF AMERICA
INCORPORATED

BELLEVILLE

PARIS

NEW JERSEY

TURIN

Radio Industry

The Business Paper of the Radio Trade
Radio Supplement to ELECTRICAL RECORD

Volume 3

SEPTEMBER - 1925

Number 3

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Stanley A. Dennis, *Editor*

J. C. Prior, *Associate Editor*

RADIO INDUSTRY does not publish any news or comment relating to either personal or legal controversies.

Signed articles express the thought of the contributor, but not necessarily that of the editor or publisher.

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ATWATER KENT RADIO



*"We don't open
the box"*

DEALERS have been telling us what they most like about Atwater Kent Radio.

"This sums it up," one of them said: "We send the sets to our customers' homes without opening the boxes. We know they're all right. 'Inspected' means inspected when Atwater Kent says it."

Other dealers gave similar testimony. Although we advise all to open the boxes and make sure there has been no accident in transportation, it is gratifying to know that they regard it as unnecessary.

The word "Inspected" on the pink tag attached to the bottom of every Atwater Kent set is a certificate of character. It means that every set has been subjected to no less than 140 gauge and physical inspections and nineteen electrical tests. All along the line of manufacture the smallest defect is a death warrant.

Even after the "final" inspection we are constantly picking Receivers from the finished array and testing them again.

Dealers, did you know—

THAT the farmers of the country have set down in writing their preference for Atwater Kent Radio?

The Meredith Publications and the Capper Publications recently asked the farmers: "What make of radio set do you expect to buy?" In the answers Atwater Kent was FIRST.

If you have prospects in rural districts, there's a tip for you.

ATWATER KENT RADIO

Visitors at the factory sometimes think we're too fussy. That we regard as a compliment. Every dealer knows that "fussiness" at the plant relieves the customer from fussing in the home, and makes Atwater Kent Radio easy to sell.

"It is not our fault that we sell most of that make," a dealer told us. "The people take them away. Atwater Kent Radio has a good name, fastened to the people's mind with the glue of quality."

We believe in being fussy and shall continue to be.

Write for illustrated booklet telling the complete story of Atwater Kent Radio.

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4729 WISSAHICKON AVENUE PHILADELPHIA, PENNSYLVANIA

Every Thursday Night — the potential audience of the Atwater Kent Radio Artists, who broadcast from ten stations every Thursday evening from 9 to 10 (Eastern Standard Time) is estimated at more than 10,000,000. These are the stations:

- | | |
|-------------------------------------|---------------------------|
| WEAF New York | WCAE Pittsburgh |
| WJAR Providence | WGR Buffalo |
| WEEI Boston | WWJ Detroit |
| WFI Philadelphia | WSAI Cincinnati |
| WCCO Minneapolis-St. Paul | WOC Davenport |



Model 24, without tubes, \$100



Model 20 Compact, including battery cable, but without tubes, \$80



Model 20, without tubes, \$80



Model 12, built on special order, including battery cable but without tubes, \$100



Model 10, including battery cable, but without tubes, \$80



Phonograph Attachment, with 9' flexible cord, \$8



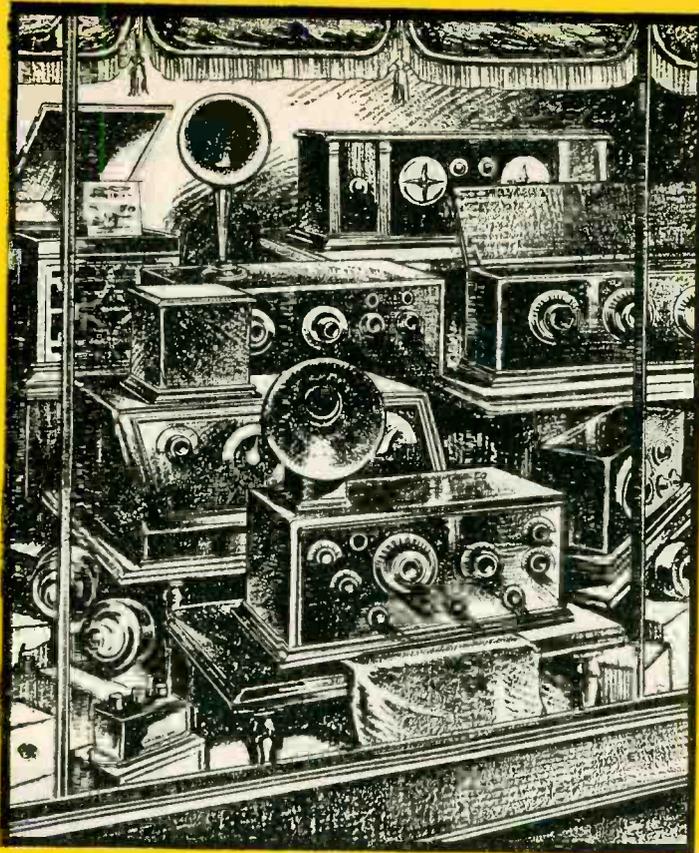
Model H, with 9' flexible cord, \$22



Model L, with 9' flexible cord, \$17

Prices slightly higher from the Rockies west, and in Canada.

Phenolite — for heater switches, washers, bushings, valves, wedges, discs and pulleys — for wireless instruments working under the stress of high frequency!



—sell dependable quality!

PHENOLITE can be depended upon at all times and under all conditions to react in precisely the same manner to the same forces. Phenolite is the perfection of radio insulation — uniform in hardness, toughness, dielectric resistance and machining quality . . . Whether you are buying panels or completed sets, Phenolite is the standard of unvarying quality! Your jobber will supply you—or write us.



Radio panels and tubes of Phenolite combine perfect insulation with great physical strength and fine machining quality! . . . Phenolite has a dielectric strength of 700 to 1300 volts per mil.

**NATIONAL
VULCANIZED
FIBRE**

National Vulcanized Fibre Co.
PHENOLIC PRODUCTS DIVISION, WILMINGTON, DEL., U. S. A.
We operate six great plants and maintain sales and service offices at New York, Chicago, Boston, Philadelphia, Pittsburgh, Cleveland, Milwaukee, Los Angeles, San Francisco, Detroit, Rochester, Birmingham, Denver, Seattle, Toronto, Greenville, St. Louis, Baltimore.

PHENOLITE
Reg. U. S. Pat. Off.
Laminated BAKELITE
SHEETS: RODS:TUBES:SPECIAL SHAPES

See our Exhibit in the National Radio Exposition, Chicago,
Week of September 28th



The
RADIO CORPORATION OF AMERICA
Announces
a Selective Dealer Policy

RCA herewith announces its selective dealer policy, to become effective January 3, 1926. This policy has been most carefully developed with a twofold purpose in view—to benefit dealers by offering an individual franchise and to protect the public in their purchases of RCA merchandise.

Dealers will be chosen upon the basis of active business in Radiolas, Radiola Loudspeakers, and RCA accessories during the months of September, October, November and December 1925.

So that RCA may select its dealers on the basis of public preference, we are asking all our distributors to begin the preparation of a list of their dealers and to keep records of their purchases, credit and servicing performance, individually—furnishing us such records complete, from September 1 to December 31, 1925.

Upon the basis of such preliminary evidence of public choice and satisfaction, RCA will issue Authorized Dealer signs.

Our dealer distribution will be confined to those who maintain a definite servicing policy on RADIOLAS, RADIOTRONS, RADIOLA LOUDSPEAKERS and RCA accessories. Public acceptance of the prices at which we advertise these products permits the dealer a profit that is sufficient to warrant a liberal and expert servicing policy with moderate charges.

The RCA franchise will be a valuable franchise. The number of dealers will be limited mainly on the basis of the service given to the public, but also with a frank recognition of the fact that RCA Authorized Dealers should have opportunities for profitable volume. We want to create a permanent business for them because it is the only way in which they can serve the public.

The full strength of the vast national advertising program of RCA will be continuously behind its Authorized Dealers.

Public demand and interest in Radiolas, Radiotrons and Radiola Loudspeakers and RCA accessories supported by our national advertising, has now reached a point where it insures to our selected dealers, not alone a large turnover, but a profit as well.

Read the following pages for an important announcement. Then write to the nearest RCA distributor for descriptive bulletin and catalog.

RADIO CORPORATION OF AMERICA
Chicago New York San Francisco



RCA Now

New Radiolas: featuring volume, tone quality, complete A. C. operation and Dry Battery operation giving volume in excess of Storage Battery operation.

This fall marks the announcement by RCA of new Radiotrons, of improved Super-Heterodynes, and revolutionary new Loudspeakers. It marks another step, too, in lowering the cost of radio to the public. These five pages of summary are a brief outline of a coming season of tremendous selling.

Radiola 30

New RCA eight-tube Super-Heterodyne complete and self-contained in console cabinet, embodying new RCA special Cone Loudspeaker. Provides complete operation from 110 volt 60 cycle A. C. lighting circuit, requiring no batteries. Extraordinary volume and perfection of tone.

Supreme selectivity and super-sensitivity. The goal towards which engineers, the trade and the public have been looking since the advent of radio broadcasting.

List price, complete with all necessary Radiotrons and Rectrons **\$575.00**

Radiola Super-VIII

The standard RCA six-tube Super-Heterodyne in upright cabinet with self-enclosed loop and famous RCA Doublette Loud-

speaker. List price, including 5 Radiotrons UV-199, 1 Radiotron UX-120 and Adapter UR-556 **\$340.00**

Radiola 28

"Jefferson desk" type new RCA uni-control, eight-tube Super-Heterodyne with attached loop. As dry battery operated receiver, gives volume in excess of that obtainable from storage battery operated receivers. Space inside cabinet for all dry batteries.

104, Radiola 28 operates completely from the A.C. lighting circuit, eliminating all batteries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale.

List price, including 7 Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 **\$260.00**

If used with Radiola Loudspeaker Model

Radiola 26

The universally popular portable six-tube Super-Heterodyne provided with extra battery cabinet for home use. Adapted to either loop or antenna operation. Has

built-in loudspeaker, self-contained loop and space for all necessary batteries.

List price, including 6 Radiotrons UV-199 **\$225.00**

Radiola 25

New RCA six-tube, uni-control Super-Heterodyne, table type with attached loop. Dry battery operated with space in cabinet for all necessary batteries. If used in conjunction with Radiola Loudspeaker Model 104, Radiola 25 operates from 110 volt 60 cycle A.C. lighting circuit, requiring no bat-

teries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale.

List price, including five Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 **\$165.00**



Radiola

REG. U. S. PAT. OFF.

AN RCA PRODUCT

Announces

Important

- No. 1: Trade Protection: Where prices are reduced, dealers and distributors are protected.
- No. 2: Deliveries: Of the new models, some are ready for immediate delivery. For the rest, orders will be accepted, and deliveries made as production goes forward.



Established leaders at new low prices (Trade Protected)

Radiola Super-Heterodyne (semi-portable)

The popular seller of the RCA Super-Heterodyne group. Standard six-tube Super-Heterodyne which will gain new popularity when fitted with new amplifying

ing Radiotron UX-120. Over 150,000 sold to date.

List price, less accessories . . . **\$116.00**

Radiola 20

A new pacemaker for radio receivers of the five-tube type. New RCA uni-control, tuned radio frequency receiver of balanced type with variable regeneration. An antenna set which, when dry battery operated, gives volume considerably in excess of that obtainable from storage battery operated receivers in this class. Ease of

manipulation, sensitivity, selectivity and quality of reproduction are outstanding features. Operates with relatively short aerial.

List price, less accessories . . . **\$102.50**

List price, packed with 4 Radiotrons UX-199 and 1 Radiotron UX-120 . . \$115.00

Radiola III-a

The popular price leader among RCA Radiolas. Over 100,000 sold to date. A four-tube Radiola which exceeds the performance of many five-tube sets. Equipped with Balanced Amplifier for high quality reproduction.

List price, less accessories **\$35.00**

List price, packed with 4 Radiotrons WD-11 and headphones \$49.50

List price, packed with 4 Radiotrons WD-11, headphones and Radiola Loudspeaker Model UZ-1325 \$67.50

Radiola III

A receiver big in performance and low in price. Over 200,000 sold to date. Now sold at a price within reach of all. A two-tube Radiola of extraordinary performance.

List price, less accessories **\$15.00**

List price, packed with 2 Radiotrons WD-11 and headphones \$24.50

Radiola Balanced Amplifier

Increases the loudspeaker volume of any type of radio receiver. Added to Radiola III, constitutes a four-tube Radiola giving same performance as Radiola III-a.

List price, less Radiotrons **\$18.00**

List price, packed with 2 Radiotrons WD-11 \$23.00



Radiola

REG. U. S. PAT. OFF.

AN RCA PRODUCT

New Developments in Loudspeakers

Radiola Loudspeaker Model 104

The outstanding loudspeaker development in the radio art, built on an entirely new principle. Reproduces orchestra, band, pipe organ and other musical instruments with volume equal to the original at the broadcasting studio, with acoustical fidelity hitherto unattained. Gives amazingly accurate voice reproduction. Volume of reproduction can be varied from minimum to maximum without impairment of quality. Operates directly from a 110

volt 60 cycle A. C. circuit and when used with Radiola 25 or Radiola 28, supplies plate, grid and filament voltages for operation of complete radio set as well as loudspeaker, thus replacing all batteries. May be connected to first audio stage of any radio receiver, but its capabilities are particularly realized with RCA Radiolas.

List price, including all Radiotrons and Rectrons **\$245.00**

Radiola Loudspeaker Model 102

A new RCA, A. C. operated Cone Loudspeaker equipped with rectifier-amplifier unit for operation from 60 cycle, 110 volt A.C. lighting circuit. Has same tone quality as Model 104 and provides volume far in excess of existing types of loudspeakers. Recommended for connection to first audio

stage of broadcast receivers and particularly for use in conjunction with RCA Radiolas. Operated by new super-power amplifier tube, Radiotron UX-210 and new RCA Rectron UX-216-B.

List price, including Radiotrons and Rectron **\$140.00**

Radiola Loudspeaker Model 100

New RCA special Cone built on the new principle, achieving new clarity of tone and a far wider tone range than existing types. Designed for direct connection to

output circuit of broadcast receivers. Particularly recommended for Radiolas 20, 25 and 28, dry battery operated.

List price **\$35.00**

Radiola Loudspeaker Model UZ-1325

The RCA standard of the horn type, universally commented upon as providing clearest reproduction of horn types of loudspeakers. Equipped with an adjustable

diaphragm. Requires no external batteries for additional amplification.

List price **\$18.00**

A. C. Rectifier-amplifier

RCA Uni-Rectron Model AP-935

Rectifier-power amplifier unit—same as that supplied with Model 102 Loudspeaker. May be used for operation of any type of loudspeaker from 60 cycle, 110 volt A. C. lighting circuit. Amplification ob-

tained from new RCA super-power amplifying tube, Radiotron UX-210.

List price, complete with Radiotron UX-210 and Rectron UX-216-B . . . **\$105.00**

"B" Battery Eliminators

RCA Duo-Rectron Model AP-937

America's first "B" battery eliminator designed to supply plate voltage to any type of radio broadcast receiver using any type of tube up to ten Radiotrons 201-A. Supplies plate voltages at 22½, 45, 90 and 135 volts with maximum current output at 50 milliamperes. Through use of RCA glow

lamp, Radiotron UX-874, this model provides uniform voltage at all current outputs from minimum to maximum. Operates detector as well as amplifier tubes from 110 volt, 60 cycle A. C. source. A. C. hum completely eliminated.

List price, with Radiotron UX-874 and Rectron UX-213 **\$65.00**

Radiola LOUDSPEAKERS



Three new power amplifying tubes for increase of volume and quality of reproduction

. . .

Radiotron UX-120

New RCA dry battery power amplifier tube which, when connected to last audio stage of a dry battery operated receiver,

provides volume double that obtainable from UV-201-A tubes.

List **\$2.50**

Radiotron UX-112

New RCA storage battery power amplifier tube for improvement of quality and vol-

ume in storage battery operated receivers.

List **\$6.50**

Radiotron UX-210

New RCA super-power amplifying tube designed for use in A.C. operated power am-

plifiers. The most powerful audio frequency amplifying tube on the market. List. **\$9.00**

The standard RCA Radiotrons you now sell—some equipped with the new RCA standard "UX" base—

- Radiotron WD-11 **\$2.50**
- Radiotron WD-12 **\$2.50**
- Radiotron *WX-12 **\$2.50**
- Radiotron UV-199 **\$2.50**
- Radiotron *UX-199 **\$2.50**
- Radiotron UV-200 **\$2.50**
- Radiotron *UX-200 **\$2.50**
- Radiotron UV-201-A **\$2.50**
- Radiotron *UX-201-A **\$2.50**

Two new RCA Rectrons—rectifier tubes for use in "B" battery eliminators and devices serving similar functions.

*— A "UX" or "WX" tube provides precisely the same performance as the corresponding "UV" or "WD" tube, the only change being in the design of the base.

Rectron UX-213

New RCA full-wave rectifier using input voltages up to 220 per plate. Provides

current output of 65 milliamperes.

List **\$7.00**

Rectron UX-216-B

New RCA half-wave rectifying tube for use in "B" battery eliminators and similar devices. Operates at plate voltages up to

550, with current output of 65 milliamperes.

List **\$7.50**



Radiotron

REG. U.S. PAT. OFF.

AN RCA PRODUCT



A Selling Policy Made By



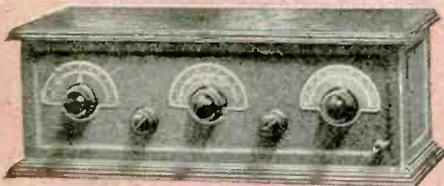
Model 400 Reproducer



Radio Tube Model S.W. 501-A.



Model 305



Model 300

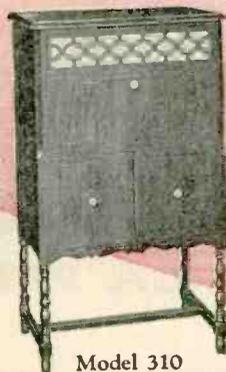


Antenna Kit

All Sets Licensed Under U.S. Navy Patents



Model 320



Model 310



Model 315



Model 410 Console Table including Built-in Speaker and Battery Compartment, without Radio.



Only One Stewart-Warner Dealer In Each Locality

YOU get ALL the profit, because there are no other dealers handling Stewart-Warner Radio in your locality. No possibility of a drug store around the corner selling the same line, or some other store across the street "stepping in" on a share of your profits. You are absolutely protected.

You will receive full benefit from the extensive national advertising program soon to appear. It will make a "beaten path" to your door—help build your success. Are you going to pass up this opportunity to get in on the ground floor?

Radio Dealers Themselves

It Guarantees Profit-Protection-Permanence

RADIO dealers are responsible for our new plan of selling radio. Our plan was actually made by the dealers themselves, according to their own statements of what they required to achieve success—to obtain their full share of protection and profits—to build a permanent, prosperous radio business.

Stewart-Warner Matched-Unit Radio is a wonderful line—complete in every detail—that carries plenty of prestige for the dealer. Stewart-Warner Merchandise is always like this.

But, what is equally as important, we have a “dealer-made” plan to merchandise our radio—a plan that could not be made to suit your needs better, had you made it yourself.

“Gyp dealers” are barred. There will be no “bargains” in Stewart-Warner Radio.

“Counterfeit” dealers simply do not exist. No individuals can buy Stewart-Warner Radio at dealers’ prices.

Our method of distribution makes it possible for us to offer you everything you have hoped for.

We have no jobbers. We have our own central distribution stations—96 all over the world—62 in the United States and Canada. They are direct factory branches under the Stewart-Warner name. When we say, “do,” they do—when we say “don’t,” they don’t. No other radio manufacturer has such absolute control of his distributors.

There is already a great demand for Stewart-Warner Matched-Unit Radio. How much greater will this demand be when we have broadcasted to the world the superiorities of our wonderful units?

The demand which our advertising will create can only be satisfied at one place—in your store. Purchasers of Stewart-Warner Radio will come to *you* to buy.

Prestige, Profit, Protection and Permanence in the radio business is yours, through our “dealer-made” plan of radio merchandising.

Fill in the coupon below, and we will have our representative call and explain its advantages to you.

STEWART-WARNER SPEEDOMETER CORPORATION

CHICAGO - U. S. A.

Stewart-Warner

Matched-Unit Radio

INSTRUMENTS

TUBES

REPRODUCERS

ACCESSORIES

COPYRIGHT 1925 BY S.W.S. COR'N.

*A Model to fill Every Desire
A Price to fit Every Purse*

Radio Division
Stewart-Warner Speedometer Corporation
1830 Diversey Pkwy., Chicago, U.S. A.

Gentlemen:—I want to be considered in connection with a Stewart-Warner Radio Dealership and to discuss the details with your representative.

Date _____

Name _____

Address _____

City _____ County _____ State _____

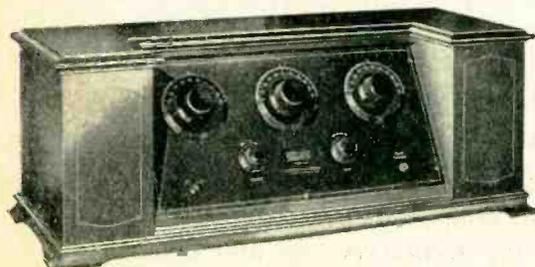
Music Master

The Most Inspiring Name in the whole Field of Radio



TYPE 60

Five Tubes. Two stages of radio frequency, detector and two stages audio frequency. Selective, good volume and distance. Brown mahogany art finish cabinet. Price, \$60



TYPE 100

Five-tube new Music MASTER Circuit, involving special adaptation to radio frequency. Very selective. Good volume. Exceptional tone and distance. Brown mahogany art satin finish. Price, \$100



TYPE 300

Five Tubes. New circuit. Connect with standard bell or cabinet type Music MASTER Reproducer, or with specially designed art model reproducer illustrated. Great selectivity, extraordinary volume, wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish. Price \$300

Music MASTER Reproducer Model XIII. Drum Type. Specially Designed art model illustrated. Price \$40

THE MUSIC MASTER line of Radio Products is complete and every item in the line is absolutely the very best obtainable.

Ten Styles of Receiving Sets

(Every Successful Circuit)

\$50 to \$460

Nine Models of Reproducers

(Horn—Cabinet—Pedestal Lamp and Hangers)

\$18 to \$100

All Types and Shapes of Batteries

(Multi-Cell Dry "A", "B" and "C" and Storage "A" Batteries)

\$.60 to \$23.50

A Complete Line of Accessories

Radio Products

The Most Complete Radio Line under a Single Trade-Mark

THE MUSIC MASTER Dealer Franchise is the most valuable that any Radio Merchant can have.

These Franchises are not granted indiscriminately and not many more can be issued this year. If you want to tie up to Strength, write or wire to learn whether you are in open territory.

Modern merchandising and aggressive national advertising assure MUSIC MASTER Registered Dealers a substantial volume of steady business on attractive terms.

Get in touch with an authorized MUSIC MASTER distributor or write us direct, regarding registration to handle MUSIC MASTER in your territory.

Music Master Corporation

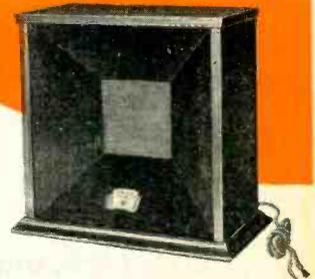
WALTER L. ECKHARDT, President

Makers and Distributors of High-Grade Radio Apparatus

128-130 N. Tenth Street, Philadelphia

CHICAGO NEW YORK PITTSBURGH MONTREAL

Canadian Factory: Kitchener, Ontario



MODEL V
Metal cabinet. Mahogany finish. Wood bell.
Price . . . \$18

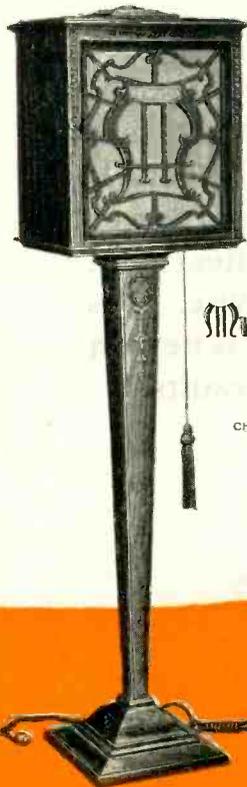


MODEL VI

Fourteen-inch wood bell, solid mahogany cast aluminum tone chamber. Standard Music MASTER reproducing unit. Price . . . \$30

MODEL VII \$35

Twenty-one-inch wood bell



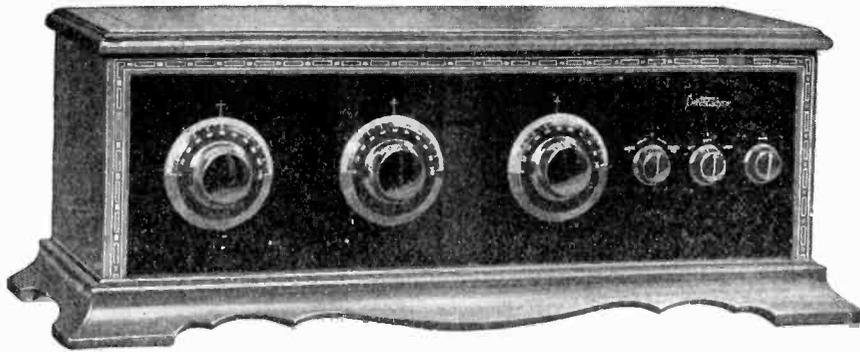
MODEL X

Pedestal type. Solid mahogany. Full floating wood bell in top section. Shaded electric bulb concealed within case, reflects a soft diffused light through silk screen. Price \$100



MODEL VIII

Cabinet type. Solid mahogany with full floating wood bell. Price \$35



And its tone quality is unequalled

The Deresnadyne is remarkable first of all for its purity of tone and fidelity of reproduction. And tone is what counts after an owner has had a set a while. It answers the increasing demand on the part of the public for a set that is not merely a plaything for the fan but a musical instrument of the greatest and most lasting utility.

The Deresnadyne is remarkable for its selectivity. In this respect it has no superior. Local or outside stations—it brings

them in without interference.

It is remarkable for its distance. In one evening one owner got Calgary, Havana, Springfield, Mass., and Los Angeles.

Above all the Deresnadyne is remarkable because it does not choose between the essential qualities of a receiver. It does not sacrifice tone to power or vice versa. It combines them. It is not a Neutrodyne. It is not a Heterodyne. It is new in principle as well as results.

Type M—\$125 without accessories

Type L—\$165 without accessories

DEALERS: Order through your jobber. JOBBERS: Write to us.

Andrews
Deresnadyne
DE-RÉS-NA-DINE PATENTS PENDING
Radio Receiving Set

Radio Industry

The Business Paper of the Radio Trade

Radio Supplement to ELECTRICAL RECORD

Volume 3

SEPTEMBER - 1925

Number 3

Analyze Your Service Reports

Unnecessary servicing cuts into profits and the equipping of receivers with cheap accessories is equally fatal to returns on the money invested in both sets and business

By B. H. Penrose

DEALERS are still debating whether or not to charge for service and, if so, how much. Service is service, charge or no charge, and a careful analysis of service calls might reveal a lot of interesting information. Useful figures can be easily and inexpensively compiled which may be beneficial not only to those doing the actual work of servicing but which might also act as a reliable guide in planning a more effective sales policy for business in general.

No business man can ever know too much about his business. Ignorance on certain phases of it, while not always productive of grave results, may mean the loss of many golden opportunities.

One radio dealer who was doing a lot of servicing decided to find why he was doing it. Accordingly, he kept a record of 100 service calls, among which were included repairs to quite a few outfits

which he himself had not sold. Here was the result:

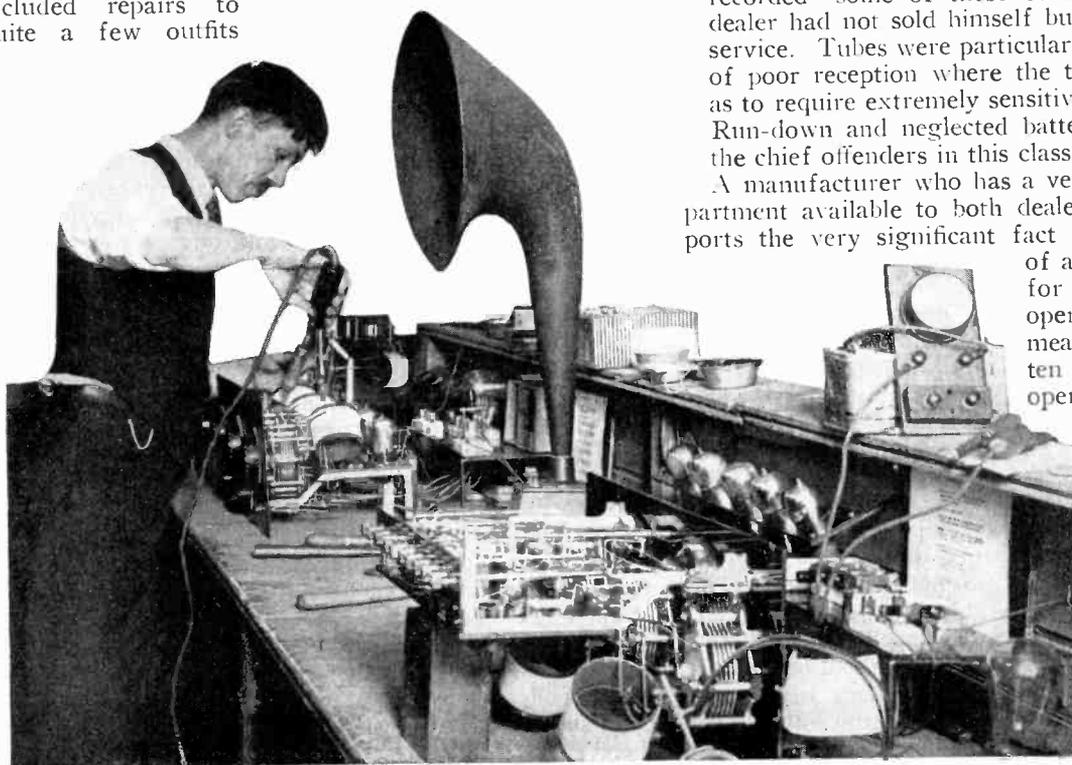
On only 11 calls the trouble was with the sets. It was found expedient to send four of these to the factory for repairs while the others had merely minor defects that were easily remedied.

On 12 calls the set was found to be operating as good as possible under local conditions which, due to some mechanical interference, was not quite as good as might otherwise be expected.

The installation was at fault on 18 of the calls—usually a poor or corroded ground. In one place a water meter had been installed between the connection and the ground and this acted sufficiently as an insulator to cause weak reception although in other cases this apparently made little difference.

Accessory trouble was found in 59 of the 100 calls recorded—some of these covering sets which the dealer had not sold himself but was called upon to service. Tubes were particularly an important cause of poor reception where the type of set was such as to require extremely sensitive and matched tubes. Run-down and neglected batteries, of course, were the chief offenders in this class.

A manufacturer who has a very complete service department available to both dealers and distributors reports the very significant fact that fully 90 per cent of all sets returned to them for repairs are in good operating condition. This means that, in nine out of ten cases of unsatisfactory operation, the trouble is



Comparatively little cause for servicing can be found in the set itself. Receivers now undergo most exacting tests in the factory. One concern advertises that each of its sets is subjected to 159 electrical and mechanical inspections before it is passed

due entirely to either poor installations or defective accessories—which would include run-down batteries.

These are poignant facts to the alert dealer who has learned how to analyze his business and, of even greater importance, how to put this analysis to good use after he has made it.

The average set from a reputable manufacturer is now far different than the more or less haphazard products of only a few years back when the cry from dealers throughout the land was for quantity with but passing regard for quality. Keen competition from established industries eager to place their enormous resources behind their efforts in this new and expanding field have gradually come to make the utmost in quality a strict necessity if their goods are to secure recognition. Sets now undergo the most rigid and exacting tests before they leave the factory and one concern advertises the fact that each set is subjected to 159 electrical and physical inspections before it is passed as standard.

These facts mean that actual set trouble will be placed at a minimum—and such service reports as the foregoing from dealers who are handling only high grade outfits bear proof of this assertion.

Too many dealers who pride themselves on operating strictly legitimate businesses in contrast to cut-rate competition sometimes make the fatal mistake of equipping their sets with the cheapest kind of accessories in order to make the total price appear low. And that is where an analysis such as the foregoing is valuable, showing as it does that a practice like this is apt to prove a serious error that may produce a lot of dissatisfied customers. True, the temptation to do this is often great but, with the radio business growing rapidly into the "long pants" stage, the consequences are becoming equally severe.

The Advantages of Advertised Accessories

One dealer of my acquaintance thought to economize on "B" batteries. He was then handling an established and well-known brand on which his discount was 50 per cent. These were proving entirely satisfactory and his trade had learned to ask for them by name. His only objection, so he informed me, was that shipments were sometimes slow in coming through due to the fact that the jobber, in order to keep his stock strictly fresh, particularly during the warm months, kept his supply at a minimum. This trouble could, of course, have been easily eliminated by careful ordering on the part of the dealer who made a habit of ordering in exceptionally large quantities at long intervals. Thus, when a portion of the batteries were destined to remain in his stock for several months, it was imperative that they be strictly fresh when they reached him and that it was not stock which had adorned a jobber's shelves for several months preceding—though he himself failed to realize the importance of this.

Then a concern handling a comparatively unknown battery came along with an offer of 50-10-5 per cent discount and a promise of prompt shipments. The dealer succumbed to the lure and placed a large order. Immediately a sales resistance developed from his "B" battery customers where heretofore there had been none. Few of them had ever heard of the battery while some gave unfavorable reports and refused to buy. Two months passed and the dealer suddenly realized that

his battery stock was not moving as it should—and that, on one shelf, there was a surprisingly large pile of broken, defective and bulged batteries which it had been found necessary to replace for customers.

By actual check, his business in "B" batteries showed a decrease of almost 20 per cent during this short space of time, not to mention the loss of dissatisfied customers who cannot be so readily computed in terms of percentages.

Another dealer who came to the conclusion that a considerable saving could be effected by supplying certain sets with "bootleg" tubes had an even more harrowing experience in that his policy resulted in the direct loss of several otherwise perfectly good sales.

One dealer in Niagara Falls, N. Y., who is well aware of the importance of efficient accessories has a plan whereby he supplies his customers with a newly charged storage battery every month for six months. There is no additional charge for this service and, through this monthly exchange of batteries, as well as an inspection of the other batteries and tubes at the time this is done, the dealer is literally doing away with practically 90 per cent of

the possible causes for dissatisfaction in the sets he installs.

Such a method builds confidence in his service which is productive of better and more effective advertising in his behalf than it would be possible for him to secure through mediums where he would have to pay directly for it.

The average person knows little enough about radio in general and likes to feel that he can go to a dealer who has a record of successful installations and, to all intentions, will do the same for him. Any physician will tell you that when he has secured the entire confidence of his patient half the battle is won—and, although it is a far cry from the medical profession to radio selling, the psychology of the thing is very nearly the same.

It is my opinion that radio will be sold this season more and more on the reputation of the individual dealer and less on an actual price basis. More so than ever, the prospective set buyer will make his selection on the advice of a friend who already has a radio. The average man is always quick to recommend those things he knows and uses himself provided they are performing with a fair degree of satisfaction. Ask any of your friends what automobile he would advise you to purchase and nine out of ten will suggest as first choice the same make of car they themselves own.

Gain the Public's Confidence

Moreover, radio selling in general has been subjected to so many conflicting statements in its hectic career that this word of mouth advertising is bound to play an even more important part than it ordinarily would in an old established trade of greater proven stability. Thus, it is up to the individual dealer to conduct his business in such a manner as to instill confidence in the public to which he must look for support.

No radio receiver yet devised offers perfect reception at all times. Yet, if this is truthfully explained to your customer and his confidence further instilled by virtue of your successful record, the chances are that he is going to be well satisfied with the set you sell him and be enthusiastic in telling his friends that it is the best there is.

Keep Receivers Healthy

IT is far better to sell a good, husky radio receiver than a sickly one. Most present-day radio sets are well built, yet there is a lot of servicing being done, sometimes more than is necessary. A careful study of service reports may correct a weak sales policy.

A Sizable Volume of Business Awaits the Radio Dealers Who Cultivate the Local "Foreign" Market

Nearly every American city has a "foreign quarter" that a little intelligent effort will convert into a profitable sales field

By Harry P. Bridge, Jr.

RECENTLY I had a hunch, and to corroborate it I sought out a dealer friend of mine.

"Who is buying radio?" I asked him.

"Just what do you mean?" he queried.

"Exactly what I said—to whom are you selling radio sets?"

"Why—" he replied, hesitatingly, "I sell them to my regular trade, of course?"

"That is, you sell them to what you think is your regular trade," I corrected him.

"You have been selling to the Smiths, Browns, Whites and Joneses, haven't you?"

"Sure—if you refer to them as that part of the community from whom I might reasonably expect to draw trade."

"And, if I am not mistaken, like the majority of other radio dealers, you have made little or no effort to sell the Salvatores, Sansones, Loddos or Barones."

"You mean the Italian population?"

"That's it—and all the numerous other foreign nationalities which are so well represented in every American city. Perhaps you think of these people as a thrifty lot who spend little or no money on luxuries. This is true to some extent, but the fact remains they will buy those things they want because these give them the pleasure they most desire. Besides, even without outside selling, you have an open field of approach to these people, because a lot of them are already in the habit of coming to your store for light bulbs, fuses and other things essential even to the frugal home."

It is not altogether surprising to one familiar with the radio business in all of its rush and swirl of the past few years that the foreign population has received so little intelligent sales attention. Genuinely constructive radio selling has yet to come into its own in a great many cases. However, to those dealers—and manufacturers—who have placed their selling policies on a sound basis and know the value of even a potential prospect, here is a field for their efforts as virgin as it may be made profitable.

The Music Trade Found It Paid

Long ago, as the history of American industries are reckoned, the music trade found that this great foreign born population had gradually come to constitute one of its most profitable sales fields. The phonograph appealed to their keenly musical natures, and they were interested. Consequently, the problem confronting the trade was only one of finding an effective personal appeal and point of selling contact—which, when the pros-

pect is already interested, is not overly hard to do.

Now, large quantities of phonographs, pianos and supplies are sold regularly to these foreign populations for two big reasons: First, because the great majority of them are essentially fond of music and, secondly, because those in the music trades learned to take advantage of this characteristic through appeals prepared solely with the purpose of selling musical instruments to them alone. The general advertising or sales campaign did

not reach the foreign-born American effectively, and they knew it—and they found other ways to appeal to him.

Phonograph manufacturers and many others, such as gun and medicine makers, who found a substantial portion of their sales coming from the foreign class, have gone so far as to print their instruction sheets and booklets in various languages. Practically every record catalog has large sections devoted to the favorite music of different nationalities. One music dealer of whom I knew found such a large part of his business coming from the foreign element, without any appreciable effort on his part, that he deemed it advisable to hire an American-educated Italian

girl to take care of this trade as well as to cater to them in other ways through his publicity, advertising and window displays.

Radio selling, on the whole, has taken few such steps either on the part of dealer, distributor or manufacturer.

Use the Foreign Language Press

These people are seldom reached through the ordinary advertising and publicity efforts which are so effective in selling to the Smiths and Joneses. They must be sought in a different way. The foreign language press of this country yields far greater influence than the average American may suspect, simply because he so seldom comes in contact with any of its various publications. Gradually the national advertisers in the radio field are falling into line to arouse this great market through these mediums. This, however, brings radio before them only in a general way, and it is up to the dealer to present a stronger and more specific appeal to the individual.

Whereas "canned" music has become an accepted fact with them, the great majority of those of foreign birth in this country are yet to be sold on this even more alluring wonder of radio. With the surprising illiteracy that is generally prevalent, a lot of them know of radio only in a vague sort of way, or else think of it as a rich man's toy. To counteract this impression and increase their

desire for radio to a sales pitch is going to require salesmanship and business ability of the highest order. Yet this market, lying practically dormant at the dealer's doorsteps, is of sufficient importance to warrant much careful planning in its cultivation.

How he might most effectively meet the foreign-born radio prospect and make a buyer of him is mainly a problem for the dealer himself to decide. Inasmuch as radio advertising in a national way has as yet made but little definite appeal to him, the dealer must practically rely on his own initiative and devolve his own ways and means of approach.

How to Reach These Prospects

Each nationality is usually well represented in a community with its quota of fraternity organizations and clubs, and a good radio demonstration at their meetings is a sure way to create a lot of favorable comment, as well as for securing prospects or actually making sales. The rosters of these fraternities form excellent mailing lists and are usually readily available. It must be remembered, however, that your direct-mail piece will be infinitely more effective when printed, at least partially, in the language of the nationality to which it is addressed. Quite naturally, these folk still retain a feeling of national pride and, through an approach of this kind, the dealer has the added advantage of having appealed to their sense of vanity.

Personal selling to the foreign population is perhaps the best method. This should be tactfully done—preferably by an educated young man of that nationality, if a desirable applicant of the sort is available. Most foreign born have more or less a fear of the so-called American commercialism—which, through the unscrupulous dealings of some of us with whom they themselves or their friends have come in contact, is probably

justified. A salesman whom some of them know would perhaps do most toward disarming their fears and belying the suspicion that you were merely after their money. It is usually possible for most dealers to secure several such salesmen on a part time basis.

The younger generation presents a particularly strategic approach to these Americanized homes. Of all the family, they have been the first to adopt the habits and customs of their chosen country. Ask almost any of these foreign-born youngsters a question in their native tongue and the reply will invariably be in English that carries only the faintest trace of an accent. This is particularly true in the smaller communities, where the line of class demarcation is not so sharply defined. Through schools and daily association with American boys and girls to whom radio is already an accepted part of their homes, they are already interested in this new form of entertainment. And, to a surprisingly large extent, the buying habits of their less highly Americanized parents may be influenced by this younger generation, so that the radio dealer will find it well worth while to cultivate this interest on their part.

He Wants a Quality Product

Above all, in selling radio to the foreign-born American, do not underestimate his buying power or his desire to have the best of those things which appeal particularly to him. Music dealers long ago learned the folly of sizing up the foreign-born shopper as a prospect for the cheapest goods in the store. In most cases price will be a secondary consideration to the outfit that he feels will bring him satisfactory radio entertainment.

Appealing to an Italian-American Populace

The radio advertisements at the left below are a few that appeared in one issue of Corriere D'America, a New York newspaper printed in Italian. The ad at the right, that of a distributor of phonograph records, will give an idea of the favor with which the music trade looks upon this type of advertising

LIBERTY RADIO CHAIN STORES, Inc.
106 LIBERTY ST., NEW YORK CITY

RADIO
Manifatturieri di Apparecchi Radio

"CLEARFIELD"
Il migliore apparecchio Radio che venga costruito nel Mondo

L'apparecchio Radio "Clearfield" racchiude le **ULTIME INNOVAZIONI**

CERTAMENTE RAPPRESENTA L'ULTIMA PAROLA SULLA PERFEZIONE DEL RADIO

OGNI **Apparecchio Radio** "CLEARFIELD"
E' munito di un **Certificato di Garanzia**

Vendiamo direttamente dalla **FABBRICA** a **Prezzi di Fabbrica**

Prima di comperare un Apparecchio Radio "CLEARFIELD" nel nostro locale di mostra al 106 Liberty Street, New York City.

Giant Radio Battery Co.
- INCORPORATED -
18 GREENE STREET
NEW YORK CITY

Noi siamo Manifatturieri di **BATTERIE per RADIO**

NOI DIRETTAMENTE FABBRICAZIONE AL CONSUMAZIONE DI FABBRICA. BATTERIE PER RASASSOLUTAMENTE SERTITE

prezzi prima di comperare. Batteria per Radio. NOSTRA FABBRICA

GREENE STREET NEW YORK CITY

Radio Shop
137 EAST 23rd STREET
NEW YORK

LA PIU' GRANDE VALUTA CHE SIA STATA OFFERTA! CAPEGGIA NEL SUO RAMO

Genial Low Loss Ambassador, 4 Ap. Apparecchio superiore completo.

abbinato dell'apparecchio. 2 Tubi R. C. A. serie 45 V. "B". Batterie 80-100 Amp. U. S. L. Master e Plug. Aereo arancia scritta per un difetti di manifatturieri.

\$47.88

OTTENERE DI PIU' QUANTITA' VALORE

ambassador a 4 Tubi in dimostrazione

9 A. M. alle 9 P. M.

Loud Speaker per RADIO

Una rivelazione in chiarezza di tonalita, sonorita e riproduzione.

Ogni apparecchio direttamente dalla **FABBRICA a 70% a PREZZI DI FABBRICA**

"G"

Venite o scrivete a **Kleertone Radio Corporation**
298 CHURCH STREET
NEW YORK CITY

Okeh

Nuovi Dischi Italiani

10 INCHES 75c

Canzonette Napoletane

IL VERO SUCCESSO DEL GIORNO

Un altro disco, pieno di verve, della **COPIA ROMA-BORRELLI**. Questi ricercati duettisti hanno avuto un gran successo in Italia, ed i loro dischi sono stati ascoltati con piacere da **Sua Maesta il Re d'Italia.**

9207 Oh! Caterina, Coppia Roma-Borrelli
Stornelli Nuovi, Coppia Roma-Borrelli.

<p>9209 Vendetta Pp'Ammore Voce 'e Mamma, Gina Santella, soprano</p> <p>9208 Benedetto 'o mese Aneto Passaro Sultario G. De Vita, tenore</p> <p>9200 Marcia Reale Mandulina 'e Napule R. Balsamo, tenore</p>	<p>9205 Romola, La Fanciulla del dolore Tuorno pe' N'ora Rafaele Balsamo</p> <p>9203 Managgia 'o Matrimonio Stasano Mureano 'e femmine, G. Amadio</p> <p>9189 Vide Napule Omamo 'e Caricello, U. Della Monica, tenore</p>
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STRUMENTALE — BALLABILI

<p>9204 Stella Lucante, Mazurka Sporanza Ferdato, Valzer Quintetto Moderno</p> <p>9177 Follie Mammole, Mazurka Amor Paterno, Valzer Trio Fasciata</p>	<p>9199 Appassionato, Walzer Lo Violette, Mazurka Banda Barese</p> <p>9185 Fenestero d'Amore, Valzer Carolina, Polka Orchestra. Siciliana</p>
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Chiedete il Catalogo completo dei Dischi Okeh-Odeon.

Comitate gli aph Okeh: i migliori aph per fonografo in America.

GENERAL PHONOGRAPH CORPORATION
CFO HEILMAN, Inc.
25 WEST 45th STREET
NEW YORK CITY

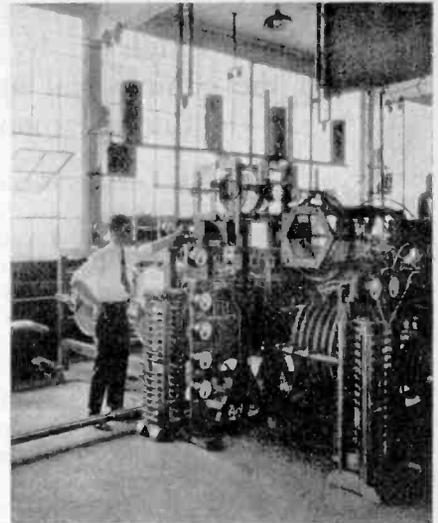
Se avete questi dischi uno dei seguenti rivenditori:

- NEW YORK**
2120, 164 Bleecker Street
Opera, 232 Bleecker St.
New American Opera House, 114th St. & 3rd Ave.
Co. 114th St. & 3rd Ave.
Di Muto & Di Paolo Music Store, re 214d - 2d Ave., Cor. 110 st.
Basar di Musica e Novita, 1395 Third Ave., New York.
Greenwich Village Music Store, 166 Sullivan St., New York.
Bronx Music House, Inc., 248 E. 149th St., Bronx, N. Y.
- BROOKLYN**
Friedrich Talk. Mach. Co., 228 Columbia St., Brooklyn, N. Y.
- NEW ROCHELLE, N. Y.**
Frank Gregorac, Washington and Fourth St.
- NEW JERSEY**
Italian Music Store, 465 6th St., Hoboken, N. J.
Falcone's Music Store, Madison Street, Hoboken, N. J.
A. M. Cornacchia, 37 14th Ave., Newark, N. J.

Superpower Broadcasting Arrives

The international broadcasting of radio programs is on the eve of realization with an American and an English station using superpower

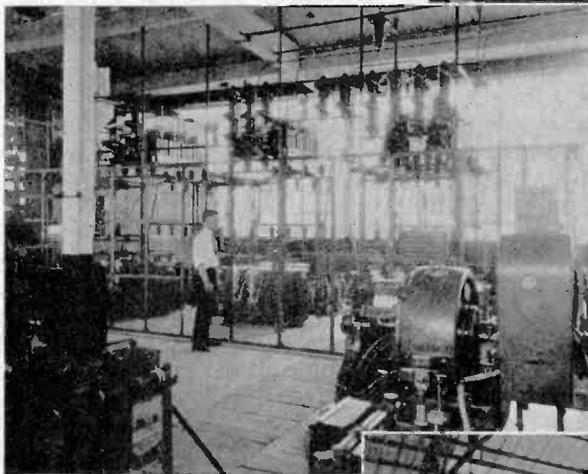
JUDGING from the success which has attended the experimental efforts of WGY, of Schenectady, N. Y., and the station at Daventry, England, to use superpower in broadcasting, the day of international radio programs is not far distant. Operating under an experimental license, 2XAG, granted by the Department of Commerce, WGY has gone on the air several times using a power of 50,000 watts. This is the first station actually placed in operation in this country with that power. The transmitter of 2XAG is of the master oscillator power amplifier type—with an intermediate amplifier—and uses 20 kw. water cooled tubes in the high power stages. Advantageously located in the geographical center of the island, with altitude and the height of the masts placing the antenna at 1100 ft. above sea level, the superpower station at Daventry, England, has a power of 25,000 watts. Provision has already been made to increase the power to 60,000 watts. Electrical power is supplied in the form of three phase alternating current at 11,000 volts, 50 cycles, which is transformed down to 375 volts. It would seem that regular superpower programs are not far away.



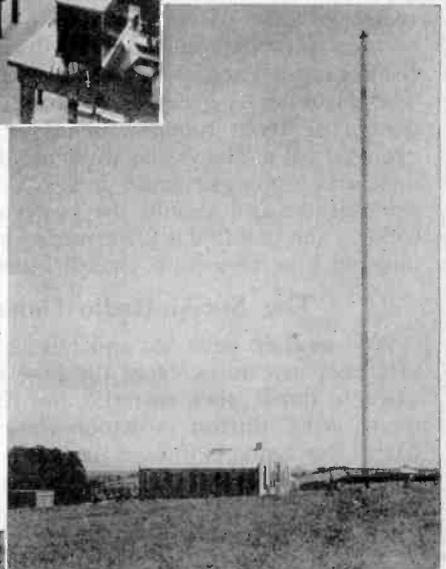
The transmitter and modulator units at WGY, Schenectady, N. Y., shown at the right, use a group of water-cooled tubes rated at 20 kilowatts each



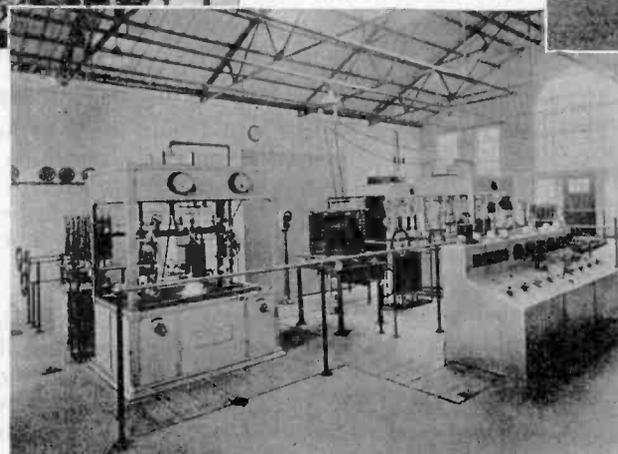
At the left are shown three modulator units, each with a group of water-cooled tubes, and audio frequency amplifier units at WGY



The power and switching equipment of the superpower broadcasting station at WGY is shown at the left. This station has been on the air with 50,000 watts under an experimental license issued by the Department of Commerce



At the right is an interior view of the transmitting station at Daventry, England. Reading from left to right are shown the drive oscillator, coupling coil, rectifier (in rear), magnifier and control panel. The workmanship on the installation is particularly worth notice



At Daventry, England, which is probably the geographical center of the island, the superpower station, pictured above, uses 25,000 watts. The masts are 500 feet in height and are 800 feet apart. Provision has been made to increase the power to 60 kilowatts

Radio Sales to Quality Buyers

A New York dealer is selling radio to the "four hundred" by removing it from the commercial atmosphere of the salesroom

By Lucille Roston

THE old proverb says that you can lead a horse to water but you can't make him drink. Radio dealers, however, have been finding out that even this conservative statement is too optimistic. For with some people, it isn't a question of making them buy a radio. You simply cannot lure them to a radio store. If the dealer can solve this problem he will be able to materially increase his sales, for once he can interest these exclusive circles in radio, they will buy. What is more, they will buy the more expensive sets.

Here is the novel and effective solution that a New York company has found to this question. The Royal Eastern Electrical Supply Company has added Mrs. E. F. Burton, a woman of high social standing, to its staff. Mrs. Burton has a charming apartment on Madison Avenue near Fifty-ninth Street; and here, in the most uncommercial surroundings and atmosphere, she is "selling" radios. One almost hesitates to use the term selling, with its usual commercial associations of store and counter and clerk, to Mrs. Burton's method of interesting customers in radio.

Her customers come to her by appointment through the downtown office of Royal Eastern, or they are taken from the ranks of her wide circle of acquaintances who become interested in her radio during a social call. In either case, her selling technique is pretty much the same. The customer is greeted as a caller and ushered into a delightful living room, with inviting easy chairs cosily grouped for a chat. The walls are decorated with paintings and etchings; small tables hold photographs and art objects; and should the customer call around four o'clock, she will find a table set for tea with a spirit lamp burning blue beneath a chased brass kettle.

The Social Radio Demonstration

And as they have tea and talk, Mrs. Burton gets the afternoon tea music from the hotels. The conversation turns to music, then to radio and then to the particular model Mrs. Burton is demonstrating. The model she has in her home is one of the more expensive ones, and as she says, it is wiser to show people the better ones first. For, after seeing them, they are more likely to be dissatisfied with the cheaper models.

Hidden away out of sight, she keeps radio literature and radio accessories. Should she see a possibility of interesting the customer in these, she brings them out. But there is absolutely no suggestion of store display whatever. As she herself says, she let's the radio sell itself. Once people hear and see it in surroundings similar to their own homes and see what pleasure it can bring into everyday life, the next step is wanting one for themselves. And, as with this type of person, money is usually no object, the next step is obviously the sale.

In the larger towns and cities this sort of uncommercial selling can be carried on quite extensively. There are so many different sets and cliques that can be catered to in this way—which, in fact, it would be difficult to reach in any other manner.

The choice of demonstrator is, of course, an important



Tea Cups Replace the Radio Counter

Despite contrary appearances, this is a radio demonstration at which Frances Peralta, Metropolitan Opera star at the right, is the "prospect" and Mrs. E. F. Burton, the "demonstrator"

point in the success of the plan. She must be a person who is in the set to whom you wish to sell and she must be able to demonstrate radio. That does not mean that she should be able to give scientific dissertations upon its mechanism but that she must be able to adjust and tune it skillfully.

Customers may be sent to her through you in this way. A little note sent to Mrs. So-and-so stating that Mrs. Elite of 25 Style Street, has a radio and would be glad to have you drop in and hear some particularly attractive number which is going to be played on Tuesday at four o'clock. The notes can be made as individual and personal as you consider fitting. If they are sent to people whom you know, they can be sent in your name. If they are acquaintances of Mrs. Elite's, they may be sent in hers.

Homey Atmosphere Proves Effective

And then there is the customer who doesn't want to stay and hear the radio in your store or who complains that it is so difficult to tell how she would like it once she got it home—all these can be referred to Mrs. Elite.

In smaller towns it will sometimes be harder to find a Mrs. Elite who will be able to give you the service you desire; and in that case, Mr. Dealer, would it not be possible to have Mrs. Dealer come to your aid—have your own prettily decorated living-room supplement your well stocked store? And should you be so unfortunate as to have no Mrs. Dealer, well, try injecting a little home atmosphere into your demonstration quarters or—get a Mrs. Dealer!

Forecasting the Winter Programs

Radio dealers, as well as the radio public, who are eagerly awaiting the winter programs will receive many advance "tips" from this article, which surveys the plans of leading stations

By A. C. Granbeck

ARE we going to listen to the "same old stuff," or are radio stations going to give us some new, live material this winter? The stereotyped program is dead. It has given way before a nationwide desire to satisfy the public demand for newness both in entertainment and education. There are, without question, a number of old friends who "come across" to us through the air that all fans will hope shall never be eliminated; but interest is naturally keen as to some of the newer things that we can look for.

The results of a recent survey of winter broadcasting plans prove conclusively that the guiding personalities behind the larger broadcasting stations appreciate public taste in radio entertainment and are making every effort to serve it. A most commendable earnestness of study of public taste—in some instances made at considerable cost—is being shown. Triteness will be eliminated, especially in the New York stations.

Radio "impresarios" veritably sit up nights thinking of developments that might be of real interest to their audiences. Theatrical managers facing such problems have, indeed, a greater advantage over these radio broadcast managers, for it is comparatively simple to visualize a certain group—an audience which will inevitably like a certain type of play. But the radio "manager"—even though his actors and actresses, his sopranos and baritones are stars—must, in addition, graphically visualize what is taking place to his unseen audience. He cannot depend, for a moment, on "stage business." That is all lost in the air. For instance, in the broadcasting of a play, the lines must, of necessity, be clever, talky and adapt themselves to being spoken well. Radio entertainment is as limited and closely technical an art as the movies.

WOR—Newark

Commencing a quest for the details of what will be new on the air in New York this winter, station WOR was the first visited. In an atmosphere of charm and quiet, but back of a business-like desk, sat "Hollywood" McCosker, a young man, thoroughly alive to all the possibilities of putting novelties on the air, and keenly interested in making the radio audiences happy. Mr. McCosker almost admitted sitting up nights thinking of new ideas that would come through to radio audiences in novel and unique ways, giving to them everything they desired in the way of entertainment and education.

"We plan, among other things," he said "to give a series of weekly plays—one a week—by the Newark Theater Guild, an organization of splendid actresses and actors, seriously interested in the drama. Mr. Bamberger is keen for our station to be an incubator of latent talent. This is primarily his motive. There are many talented young people who never have a chance to be heard. It is our purpose to give them hearings, and permit the huge audience that appreciates good things, to hear them.

"WOR was the station that originated the 'WOR early birds' feature, which opens at 7.45 with a ring from

Radio Industry, September, 1925

an alarm clock. This 'morning greeting' will be continued; it has had excellent response. The station will also continue throughout the winter to present celebrities to the radio public.

"We shall broadcast dinner banquets of the better kind; where there will be real entertainment for the listeners-in," Mr. McCosker continued. 'Houdini will be put on in a series of 'spiritual' talks. We plan to have 'Kaldah' an Egyptian mind reader, give three or four demonstrations in mental telepathy over the radio. Marguerite Harrison, world traveler, will interpret events in a series of talks beginning September, so that laymen will easily appreciate world important events. I will resume my talks on motion pictures—not gossip—but straight reviews.

"What about plays over the radio?" Mr. McCosker was asked "Is it possible to give real effects without the aid of settings, costumes, stage business, etc?"

"Yes," he replied, "it is necessary to get, first of all, talky plays that will lend themselves to broadcasting. As for properties, we propose to make a very close study of sound effects, so that none of the illusion will be lost to the public."

WEAF—New York

At WEAF many things of interest are also being planned. Mr. Johnstone made what seemed like an astounding statement. They are gradually eliminating jazz, for it seems that the public taste for music is far better than it is given credit for. The favorable comment of listeners in, they report, is invariably on the music of a classical nature. Sixty-five per cent of their letters from the listening public is in appreciation of the fine things they put over. Jazz—which was once far in the lead in the comment—now seems to be regarded indifferently. Each week or perhaps oftener, the broadcasting of opera is to be continued. This feature has given distinction to the programs, and will be further featured. Another innovation at WEAF is a smoothing and unifying of its programs. There will be less of a heterogeneous mixture. Each program is to have its own "continuity." There will be a number of vaudeville headliners—of the highest type. Speeches are usually too long. WEAF proposes to shorten them, provide a greater variety, and have music between speeches.

WJZ—New York

WJZ has a number of interesting plans for the winter, chief among which is the emphasis along educational lines. "WJZ will more and more be regarded as a source of high class culture and education," said Mr. Poponoe. "College courses and other instructive material to be broadcast. Some of their novelties are not yet completely planned, and, therefore, it is difficult to give many of the details at this time."

WGBS—New York

WGBS, broadcasting station of Gimbel Bros. in New York, will feature operas and plays. "We were the first

to inaugurate a series of operas with people professionally well known in opera, and while this was discontinued for the summer, it is part of our fall and winter program," said Mr. Paskman, director of the station.

Because of Mr. Paskman's affiliation some time ago with Morris Gest, he is naturally interested in the theater. He believes there is a special type of play peculiarly adapted to radio broadcasting. Last year, this station presented "over the air" that famous play "The Miracle." Recently WGBS closed a contract for a short radio play, which will be given over the radio by the Provincetown Players. Last year they gave such programs as Paul Robeson in the "Emperor Jones."

Mr. Paskman stressed the idea of getting away from the stereotyped and giving interesting, instructive entertainment over the air.

Last year one of the features was a party on the Leviathan; with stars from many Broadway performances. This was given for the benefit of ships listening in. Ann Pennington was present at this performance, and many other Broadway stars. They plan many other such unusual "stunts."

WMCA—New York

Then there is the station WMCA with the sophisticated metropolitan slogan: "Where the White Way Begins"—at the Hotel McAlpin.

"We are planning to get away from the hackneyed things—we want to give novel features mostly," said Miss Clara Adler, who directs with a sure feminine touch. "We expect, of course, to continue having Christian Science services throughout the winter; also the regular Hardman hour of music; many important scenes from Broadway productions, and other things. The regular feature, Ernie Golden and the Hotel McAlpin orchestra, will be broadcast."

To sum up the result of a look forward into New York City broadcasting for the winter, two most significant ideas stand out. First, jazz as an all-satisfying bill of fare is already doomed. Its cacaphony is agreeable enough no doubt to most fans, for a short period of time; but the truth is that it cannot satisfy as a steady diet. It is a garnish, a sauce, but it is not the "roast beef" of radio entertainment.

We shall undoubtedly hear a great deal of the world's beautiful music this winter. The second outstanding fact is that considerable attention is to be paid this year to broadcasting plays. We may now expect to see the birth of a great new art—the radio-play.

WEEL—Boston, Mass.

While this station will continue to feature many of the regular and special programs from WEAJ, New York, it is also planning to give orchestral concerts and the better type of symphony dance music. Opera will not be stressed locally. The tabloid opera presented by the WEAJ Grand Opera Company will be used. Dinner

speeches are frowned upon; but lectures will be given occasionally. The World Series baseball games and the important college football games of the Big Four, also play by play description of the Davis cup tennis matches are to be featured during the fall. Many novelties will be featured during the holiday seasons. While WEEL has never gone in much for radio drama it has originated the so-called "Punkinville program" which is a combination of the old time rural comedy and burlesque vaudeville act. The action is not only speedy, but simple, uninvolved and easy to follow. The characters have become well known to radio listeners as their voices are distinctive.



Concert Car of "WCCO" Serves Dual Purpose

Station "WCCO," Minneapolis and St. Paul, has introduced a radio innovation, the concert car. Equipped with a powerful receiving set, as well as a transmitter, this mobile radio unit is used for remotely controlled public events and is also used to bring to the small towns around the Twin Cities, the programs of the station, especially on nights when the artists of the particular small town visited are before the microphone of the station. For instance, when Fargo, N. D., artists are broadcasting from "WCCO" the car goes to Fargo and picks up the program for the benefit of the home folks. Incidentally the car is also a service station for the owners of the radio station, imparting to housewives the best ways of using the product of the owner, which is flour

programs and noon recitals by the concert ensemble will be continued.

WMAQ—Chicago

One of the chief attractions put on the air by this Chicago station is the series of weekly radio photologues. In conjunction with these travel lectures, the Chicago *Daily News*, carries in advance a page of illustrations in its rotogravure section showing scenes which will be described over the radio. A map is also included. Radio photologues have already been booked at WMAQ until January, covering Honduras, Siam, Australia, Lithuania, Alaska, Egypt, Turkey, the Philippines, etc. Among the noted travelers giving these lectures will be E. M. Newman, Mary Hastings Bradley, Capt. Kilroy Harris, Clara E. Laughlin and others. The photologues have achieved considerable popularity with radio audiences, which is due in some measure to newspaper cooperation.

The WMAQ Players, under the direction of William Ziegler Nourse, will continue their presentations. They gave forty-four productions during the season just past. The University of Chicago plans to enlarge its radio activities this year, giving three lectures a week, direct from Mitchel Tower studio on the campus, and broadcasting football games from Stagg Field. Harry Hansen, literary editor of the Chicago *Daily News*, will resume his book reviews. There will also be a series of illustrated musical lectures, dinner hour organ recitals, instrumental trio concerts, and weekly musical revues.

WHAS—Louisville, Ky.

Whatever speech-makers hold forth from WHAS will have to appreciate the virtues of brevity for they are only permitted four hundred words before the microphone. The station will continue its policy of variety in its programs, featuring classical music, dance orchestras, excerpts from operas, vocal choruses, sports, novelties, etc.

WGR—Buffalo, N. Y.

Records having shown the managers of station WGR that no one type of program completely pleases everyone, the programs this winter will be kept as varied as possible. The principal dance orchestra is the Vincent Lopez Hotel Statler organization. Afternoon

WTIC—Hartford, Conn.

Although WTIC will not attempt to develop the radio play or actually replace dance music with symphonic orchestras and operas, the station will offer musical and other programs this winter which will be of greatly varied interest. With eight remote control points in use in and near Hartford and a mobile unit which consists of a portable amplifier mounted on a truck, WTIC plans to comb Connecticut this fall for the best obtainable music. The station has, in addition to its two studios, a large assembly hall which has been equipped as a studio to broadcast large groups to include choruses, orchestras, etc. Musical features include several so-called "familiar music nights" and eight suburban night programs, the latter being furnished by various Chambers of Commerce and Boards of Trade in Connecticut cities. These organizations will arrange the program for the entire evening and will pick the material in their district only. Four nights will be set aside for the music of representative American composers; others for the readings and musical settings of the works of representative poets. Two programs will be made up of light opera selections.

WAHG—Richmond Hill, N. Y.

Plans for the coming fall and winter season have not as yet been definitely decided upon as to the details. However, this station will continue its policy of giving a diversified program each evening, tending more toward the classical than to jazz or popular music. Every first Monday of the month WAHG will broadcast an entire evening of "old time" music in the form of male and mixed quartet selections, vocal solos and duets and instrumental combinations.

WOAN—Lawrenceburg, Tenn.

Male quartets will be the main broadcast feature from this station. A male quartet will have a place on the program every evening. The radio artists heard from this station are all connected in various capacities with the Vaughan Conservatory of Music. An orchestra is featured in addition to the various instrumental and vocal soloists.

WOAW—Omaha, Neb.

This station devoted its morning and afternoon broadcasting chiefly to the reading of stock quotations. There are two musical periods during the day—one at noon

and the other at four o'clock each afternoon. United Press news items are read each afternoon. Music, a weekly program from the Rialto Theater and organ recitals constitute the main portion of the evening broadcasting.

KDKA—East Pittsburgh, Pa.

As in the past, the programs from KDKA will contain little if any jazz. No statement of a more definite nature is as yet ready, but the indications are that a number of new features will be given this winter.

WKRC—Cincinnati, Ohio

Operating in conjunction with *The Cincinnati Post* and the Rudolph Wurlitzer Company, WKRC will present two concerts each week, one to be known as the Post-Wurlitzer classical hour and the other as the Post-Wurlitzer popular hour. In addition, the station will have its customary diversified programs throughout each week.

WBZ—Springfield, Mass.

Although the details of the winter programs from WBZ have as yet been undecided, it is stated that plays and jazz will not be used, except as a means of affording an occasional change from other types of entertainment. Educational features will be used more widely than heretofore, also instrumental and vocal music, symphonic and band concerts. Speeches, lectures and sports of course will be included, together with occasional novelties. Definite arrangements have been made to broadcast all of the important games of the Harvard 1925 football team and also several other special games from Holy Cross, Worcester and Princeton, N. J.

WFAA—Dallas, Texas

This station adopts the happy medium of not excluding jazz but "tempering its programs to the temper of the audience." Farm programs will be offered four times a week and more frequently if the listeners desire them. In addition, there will be excerpts from grand opera and comic operas, orchestras, organ, church and vocal music.

WCBD—Zion, Ill.

The broadcasting of this station is confined strictly to church services, and concert work. The concert programs are divided into classical, sacred, and secular, including folk songs and old favorites. Organ recitals are included in the regular concert programs of WCBD.

Radio Amateur in Touch with MacMillan

J. W. HOLLAND of Brooklyn, N. Y., has the distinction of holding nightly two-way communication by radio with the MacMillan Arctic expedition. At his left hand is the special receiving set he uses. It is a three circuit regenerative set of special construction, which works on a wave band of from 10 to 200 meters. The base of the vacuum tube, used as a detector, had to be taken off to minimize capacity. Various sizes of coils are used for different wave lengths. Mr. Holland is working on 40½ meters, because he has found that that is the most efficient wave length for the operation of his transmitter, which employs only 100 watts of power in spite of the distance the signals traverse.



Encyclopedia of Radio Receiving Sets

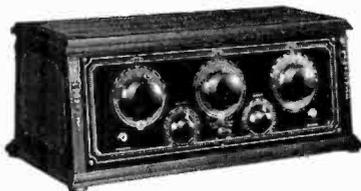
All data, including prices, has been verified up to September 2, 1925

The outstanding features of each unit are given, with illustration, but where pictures could not be obtained, the text alone appears including model numbers. Every effort has been made to secure the character of information most useful to dealers in Radio, and the specifications given will be helpful to all engaged in the purchase and distribution of Radio Products. *NOTE*—All sets listed operate on indoor and outdoor antenna, unless otherwise specified. This list is as nearly alphabetical in arrangement as the exigencies of make-up have permitted

A-C Electrical Mfg. Co.,

Dayton, Ohio

(See Announcement Page 67)



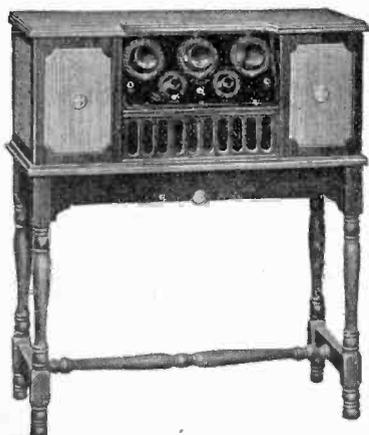
Model XL-10

Trade Name—"A-C Dayton"; Type—Tuned Radio Frequency; Tubes—5; Batteries—"A" Storage or Dry, "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—23 x 10 x 9½; Wt.—19 lbs.; Price—\$115.00; Mahogany Cabinet Inclosed in Plate Glass Cabinet, \$125.00.



Model Phono Set.

Same as Model XL-10 except as noted. Dim.—14 x 7 x 10; Wt.—11 lbs.; all equipment necessary for installing in standard phonograph cabinets; Price—\$95.00.

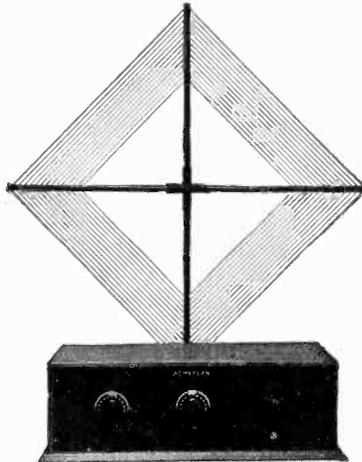


Model XL-15

Same as Model Phono Set except as noted. Dim.—38 x 31 x 13½; Wt.—60 lbs.; Contains Built-in Loud Speaker and Compartment for A and B Batteries; Price—\$185.00.

Acme Apparatus Co.,

37 Osborn St., Cambridge 39, Mass.



Model S

Trade Name—"Acmeflex Kit"; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—7 x 24 x 7; Wt.—25 lbs.; Price—\$80.00.

Adams-Morgan Co.,

24 Alvin Ave., Upper Montclair, N. J.



Model No. 4

Trade Name—"Paragon Paradyne"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; "C" 4½ Volts; Controls—Tuning, 1; Dim.—20½ x 7½ x 8; Wt.—11½ lbs.; Price—\$65.00.



Model No. 3

Same as Model No. 4, except as noted. Type—Regenerative; Tubes—3; Dim.—16¼ x 6½ x 7; Wt.—9½ lbs.; Price—\$48.50.



Model No. 2

Same as Model No. 3, except as noted. Tubes—2; Dim.—11 x 6½ x 8; Wt.—5¼ lbs.; Price—\$27.50.

Adler Mfg. Co.,

881 Broadway, New York, N. Y.



Model 199

Trade Name—"Adler-Royal"; Type—Neutrodyne; Tubes—5; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 3; Tube 2; Dim.—37 x 10¼ x 10½; Price—\$125.00.



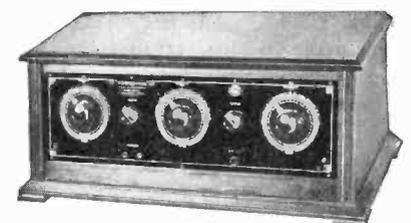
Model 201

Same as model 199, except as noted. Battery—"A" Storage; Dim.—24 x 16 x 10½; Price—\$125.00.

Ainsworth Radio Co.,

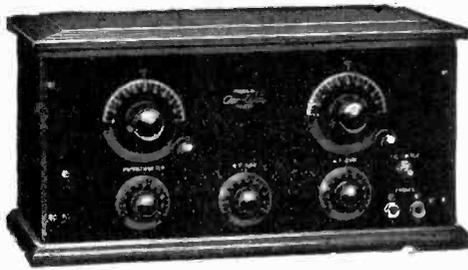
Cincinnati, Ohio

(See Announcement Page 65)



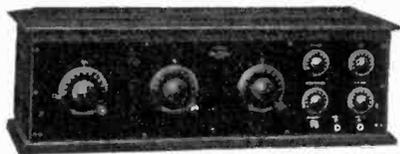
Trade Name—"Torodyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts dry (Contained in Cabinet or the New A. C. Tubes); Controls—Tuning, 3; Tube, 2; Dim.—23½ x 12½ x 9½; Wt.—20 lbs.; Price—\$100.00.

Air-Way Electric Appliance Corp.,
Toledo, Ohio



Model 41

Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—8½ x 8½ x 16½; Price—\$49.50.



Model 51

Same as Model 41, except as noted. Tubes—5; Controls—Tuning, 3; Tube, 4; Dim.—9¾ x 9¾ x 27½; Price—\$87.50.

Model 52

Same as Model 51, except as noted. Style—Console, with built-in Loud Speaker and battery compartment; Dim.—36¾ x 44½ x 21¼; Price—\$375.00.

Airo-Master Corp.,
227 West 17th St., New York, N. Y.
(See Announcement Page 80)



Model 60

Trade Name—"Airo Master Chest"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—21½ x 11½ x 10; Wt.—22 lbs.; Price—\$60.00.



Model 75

Same as Model 60, except as noted. Trade Name—"Airo Master Concert"; Dim.—

22½ x 11½ x 18; Wt.—30 lbs.; (Built-in Loud Speaker with Thorola Unit); Price—\$75.00.



Model 130

Same as Model 75, except as noted. Trade Name—"Airo Master Console"; Dim.—42 x 16½ x 39; (Battery Compartments on Sides, Panels, Doors in Rear); Price—\$130.00.

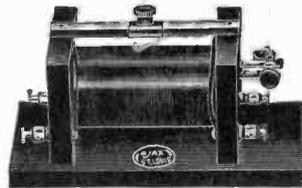


Model 150

Same as Model 130, except as noted. Trade Name—"Airo Master Highboy"; Dim.—24 x 15½ x 52; (Battery Compartment in Bottom, Panel Doors in Rear); Price—\$150.00.

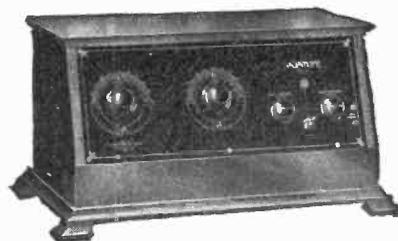
Ajax Electric Specialty Co.,
St. Louis, Mo.

Trade Name—"Ajax"; Type—Crystal; Antenna—Outdoor; Price—\$5.00.



Trade Name—"Ajax Junior"; Type—Crystal; Wt.—1 lb.; Price—\$3.00 list.

Aladdin Mfg. Co.,
Muncie, Ind.



Model 510

Trade Name—"Aladyne"; Type—Non-Oscillating Tuned Radio Frequency; Tube—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tubé, 4; Dim.—9¾ x 11 x 20½; Price—\$75.00.

Amber Mfg. Corp.,
599 Eleventh Ave., New York, N. Y.



Model T

Trade Name—"Marv-O-Dyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—32 x 16 x 10½; Price—\$90.00.

Model D

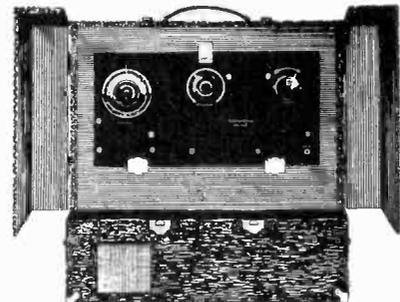
Same as Model T, except as noted. Tubes—6; Controls—Tuning, 2; Tube, 1; Dim.—28 x 13 x 12; Price—\$125.00.



Model T Console

Same as table Model T, except as noted. Tubes—6; Controls—Tuning, 2; Tube, 2; Dim.—35 x 18 x 42; Style—Console (Built-in Loud Speaker); Price—\$185.00.

American European Radio Corp.,
842 Madison Ave., New York, N. Y.



Trade Name—"Porto-O-Radio"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Controls—1; Tuning, 1; Antenna—None; Dim.—16 x 16 x 4; Weight—24 lbs.; Style—Portable; Price—\$170.00.

American Etherphone Corp.,
89 West Milwaukee Ave., Detroit, Mich.



Model RX-3

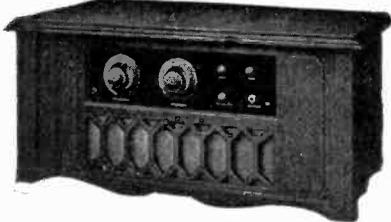
Trade Name—"Etherphone"; Type—Reflex; Tubes—2; Battery—"A" Dry or Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—8 x 13 x 8; Wt.—10 lbs.; Price—\$45.00.

American Radio & Research Corp.
Medford Hillside, Mass.



Neutrodyne Model

Trade Name—"Amrad"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—17½ x 6½ x 12; Weight—14 lbs.; Price—\$85.00.



Model 3500-4

Trade Name—"Amrad Neutrodyne Cabinette"; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—12 x 29 x 14; Wt.—26 lbs.; Price—\$180.00.

American Specialty Co.
Bridgeport, Conn.

Model Standard

Trade Name—"Electrola"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry, "B" 90 Volts; Controls—3; Dim.—7 x 22; Wt.—17 lbs.; Price—\$60.00.

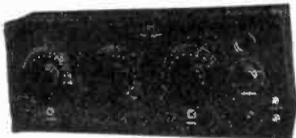
Amsco Products, Inc.,
416 Broome St., New York, N. Y.



Model "Five"

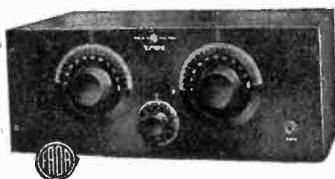
Trade Name—"Melco-Supreme"; Tube—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—25 x 10 x 18; Wt.—22 lbs.; Price—\$165.00.

F. A. D. Andrea, Inc.
1581 Jerome Ave., New York, N. Y.



Model 160-A

Trade Name—"Fada One-Sixty"; Type—Neutrodyne; Tubes—4; Battery—"A" Storage; "B" 90 to 120 Volts; Controls—Tuning, 2; Tube, 2; Dim.—19 x 8 x 8; Wt.—12 lbs.; Price—\$60.00.



Model 195-A

Trade Name—"Fada Neutro-Junior"; Type—Neutrodyne; Tubes—Radio Amplifier, Reflex Audio (1), Detector (1), Audio Amplifier (1); Battery—"A" Storage; "B" 60 to 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—17 x 7 x 8½; Wt.—13 lbs.; Price—\$40.00.



Model 175-A

Same as 160-A, except as noted.
Trade Name—"Fada Neutroceiver"; Dim.—25 x 17 x 12; Wt.—27 lbs.; Price—\$125.00.



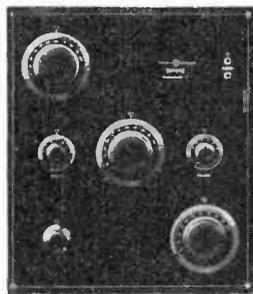
Model 175/90-A

Same as 175-A, except as noted.
Trade Name—"Fada Neutroceiver Grand"; Dim.—27 x 18 x 44; Wt.—50 lbs.; Price—\$175.00.



Model 196-A

Same as Model 175-A, except as noted.
Five Tube Phonograph Panel Unit; Dim.—15 3/16 x 16 27/32 for Victor Models VV-S-400 and VV-S-405 and VV-S-410; Wt.—15 lbs.; Price—\$100.00.



Model 197-A

Same as Model 196-A, except as noted.
Dim.—14½ x 17 31/32 for Victor Model VV-S-215; Wt.—15 lbs.; Price—\$100.00.



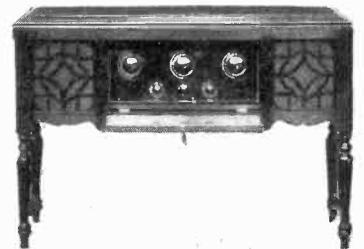
Model 185-A

Same as 175-A, except as noted.
Trade Name—"Fada Neutrola"; Dim.—17 x 21; Wt.—35 lbs.; Price—\$175.00.



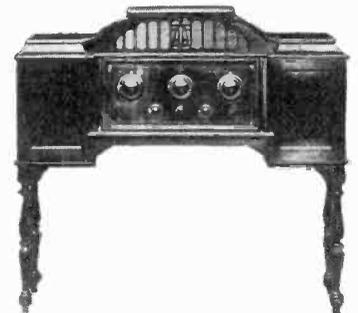
Model 185/90-A

Same as 185-A, except as noted.
Trade Name—"Fada Neutrola Grand"; Dim.—27 x 18 x 51; Wt.—60 lbs.; Price—\$270.00.



Model S. F. 10/70

Type—Neutrodyne; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—48½ x 33 x 16; Wt.—100 lbs.; Finish—"Adam Brown" Walnut; Built-in Loud Speaker; Price—\$225.00 List.



Model S. F. 20/70

Same as Model S. F. 10/70, except as noted.
Dim.—50 x 46 x 16; Wt.—125 lbs.; Price—\$250.00 List.



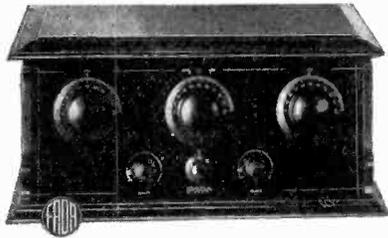
Model S. F. 30/70

Same as Model S. F. 20/70, except as noted.
Dim.—36 x 19 x 41; Wt.—125 lbs.; Price—\$300.00 List.



Model S. F. 40/70

Same as Model S. F. 20/70, except as noted.
Dim.—35 x 21 x 42; Wt.—125 lbs.; Price—\$275.00 List.

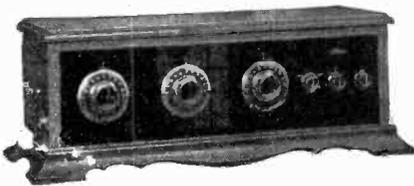


Model 192/A

Trade Name—"Neutrolette"; same as Model 175/A "Neutroceiver," except as noted; Wt.—27½ lbs.; Price—\$85.00 List.

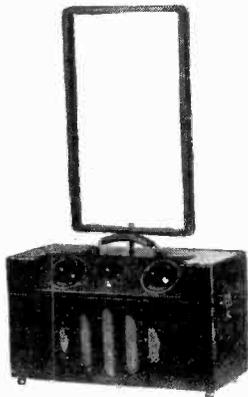
Andrews Radio Co.,

1414 So. Wabash Ave., Chicago, Ill.
(See Announcement Page 18)



Model De Luxe

Trade Name—"Derepnadyne"; Type—Non-oscillating Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Dim.—27½ x 9¼ x 9; Wt.—80 lbs.; Price—\$165.00.



Model P

Type—Non - Oscillating Radio Frequency; Tubes—6; Battery—"A" Dry, "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—20½ x 9 x 11½; Wt.—30 lbs. complete; Price—\$150.00 without tubes or batteries.

Apex Electric Mfg. Co.,

Dept. 915, 1410 W. 59th St., Chicago, Ill.
(See Announcement Pages 87 and 109)



Model Super-Five

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—20 x 9 x 9½; Wt.—; Price—\$95.00.



Model Console

Trade Name—"Apex Baby Grand"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage, "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—48 x 18 x 36½; Price—\$225.00.



Model De Luxe

Trade Name—"Apex De Luxe"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage, "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—26 x 16 x 18; Wt.—30 lbs.; Built-in Loud Speaker; \$135.00.

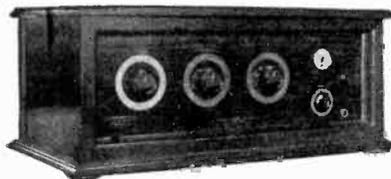
Armley Radio Corp.,

68 Fleet St., Jersey City, N. J.

Trade Name—"Karryadio"; Type—Radio Frequency; Style—Traveling; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—18½ x 14¼ x 6; Wt.—29 lbs.; Price—\$75.00 without accessories.

Atlas Colonial Corp.,

East Ave. and 10th St., Long Island City, N. Y.



Model No. 16-Six

Trade Name—"Colonial"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Dry, "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Antenna—Outdoor or Indoor; Dim.—28½ x 16 x 12; Wt.—45 lbs.; Price—\$175.00.

Model 16-5

Same as Model 16-Six, except as noted. Tubes—5; Price—\$150.00.



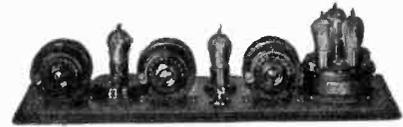
Model No. 17

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Antenna—Outdoor; Dim.—8¼ x 12¼ x 18¼; Wt.—17¼ lbs.; Price—\$85.00.

Atwater Kent Mfg. Co.

Philadelphia, Pa.

4729 Wissahickon Ave., Philadelphia, Pa.
(See Announcement Pages 6 and 7)



Model 10

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 60 to 100 Volts; Controls—Tuning, 3; Tube, 2; Dim.—26 x 10 x 6; Wt.—16 lbs.; Price—\$80.00.



Model 20

Same as Model 10, except as noted. Dim.—26 x 8¼; Wt.—17 lbs.; Price—\$90.00.



Model 19

Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 60-100 Volts; Controls—Tuning, 2; Tubes, 2; Dim.—20 x 8¼; Wt.—12 lbs.; Price—\$60.00.



Model 24

Same as Model 10, except as noted. Dim.—27½ x 10; Wt.—18 lbs.; Price—\$100.00.



Model 20 Compact

Same as Model 20, except as noted. Dim.—19¼ x 6½; Wt.—12¼ lbs.; Price—\$80.00.

Audiola Radio Co.,

480 S. Green St., Chicago, Ill.

Trade Name—"Sealed Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Dim.—21 x 9 x 8½; Wt.—20 lbs.; Price—\$60.00.

Trade Name—"Big Six"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tubes, 3; Dim.—24 x 11 x 9½; Wt.—25 lbs.; Price—\$90.00.

Model "Midget"

Type—Non-Regenerative; Style—Portable; Tube—1; Control—1; Antenna—Outdoor. Battery—"A" Dry; "B" 22½ Volts; Dim.—7½ x 5½ x 4; Price—\$10.00.

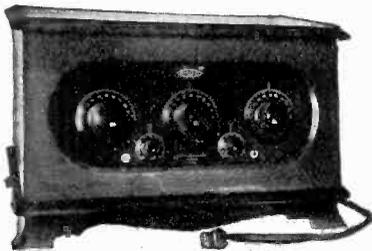
Auto Indicator Co.,
210 Ottawa Ave., N. W., Grand Rapids, Mich.



Model Standard B

Trade Name—"Pocket Radio"; Type—Non-regenerative; Style—Pocket Portable; Tubes—Detector (1); Battery—"A" Storage or Dry; "B"—22½ Volts; Controls—Tuning, 1; Tube, 1; Antenna—Loop and Outdoor; Dim.—4 x 12¼ x 2½; Wt.—4 lbs.; Price—\$23.50.

Batteryless Radio Corp.,
1457 Broadway, New York, N. Y.

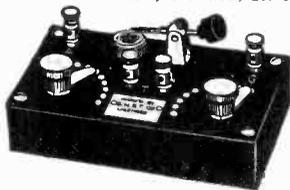


Trade Name—"No-Bat-Try"; Type—Tuned Radio Frequency; Tubes—5; Controls—Tuning, 3; Tube, 2; Dim.—24 x 14 x 13½; Wt.—40 lbs.; (operates directly from electric light socket entirely without batteries or battery eliminators); Price—A.C., \$130.00; D.C., \$180.00.

Beaver Elec. Corp.,
51 Lispenard St., New York, N. Y.

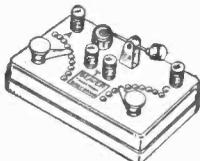
Trade Name—"Beavertone Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—20 x 17 x 10; Wt.—15 lbs.; Price—\$75.00.

Beaver Machine & Tool Co., Inc.
625 No. Third St., Newark, N. J.



Model R-1

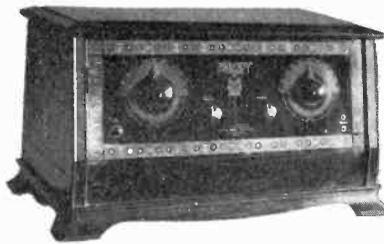
Trade Name—"Baby Grand"; Type—Crystal; Style—Vest-Pocket; Antenna—Outdoor; Dim.—1½ x 2¼ x 2¾; Price—\$3.50.



R-21

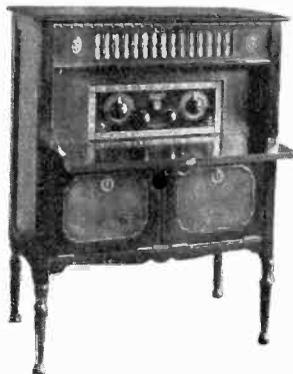
Same as R-1, except as noted. Box and top surface are molded together. Price—\$3.50.

Better Radio Products,
2625 So. Walnut St., Muncie, Ind.



Model De Luxe

Trade Name—"Melody"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Price—\$44.00 (with 5 Tubes, Price \$51.00).



Floor Console, same as Model De Luxe, except as noted.

Console Style; Price—\$135.00 (with 5 Tubes, Price \$149.00).



Model Superior

Same as Model De Luxe, except as noted. Price—\$39.00 (with 5 Tubes, Price \$46.00).

Big Three Radio Corp.,
16 Hudson St., New York, N. Y.

Trade Name—"Wide World"; Type—Tuned Radio Frequency; Tube—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—7 x 18; Price—\$58.00 List.

Bird Radio Corporation,
822 Main St., Cincinnati, Ohio

Model F-1

Type—Crystal; Wt.—1 lb.; Price—\$6.00.

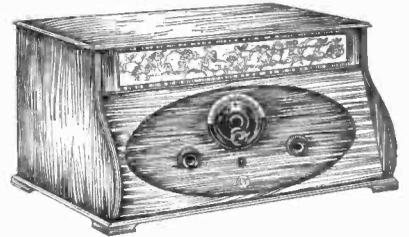
Blair Radio Laboratories,
368 Sixth Ave., New York, N. Y.

(See Announcement Page 62)



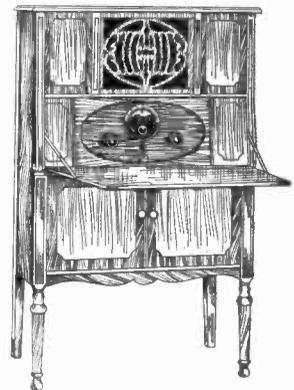
Type—Tuned Radio Frequency (Resistance Coupled Audio); Tubes—6; Battery—"A" Storage or Dry; "B" 135 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 18 x 10; Wt.—21 lbs.; Price—\$75.00.

Brandeis Electric Mfg. Corp.,
Sales Division E. R.
1841 Broadway, New York, N. Y.



Model VT-100

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Dim.—14 x 22 x 12; Wt.—40 lbs.; ("B" Battery Compartment as Transparent Parchment When in Operation); Price—\$100.00.



Model BC-150

Same as Model BT-100, except as noted. Console Style; Dim.—43 x 33 x 16; (Built-in Loud Speaker); Price—\$150.00.



Model BG-200

Same as Model BC-150, except as noted. Console Grand Style; Dim.—41 x 35 x 18; (Concealed Speaker); Price—\$200.00.

Buckwalter Radio Corp.,
2632 Prairie Ave., Chicago, Ill.

Trade Name—"Supertone"; Type—Super-Heterodyne; Tubes—8; Battery—"A" Storage; "B" 90 Volts; Dim.—7 x 28; Wt.—36 lbs.; Price—\$150.00.

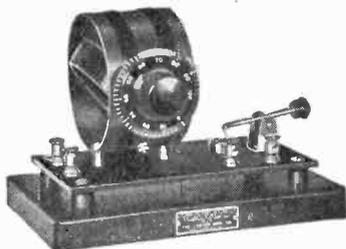
Lee D. Burwell Co.,
1614 Harmon Place, Minneapolis, Minn.



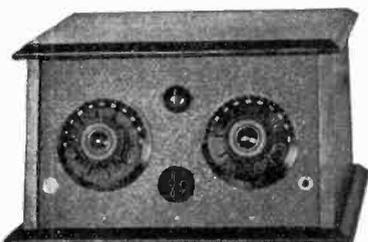
Type—Crystal; Price—\$7.50.

Carter Mfg. Co.,

1728 Coit Ave., East Cleveland, Ohio
(See Announcement Page 52)



Trade Name—"Carco"; Type—Crystal Variometer receiver; Price—\$7.50.



Trade Name—"Carco"; Tube—2; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—12 x 9 x 14; Wt.—8 lbs.; Price—\$30.00.

Chelsea Radio Co.,
150 Fifth St., Chelsea, Mass.



Model 107

Trade Name—"Regenodyne"; Type—Regenerative—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—24 x 10 x 10; Wt.—8 lbs.; Price—\$75.00.

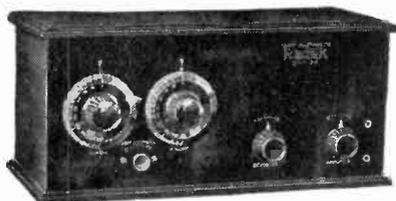
Claire Mfg. Co.,

6742 Yale Ave., Chicago, Ill.

Trade Name—"Aerial Receiver"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—24 x 7 x 14; Wt.—20 lbs.; Price—\$115.00.

Clapp-Eastham Co.

129 Main St., Cambridge, Mass.



Model DD

Trade Name—"Radak"; Type—Regenerative; Tubes—3; Battery—Storage or Dry, "B" 67½ volts; Controls—Tuning, 2; Tube, 2; Dim.—; Wt.—; Price—In Leatherette finish, \$24.00; Walnut, \$38.00.

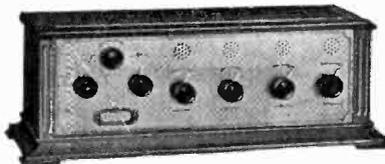


Gold Seal Model

Trade Name—"Super-Radak"; Type—Regenerative Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 67½ Volts; Controls—Tuning, 2; Tubes, 3; Dim.—16½ x 10 x 8¼; Wt.—6¼ lbs.; Price—\$75.00.

Cleartone Radio Co.,

2427 Gilbert St., Cincinnati, Ohio

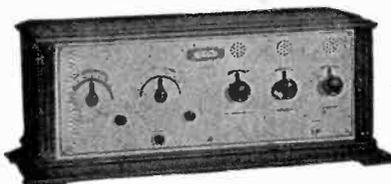


Model 60

Trade Name—"Goldcrest"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Wt.—15 lbs.; Price—\$60.00.

Model 62

Same as Model 60, except as noted. Style—Console; Wt.—100 lbs.; Price—\$120.00



Model 70

Trade Name—"Clearodyne"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—22 x 9 x 9; Wt.—16 lbs.; Price—\$75.00.



Model 72

Same as Model 70, except as noted. Style—Console; Wt.—100 lbs.; Price—\$185.00

Model 80

Trade Name—"Super Clear-O-Dyne"; Type—Tuned Radio Frequency; Style—Portable; Tubes—5; Batteries—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Wt.—25 lbs.; Price—\$120.00.



Model 82

Same as Model 80, except as noted. Style—Console; Wt.—115 lbs.; Price—\$190.00

Model 90

Trade Name—"Cleartone"; Tubes—3; Battery—"A" Dry; "B" Dry; Controls—Tuning, 2; Tube, 1; Portable Type; Price—\$185.00 Complete.

Cleartone Radio Supply Co.,
70 Audubon Ave., Providence, R. I.



Model "Perfect"

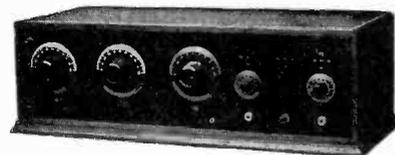
Type—Crystal; Controls—Tuning 1; Dim.—5 x 7; Wt.—2½ lbs.; Price—\$7.50.

Cleveland Automobile Accessories Co.,
7823 Carnegie Ave., Cleveland, Ohio

Model A

Trade Name—"Supertone Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—27½ x 11½ x 10; Wt.—23 lbs.; Style—Mahogany Cabinet; Plate Glass Panel; Price—\$100.00.

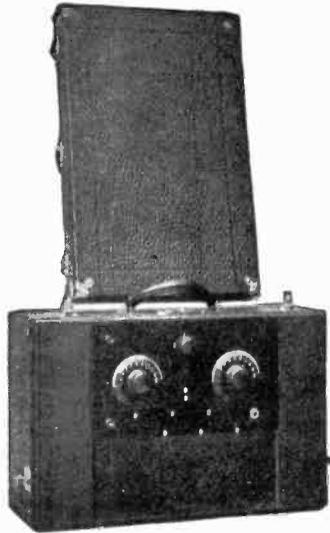
Concert Radiophone Co.,
626 Huron Road, Cleveland, Ohio



Trade Name—"Concert Grand"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—7 x 7 x 28; Wt.—25 lbs.; Price—\$120.00.

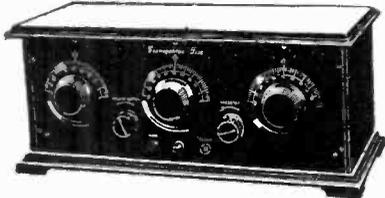


Trade Name—"Concert Jr."; Type—Crystal; Antenna—Outdoor; Price—\$2.50.



Trade Name—"Concert Sr."; Type—Reflex; Tubes—2; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Antenna—Indoor or Loop; Dim.—13 x 11 x 19; Wt.—25 lbs.; Price—\$75.00.

Cosmopolitan Phusiformer Corp.
15 W. 18th St., New York City



"Cosmopolitan Five"

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—7 x 13 x 7; Wt.—23 lbs.; Price—\$59.00.

Coto-Coil Co.,
Providence, R. I.



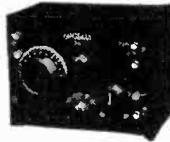
Trade Name—"Coto Symphonic"; Type—Tuned Radio Frequency; Style—Portable; Tubes—4; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 4; Price—\$125.00.

Crosley Radio Corp.
Cincinnati, Ohio



Model 51

Trade Name—"Crosley"; Type—Regenerative; Tubes—2; Battery—"A" Storage or Dry; "B" 87½ Volts; "C" 4½ Volts; Controls—Tuning, 1; Tube, 2; Dim.—4½ x 5½ x 11; Wt.—8 lbs.; Price—\$18.50.



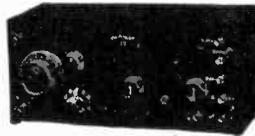
Model 50

Trade Name—"Crosley"; Type—Regenerative; Tubes—Detector (1); Battery—"A" Storage or Dry; "B" 22½ to 45 Volts; Controls—Tuning, 1; Tube, 1; Dim.—4½ x 5½ x 11; Wt.—7½ lbs.; Price—\$14.50.



Model 51-P

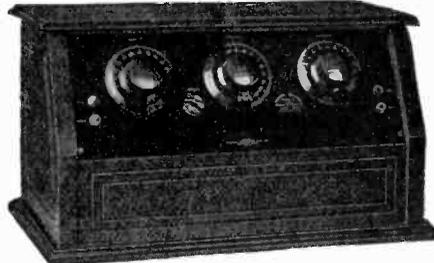
Same as Model 51, except as noted. Style—Traveling; Dim.—12½ x 11½ x 7½; Wt.—21 lbs.; Price—\$23.50.



Model 52

Same as Model 51, except as noted. Tubes—3; Battery—"B" 45 to 90 Volts; Dim.—4¾ x 5½ x 13¾; Wt.—10 lbs.; Price—\$27.50.

Culver-Stearns Mfg. Co.,
53 Grafton St., Worcester, Mass.



Trade Name—"Lloyd C. Greene Concert Selector"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Antenna—Outdoor; Weight—30 lbs.; Price—\$100. Has compartment for "B" and "C" batteries.

Dalco Radio Co.

148 Chambers St., New York, N. Y.

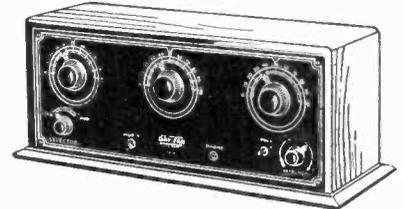


Trade Name—"Dalcofone"; Type—Radio Frequency; Battery—"A" Storage or Dry; "B" 90 Volts; Tube—1; Controls—Tuning, 1; Tube, 1; Antenna—Outdoor; Dim.—11½ x 5½ x 7; Wt.—3 lbs.; Price—\$8.75.



Trade Name—"Airtrola"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 45 Volts; Controls—Tuning, 3; Tube, 2; Wt.—10 lbs.; Price—\$39.50.

Dayton Fan & Motor Co.,
Dayton, Ohio



Model OEM-11

Trade Name—"Day-Fan Duo-Plex"; Type—Radio Frequency Modified Reflex; Tubes—3; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Dim.—21 x 9 x 7; Wt.—14½ lbs.; Price—\$90.00.



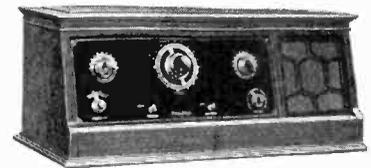
Model OEM-7

Same as Model OEM-11, except as noted. Tubes—4; Price—\$98.00.



"Dayola" Model

Same as Model OEM with drop front "B" Battery Compartment. Price—\$110.00.



"Daycraft" Model

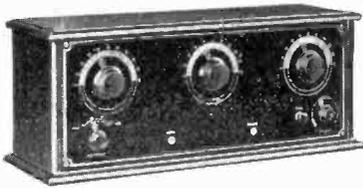
Same as Model OEM with drop front "B" Battery Compartment and built-in Loud Speaker. Price—\$145.00.

Mounted on Table; Price—\$165.00.



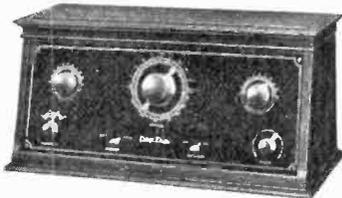
"Daytonia" Model

Same as Model OEM, except as noted. Tubes—5; Console style, with "A" and "B" Batteries and built-in Recharging Equipment. Price—\$300.00.



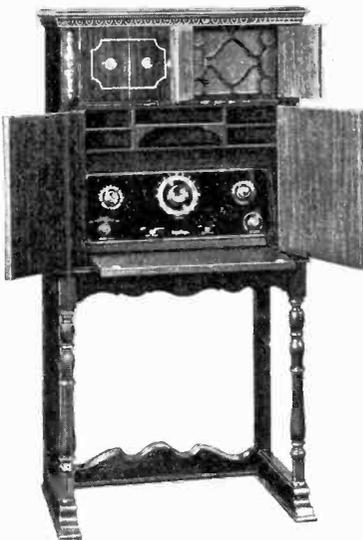
Model OEM 12

Same as Model OEM 7, except as noted.
Price—\$75.00.



Model Day Fan

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage or Dry; "B" 90 Volts;
Controls—Tuning, 3; Tube, 2; Dim.—22 x 10¼
x 10¼; Price—\$115.00.



Model Day Royal

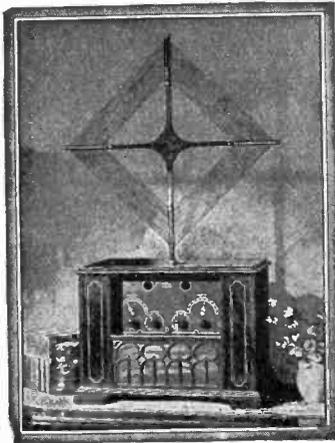
Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage or Dry; "B" 90 Volts;
Controls—Tuning, 3; Tube, 2; Dim.—26½ x 53½
x 17; Price—\$300.00.



Model Day Grand

Same as Model Day Royal, except as noted.
Dim.—38 x 39 x 18; Price—\$195.00.

De Forest Radio Co.,
Franklin St. and Central Ave., Jersey City, N. J.



Model D-17

Trade Name—"Radiophone"; Type—Tuned
Radio Frequency; Battery—"A" Storage; "B"
90 Volts; Controls—Tuning, 2; Tube, 1; An-
tenna—Loop; Dim.—22 x 16½ x 16¼; Wt.—
45 lbs.; Price—Two Tone Mahogany without
Batteries, \$195.00; Two Tone Fabrikoid without
Batteries, \$185.00.

Model D-17 A

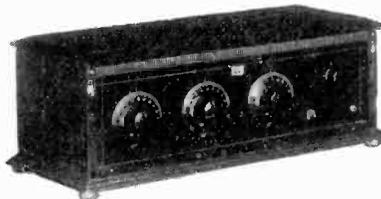
Same as Model D-17, except as noted.
Dim.—20¼ x 13¼ x 10¼; Price—Without
accessories, \$125.00.



Model F-5

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Dry (4½ Volts); "B" 90 Volts;
Controls—Tuning, 3; Tubes, 2; Dim.—15¼ x
14 x 11; Wt.—37 lbs.; Built-in Loud Speaker;
Price—\$130.00.

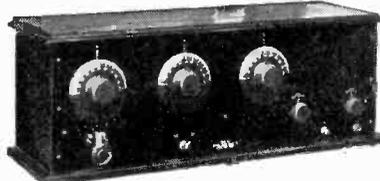
Diamond T Radio Mfg. Co.,
615 Crescent St., South Bend, Ind.



Model D-15

Type—Tuned Radio Frequency; Tubes—5;
Battery—"A" Storage; "B" 90 Volts; Controls
—Tuning, 3; Tube, 1; Dim.—10 x 26 x 10; Wt.—
25 lbs.; Price—\$160.00 List.

Doron Bros. Electric Co.,
325 B. St., Hamilton, Ohio



Model R-5

Trade Name—"Super-Equidyns"; Type—
—Tuned Radio Frequency; Tubes—5; Battery—

"A" Storage; "B" 90 Volts; Controls—Tuning,
3; Tube, 2; Dim.—28 x 10 x 10; Wt.—60 lbs.;
Price—\$125.00.

Dotson-Hiebert Co.,

4345 France Ave. So., Minneapolis, Minn.

Trade Name—"Dotson Six"; Type—Tuned
Radio Frequency; Tubes—6; Battery—"A" Storage;
"B" 90 Volts; Controls—Tuning, 3; Tube,
2; Dim.—10 x 12 x 28; Wt.—35 lbs.; Price—
\$125.00.

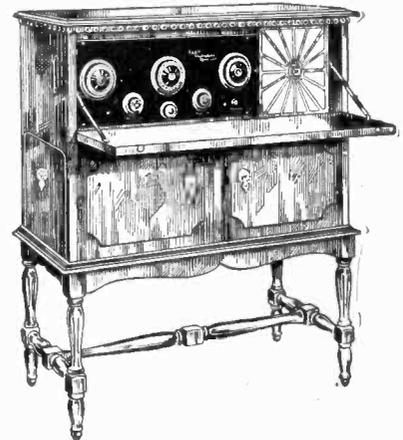
Eagle Radio Co.,

16 Boyden Place, Newark, N. J.



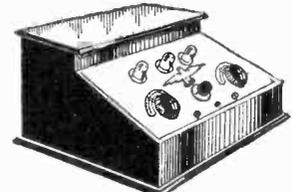
Model B

Trade Name—"Eagle Balanced"; Type—Neu-
trodyne; Tubes—5; Battery—"A" Storage; "B"
110 to 135 Volts; Controls—Tuning, 1; Tube, 3;
Dim.—7½ x 29 x 8½; Wt.—27 lbs.; Price—
\$175.00.



Model B-8

Same as Model B, except as noted.
Type—Console Cabinet, built of Walnut or
Mahogany; Price—\$275.00.

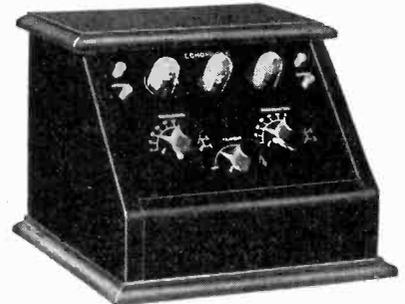


Model C

Trade Name—"Eaglet"; Type—Neurodyne;
Tubes—3; Battery—"A" Dry; "B" 90 Volts;
Controls—2; Tuning, 2; Tube, 2; Dim.—17½ x
15¼ x 10¼; Wt.—14 lbs.; Price—\$75.00.

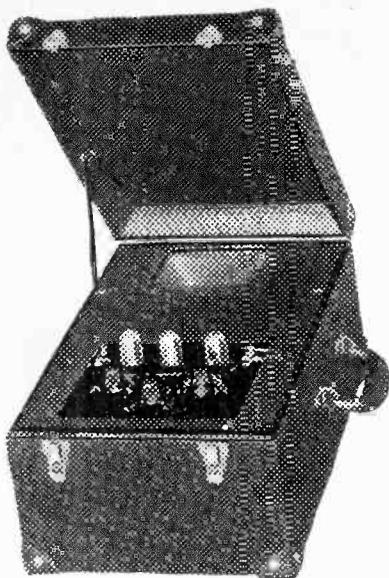
Echophone Radio, Inc.,

1120 N. Ashland Ave., Chicago, Ill.



Model V-3

Trade Name—"Echophone"; Type—Regenera-
tive; Tubes—3; Battery—"A" Dry; "B" 90
Volts; Controls—Tuning, 1; Volume, 1; Price—
\$40.00.



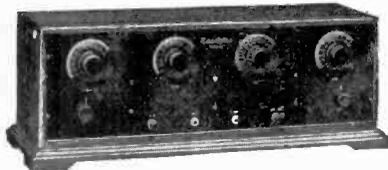
Same as Model V-3, except as noted.
Portable Type; Dim.—9 x 12 x 17; Aerial on Reel in Case; Price—\$70.00.

Ecodyne Radio Co.,
Irwin, Pa.



Model RT-13

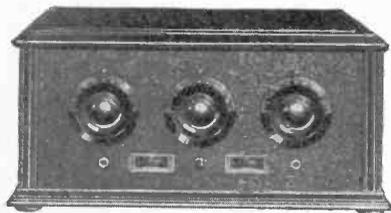
Trade Name—"Ecodyne"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 4 (Tube, "Amperite" Control); Dim.—8 x 8 x 26; Wt.—15 lbs.; Price—\$100.00.



Model R-5

Same as Model RT-13, except as noted.
Control—Rheostat; Dim.—24 x 9 x 9; Wt.—19 lbs.; Price—\$115.00.

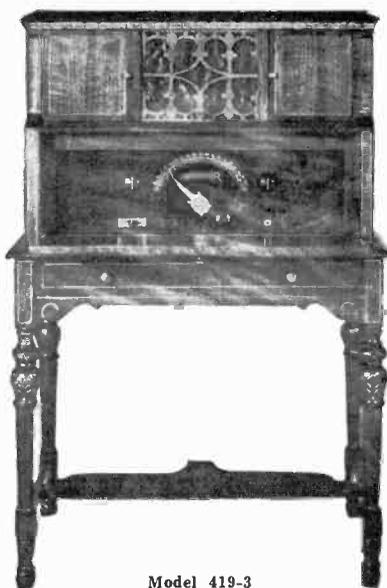
Eisemann Magneto Corp.
165 Broadway, New York, N. Y.



Model 6-D

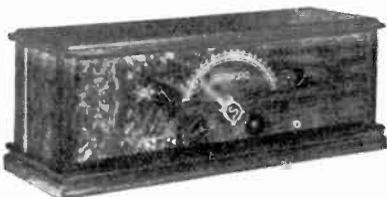
Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 5; Dim.—19 1/2 x 18 1/4 x 9 1/2; Wt.—15 1/2 lbs.; Price—\$126.00.

Electrical Research and Mfg. Co.,
Waterloo, Iowa



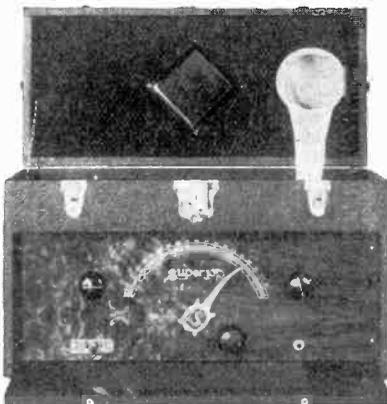
Model 419-3

Same as Model P-3, except as noted.
Cabinet Loud Speaker; Dim.—30 x 20 1/2 x 46 1/2; Price—\$250.00.



Model S-3

Trade Name—"Superiorflex"; Type—Reflex; Tubes—3; Battery—"A" Storage or Dry; "B" 90 Volts; Control—Tuning, 1; Dim.—26 x 9 1/2 x 10; Wt.—19 lbs.; Price—\$100.00.



Model P-3

Same as Model S-3, except as noted.
Built-in Loud Speaker; Dim.—20 x 9 1/2 x 12 1/2; Price—\$125.00.

Equitable Radio Corp.,

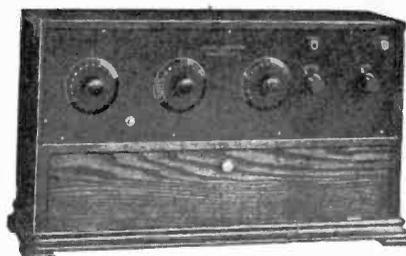
300 Madison Ave., New York, N. Y.



Trade Name—"Claratone"; Tube—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "E" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—25 x 9 x 7 1/4; Wt.—14 1/2 lbs.; Price—\$50.00.

Fairview Electric Shop,

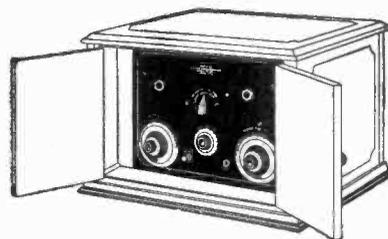
85 Fairview Ave., Binghamton, N. Y.



Model J 400

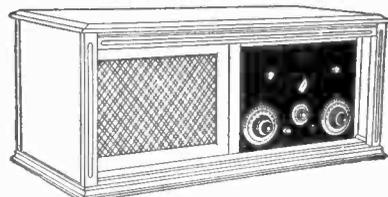
Trade Name—"Lasher Capacidyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 to 112 1/2 Volts; "C" 4 1/2 Volts; Controls—Tuning, 3; Tube, 2; Wt.—12 lbs.; Price—\$85.00, with 5 tubes included, 201A; with resistance coupled amp., 135 Volt "B" Battery; Price—\$90.00.

Federal Telephone Mfg. Corp.,
Buffalo, N. Y.



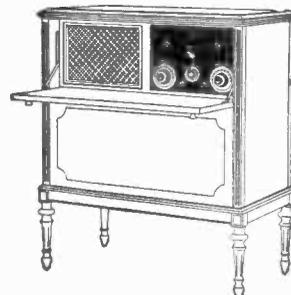
Model 141

Type—Radio Frequency; Tubes—5; Battery—"A"; Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—13 x 17 1/4 x 19 1/2; Wt.—42 lbs.; Price—\$150.00.



Model 142

Same as Model 141, except as noted.
Dim.—14 1/2 x 17 1/8 x 32 3/4; Wt.—73 lbs.; Price—\$280.00.



Model 143

Same as Model 142, except as noted.
Dim.—20 x 34 1/2 x 43; Wt.—138 lbs.; Price—\$330.00.

J. B. Ferguson.

50 Beaver St., New York, N. Y.



Model No. 3

Trade Name—"TRF"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or

Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—24" x 9" x 9"; Wt.—27 lbs.; Price—\$180.00.

Model No. 3-A

Same as Model No. 3, except as noted. Special Low Wave Receiver, Range 30 to 120 Meters. Price—\$180.00.

Traveling Model

Same as Model No. 3, except as noted. Style—Traveling; Price—\$120.00.

Model 3-V

Same as Model No. 3, except as noted. Style—Victor Phonograph Insert; Price—\$110.00.

Model 4

Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—19 x 9 x 11½; Wt.—20 lbs.; Price—\$95.00.

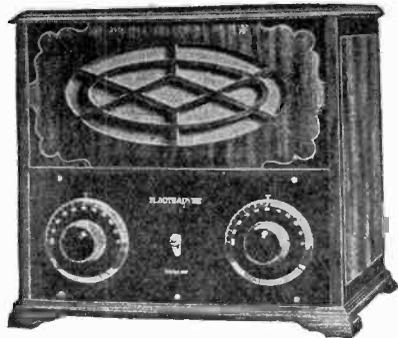


Model 6 Console

Same as Model Cabinet 4, except as noted. Tubes—6; Controls—Tuning, 2; Tube, 3; Dim.—32 x 10 x 13; Price—\$180.00.

Foreign & Domestic Electrical Commodities, Inc.

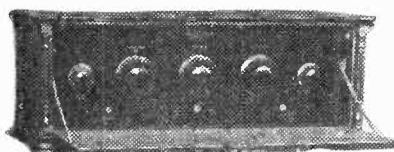
635 West 23rd St., New York, N. Y.



Trade Name—"Electradyne"; Type—Reflex Tubes—2; Battery—None (equipped with Rectifier to operate on 110 volts A. C.); Controls—Tuning 3; Tube 1; Dim.—15 x 18 x 15½; Wt.—37 lbs.; Price—\$110.00.

Freed-Eisemann Radio Corp.,

36 Flatbush Ave. Extension, Brooklyn, N. Y.



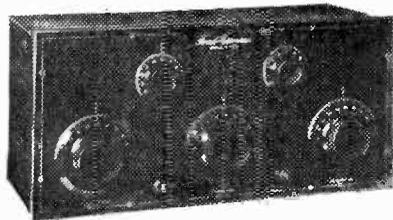
Model NR-20

Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—35 x 17 x 17; Wt.—59 lbs.; Price—\$175.00 List.



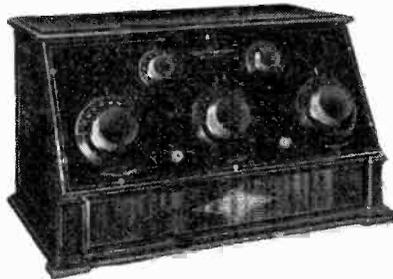
Model NR-7

Same as Model NR-20, except as noted. Tubes—6; "B" Battery 135 Volts; Price—\$110.00 List.



Model FE-15

Same as Model NR-7, except as noted. Tubes—5; "B" Battery 90 Volts; Dim.—23½ x 13¾ x 13¾; Wt.—22 lbs.; Price—\$75.00 List



Model FE-13

Same as Model FE-15, except as noted. Price—\$90.00 List.

Chas. Freshman Co., Inc.,

Freshman Bldg., 240-248 W. 40th St., New York, N. Y.

(See Announcement Page 82)



Model 5F2

Trade Name—"Masterpiece"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Dim.—20½ x 20½ x 9½; Price—\$39.50.



Model 5F4

Same as Model 5F2, except as noted. Dim.—20 x 9½ x 20¾; Price—\$49.50.



Model Concert

Same as Model 5F4, except as noted. Dim.—20½ x 18½ x 21, with built-in Loud Speaker; Price—\$75.00.



Model 5F5

Same as Model Concert, except as noted. Dim.—30 x 10¼ x 8½, with built-in Loud Speaker; Price—\$60.00.



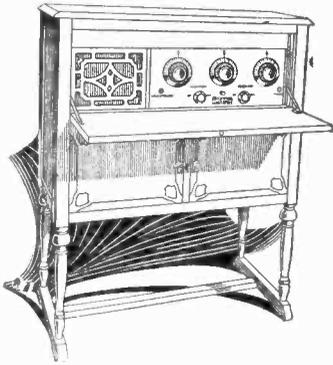
Model 5F6

Same as Model 5F5, except as noted. Dim.—38½ x 31¾ x 14½; Mounted on table which accommodates all batteries and other accessories; Price—\$82.50.



Model Franklin Console

Same as Model 5F6, except as noted. Dim.—33¾ x 29 x 14¾; Mounted on Console Cabinet with compartments for batteries, charger and other accessories; Price—\$115.00.



Model 5F7

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—42 x 34 x 15; Price—\$89.50.

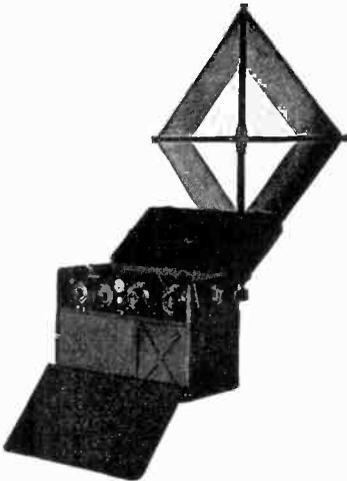
Garod Corporation,
120 Pacific St., Newark, N. J.



Model V

Trade Name—"Garod"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 135 Volts; Controls—Tuning, 3; Tube, 2; Dim.—34½ x 13¾ x 11¾; Wt.—25 lbs.; Price—\$195.00.

General American Radio Mfg. Corp.,
345 Madison Ave., New York, N. Y.



Trade Name—"Vocelsta"; Type—Radio Frequency; Style—Traveling; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—9½ x 17½ x 12; Wt.—30 lbs.; Price—\$215.00.

Model D

Same as above, except as noted.
Style—Portable; Battery—"A" Storage or Dry; Dim.—15 x 9 x 12; Wt.—15 lbs.; Price—\$150.00.

Model E

Same as Model D, except as noted.
Style—Portable; Dim.—17 x 15 x 25; Wt.—7½ lbs.; Price—\$265.00.

Model F

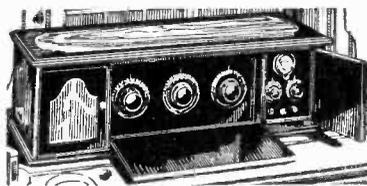
Same as Model D, except as noted.
Style—Console; Dim.—25 x 15 x 45; Wt.—30 lbs.; Price—\$320.00.

Gibson-Sears Radio Corp.,
48 West Broadway, New York, N. Y.



Trade Name—"Sterling-Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—9 x 20 x 8; Wt.—20 lbs.; Price—\$60.00.

Gilfillan Radio Corp.,
1815 West 16th St., Los Angeles, Cal.

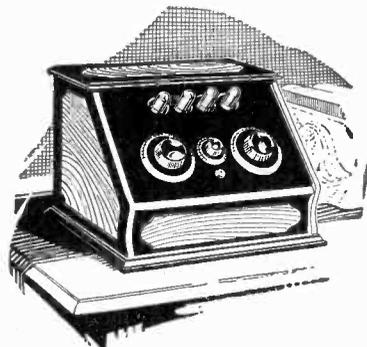


Model GN-1

Trade Name—"Gilfillan"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—10 x 11 x 8; Wt.—35 lbs.; Price—\$150.00.

Model GN-2

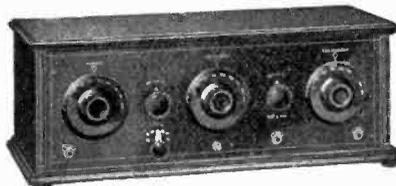
Same as Model GN-1, except as noted.
Dim.—10 x 10¾ x 26¾; Wt.—25 lbs.; Price—\$120.00.



Model GN-3

Type—Neutrodyne; Tubes—4; Battery—"A" Dry Cell, 4½ Volts; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—12 x 15 x 16; Wt.—17¼ lbs.; Price—\$65.00.

Globe Electric Co.
14 Keefe Ave., Milwaukee, Wis

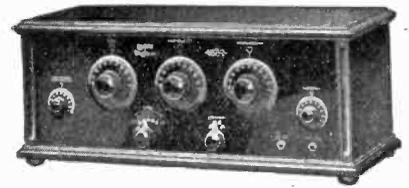


Model 880-H

Trade Name—"Duodyne"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 70 to 100 Volts; Controls—Tuning, 3; Tube, 3; Dim.—6 x 21; Wt.—25 lbs.; Price—\$90.00.

Model 902

Same as Model 880-H, except as noted.
Style—Console; Price—\$295.00.



Model 830

Trade Name—"Duo Dyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 21; Wt.—25 lbs.; Price—\$65.00.

Model 770

Trade Name—"Globe"; Style—Portable; Tubes—4; Controls—Tuning, 2; Tube, 2; Antenna—Outdoor; Dim.—(Panel) 6 x 18; Wt.—20 lbs.; Price—\$50.00.

Golden-Leutz Corp.,
476 Broadway, New York, N. Y.



Model "Plio-6"

Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Storage; 6 Volts; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Wt.—40 lbs.; Dim.—19 x 8 x 8; Price—Without equipment, \$60.00; with equipment, \$150.00.

A. H. Grebe & Co.

70 Van Wyck Blvd., Richmond Hill, N. Y.



Model CR9

Type—Regenerative; Tube—3; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—22¼ x 7½ x 8½; Wt.—15½ lbs.; Price—\$130.00.



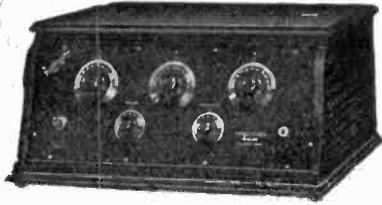
Model MU1

Trade Name—"Synchrophase"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—22 x 12½ x 9½; Wt.—22 lbs.; Price—\$155.00.

Model MU2

Trade Name—"Synchrophase"; Type—Tuned Radio Frequency; Tubes—6 (Type UV-199); Battery—Dry Cells (4½ Volts); "B" 90 Volts; Controls—Tuning, 3; Dim.—22 x 12½ x 9½; Wt.—22 lbs.; Price—\$155.00.

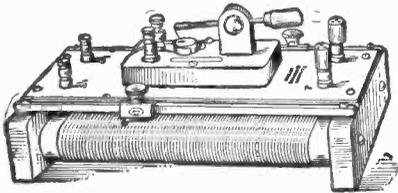
David Grimes, Inc.,
1571 Broadway, New York City



Model 3XP

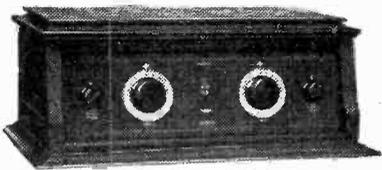
Type—Reflex "Grimes Inverse Duplex";
Tubes—3; Battery—"A" Storage "B" 90 volts;
Controls—Tuning, 3; Tube, 3; Dim.—20 x 16 x
9½; Wt.—15 lbs; Price—\$85.00.

Gundlach-Manhattan Optical Co.,
761 Clinton Ave. So., Rochester, N. Y.



Trade Name—"Korona"; Type—Crystal;
Price—\$6.00.

Guthrie Company,
Grafton, Ohio



Trade Name—"Gold Finch"; Type—Tuned
R. F.; Tubes—5; Controls—Tuning, 2; Tube, 3
Dim.—23 x 14 x 9½; Wt.—18 lbs.; Price—
\$75.00.

Trade Name—"Nightingale Five"; Type—
Tuned Radio Frequency; Tubes—5; Battery—
"A" Storage or Dry; "B" 90 Volts; Controls
—Tuning, 3; Tube, 2; Dim.—7 x 21; Price—
\$55.00 list.

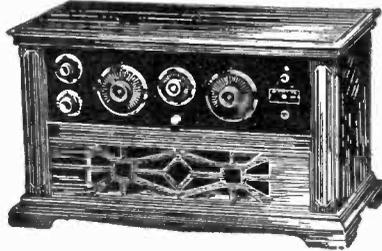
Halldorson Co.,
1772 Wilson Ave., Chicago, Ill.



Model RF 500

Type—Tuned Radio Frequency; Battery—"A"
Storage; "B" 90 Volts; Controls—Tuning, 3;
Tube, 2; Dim.—22 x 9 x 8; Wt.—18 lbs.; Price
—\$115.00.

H. W. Harmon & Sons Co.,
418 Poplar St., Grove City, Pa.



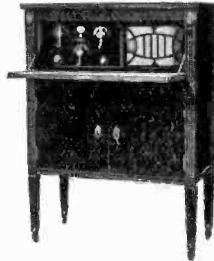
Trade Name—"Harmonson"; Tubes—4; Bat-
tery—"A" Storage or Dry; "B" 90 Volts; Con-
trols—Tuning, 2; Tube, 1; Dim.—28 x 14 x 15;
Wt.—25 lbs.; Price—\$125.00.

Hartman Electrical Mfg. Co.,
31 E. Fifth St., Mansfield, Ohio



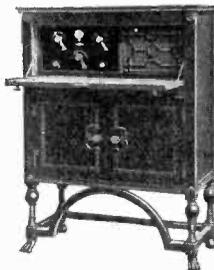
Model 10-CS

Trade Name—"Hartman"; Type—Tuned Radio
Frequency; Tubes—4; Battery—"A" Dry; "B"
90 Volts; Controls—Tuning, 2; Tube, 1; Volume,
1; Dim.—26 x 11 x 11; Wt.—25 lbs.; Price—
\$75.00.



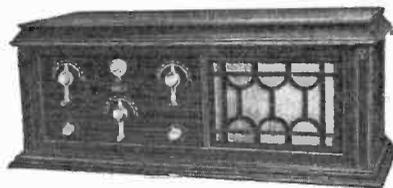
Model 12-A Adams

Same as Model 12-C, except as noted.
Tubes—5; Controls—Tuning, 3; Tube, 3; Vol-
ume, 1; Dim.—32 x 48 x 14; Wt.—95 lbs.;
Price—\$245.00.



Model 12-A Italian

Same as Model 12-A Adams, except at noted.
Price—\$325.00.



Model 12-B

Type—Tuned Radio Frequency; Battery—"A"
Storage or Dry; "B" 90 Volts; Dim.—31 x 12
x 14; Tubes—5; Controls—Tuning, 3; Tube, 2;
Wt.—55 lbs.; Price—\$155.00.

Model 10-B

Same as Model 12-B, except as noted.
Tubes—4; Controls—Tuning 2; Price—
\$185.00.



Model 12-A Queen Anne

Same as Model 12-B, except as noted.
Dim.—32 x 43 x 14½; Wt.—130 lbs.; Price
—\$325.00.

Howard Mfg. Co.,
469 E. Ohio St., Chicago, Ill.



Model A

Type—Neutrodyne; Tubes—5; Battery—"A"
Storage; "B" 90 to 130 Volts; Controls—Tun-
ing, 3; Dim.—32 x 12½ x 9½; Wt.—41 lbs.;
Price—\$200.00. Also made in Console Style,
with Built-In Loud Speaker. Dim.—34½ x 30
x 18; Price—\$325.00.

Model-C

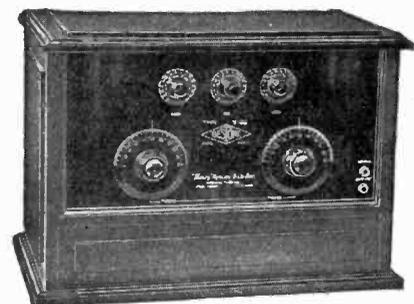
Type—Neutrodyne; Tubes—5; Dim.—15 x 16
or larger for installation in Console Type Phono-
graphs; Price—\$180.00.

Howe Products Co.,
120 No. Green St., Chicago, Ill.



Type—Crystal; Control—Tuning, 1; Dim.—3
x 3½ x 3½; Wt.—10 ozs.; Price—\$1.75.

Henry Hyman & Co., Inc.
476 Broadway, New York, N. Y.



Model V-60

Trade Name—"Bestone"; Type—Radio Fre-
quency; Tubes—4; Battery—"A" Storage or
Dry; "B" 90 to 135 Volts; Controls—Tuning, 2;
Tube, 2; Dim.—15 x 21 x 10; Wt.—30 lbs.;
Price—\$150.00.

Incandescent Supply Co.,
468 West Broadway, New York, N. Y.
(See Announcement Page 76)



Trade Name—"Newlands"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—20 x 9½ x 9; Wt.—14 lbs.; Price—\$70.00 List.



Model De Luxe

Same as "Newlands," except as noted.
Dim.—28 x 15 x 17; Wt.—32 lbs.; Price—\$125.00.



Same as Model De Luxe, except as noted.
Console Style; Dim.—28 x 15 x 47; Wt.—65 lbs.; Price—\$170.00.

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

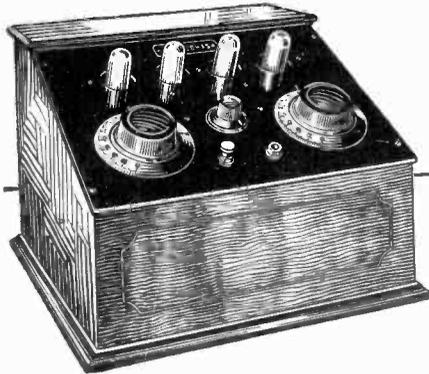


Model 500

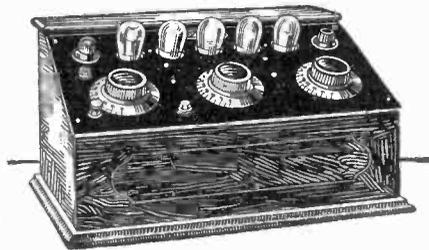
Trade Name—"Indiana-Hyperdyne"; Type—Tuned Radio Frequency; Tube—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—24 x 8 x 12; Price—\$60.00.

Industrial Radio Service,
Newton and Rust Ave., Saginaw, Mich.
Trade Name—"Ultra-Marvel"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Wt.—25 lbs.; Price—\$120.00.

Jos. W. Jones Radio Mfg. Co.,
40 West 25th St., New York, N. Y.

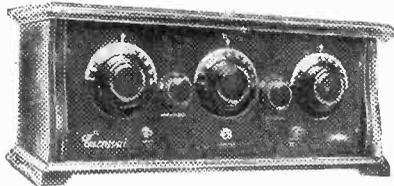


Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—14 x 14 x 10; Wt.—20 lbs.; Price—\$65.00.



Same as 4 Tube Model, except as noted.
Tube—5; Controls—Tuning, 3; Tube, 2; Dim.—19 x 14 x 10; Wt.—22 lbs.; Price—\$75.00 (with Gold Dials, \$85.00).

Kardon Products Co.,
451 Greenwich St., New York, N. Y.



Model K-14

Trade Name—"Kompentrol"; Type—Tuned Radio Frequency; Tube—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 18; Wt.—20 lbs.; Price—\$75.00.

Kellogg Switchboard & Supply Co.,
Dept. I, 1027 W. Adams St., Chicago, Ill.
(See Announcement Page 77)



Model Standard

Trade Name—"Wave Master"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 2; Price—\$125.00.

Colin B. Kennedy Co.,
2017 Locust St., St. Louis, Mo.



Model III

Trade Name—"Kennedy"; Type—Regenerative; Style—Traveling; Tubes—3; Battery—"A" Storage or Dry; "B" 67½ Volts; Controls—Tuning, 1; Tube, 1; Dim.—13¾ x 13¾ x 8; Wt.—25½ lbs.; Price—\$75.00.



Model V

Same as Model III, except as noted.
Dim.—16 x 14¼ x 9½; Wt.—15 lbs.; Price—\$75.00.

Trade Name—"Royal Sixteen"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—4'-2" x 2'-4" x 1'-4"; Wt.—70 lbs.; Price—\$285.00.



Model VI

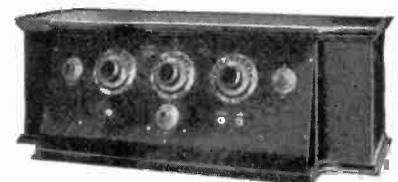
Same as Model XI, except as noted.
Dim.—16 x 14¼ x 9½; Wt.—16 lbs.; Price—\$85.00.



Model XV

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Antenna—Indoor, Outdoor and Loop; Dim.—21¼ x 15¼ x 10¼; Wt.—25 lbs.; Price—\$120.00.

Kilbourne and Clark Mfg. Co.,
Seattle, Wash.



Trade Name—"Air Roamer"; Type—Radio Frequency; Tubes—5; Controls—Tuning, 3;

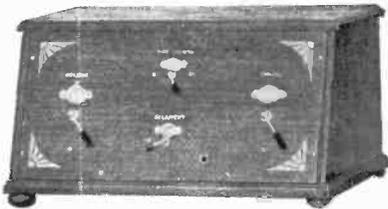
Tube, 2; Battery—"A" Storage; "B" 90 Volts; Dim.—8 x 8 x 27; Price—Without Equipment, \$140.00.



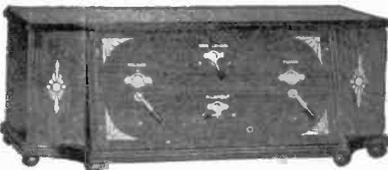
Trade Name—"Air Ruler"; Dim.—12 x 15 x 84; Price—Without Equipment, \$185.00. Same as Model "Air Roamer," except as noted.

Klitzen Radio Mfg. Co.,

21 Ottawa Ave., Grand Rapids, Mich.
(See Announcement Page 84)



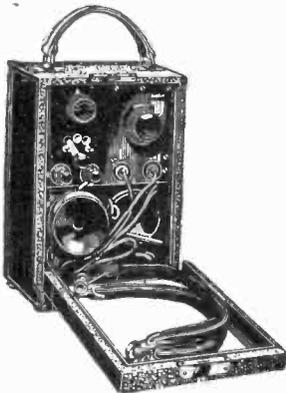
Trade Name—"Kent"; Type—Regenerative; Tubes—3; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—18 x 17; Wt.—9½ lbs.; Price—\$42.50.



Same as Model "Kent," except as noted. Trade Name—"Wolverine"; Dim.—26½ x 17; Wt.—14 lbs.; Price—\$54.50.

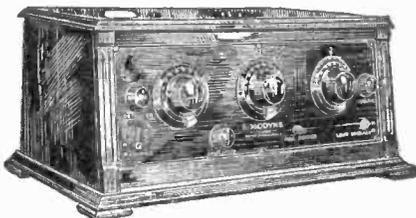
Kodel Radio Corp.,

507 E. Pearl St., Cincinnati, Ohio



Model P-11

Trade Name—"Kodel"; Type—Non-regenerative; Tubes—Detector (1); Battery—"A" Dry; "B" 22½ Volts; Controls—Tuning, 1; Tube, 1; Dim.—5½ x 8½ x 4½; Wt.—4½ lbs.; Price—\$16.00.



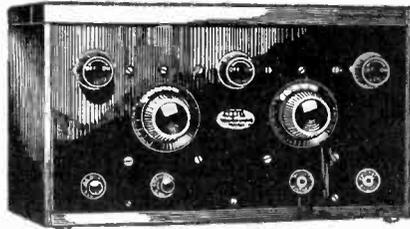
Model C-L-5

Trade Name—"Logodyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Dim.—23½ x 10½ x 12½; Wt.—18¼ lbs.; Price—\$82.50.



Model P-12

Same as Model P-11, except as noted. Tubes—2; Dim.—9¼ x 8¼ x 6; Wt.—8 lbs.; Price—\$22.50.



Model C-114

Type—Non-regenerative Tuned Radio Frequency; Tubes—4; Controls—Tuning, 2; Tube, 2; Dim.—12½ x 6½ x 6½; Wt.—6 lbs.; Price—\$36.00.

Lampolier Co.,

17 East 116 St., New York, N. Y.



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; Built-in Eliminator; Control—1; Dim.—Height, 5 ft. 6 in., with Shade; Finishes, Natural Wood, Polychrome; Speaker suspended inside of Shade; Wt.—30 lbs.; Price—\$185.00.

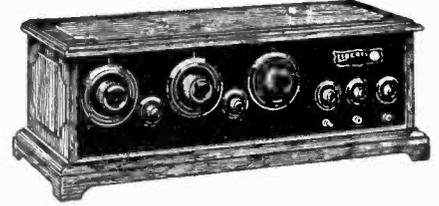
Langbein-Kaufman Radio Co.,

511 Chapel St., New Haven, Conn.



Trade Name—"ElKay"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 18 x 9; Wt.—19 lbs.; Price—\$70.00 list.

Liberty Transformer Co.,
128 Sangamon St., Chicago, Ill.
(See Announcement Page 93)



Trade Name—"Liberty Sealed Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 5; Dim.—28½ x 10½ x 12; Wt.—25 lbs.; Price—\$100.00.

Machine Specialty Co.,
Summit St., Ann Arbor, Mich.
(See Announcement Page 87)



Trade Name—"Arborphone"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—27 x 9 x 10; Wt.—18 lbs.; Price—\$55.00.

Mack Company,

1940 Delancey St., Philadelphia, Pa.



Trade Name—"Mack Sincroflex"; Type—Tuned Radio Frequency; Tubes—3; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—18 x 7 x 8; Price—\$50.00.

Magnavox Co.,
Oakland, Cal.



Model TRF50

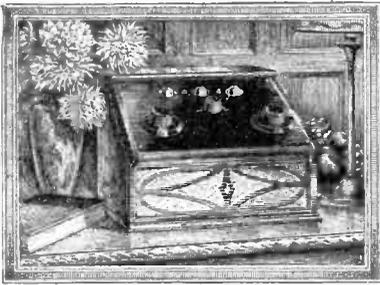
Trade Name—"Magnavox"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 1; Volume, 1; Filament, 1; Dim.—14½ x 20½ x 18½; Price—Without tubes or batteries, \$110.00.



Model TRF5

Same as Model TRF-50, except as noted. Dim.—9½ x 20½ x 14½; Price—With M-4 reproducer, without tubes or batteries, \$90.00.

Marathon Radio Corp.,
183 First St., San Francisco, Cal.

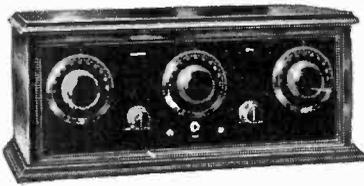


Model MRS-3

Type—Reflex; Tubes—3; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—16 x 15½ x 14; Wt.—16 lbs.; Price—\$80.00, with Built-in Loud Speaker.

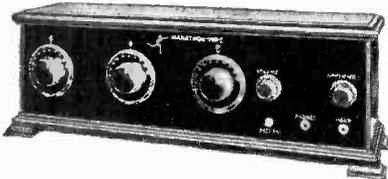
Model MR-3

Same as Model MRS-3, except as noted. Without Built-in Loud Speaker, Price—\$65.00.



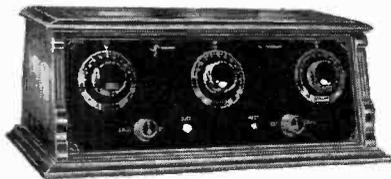
Model MX-5

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Dim.—21½ x 9¼ x 10½; Wt.—20 lbs.; Price—\$100.00.



Model MR-5

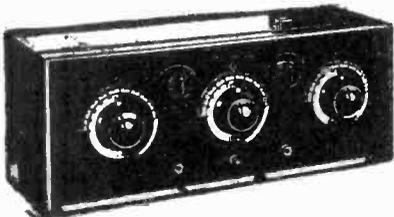
Same as Model MX-5, except as noted. Dim.—28½ x 9½ x 9; Wt.—24 lbs.; Price—\$140.00.



Model MP-5

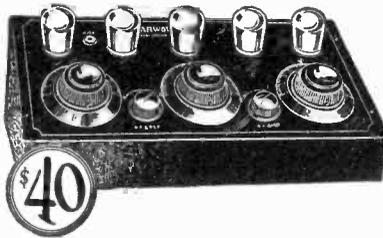
Same as Model MR-5, except as noted. Dim.—25½ x 10 x 13½; Wt.—24 lbs.; Price—\$70.00.

Marwol Radio Corp.,
546 Broadway, New York, N. Y.



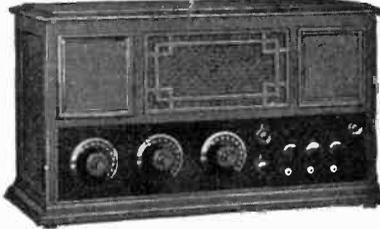
Model A-1

Trade Name—"Marwol"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry "B"; Controls—Tuning, 3; Tubes, 2; Dim.—7 x 18 x 6½; Price—\$60.00.



Same as Model A-1, except as noted. Trade Name—"Baby Grand"; Dim.—8 x 18 x 6; Sloping Panel Type; Price—\$40.00.

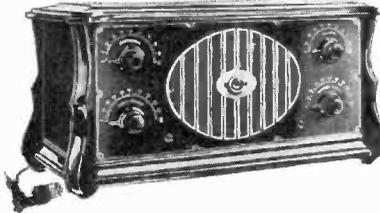
Mazda Radio Manufacturing Co.
3405 Perkins Ave., Cleveland, Ohio



Trade Name—"Consomello Grand"; Type—Tuned Radio Frequency; Tubes—7; Battery—"A" Storage; "B" 60-135 Volts; Controls—Tuning, 3; Tubes, 3; Antenna—Loop, Indoor and Outdoor; Dim.—30 x 17½ x 18; Wt.—50 lbs.; Price—\$255.00.

Miessner Radio Corp.,

34 Thirty-fifth St., Brooklyn, N. Y.



Type—Tuned Radio Frequency; Tubes—6; Dim.—11 x 22 x 11; Wt.—32 lbs.; Controls—Tuning, 3; Tube, 1; Price—\$185.00; (operates from any lighting socket connected to 60 cycle, 110 volt A.C. light or power circuit).

Metropolitan Electric Co.,
Des Moines, Iowa



Model 5

Same as Model 10, except as noted. Gold finished, Console Type. Wt.—100 lbs.; Price—\$250.00.



Model 10

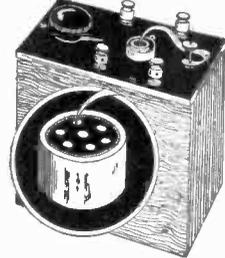
Trade Name—"Meco"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts;

Controls—Tuning, 2; Tube, 2; Dim.—27 x 10 x 12; Wt.—25 lbs.; Price—\$100.00.

Midwest Radio Co.
815 Main St., Cincinnati, Ohio
Model Ultra 5

Trade Name—"Miraco"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 7 x 27; Wt.—35 lbs.; Price—\$75.00.

A. H. Miller Radio Co.,
1259 W. Grand Bl'vd, Detroit, Mich.



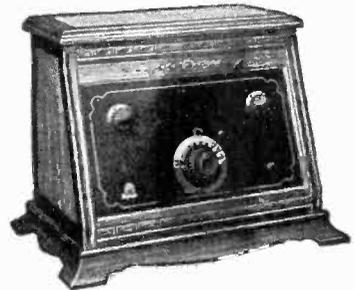
Type—Crystal; Dim.—3 x 4½ x 4½; Wt.—(Packed for Shipment 2 lbs.); Price—\$1.79.

Amplifier Model

Type—Crystal Detector with 2 Stage of Amplification; Tubes—2; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 2; Tubes, 2; Dim.—7½ x 7½ x 6; Wt.—8 lbs.; Price—\$15.00.

Mohawk Corp. of Illinois

2220 Diversey Parkway, Chicago, Ill.
(See Announcement Page 85)



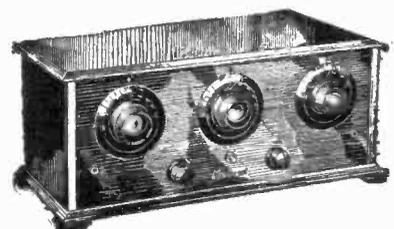
Trade Name—"Mohawk"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 2; Dim.—21½ x 16¼ x 14¼; Wt.—30 lbs.; Price—\$100.00.



Model XII

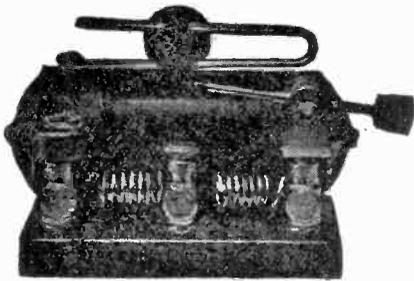
Type—Tuned Radio Frequency; Tubes—5; Style—Console; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—51 x 18; Wt.—100 lbs.; Price—\$275.00.

Montrose Radio Laboratories,
1833 Fulton Street, Brooklyn, N. Y.
(See Announcement Page 106)



Trade Name—"Montrosset"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—7 x 18 x 8; Wt.—18 lbs.; Price—\$47.50.

Multi-Point H. P. Co.,
West Philadelphia, Pa.



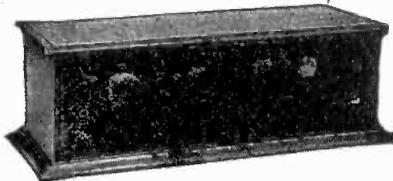
Trade Name—"Multi-Point Jr."; Type—Crystal; Price—\$3.50.

Mu-Rad Laboratories, Inc.
808 Fifth Avenue, Asbury Park, N. J.



Model MA15

Trade Name—"Mu-Rad"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—12½ x 7½ x 15; Wt.—18 lbs.; Price—\$110.00.



Model MA15

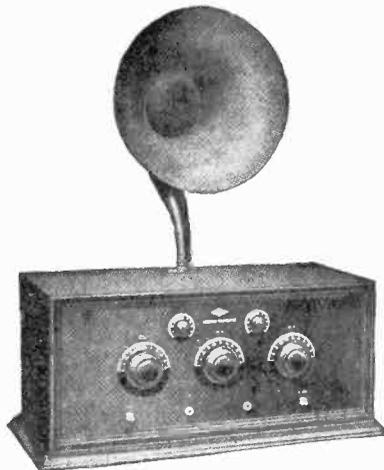
Same as Model MA15, except as noted. Tubes—6; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 3; Antenna—Loop; Dim.—24 x 9 x 8; Wt.—18 lbs.; Price—\$180.00.



Model MA20

Trade Name—"Triplex"; Type—Radio Frequency; Tubes—3 (1 reflexed); Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—3 x 9 x 24; Wt.—16 lbs.; Price—\$75.00.

Wm. J. Murdock Co.,
847 Washington Ave., Chelsea, Mass.



Model 100

Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Built-in Loud Speaker; Price—\$100.00.

Model 110

Same as Model 100, except as noted. With adjustable Loud Speaker Unit; Price—\$110.00.



Model 101

Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—27 x 10 x 10; Wt.—35 lbs.; Price—\$92.50.

National Radio Co.,
Marshall, Minn.

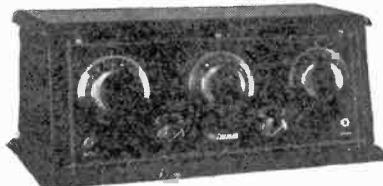
Trade Name—"Intradyn"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—7 x 24 x 9; Wt.—17½ lbs.; Price—\$100.00.

Neutrowound Radio Mfg. Co.,
1721 Prairie Ave., Chicago, Ill.



Type—Tuned Radio Frequency; Tube—6; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—34 x 9 x 6; Wt.—23 lbs.; Price—\$85.00.

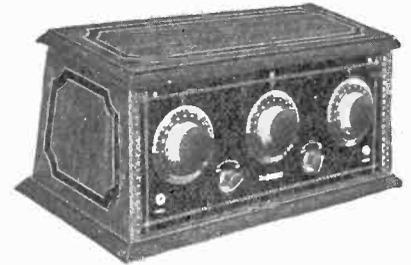
Paramount Mfg. Co.,
Kansas City, Mo.



Model Standard

Trade Name—"Serenader"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Stor-

age; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—9 x 7 x 18; Wt.—20 lbs.; Price—\$39.50.



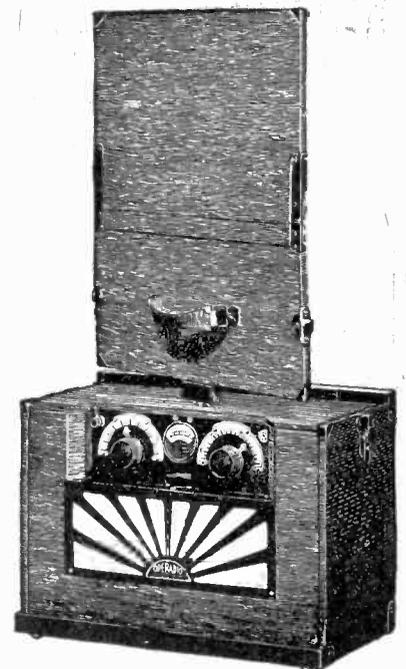
Model General

Same as Model Standard, except as noted. Sloping Panel; Price—\$49.50.



Same as "Serenader," except as noted. Dim.—44 x 34 x 15; Wt.—65 lbs.; Console Style; Price—\$135.00.

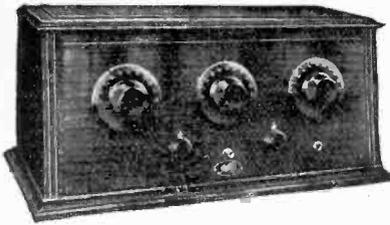
Operadio Corp.,
8 S. Dearborn St., Chicago, Ill.



Model Portable

Trade Name—"Operadio"; Type—Tuned Radio Frequency; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Antenna—Loop; Dim.—17 x 12 x 9; Wt.—51 lbs., complete with batteries, etc.; Price—\$186.00 complete.

Pathe Phonograph & Radio Corp.,
10-34 Grand Ave., Brooklyn, N. Y.



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning 3; Tube, 2; Dim.—27½ x 9 x 8; Wt.—21 lbs.; Price—\$90.00.

Pearson Division Electrical Research Laboratories,
1421 So. Michigan Ave., Chicago, Ill.



Model De Luxe

Trade Name—"Pearson Five"; Type—Tuned Radio Frequency; Tube—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 3; Dim.—10¾ x 20¾ x 10; Wt.—33 lbs.; Price—\$75.00.



Model Paramount

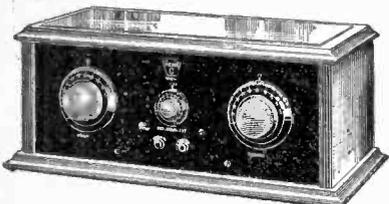
Same as Model De Luxe, except as noted. Console Style. Dim.—16 x 37 x 29½; Wt.—104 lbs.; Price—\$150.00.



Model Standard

Same as Model De Luxe, except as noted. Dim.—19½ x 8½ x 8½; Wt.—22 lbs.; Price—\$67.50.

Pennsylvania Wireless Mfg. Co.,
507 Florence Ave., New Castle, Pa.



Model Special

Trade Name—"Penn-C"; Type—Regenerative;

Tubes—3; Battery—Storage or Dry; Controls—2; Tuning, 2; Tube, 2; Antenna—Outdoor; Dim.—9 x 10 x 21; Wt.—12 lbs.; Price—\$65.00.



Model De Luxe Five

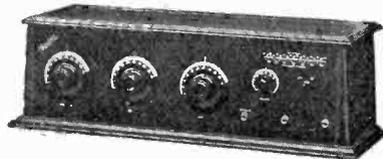
Trade Name—"Penn C"; Type—Tuned Radio Frequency; Tubes—5; Battery—Storage or Dry; Controls—Tuning, 3; Tube, 2; Antenna—Outdoor; Dim.—24 x 9 x 12; Wt.—18 lbs.; Price—\$90.00.

Frank B. Perry & Sons,
513 Hospital Trust Bldg., Providence, R. I.



Trade Name—"Radio Blinker"; Type—Crystal; Antenna—Outdoor; Price—\$6.00.

Pfanstiehl Radio Co.,
11 So. La Salle St., Chicago, Ill.



Model 7

Trade Name—"Pfanstiehl"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube 1; Dim.—27 x 10 x 8½; Wt.—18 lbs.; Price—\$140.00.



Desk Cabinet Model

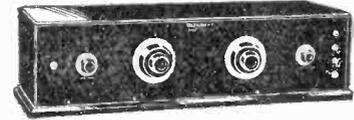
Same as Model 7, except as noted. Cabinet Model. Dim.—48 x 33 x 18; Wt.—60 lbs. (Equipment, overtone reproducer, battery charger, power-plant switchboard); Price—\$450.00.



Model 8

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—8 x 20 x 11; Wt.—15 lbs.; Price—\$85.00.

Phenix Radio Corp.,
114 East 25th St., New York, N. Y.



Model L-2

Trade Name—"Ultradyn"; Type—Improved Super Heterodyne; Tubes—8; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 30 x 7; Wt.—35 lbs.; Price—\$150.00.

Pinto Speaking Clock Co.,
1624 So. 8th St., Philadelphia, Pa.



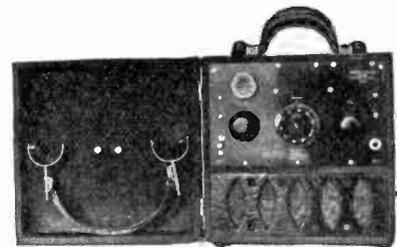
Model D-X-12A

Trade Name—"Radio-Alarm-O-Graph"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; Controls—Tuning, 2; Dim.—60 x 14 x 18; Wt.—95 lbs.; Price—\$250.00, includes self contained loud speaker, a clock, an alarm automatic phonograph with self stop.

Model D-X-12B

Same as Model D-X-12A, except as noted. Tubes—5; Controls—Tuning, 3; Price—\$275.00.

Portola Radio Co.,
5th and Market Sts., Philadelphia, Pa.



Model 101

Trade Name—"Portola"; Type—Radio Frequency; Tubes—6; Battery—"A" Dry; Controls—Tuning, 2; (Has Enclosed Horn) Antenna—Self enclosed—Loop; Dim.—10¼ in. square; Wt.—27 lbs.; Price—\$160.00.

Precl Radio Mfg. Co.,
327 Erie St., Toledo, Ohio



Trade Name—"Superfive"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Antenna—Loop, Indoor and Outdoor; Dim.—15½ x 22¼ x 15¼; Wt.—22 lbs.; Price—\$180.00.

Premier Radio Corp.,
Defiance, Ohio

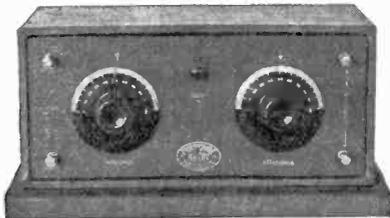
Model Premier 7-A

Type—Reflex; Tubes—5; Batteries—"A" Storage; two 45-Volt "B"; Controls—2; Price—Complete with loud speaker, \$290.00.

Model 7-B

Same as Model 7-A, except as noted. Table Model complete with Mahogany Cabinet, \$160.00.

Quaker City Paper Box Co.,
Twelfth and Brown Sts., Philadelphia, Pa.



Trade Name—"Pyrodyne"; Type—Crystal; Controls—Tuning, 1; Volume, 1; Dim.—12 x 6 x 6; Wt.—3 lbs.; Price—\$5.00.

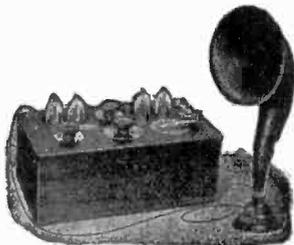
R-B Radio Co.,

117 West 51st St., New York, N. Y.

Trade Name—"Page-Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 14 x 18; Wt.—16 lbs.; Price—\$87.50.

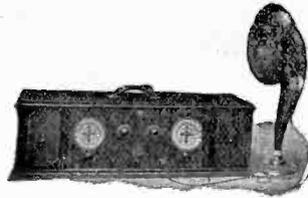
Radio Corporation of America
New York, N. Y.

(See Announcement Pages 9-10-11-12-13)



Model Radiola III-A

Antenna—Outdoor; Tubes—4; Battery—"A" Dry; "B" 90 Volts; "C" 4½ Volts; Dim.—11½ x 6½ x 5½; Wt.—6½ lbs.; Controls—Tuning, 1, also Amplification Control; Tube, 2; Price—With following equipment; 4 WD-11 Radiotrons, phones and UZ-1325 loud speaker, \$88.00; without speaker, \$65.00. (Not sold without equipment.)



Model Radiola Super-Heterodyne
(Second Harmonic)

Antenna—Loop; Tubes—6; Battery—"A" Dry; "B" 90 Volts; "C" 4½ Volts; Dim.—35 x 11¼ x 11; Wt.—37 lbs.; Controls—Tuning, 2; Station Selectors, 1 and 2; Tube Controls, 2; Price—With following equipment: 6 UV199 Radiotrons and UZ-1325 loud speaker, \$256.00; without Radiotrons or loud speaker, \$220.00.



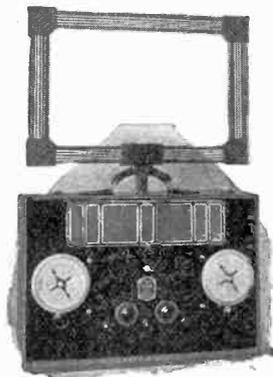
Model Radiola Super-VIII

Antenna—Loop (self-contained); Tubes—6; Battery—"A" Dry; "B" 90 Volts; "C" 4½ Volts; Dim.—19 x 26½ x 49; Wt.—93 lbs.; Controls—Tuning, 2; Station Selectors, 1 and 2; Price—With following equipment: Self-contained loud speaker and 6 UV-199 Radiotrons, \$425.00. (Not sold without equipment.)



Model Radiola III

Antenna—Outdoor; Tubes—2; Battery—"A" Dry; "B" 45 to 90 Volts; "C" 1½ to 4½ Volts; Dim.—7½ x 6½ x 8½; Wt.—3½ lbs.; Controls—Tuning, 2; Amplification and Station Selector; Tube Controls, 1; Price—With following equipment: 2 Radiotrons WD-11 and headphones, \$35.00. (Not sold without equipment.)



Model Radiola 24

Type—Super Heterodyne; Tubes—6; Battery—"A" Dry; "B" 22½ Volts; Controls—Tuning, 2;

Station selectors, 1 and 2; Dim.—21½ x 16 x 7¼; Price—With Radiotrons, but less batteries, \$195.00 list.

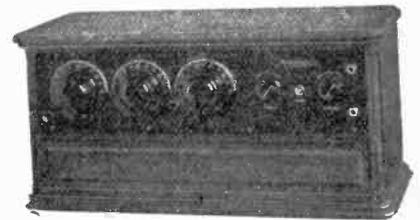


Model Radiola 26

Type—Super Heterodyne; Tube—6; Battery—"A" Dry; "B" Dry Controls, same as Model 24; Dim.—14¼ x 13 x 9½; Wt.—40 lbs. Home battery box provides space for 6 "A" Batteries, also "B" Batteries. Dimension of battery box 18½ x 10¼ x 8¾. Price complete with battery box containing Antenna Coupler, 6 UV-199 Radiotrons, but less batteries, \$225.00 list.

Radiograph Corp.,

1345 Polk St., San Francisco, Cal.



Model Radiograph 11

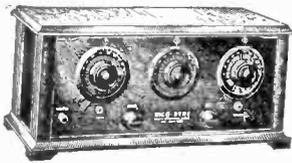
Trade Name—"Radiograph"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—23 x 10 x 11; Wt.—25 lbs.; Price—\$150.00, without accessories.



Console Type, same as Model "Radiograph 11," except as noted.

Cabinet Adam period; Built-in Loud Speaker; Dim.—41 x 27 x 10¼; Wt.—35 lbs.; Price—\$325.00, without accessories.

Radio Industries Corp.,
131 Duane St., New York, N. Y.



Trade Name—"Rico-Dyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—18 x 7 x 9; Wt.—20 lbs.; Price—\$60.00.

Radio-Master Corp. of America
Bay City, Mich.



Model—No. 100

Trade Name—"Simpliform"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—26 x 15½ x 17; Wt.—80 lbs.; Price—\$100.00.

Model—No. 275

Same as Model No. 100, except as noted. Style—Console; Dim.—34 x 39 x 17; Wt.—125 lbs.; Price—\$135.00.

Model—No. 375

Same as Model No. 100, except as noted. Style—Console; Tubes—5; Controls—Tuning, 2; Tube, 4; Dim.—43 x 48 x 18; Wt.—175 lbs.; Price—\$200.00.

Model 5-T-1

Trade Name—"Simpliform"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—9 x 9 x 27; Wt.—55 lbs.; Built-in "Speakerola"; Price—\$85.00.

Model 5-T-2

Same as Model 5-T-1, except as noted. High Boy Console Type, Walnut or Mahogany; Dim.—39 x 30 x 15; Wt.—105 lbs.; Price—\$125.00.

Model 5-T-3

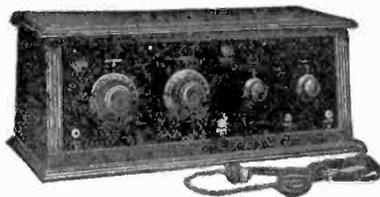
Same as Model 5-T-2, except as noted. Butt Walnut or Diamond Mahogany; Dim.—40 x 36½ x 16; Wt.—115 lbs.; Price—\$150.00.

Radio Receptor Co.,
106 Seventh Ave., New York, N. Y.



Model R-M 1

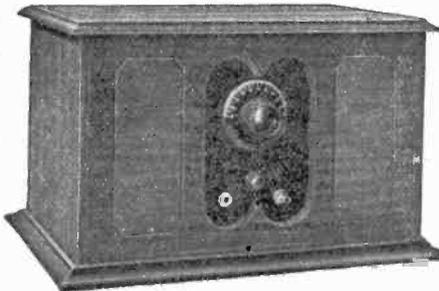
Trade Name—"Receptrad Multiflex"; Type—Tuned Radio Frequency Reflex; Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—27½ x 10½ x 9½; Wt.—15 lbs.; Price—\$100.00.



Model R-M 2

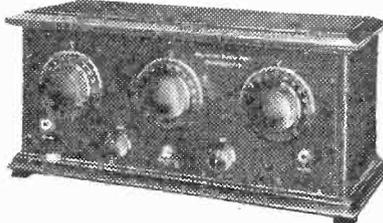
Same as Model R-M 1, except as noted. 100-120 Volt D. C. or Rectified Current. No batteries required; Wt.—20 lbs.; Price—\$120.00.

Radisto Sales Co.,
Fulton Bldg., Pittsburgh, Pa.



Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Dim.—10½ x 17 x 10; Price—\$85.00.

Recepton Radio Corp.,
17th and Wood Sts., Philadelphia, Pa.



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 18; Wt.—35 lbs.; Price—\$60.00.

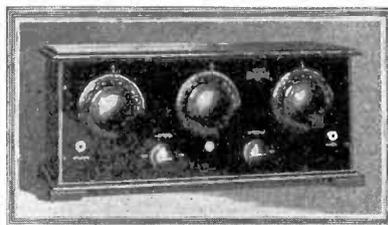
Resas, Inc.,
112 Chambers St., New York, N. Y.



Model 5T

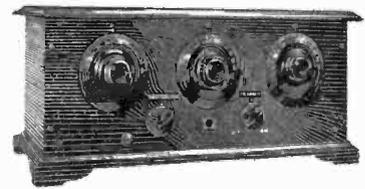
Trade Name—"Tone-A-Dyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; "C" 4½ Volts; Controls—Tuning, 3; Tube, 2; Dim.—8 x 9 x 26½; Wt.—80 lbs.; Price—\$78.00.

Rex Radio Specialty Co.,
123 Liberty St., New York, N. Y.



Trade Name—"Rexco Masterdyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 18 x 8½; Wt.—14½ lbs.; Price—\$60.00.

Richardson Radio Corp.,
Foster Ave. and Holst St., Long Island City, N. Y.
(See Announcement Page 69)



Model 2-A

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 45-90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—7 x 18 x 8; Wt.—22 lbs.; Price—\$65.00.

Henry C. Roberts Radio Co., Inc.,
112-114 Trinity Place, New York
(See Announcement Page 112)



Trade Name—"Oriole Five"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—15 x 17 x 9; Wt.—20 lbs.; List Price—\$47.50.

Rodgers Radio Corp.,
West Allis, Wis.

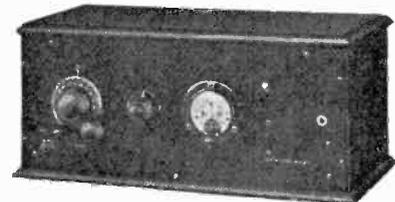
Model De Luxe

Type—Tuned Radio Frequency; Tubes—7; Battery—"A" Storage or Dry; "B" 135 Volts; Controls—Tuning, 1; Dim.—34 x 18 x 23; Wt.—80 lbs.; Price—\$325.00.

John D. Ruckelshaus, Inc.,
41 Commercial St., Newark, N. J.

Trade Name—"Rutie"; Type—Tuned Radio Frequency; Tubes—5; Battery—Storage (neutralized by incapidin system); Controls—Tuning, 3; Tube, 2; Dim.—22 x 9 x 8; Wt.—24 lbs. Finish Adam Brown Mahogany; Price—\$65.00.

Sears Mfg. Co.,
1226 East 152nd St., Cleveland, Ohio



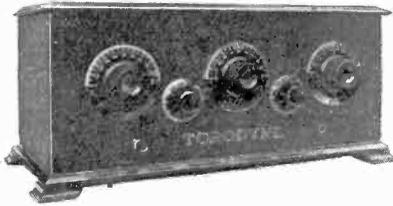
Model A

Type—Acme Reflex; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Tube, 4; Antenna—Loop; Dim.—7 x 18 x 8½; Wt.—24 lbs.; Price—\$135.00; Style—Portable.



Model B

Same as Model A, except as noted. Tubes—5; Battery—Also "C" 4½ Volts; Controls—Tuning, 2; Tube, 5; Dim.—7 x 24 x 8½; Wt.—27 lbs.; Price—\$175.00.

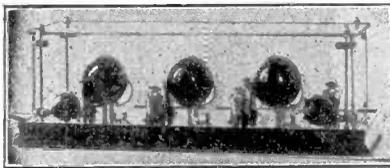


Model T

Trade Name—"Torodyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage, Dry or Eliminators; Controls—Tuning, 3; Dim.—8½ x 20 x 10½; Wt.—31 lbs.; Price—\$70.00.

Sherman Mfg. Corp.,

112 Trinity Place, New York, N. Y.



Trade Name—"Clearfield"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 135 Volts; Controls—Tuning, 3; Tube, 2; Antenna—Outdoor; Dim.—9 x 28 x 8; Wt.—35 lbs.; Price—\$115.00.

Sherman Wireless Corp.,

123 Liberty St., New York, N. Y.

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Dim.—7 x 18; Wt.—16½ lbs.; Price—\$60.00 list; Style—Two Tone Mahogany Cabinet, Border, Engraved Panel.

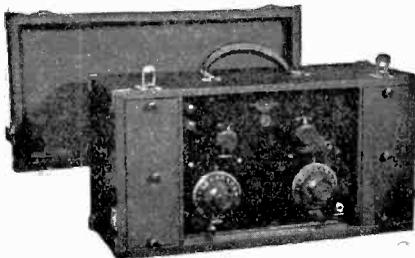
Simplex Radio Co.

1013 Ridge Ave., Philadelphia, Pa.



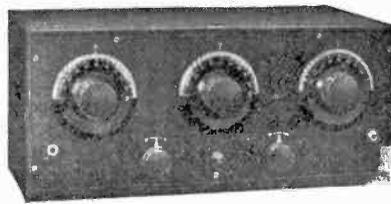
Model RX

Trade Name—"Simplex"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Dry; "B" 67½ Volts; Controls—Tuning, 2; Tube, 2; Dim.—10 x 13 x 9; Wt.—14 lbs.; Price—\$80.00.



Travel Model

Same as Model RX, except as noted. Dim.—10 x 19 x 9; Wt.—14 lbs.; Price—\$80.00.



Model SR5

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—8 x 8 x 19; List Price—\$67.00 list.

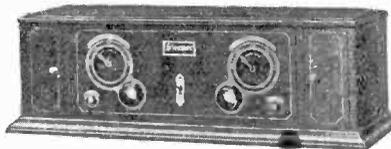
Sleeper Radio Corporation

6th Ave. and Washington St., Long Island City, N. Y.



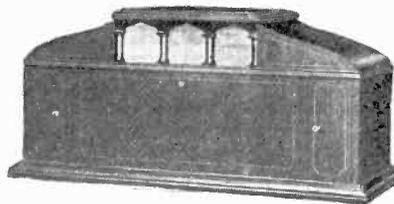
Model 54

Type—Reflex ("Grimes Inverse Duplex"); Tubes—4; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Wt.—35 lbs.; Price—\$130.00.



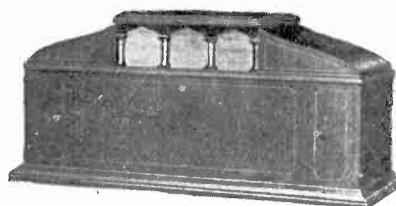
Model 57

Trade Name—"Scout"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Dim.—35 x 11 x 11; Wt.—50 lbs.; Price—\$75.00.



Model 58

Same as Model 57, except as noted. Trade Name—"Serenader"; Dim.—35 x 16 x 11; Price—\$100.00.



Model 59

Same as Model 58, except as noted. Trade Name—"Super Symphonetic"; Price—\$150.00.

Sonora Phonograph Co.,
279 Broadway, New York, N. Y.



Model C

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—30½ x 12 x 8¾; Wt.—24 lbs.; Price—\$90.00.

Southeastern Radio Corp.,

Winston-Salem, N. C.

Model Standard 5

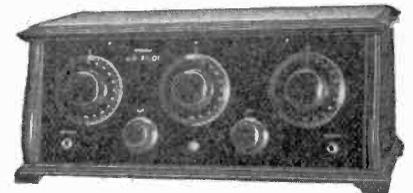
Trade Name—"Super Carol-Dyne"; Type—Tuned Radio Frequency (with regeneration); Tubes—5; Battery—"A" Storage; "B" 135 Volts; Controls—Tuning, 2; Tubes, 2; Dim.—30 x 9 x 9; Wt.—34 lbs.; Price—\$150.00.

Model Standard 5C

Same as Model Standard 5, except as noted. Console Type; Price—\$245.00.

Spielman Electric Co.,

311 West 59th St., New York, N. Y.

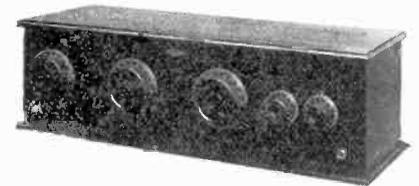


Trade Name—"Air Pilot"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—21 x 10 x 11; Wt.—18 lbs.; Price—\$60.00.

Crystal Set; Double Tuning Coil; Dim.—5 x 5 x 7; Price—\$5.00.

Splitdorf Electrical Co.,

392 High St., Newark, N. J.



Model R-500

Trade Name—"Polonaise"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—26 x 8 x 7; Wt.—26 lbs.; Two-Tone American Walnut Cabinet, Crystallized Panel; Price—\$75.00.

Standard Radio Corp.,

41 Jackson St., Worcester, Mass.



Trade Name—"Standardyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Control—Tuning, 3; Tube, 2; Dim.—20 x 9 x 8¾; Wt.—15 lbs.; Price—\$60.00.

Console Model

Trade Name—"Console Standardyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—34 x 48; Wt.—35 lbs.; Price—\$135.00 list.

Star Crystal Co.,

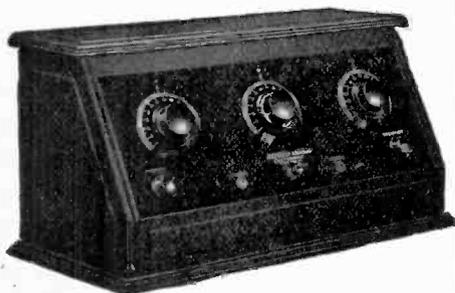
519 Woodward Ave., Detroit, Mich.



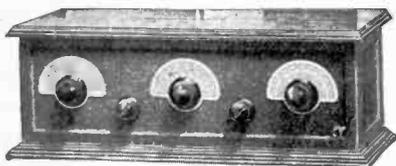
Trade Name—"De Luxe"; Type—Ivory Crystal Set; Dim.—1½ x 2¼ x 8¼; Wt.—3 oz.; Price—\$3.00.

Stewart-Warner Speedometer Corp.,
Chicago, Ill.

(See Announcement Pages 14 and 15)



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Antenna—Small inside or outside; Price—\$115.00 without accessories.



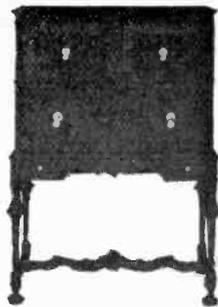
Model 300

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Price—\$65.00 without accessories.



Model 315

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 1; Style—Walnut Console Cabinet; Price—\$235.00.

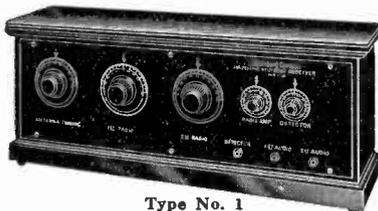


Model 320

Same as Model 315, except as noted. Two-Tone Walnut Console Cabinet; Price—\$450.00.

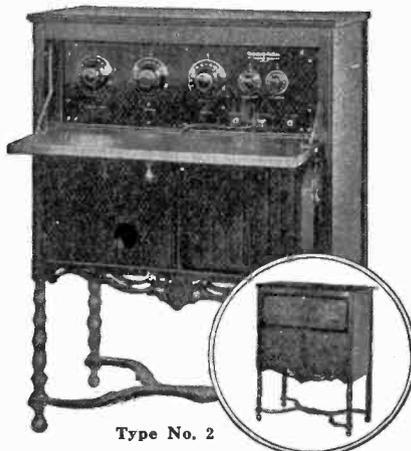
Stromberg-Carlson Telephone Mfg. Co.

1060 University Ave., Rochester, N. Y.



Type No. 1

Trade Name—"Stromberg-Carlson"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 4; Dim.—28½ x 11¼ x 9¼; Wt.—44 lbs.; Price—\$180.00.



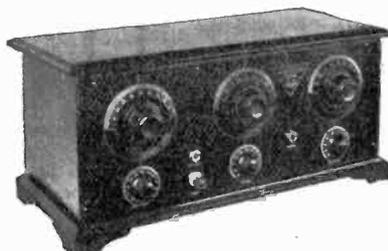
Type No. 2

Same as Type No. 1, except as noted. Style—Console; Dim.—32¼ x 17¼ x 4¾; Wt.—150 lbs.; Price—\$310.00.

Sunbeam Radio Sales Corp.,

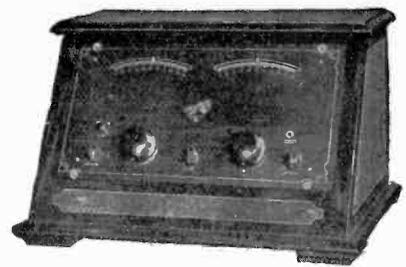
350 West 31st St., New York, N. Y.

(See Announcement Page 75)



Model 75

Trade Name—"Akradyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 5; Antenna—Outdoor; Dim.—7 x 7 x 18; Wt.—20 lbs.; Price—\$75.00.



Model 90

Same as Model 75, except as noted. Dim.—14 x 22 x 16; Wt.—42 lbs.; Price—\$90.00.



Model 110

Same as Model 90, except as noted. Dim.—20 x 22 x 16; Wt.—54 lbs.; Price—\$110.00.



Model 475

Trade Name—"Akradyne"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—34 x 41 x 21; Wt.—135 lbs.; Style—Console; Price—\$475.00.



Model 975

Same as Model 475, except as noted. Dim.—34 x 41 x 21; Wt.—135 lbs.; Price—\$975.00.



Model 18

Trade Name—"Pink-A-Tone"; Type—Tuned Radio Frequency; Tubes—2; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—7 x 10 x 8; Wt.—10 lbs.; Price—\$18.50.



Model 28

Same as Model 18, except as noted. Tubes—3; Dim.—7 x 12 x 8; Wt.—11 lbs.; Price—\$28.50.



Model 34

Same as Model 28, except as noted. Tubes—5; Controls—Tuning, 2; Tube, 1; Dim.—8 x 16 x 10; Wt.—15 lbs.; Price—\$34.50.

Sypher Mfg. Co.,

1624 Fernwood Ave., Toledo, Ohio



Trade Name—"Super-Reflex"; Type—Reflex; Tubes—8; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 2; Dim.—15 x 7 x 7½; Wt.—12 lbs.; Price—\$65.00.

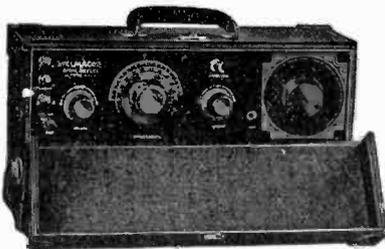
Model 2

Same as Model above, except as noted. Tubes—4; Controls—Tuning, 2; Tube, 3; Dim.—6 x 15 x 7; Price—\$65.00.

Model 10

Trade Name—"Super Selector"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—7 x 18; Wt.—15 lbs.; Price—\$75.00.

Telephone Maintenance Co.,
30 S. Wells St., Chicago, Ill.



Model P1

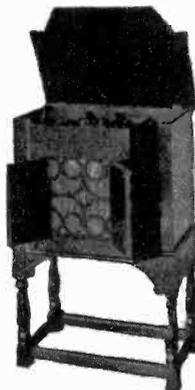
Trade Name—"Telmaco"; Type—Acme Reflex; Style—Traveling; Tubes—4; Battery—"A" Dry; "B" 67½ Volts; Controls—Tuning, 1; Tube, 1; Antenna—Loop or antenna and ground; Dim.—8 x 10 x 18; Wt.—With accessories, 26 lbs.; Price—\$125.00; also sold in kit form; Price—\$80.00.

Teletone Corporation of America,
449 W. 42nd St., New York, N. Y.



Model R-F 5

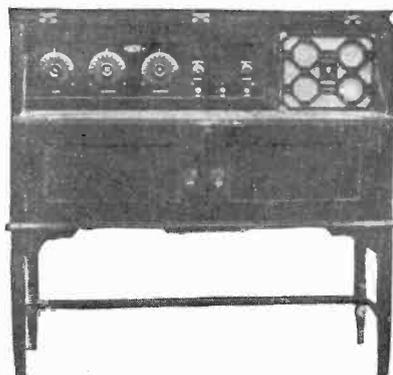
Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 12 x 11; Wt.—15 lbs.; Price—\$75.00.



Model T-310

Same as Model R-F5, except as noted. Style—Console; Dim. 40 x 27 x 18; Wt.—; Price—\$200.00.

Terry Electrical and Mfg. Co.,
Goreville, Ill.



Model A-12

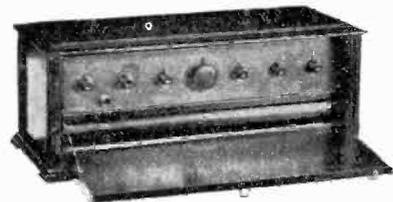
Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Price—\$250.00 Complete.

Thermodyne Radio Corp.,
1819 Broadway, New York, N. Y.



Model TF-5

Type—Tuned Radio Frequency; Battery—"A" Storage; "B" 90 Volts; Tubes—5; Controls—Tuning, 1; Tube, 1; Price—\$100.00 without accessories.



Model TF-6

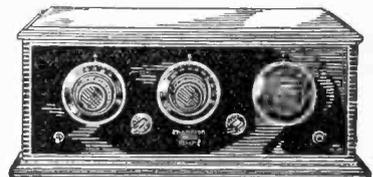
Same as Model TF-5, except as noted. Tubes—6; Price—\$150.00 without accessories.



Model CTF-6

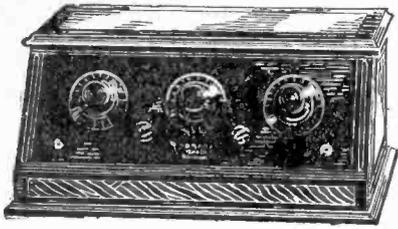
Trade Name—"De Luxe"; Tubes—6; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 1; Price—\$275.00 without accessories.

R. E. Thompson Mfg. Co.,
30 Church St., New York, N. Y.



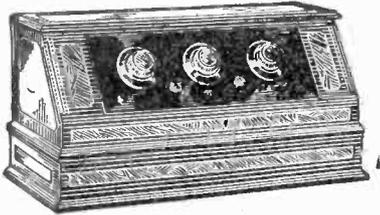
Model V-50

Trade Name—"Grandette"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Antenna—Outdoor; Dim.—22½ x 8½ x 10½; Wt.—19½ lbs.; Price \$125.00.



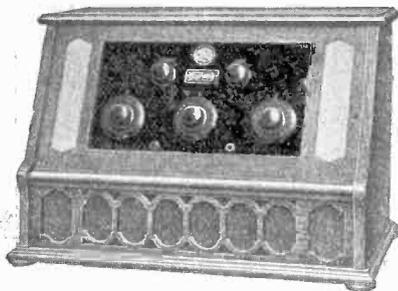
Model 8-60

Same as Model V-50, except as noted.
Trade Name—"Parlor Grand"; Dim.—22½ x 10 x 13; Wt. 21¼ lbs.; Price \$145.00.



Model 8-70

Same as Model V-50, except as noted.
Trade Name—"Concert Grand"; Tubes—4
Dim.—29 x 14 x 13¼; Wt.—29 lbs.; Price—\$180.00.

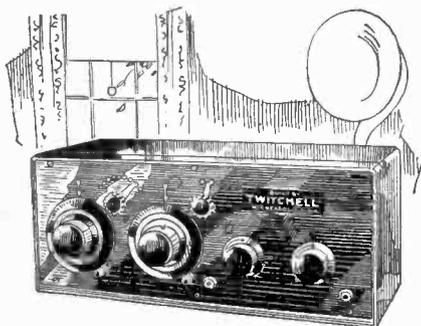


Model A

Trade Name—"Hollywood Masterpiece"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Dry; Controls—Tuning, 3; Tube, 2; Dim.—17 x 22; Wt.—23 lbs.; Price—Complete \$135.00.

S. A. Twitchell Co.,

1925 Western Ave., Minneapolis, Minn.



Model F-403

Type—Regenerative; Tubes—3; Battery—"A" Storage or Dry; "B" 65-90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—20 x 9 x 10; Wt.—14 lbs.; Price—\$50.00.

U. S. L. Radio Corp.,
Niagara Falls, N. Y.



Model RC-5

Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—23¼ x 10¾ x 9½; Price—\$80.00 without accessories.

Valley Electric Co.,
Radio Division
St. Louis, Mo.

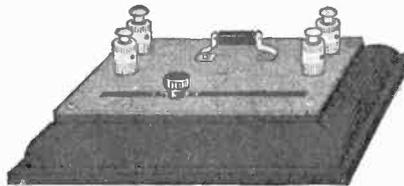
(See Announcement Page 86)



Model 5

Trade Name—"Valleytone"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; Controls—Tuning, 3; Tubes, 2; Dim.—34 x 8 x 7½; Wt.—35 lbs.; Price—\$115.00; with Table which includes Compartment for Batteries and Loud Speaker, Price—\$175.00; also in Console Model, Price—\$225.00.

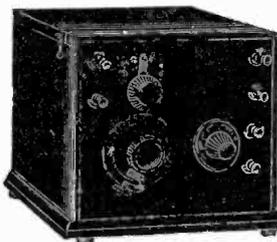
L. D. Van Valkenburg Co.,
Holyoke, Mass.



Trade Name—"Van"; Type—Crystal; Dim.—5 x 6½; Wt.—(under) 2 lbs.; Price—\$3.50.

Vibroplex Co., Inc.,

325 Broadway, New York, N. Y.



Model No. 1

Trade Name—"Martinoia Type 1"; Type—Non-Regenerative; Tubes—Detector, 1; Battery—"A" Storage or Dry; "B" 16 to 22½ Volts; Controls—Tuning, 1; Tube, 1; Dim.—8 x 8 x 9; Wt.—6 lbs.; Price—\$20.00.



Model No. 4

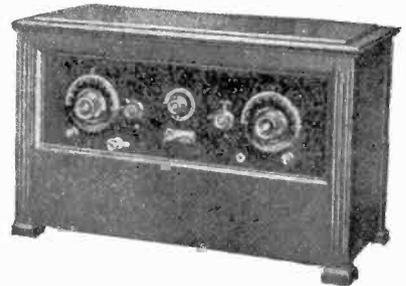
Trade Name—"Martinoia Type 4"; Type—Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; "B" 45 to 120 Volts; Controls—Tuning, 2; Tubes, 4; Dim.—8 x 8 x 23; Wt.—14¼ lbs.; Price—\$75.00.

Model No. 5

Same as Model No. 4, except as noted.
Trade Name—"Martinoia Type 5"; Tubes—5; Price—\$85.00.

W-K Electric Company,
Kenosha, Wis.

(See Announcement Page 87)



Model 7

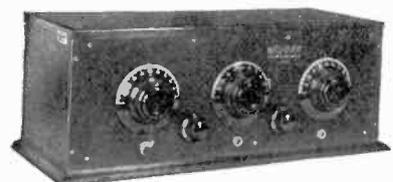
Trade Name—"Oriole"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 45 Volts; Control—Tuning, 2; Tube, 2; Dim.—15 x 12 x 25; Wt.—25 lbs.; Price—Without accessories, \$150.00; Complete, \$220.00.

Washburn Burner Corp.,
Kokomo, Ind.

(See Announcement Page 61)



Type—Tuned Radio Frequency; Style—Console; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tubes, 2; Wt.—150 lbs.; Dim.—46 x 37 x 17; Price—\$225.00 (includes built-in loud speaker).



Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 3; Dim.—7 x 21 x 7; Price—\$90.00.

Wells Mfg. Co.,
Fond du Lac, Wis.

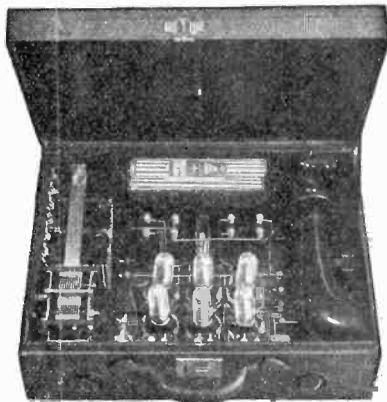


Model 24

Trade Name—"Arlington"; Type—Radio Frequency; Tubes—4; Battery—"A" Dry; "B" 90 Volts; Controls—Tuning, 1; Tube, 1; Dim.—28 x 9 x 10; Price—\$70.00.

Westburr, Inc.

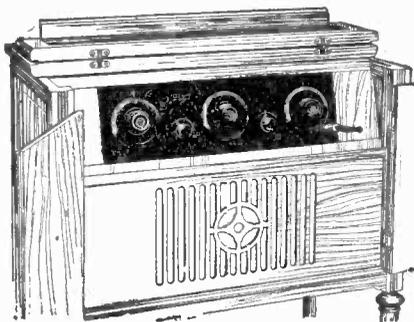
250 West 54th St., New York, N. Y.



Model WB-6

Trade Name—"Westburr-6"; Type—Radio Frequency; Tubes—6; Battery—"A" Dry "B" 67½ Volts; Controls—Tuning, 1; Tubes, 2; Antenna—Loop; Dim.—13 x 17 x 5; Wt.—21 lbs.; Price—\$165.00 (Complete with Tubes, Loud Speaker and Batteries).

Western Coil & Electrical Co.
213 Fifth St., Racine, Wis.



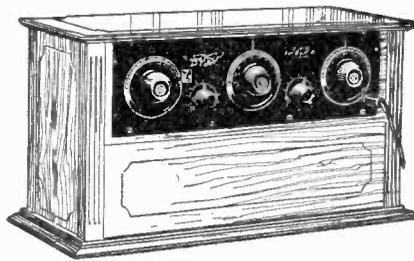
Model WC12 Consolette

Type—Radio Frequency; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Dim.—30 x 37 x 19; Wt.—48 lbs.; Price—\$200.00.



Model WC-14A

Trade Name—"Radiodyne"; Type—Radio Frequency; Tubes—5; Batteries—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, None; Dim.—27 x 9 x 8½; Wt.—14 lbs.; Price—\$65.00.

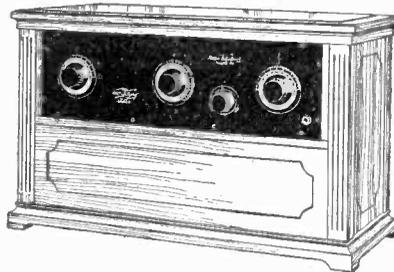


Model WC12B

Type—Radio Frequency; Tubes—6; Battery—"A" Dry; "B" 90 Volts; Dim.—24½ x 15 x 11; Wt.—28 lbs.; Price—\$100.00.

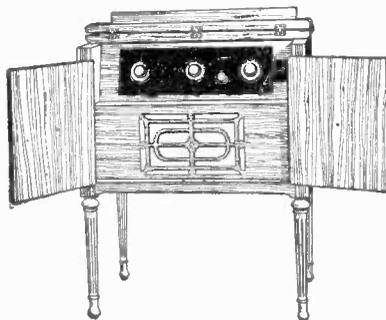
Model W-C 14 Unit

Trade Name—"Radiodyne"; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, None; Dim.—6 x 20 x 8½; Wt.—8 lbs.; Price—\$59.50; Style—Unit only for any cabinet having opening.



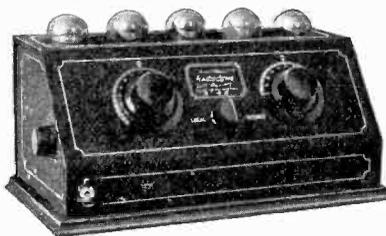
Model W-C 14 B

Type—Radio Frequency; Style—Two Deck Cabinet with "B" Battery Space; Dim.—24½ x 15½ x 11½; Wt.—27 lbs.; Price—\$85.00.



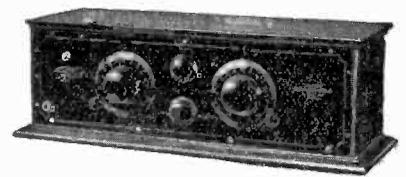
Model 14 Consolette

Same as Model W-C 14 B, except as noted. Style—Consolette with Built-in Speaker; Dim.—30 x 27 x 19; Wt.—48 lbs.; Price—\$185.00.



Model WC-15

Trade Name—"Radiodyne"; Type—Radio Frequency; Tube—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—15 x 7 x 8; Wt.—11 lbs.; Price—\$39.50.



Model WC-17A

Trade Name—"Radiodyne"; Type—Radio Frequency; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 2; Tube, 1; Dim.—22 x 7 x 8½; Wt.—16 lbs.; Price—\$75.00.

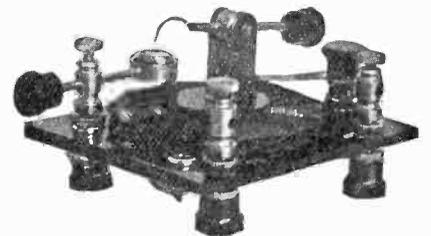
Westfall-Kelley Radio Sales,
100 Hudson St., New York, N. Y.

Model AE

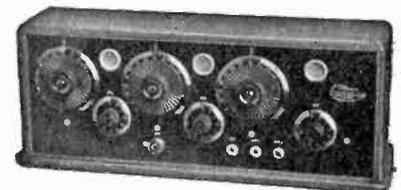
Trade Name—"Ranger"; Type—Tuned Radio Frequency; Tubes—5; Battery—"A" Storage; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—7 x 18 x 8; Wt.—25 lbs.; Price—\$75.00.

Wolverine Radio Co.

103 W. Atwater St., Detroit, Mich.



Trade Name—"Trix"; Type—Crystal; Antenna—Outdoor; Price—\$5.00.

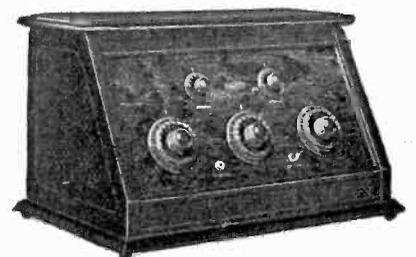


Model 25B

Trade Name—"Combidyne"; Type—Tuned Radio Frequency; Tubes—4; Battery—"A" Storage or Dry; Controls—Tuning, 3; Tube, 2; Dim.—21½ x 8½ x 8; Price—\$100.00.

The WorkRite Mfg. Co.

1512 E. 20th St., Cleveland, Ohio



Model—Air Master

Trade Name—"Air Master"; Type—Neutrodyne; Tubes—5; Battery—"A" Storage or Dry; "B" 90 Volts; Controls—Tuning, 3; Tube, 2; Dim.—21 x 14 x 14; Wt.—25 lbs.; Price—\$120.00.

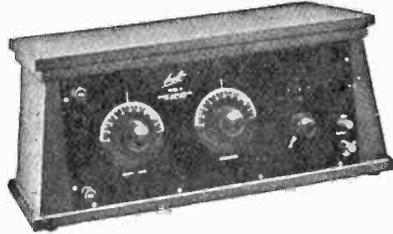


Model—Radio King
Same as "Air Master," except as noted.
Trade Name—"Work-Rite Radio King"; Dim.—22 x 20 x 17; Wt.—28½ lbs.; Price—\$170.00.



Model—Aristocrat
Same as "Air Master," except as noted.
Trade Name—"Work-Rite Aristocrat"; Style—Console; Dim.—42 x 41 x 20; Wt.—80 lbs.; Price—\$350.00.

Wright Radio Mfg. Co.,
1466 Selby Ave., St. Paul, Minn.



Model B
Trade Name—"Wright"; Type—Radio Frequency; Tubes—2; Battery—"A" Storage or Dry "B" 45 Volts; Controls—Tuning, 2; Tube, 1 Antenna—Outdoor; Dim.—8 x 16; Wt.—10 lbs. Price—\$50.00.

Zenith Radio Corp.
Straus Bldg., Chicago, Ill.



Model VII
Trade Name—"Super-Zenith"; Type—Non-L.

generative; Tubes—6; Battery—"A" Storage or Dry; "B"—Volts; Controls—Tuning, 2; Dim.—44½ x 16½ x 10½; Wt.—; Price—\$240.00.

Model VIII

Same as Model VII except style, which is Console. Price—\$260.00.



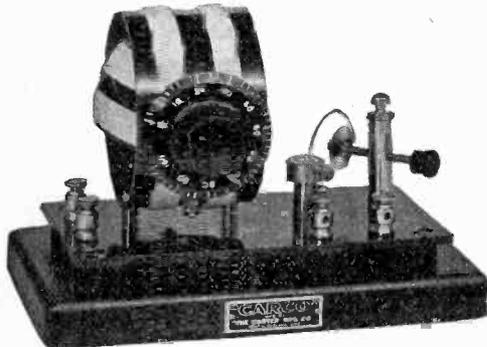
Super-Zenith IX

Model IX

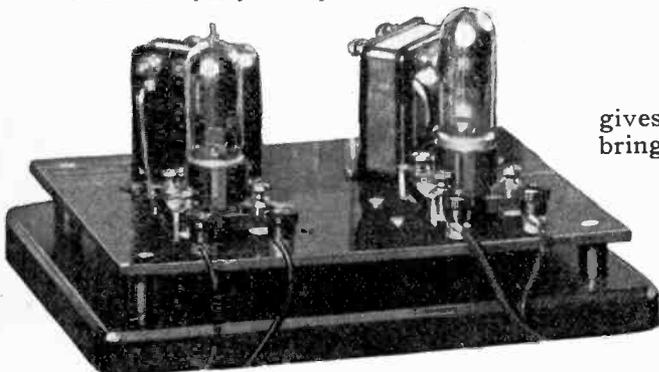
Same as Model VIII, with built-in Loud Speaker. Price—\$355.00.

Model X

Same as Model VIII, with built-in twin Loud Speakers. In distinctive cabinet, without Battery Eliminator; Price—\$475.00.



"CARCO"
Crystal Set
Beautifully made with high grade parts. Crystal is the finest quality and super-sensitive.



"CARCO"
Two-Stage Amplifier
Can be used with any crystal or single tube set. Makes possible good loud speaker volume with either set.

Don't neglect your low-priced set sales

In this day of high-priced super-sets, the possibilities of low-priced sets are apt to be forgotten. There's plenty of money to be made in that field. The right kind of push plus the right kind of merchandise will get and hold good business for you.

Concentrate on "Carco." On local reception it is clear and adequate. Its trouble-free performance increases beginners' enthusiasm for radio.

And when the time is ripe, this amplifier

gives them a broader idea of what radio can do. It brings them one step nearer to a high-priced set sale.

Write for details of these two "Carco" business getters.

Catalog sent upon request

The CARTER MFG. COMPANY
1729 Coit Avenue East Cleveland, Ohio

Loud Speaker Encyclopedia

The following record of Loud Speaker Manufacturers, with specifications and prices, is the first compilation of its kind, covering this important department of radio. For a list of all manufacturers of Radio Reproducing Equipment, including Headsets, Phonograph Attachments and Adapters, see heading of "Radio Reproducing Equipment" in the Classified Index of Manufacturers

Ackerman Bros.,
801 W. 4th St.,
New York, N. Y.

Model No. 25

Trade Name—"Aristocrat";
Material of Horn—Fibre;
Finish—Black, Brown and
Green Crystalline; Type of
Magnet—Circular Magnet
with 4 points of magnetic
contact; Action—Direct;
Height—25 in.; Diameter of
Bell, 11 in.; Weight—4½ lbs.;
Price—\$20.00.



Model No. 21

Material of Horn—Non-Vibrating Metal; Finish—Plain Black or Brown, Black Crystalline, also Alligator Grain Black and Green; Type of Magnet—Circular; Action—Direct; Height—21 in.; Diameter of Bell, 11 in.; Weight—6 lbs.; Price—\$9.50.

Adler Mfg. Co.,
881 Broadway, New York, N. Y.



Trade Name—"Adler Royal"; Material of Horn—Wood; Finish—Mahogany or Walnut; Dim.—40½ x 18 x 30; Price—\$50.00.

**Ajax Electric
Specialty Co.,**
St. Louis, Mo.

Trade Name—"Ajax Junior"; Material of Horn—Fibre; Finish—Crystallized Lacquer; Type of Magnet—Horseshoe; Action—Fixed Control, none; Height—26 in.; Weight—5 lbs.; Diameter of Bell, 10 in.; Price—\$9.00 list.



Trade Name—"Ajax Marveltone"; Material of Horn—Hard Rubber; Finish—Black; Type of Magnet—Horseshoe; Action—Coil, Adjustable; Control—Thumb Screw in Base; Height—17 in.; Diameter of Bell, 10 in.; Weight—8 lbs.; Price—\$15.00 list.



**Amplion Corpora-
tion of America**

Suite Z, 280 Madison
Ave., New York, N. Y.
(See Announcement
Page 90)

Model AR-19

Trade Name—"Amplion Dragon"; Material of Horn—Mahogany; Finish—Mahogany Nickel Plate; Action—Direct; Control—Adjustable; Height—20½ in.; Diameter of Bell, 14½ in.; Weight—5¾ lbs.; Price—\$42.50.



Model AR-114

Same as Model AR-19, except as noted.
Trade Name—"Amplion Junior De Luxe";
Price—\$27.50.

Model AR-111

Same as Model AR-19, except as noted.
Price—\$24.00.



Model AR-102

Same as Model AR-19, except as noted.
Trade Name—"Amplion Dragon Fly"; Price—\$18.50.

**American
Electric Co.,**

State and 64th Sta.,
Chicago, Ill.
(See Announcement
Page 92)

Model No. 205

Trade Name—"Burns"; Material of Horn—Aluminum Column with Pyralin Bell in various colors; Finish—Black Enamel, Nickel Trim; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—20¼ in.; Diameter of Bell, 14 in.; Weight—5¼ lbs.; Price—\$22.50, \$25.00 and \$30.00.



Astral Radio Corp.,
1237 N. Broad St., Philadelphia, Pa.



Trade Name—"Tone-Throat"; Material of Cabinet—Wood; Price—\$25.00.

Atwater Kent Mfg. Co.,
4729 Wissahickon Ave.,
Philadelphia, Pa.

(See announcement
Pages 6 and 7)

Model R

Trade Name—"Atwater Kent"; Material of Horn—Cast Iron and Sheet Steel; Finish—Crystalline Brown; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—16¼ in.; Weight—5 lbs.; Price—\$15.00.



Models L and M

Specifications same as above, except as noted.
Height—(L) 19½ in.; (M) 22¼ in.; Weight—(L) 8½ lbs.; (M) 5½ lbs.; Price—(L) \$20.00; (M) \$28.00.

L. Barth & Son
32 Cooper Square,
New York, N. Y.

Trade Name—"Aerial-Guitar"; Material of Horn—Spruce Wood; Finish—Mahogany; Action—Direct; Control—Permanent; Height—22 in.; Weight—7 lbs.; Price—\$50.00.

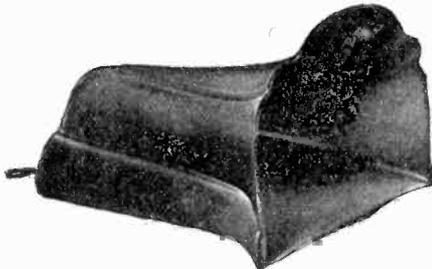


**Bankers Trust Co., Receiver for
Nathaniel Baldwin, Incorporated,**
3474 S. 23rd East St., Salt Lake City, Utah

Trade Name — "Standard"; **Material of Horn**—Fiber; **Finish**—Black Crackle; **Type of Magnet**—Circular; **Action**—Balanced Armature; **Height**—24 in.; **Weight**—5 lbs.; **Diameter of Bell**—15 in.; **Price**—\$22.50. Also made in the following finishes: **Mahogany Finish** (Trade Name—"Concert Grand"); **Price**—\$35.00; **Gold or Silver Crackle Finish** (Trade Name—"Concert"); **Price**—\$30.00; **Walnut Finish** (Trade Name—"Lyric"); **Price**—\$27.50.



I. A. Bennett & Co.
112 W. Adams St., Chicago, Ill.



Trade Name—"Auditorium"; **Material of Cabinet**—Porcelain; **Finish**—Bauer Barff (Black); **Magnet**—Darrah-Baldwin Unit; **Dim.**—12½ x 13½ x 8½; **Weight**—7½ lbs.; **Price**—\$20.00

Boudette Mfg. Co.,
73 Beach St., Revere, Mass.

Model S-5

Trade Name—"Sonochorde"; **Material of Horn**—Metal; **Finish**—Black crystalline tone arm and mahogany flare; **Type of Magnet**—Four permanent magnets (lifting power, 10 lbs.); **Action**—Indirect; **Control**—Adjustable; **Height**—24 in.; **diameter of bell, 15 in.**; **Weight**—6½ lbs.; **Price**—\$28.00 list.



C. Brandes, Inc.,
233 Broadway,
New York, N. Y.

Trade Name—"Table Talker"; **Material of Horn**—Fibre; **Finish**—Brandes Brown; **Type of Magnet**—Permanent; **Action**—Electro-magnetic; **Control**—Adjustable; **Height**—18 in.; **Diameter of Bell, 10 in.**; **Weight**—2 lbs.; **Price**—\$10.00.

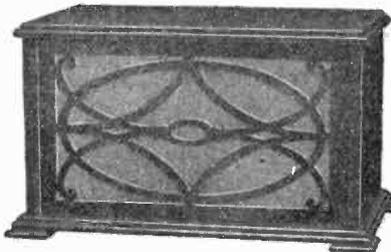
Type H

Material of Horn—Fiber; **Type of Magnet**—Half Ring; **Action**—Electro Magnetic; **Control**—Adjustable; **Height**—26½ in.; **Diameter of Bell, 12¼ in.**; **Price**—\$18.00 list.



Material of Horn—Hard Rubber; **Finish**—Mahogany. **Type of Magnet**—Half Ring; **Action**—Electro Magnetic; **Dim.**—14⅞ x 9⅞ x 9⅞; (Horn is of Molded Construction providing 27½ in. of air column); **Solid Mahogany Cabinet**; **Price**—\$30.00.

The Bristol Co.,
Waterbury, Conn.



Model C

Material of Horn—Wood; **Finish**—(Case) Real Mahogany with Brown Finish; **Type of Magnet**—Permanent; **Action**—Lever; **Dim.**—17 x 10 x 14¼; **Price**—\$30.00.

Model S

Same as Model J, except as noted. **Finish**—Horn, Black, Velvet Mat Finish; **Base, Black with Raised Parts Silver**; **Height**—29¼ in.; **Diameter of Bell, 14½ in.**; **Price**—\$25.00.

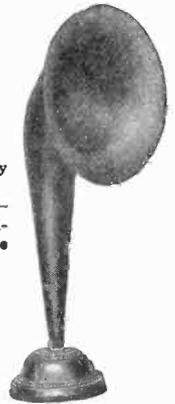


Model "Baby-Grand"

Material of Horn—Rubber Composition; **Finish**—Dull Black; **Height**—24 in.; **Diameter of Bell, 10 in.**; **Price**—\$15.00.

Model J

Same as Model "Baby Grand," except as noted. **Finish**—Bronze; **Action**—Lever; **Height**—26½ in.; **Diameter of Bell, 12 in.**; **Price**—\$20.00.



Cannon & Miller Co.,
Springwater, N. Y.

Trade Name—"Camco"; **Material of Horn**—Molded Fibre; **Finish**—Brown Horn—Black Varnished Base; **Height**—22 in.; **Weight**—3¼ lbs.; **Price**—\$9.50.



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

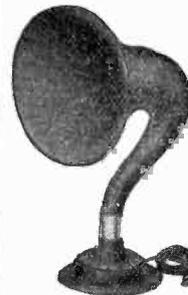
Model No. 806

Trade Name—"Madera Clear-Speaker"; **Material of Horn**—Die-Cast Wood; **Finish**—Black Leatherette; **Height**—23 in.; **Diameter of Bell, 10¼ in.**; **Weight**—4½ lbs.; **Price**—\$17.50 (\$22.50 in Natural Wood Finish).



Model No. 807

Specifications same as above, except as noted. **Height**—20½ in.; **Diameter of Bell, 11 in.**; **Weight**—5 lbs.; **Price**—\$20.00 (\$25.00 Natural Wood Finish).



Model No. 821

Trade Name—"Madera"; **Material of Horn**—Compressed wood; **Finish**—Crystal Black; **Action**—Direct; **Control**—Non-adjustable; **Height**—23 in.; **Diameter of Bell—10¼ in.**; **Weight**—5 lbs.; **Price**—\$10.00.



Connecticut Instrument Co.,
219 South St.,
Stamford, Conn.

Trade Name—"C. I. C."; **Material of Horn**—Fibre; **Finish**—Black Gold Stipple; **Type of Magnet**—Drop Forged; **Action**—Direct; **Control**—Adjustable; **Height**—24 in.; **Diameter of Bell, 15 in.**; **Price**—\$20.00.



Console Master Speaker Co.,
15 E. 40th St., New York, N. Y.



Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—Permanent; Action—Telephone; Control—Adjustable; Height—31½ in.; Weight—75 lbs.; Price—\$49.50. This Model is furnished with compartments for batteries and charger.

Chas. Cory & Son,
183 Varick St.,
New York, N. Y.

Trade Name — "Coryphone Loudspeaker"; Material of Horn — Copper; Finish — Baked Black Enamel; Type of Magnet — Permanent; Control—Adjustable; Height—23½ in.; Weight—8½ lbs.; Price—\$35.00.



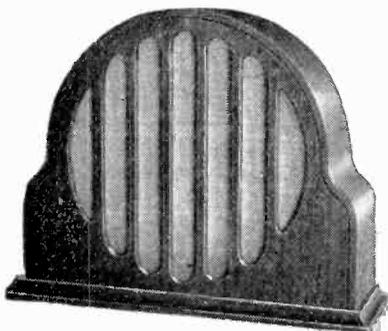
Trade Name — "Coryphone Mastertone."
Same as "Coryphone Loudspeaker," except as noted.
Control — Fixed; Height — 19½ in.; Weight—3½ lbs.; Price—\$18.00.



Crosley Radio Corp.
Cincinnati, Ohio



Trade Name—"Musicone"; Material of Horn—Paper Cone (specially treated); Finish—(Metal Parts) Bronze, (Cone) Mottled Brown; Type of Magnet—Crosley Patent; Action—Crosley Patented Magnetic Movement; Height—13½ in.; Diameter of Cone, 11½ in.; Weight—2¾ lbs.; Price—\$17.50.



Trade Name—"Musicone De Luxe"; Material of Cabinet—Wood; Finish—Mahogany; Type of

Magnet—Crosley Patent; Action—Crosley Patent Magnetic Movement; Height—13¼ in.; Weight—6 lbs.; Price—\$27.50.

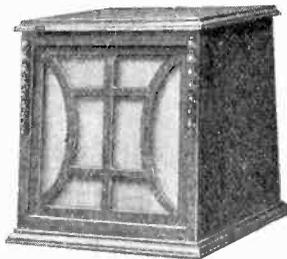
Curtis Leger Fixture Co.

285 W. Jackson Blvd., Chicago, Ill.



Trade Name—"Invisible Speaker"; Material of Horn—Wood; Finish—Neutral; Type of Magnet—Horseshoe; Action—Direct; Height—3 in.; Dim.—13½ x 14; Price—\$22.00; 11 x 22, Price \$24.00; 11 x 28, Price \$28.00; 11 x 36, Price \$32.00.

Dayton Fan & Motor Co.,
Dayton, Ohio



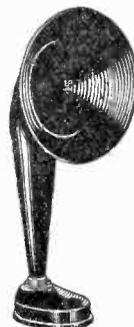
Trade Name—"Day-Fan"; Material of Horn—Wood; Finish—Mahogany; Type of Magnet—Magnetic Action; Direct; Control—Permanent; Height—12 in.; Weight—10 lbs.; Price—\$30.00.

Dictograph Products Corp.,

220 W. 42nd St.,
New York, N. Y.

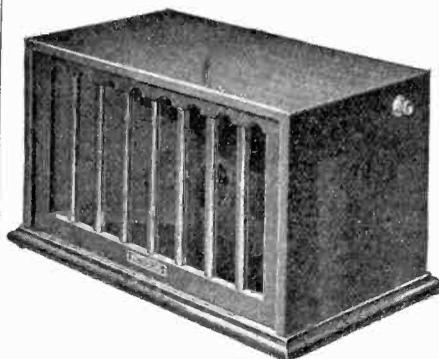
Model—Upright

Trade Name—"Dictogrand"; Finish—Ebony; Control—Adjustable; Height—26 in.; Price—\$25.00.



Portable Model

Specifications same as above, except as noted.
Price—\$24.50.



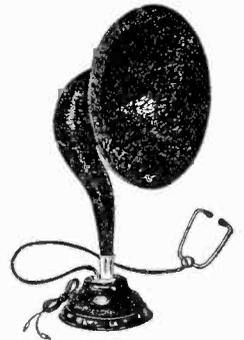
Trade Name—"Dictogrand Speaker"; Material of Horn—Wood; Finish—Solid Mahogany; Type of Magnet—Magnetic Action, Direct; Control—Adjustable; Dim.—9 x 9 x 14½; Price—\$30.00.

Dual Loud Speaker Co.,

210 W. 54th St.,
New York, N. Y.

Model J-10

Trade Name — "Charmitone Loud Singer"; Material of Horn—Fibre; Finish —Dark Gray Crystalline; Type of Magnet —Bi-Polar; Action—Direct; Control—Adjustable; Height—25 in.; Weight—7 lbs.; Price—\$25.00.



Model H-8
Same as Model J-10, except as noted.
Straight Horn; 10 in. Bell; Weight—4 lbs.; Price—\$18.50.

Electrical Products Mfg. Co.,

Providence, R. I.

(See Announcement
Inside Back Cover)

Model 101

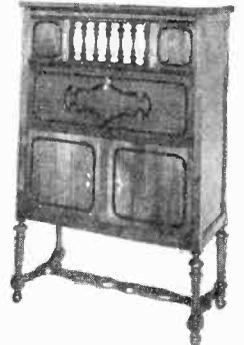
Trade Name — "Dymac"; Material of Horn—Laminated Fibre; Finish—Black Crackle Enamel; Type of Magnet — Tungsten Horseshoe; Action—Direct; Control—Adjustable; Height—26 in.; Weight—7 lbs.; Price—\$8.50.



Empire United Hat Block Co.,
312 East 22nd St., New York, N. Y.

Model 400

Material of Horn—Cast Neck on Wooden Sound Box; Finish —Genuine Walnut or Mahogany Two Tone, Dull Finish; Type of Magnet —R9 Non-Adjustable Dictagraph Unit; Dimensions—52 x 16 x 35; Weight — 80 lbs.; Price—\$140.00 list.



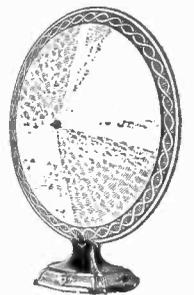
Model 320

Same as Model 400, except as noted.
Dimensions — 31 x 17 x 35; Weight—37 lbs.; Price — With Horn, \$45.00 list; without Horn, \$35.00 list.

Farrand Mfg. Co.,

28 So. Sixth St.,
Newark, N. J.

Trade Name—"Farrand Speaker"; Material of Horn — Paper Cone; Finish — Base Bronze; Type of Magnet — Permanent Horseshoe; Action—Balanced Armature; Height — 21 in.; Diameter of Cone, 17 in.; Weight—11 lbs.; Price—\$32.50.



Florentine Art Productions, Inc.,

838 W. Austin Ave., Chicago, Ill.
(See Announcement Page 92)



Trade Name—"Voice from the Sky"; Material of Horn—"Italian Gesso" Composition; Finish—

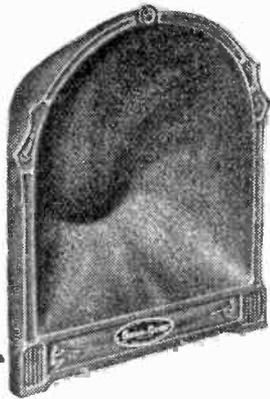
Walnut, Mahogany or Ebony; Height—24 in.; Diameter of Bell, 12 in.; Weight—18 lbs. (Utah Unit used in Speaker); Price—\$30.00.

Herbert H. Frost,
814 W. Superior St., Chicago, Ill.

Trade Name — "Musette"; Material of Horn—Molded Bakelite; Finish—Black, Silver or Gold; Type of Magnet—Permanent; Action—Indirect; Height—22 in.; Diameter of Bell, 10½ in.; Weight—3 lbs.; Price—\$12.50 (Black).



Gale Radio Laboratories,
2512 Irving Park Blvd., Chicago, Ill.



Trade Name—"Town Crier"; Material of Horn—Cement and other ingredients; Finish—Mahogany Crystal; Type of Magnet—Single Bar Tungsten; Action—Direct; Height—12¾ in.; Diameter of Bell, 9 in.; Weight—7½ lbs.; Price—\$17.50.

Globe Phone Mfg. Co.,
Reading, Mass.

Trade Name — "Globe"; Material of Horn—Special Fibre; Finish—Black Crystalline; Type of Magnet—Drop Forged Steel; Action—Bipolar Moving Armature; Height—24 in.; Weight—5½ lbs.; Diameter of Bell—12 in.; Price—\$12.00.



Graef & Trecartin,
10 Alvin Place, Upper Montclair, N. J.

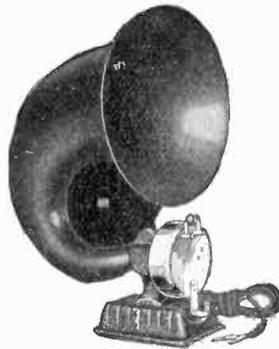


Trade Name—"Graefone"; Material of Horn—Wood and Plaster Composition; Finish—Antique Bronze; Height—8½ in.; Weight—5½ lbs.; Price—\$20.00.

Grigsby-Grunow-Hinds Co.,
4540 Armitage Ave., Chicago, Ill.
(See Announcement Front Cover)

Model WG-10
Trade Name—"Majestic" Reproducer (Home Concert Model); Material of Horn—DuPont Pyralin; Finish—Ebony, Shell, Japanese Pearl, Mother-of-Pearl; Type of Magnet—Special; Action—Indirect; Control—Adjustable; Height—22 in.; Diameter of Bell, 13 in.; Weight—2½ lbs.; Price—\$12.50.

Also Models WG-20, WG-40, WG-50—Specifications same as above, except as noted. Price—\$12.50 to \$20.00.



Model B-G

Trade Name—"G-G-H"; Baby Grand; Material of Horn—Du Pont Pyralin; Finish—Ebony; Type of Magnet—Special; Action—Indirect, Control adjustable; Height—13 in.; Price—\$9.00.

Model B-T

Same as Model B-G, except as noted. Packed in Fabrikoid Traveling Case; Price—\$16.50.

Hart & Hegeman Mfg. Co.,
Hartford, Conn.

Trade Name—"After Dinner Speaker"; Material of Horn—Rubber and Cast iron; Finish—Black; Type of Magnet—Permanent; Action—Balanced armature; Control—Vernier on armature; Height—24 in.; Diameter of Bell, 15 in.; Weight—9 lbs. 10 ozs.; Price—\$20.00.



W666

Hartman Electrical Mfg. Co.
Mansfield, Ohio

Material of Horn—Wood; Finish—Mahogany; Action—Direct; Control—Permanent; Height—47 in.; Weight—14 lbs.; Price—\$48.00.



Herald Electric Co.,
113 Fourth Ave.,
New York, N. Y.

Model B

Trade Name—"Herald"; Material of Horn—Fibre; Finish—Black Crystal; Type of Magnet—Permanent; Action—Direct; Height—25 in.; Diameter of Bell, 12 in.; Weight—7 lbs.; Price—\$12.00.



Holtzer-Cabot Electric Co.,

125 Amory St.,
Boston, Mass.

Model No. 202112

Trade Name—"Universal"; Finish—Black Crystalline; Action—Direct; Height—27 in.; Diameter of Bell, 14 in.; Weight—8 lbs.; Price—\$25.00.



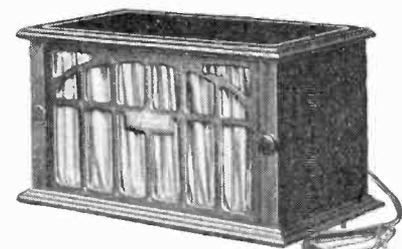
Model 202114

Trade Name—"National"; Finish—Black Crystalline; Action—Direct; Height—21 in.; Diameter of Bell, 10½ in.; Weight—7 lbs.; Price—\$12.00.



Jewett Radio & Phonograph Co.,
Telegraph Road,
Pontiac, Mich.

Trade Name—"Superspeaker"; Material of Horn—Patented Process Composition; Finish—Black Satin; Type of Magnet—Permanent; Action—Direct; Control—Micrometer; Height—26 in.; Diameter of Bell, 14 in.; Price—\$30.00.



Trade Name—"Superspeaker Console"; Material of Horn—(Secret Composition); Finish—Mahogany or Walnut; Type of Magnet—Perma-

nent Horseshoe; Action—Electro-magnetic; Control—Micrometric Air Gap Adjustment; Height—10½ in.; Weight—11½ lbs.; Dim.—8 x 15; Price—\$40.00.

Trade Name—"Superspeaker Highboy"; Material of Horn—(Secret Composition); Finish—Mahogany or Walnut; Type of Magnet—Permanent Horseshoe; Action—Electro Magnetic; Control—Micrometric Air Gap Adjustment; Height—54¾ in.; Wt.—150 lbs.; Size of Bell—8¾ x 14¾; Price—\$130.00.



Jodra Mfg. Co.,
65 Pier 1, Seattle, Wash.

Trade Name—"Enchanter"; Material of Horn—Aluminum; Finish—Mahogany or Black Crystalline; Type of Magnet—Circular, Permanent Action, Balanced Armature; Control—Fixed; Height—22 in.; Diameter of Bell, 14 in.; Weight—5 lbs.; Price—\$34.00.

Jolley Radio Co.,

297 Sixth Ave.,
New York, N. Y.
Model No. 1020

Trade Name—"Jolley"; Material of Horn—Bell Brass; Finish—Bronze, Electroplate; Type of Magnet—U Tungsten; Action—Direct; Height—25½ in.; Diameter of Bell, 12 in.; Weight—9½ lbs.; Price—\$37.50.



Model No. 1225

Trade Name—"Jolley"; Material of Horn—Vulcanized Composition; Finish—Black; Type of Magnet—Tungsten; Action—Direct; Height—29½ in.; Diameter of Bell, 12 in.; Weight—8 lbs.; Price—\$27.50.



Kellogg Switchboard & Supply Co.,

1027 W. Adams St.
Dept. I
Chicago, Ill.
(See Announcement Page 77)

Trade Name—"Symphony"; Material of Horn—Wood; Finish—Black and Mahogany; Type of Magnet—Horseshoe; Action—Direct; Height—27 in.; Diameter of Bell, 14 in.; Weight—7 lbs.

Model—Single Type
Specifications same as above, except as noted.
Weight—5 lbs.



Colin B. Kennedy Co.,

2017 Locust St.,
St. Louis, Mo.

Model 920

Trade Name—"Kennedy"; Material of Horn—Black Fibre; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—25 in.; Diameter of Bell, 10 in.; Weight—4 lbs.; Price—\$25.00.



Kirkman Engineering Corp.,

484 Broome St.,
New York, N. Y.

Trade Name—"K-E"; Material of Horn—Aluminum; Finish—Black Crystalline and Nickel; Action—Direct; Control—Adjustable; Height—26 in.; Diameter of Bell, 14 in.; Weight—9 lbs.; Price—\$18.00.



Kleertone Corp.,

298 Church St.,
New York, N. Y.

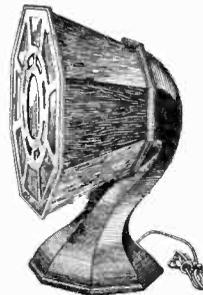
Trade Name—"Kleertone"; Material of Horn—Bell Metal; Finish—Black and Crystal; Type of Magnet—Permanent; Control—Adjustable; Height—23 in.; Weight—7 lbs.; Price—\$15.00.



Kodel Radio Corp.,

507 E. Pearl St., Cincinnati, Ohio

Trade Name—"Kodel De Luxe"; Material of Horn—Base, aluminum; Bell, Wood; Finish—Mahogany; Type of Magnet—.....; Control—Non-adjustable; Action—.....; Height—16¼ in.; Weight—8 lbs.; Price—\$25.00.



Trade Name—"Kodel Cabinet"; Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—.....; Control—Not adjustable; Action—.....; Height—13¾ in.; Weight—8 lbs.; Price—\$27.50.



Trade Name—"Microphone Speaker"; Material of Horn—Snail Shell; Type of Magnet—.....; Control—Not adjustable; Height—8¾ in.; Weight—.....; Price—\$20.00 (special unit); \$15.00 (Phone type unit).

Manhattan Electrical Supply Co., Inc.,

17 Park Place, New York, N. Y.

Model No. 2535

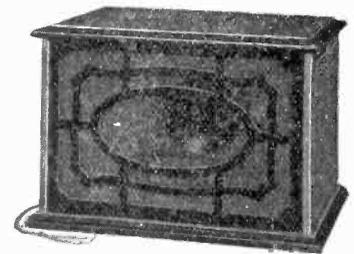
Trade Name—"Manhattan"; Material of Horn—Fibre; Finish—Black Crystal; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Height—30 in.; Diameter of Bell, 14 in.; Weight—10 lbs.; Price—\$18.00.



Model No. 2554

Same as Model 2555, except as noted.

Trade Name—"Manhattan Junior"; Finish—Mahogany Color Crystal; Height—22 in.; Diameter of Bell, 10 in.; Weight—4½ lbs.; Price—\$10.00.



Model No. 2552

Material of Horn—Wood; Finish—Polished Dark Mahogany; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Dim.—12¾ x 8¾ x 9¼; Weight—8½ lbs.; Price—\$20.00.



Model No. 2556

Trade Name—"Symphonic"; Material of Horn—Hard Rubber; Finish—Polished Mahogany; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Dim.—14¾ x 8 x 12; Wt.—10 lbs.; (Cabinet type with 4 Horns); Price—\$37.50.

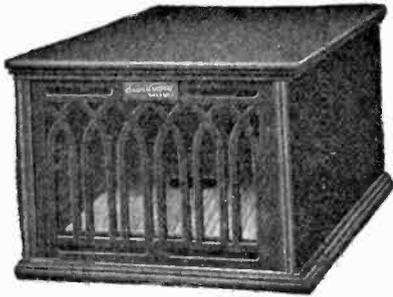
McKee Glass Co.,

Jeanette, Pa.



Trade Name—"Radio Wonder"; Material of Horn—Amethyst Glass; Height—8 in.; Diameter of Bell—7 in.; Weight—3 lbs.; Price—\$3.00.

McKinley Phonograph Co.,
1501 East 56th St., Chicago, Ill.



Trade Name—"Armstrong Speaker"; Material of Horn—All Wood, Spruce Sounding Board; Finish—Two-Toned Walnut Case; Type of Magnet—Non-adjustable; Height—8½ in.; Wt.—17 lbs.; Price—\$80.00.

Mercury Radio Corp.,
87 Duane St.,
New York, N. Y.

Trade Name—"Junior"; Material of Horn—Composition; Finish—Crystal-line; Type of Magnet—Permanent; Action—Direct; Control—None; Height—22 in.; Weight—5 lbs.; Price—\$7.00.



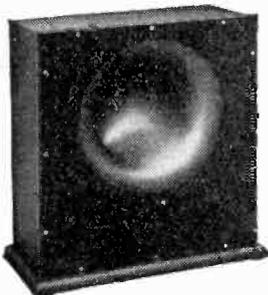
Trade Name—"Grand"; Same as Model "Junior," except as noted. Height—23 in.; Weight—7 lbs.; Price—\$9.00.



Trade Name—"De Luxe." Same as "Grand," except as noted. Weight—9 lbs.; Price—\$12.00.



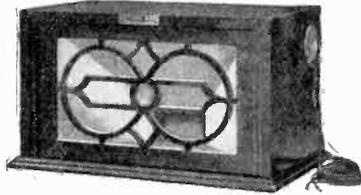
Moon Radio Corporation,
501 Steinway Ave., Long Island City, N. Y.



Trade Name—"Naturaltone"; Material of Horn—Wood Pulp; Finish—Mahogany; Type of

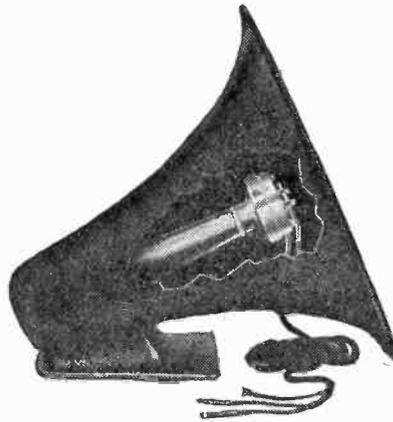
Magnet—Baldwin; Action—Indirect; Height—18 in.; Diameter of Bell, 8 in.; Weight—7 lbs.; Price—\$25.00.

Morrison Laboratories, Inc.,
812 Ford Bldg., Detroit, Mich.



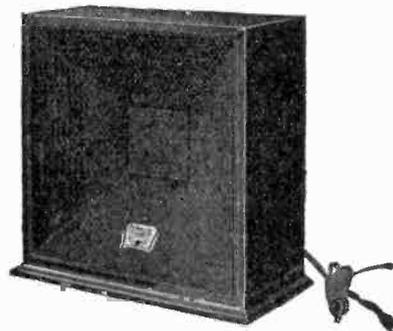
Trade Name—"Mocking Bird"; Material of Horn—Genuine silver grain spruce; Finish—Walnut or mahogany; Type of Magnet—Permanent horseshoe; Control—Adjustable; Size of Cabinet—9½ in. high, 17 in. wide; Price—Cabinet complete, \$30.00 list; loud speaker only, list \$5.00.

Mozart-Grand Co.,
368 Jelliff Ave., Newark, N. J.



Trade Name—"Baby Grand"; Material of Horn—Aluminum; Finish—Enameled; Action—Direct; Height—12½ in.; Weight—8 lbs.; Price—\$12.00 (Gold Plated Unit); \$10.00 (Nickel Plated Unit).

Music Master Corporation,
128 N. Tenth St., Philadelphia, Pa.
(See Announcement Pages 16 and 17)

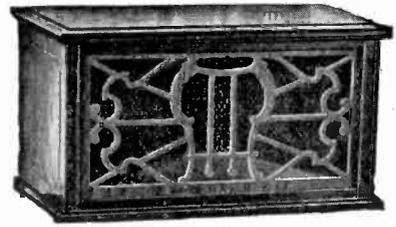


Model V

Same as Model VIII, except as noted. Material of Cabinet—Pressed Steel; Height—11½ in.; Weight—5 lbs.; Price—\$18.00.

Model VI

Trade Name—"Music Master"; Material of Horn—Bell, Wood; Tone Chamber, Cast Aluminum; Height—23 in.—14 in. Bell; Weight—3¼ lbs.; Price—\$30.00 (\$85.00 for 21 in. Bell).



Model VIII

Trade Name—"Music Master"; Material of Horn—Wood Horn—Cast Aluminum Tone Chamber; Finish—Solid Mahogany Cabinet; Type of Magnet—Permanent; Height—10¼ in.; Weight—9½ lbs.; Price—\$35.00.

Model X

Same as Model V, except as noted. Height—63 in. (Pedestal Type); Weight—21 lbs.; Price—\$100.00.

O'Neil Mfg. Co.,
4738 Hudson Blvd.,
West New York, N. J.

Trade Name—"Audi- phone"; Material of Horn—Fiber; Finish—Crystal-line; Type of Magnet—Horseshoe; Action—Adjustable; Control—Three-way control, balanced armature; Height—24 in.; Diameter of bell, 14 in.; Wt.—14 lbs.; Price—\$25.00 list.



Pathe Phonograph & Radio Corp.,
10 Grand Ave.,
Brooklyn, N. Y.

Trade Name—"Pathe"; Finish—Mahoganzized; Type of Magnet—Permanent Horseshoe; Action—Direct; Control—Adjustable; Height—14 in.; Diameter of Cone, 10 in.; Weight—3 lbs.; Price—\$17.50.



Perfectone Radio Corp.,
490 Broome St.,
New York, N. Y.

Trade Name—"Perfectone"; Material of Horn—Fibre; Finish—Mahogany Crystalline; Type of Magnet—Forged Horseshoe; Action—Direct; Control—Adjustable; Height—23 in.; Weight—6½ lbs.; Price—\$15.00.



Peerless Light Co.,
663 W. Washington Blvd., Chicago, Ill.



Trade Name—"Peerlite Lamp Speaker"; Material of Horn—Wood Fiber; Finish—Glass

Vase Shaped Base, Glaze Shade over Horn (Special 2-Light Lamp Arrangement between Shade and Horn); Type of Magnet—Utah; Height—23 in.; Diameter of Shade, 16 in.; Price—\$35.00 list.

Piroxloid Products Corp.,

200 Fifth Ave.,
New York, N. Y.

Trade Name—"Operatone"; Material of Horn—Piroxloid; Finish—Shell Color and Grained Ivory; Type of Magnet—Permanent; Action—Direct Bi-Polar; Control—Fixed; Height—5½ in.; Diameter of Bell, 2½ in.; Weight—7½ ozs.; Price—\$7.50.



Portola Radio Co.,

Fifth and Market Sts., Philadelphia, Pa.



Model No. 1

Trade Name—"Portola"; Style—Mahogany cabinet; Material of Horn—Metal and wood; Type of Magnet—Permanent; Action—Direct; Control—Fixed adjusted; Dim.—9¼ x 8 x 5; Weight—3½ lbs.; Price—\$12.50.



Model No. 2

Same as Model No. 1, except as noted. Size—9¼ x 8 x 6½; Price—\$15.00.

Radio Cabinet Co.,

2125 Olney St., Indianapolis, Ind.

(See Announcement Page 62)

Model De Luxe

Trade Name—"Orchestrian De Luxe"; Material of Horn—Wood; Finish—Natural Wood and Stippled; Type of Magnet—Bi-polar Permanent Magnet; Control—Non-Adjustable; Height—27 in.; Diameter of Bell, 15 in.; Weight—5 lbs.; Price—\$37.50.



Radio Corporation of America,

New York, N. Y.

(See Announcement Pages 9-10-11-12-13)

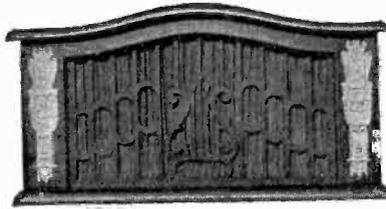
Model No. UZ-1325

Trade Name—"Radiola" Loud Speaker; Finish—Black Japan Base, Black Horn; Control—Adjustable; Height—23 in.; Diameter of Bell, 12 in.; Weight—6 lbs.; Price—\$18.00.



Radio Industries Corp.,

181 Duane St., New York, N. Y.



Aristocrat Model

Trade Name—"Melotone"; Material of Horn—Fiber; Finish—Oak and Mahogany; Type of Magnet—Horseshoe; Action—Direct; Control—Direct; Dimensions—18 x 10 x 8; Price—\$23.75.

Radiolamp Co.,

254 W. 34th St.,
New York, N. Y.

Model A

Trade Name—"Radialamp"; Material of Horn—Parchment; Finish—Bronze; Height—21 in.; Weight—8¼ lbs.; Price—\$25.00.



Radiotive Corporation,

21st Ave. and 53rd St.,
Brooklyn, N. Y.

Trade Name—"Silver-voice"; Material of Horn—Felt; Finish—Silver-oxidized; Type of Magnet—Horseshoe; Height—22½ in.; Weight—6½ lbs.; Diameter of Bell—14 in.; Price—\$35.00 (Silver Base); \$40.00 (Gold Base).



Reichmann Co.,

1725 West 74th St.,
Chicago, Ill.
(See Announcement Back Cover)

Model S5

Trade Name—"Thorphone"; Material of Horn—Composition ("Thorite"); Finish—Black Florentine; Type of Magnet—Permanent; Control—Adjustable; Height—23 in.; Diameter of Bell, 14 in.; Weight—16 lbs.; Price—\$45.00.



Model No. 4

Trade Name—"Thorola"; Material of Horn—Composition ("Thorite"); Finish—Black Florentine; Type of Magnet—Permanent; Control—Adjustable; Height—23 in.; Diameter of Bell, 14½ in.; Weight—8 lbs.; Price—\$25.00.



Model No. 3

Specifications same as above, except as noted. Height—21 in.; Diameter of Bell, 12 in.; Weight—6 lbs.; Price—\$20.00.



Remo Corporation,

Meriden, Conn.

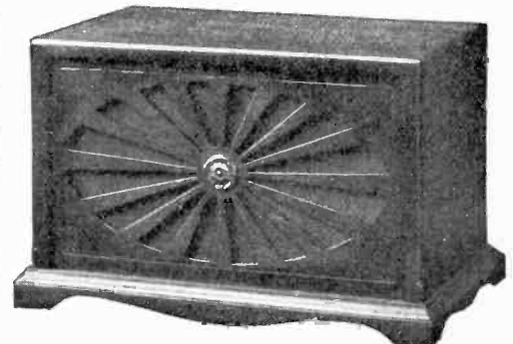
(See Announcement Page 91)



Trade Name—"Remo Trumpet"; Finish—Grained Mahogany; Height—13 in.; Weight—6 lbs.; Price—\$10.00; also furnished with heavy duty adjustable Unit, Price—\$12.50.



Trade Name—"Remo Trumpet Concert"; Material of Horn—Composition; Finish—Grained Mahogany; Base, Aluminum; Type of Magnet—Permanent; Control—Non-adjustable; Diameter of Bell—14½ in.; Price—\$25.00.



Trade Name—"Remola"; Material of Horn—Wood; Finish—Mahogany; Type of Magnet—Circular Permanent Magnet; Action—Non-adjustable; Price—\$25.00.

Rola Co.,

24 W. Connecticut St.,
Seattle, Wash.

Trade Name—"Rola R-Creator"; Material of Horn—Aluminum; Finish—Crystalline; Type of Magnet—Circular; Action—.....; Control—Self-adjusting; Height—14 in.; Weight—8 lbs.; Price—\$36.00.



H. G. Saal Co.,

1800 Montrose Ave.,
Chicago, Ill.

(See Announcement
Page 88)

Trade Name—"Saal Soft Speaker"; Material of Horn—Aluminum; Finish—Black Crackle; Type of Magnet—Permanent; Action—Indirect; Control—Fixed; Height—22½ in.; Weight—13 lbs.; Price—\$25.00 (Silver or gold finish, \$30.00).



Same as "Saal Soft Speaker," except as noted. Trade Name—"Saal, Jr., Soft Speaker; Height—18½ in.; Weight—11 lbs.; Price—\$20.00 (Silver or gold finish, \$25.00).

Simplex Radio Co.,

Sandusky, Ohio

Trade Name—"Aladdin"; Material of Horn—Cast Metal Column; Parchment Deflector; Finish—Antique Bronze; Type of Magnet—Two Pole; Action—Direct; Control—Fixed; Height—2½ in.; Diameter of Bell, 15 in.; Weight—11½ lbs.; Price—\$30.00.

Homer P. Snyder Mfg. Co.,

Little Falls, N. Y.

Trade Name—"Snyder Speaker"; Material of Horn—Zinc Alloy and Woodtex; Finish—Brown; Action—Direct; Control—Adjustable; Height—22 in.; Diameter of Bell—15 in.; Weight—4 lbs.; Price—\$18.00.

Spartan Electric Corp.,

99 Chambers St.,
New York, N. Y.

(See Announcement
Page 62)

Trade Name—"Spartan Speaker"; Material of Horn—Fibre and Bakelite; Finish—Black and Mahogany; Height—22 in.; Diameter of Bell, 10½ in.; Price—\$10.00.



Sonora Phonograph Co.,

279 Broadway, New York, N. Y.



Trade Name—"De Luxe"; Material of Cabinet—English Brown Mahogany; Type of Magnet—Permanent; Size—16½ x 9½ x 9¼; all wood, sound amplifier, five ply, fitted with amplifier tube and De Luxe reproducer. Equipped with radio plug; Weight—10 lbs.; Price—\$30.00.

Splittorf Electrical Co.,

392 High St.,
Newark, N. J.

Trade Name—"Splittorfone"; Material of Horn—Metal; Finish—Flat Black; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Height—24 in.; Diameter of Bell, 14 in.; Price—\$22.50.



Star-O-Tone Co.,

1936 Westlake Ave., Seattle, Wash.

Trade Name—"Star-O-Tone"; Material of Horn—Aluminum; Finish—Sepia Mahogany; Type of Magnet—Permanent; Action—Direct; Control—Permanent; Height—14 in.; Weight—7 lbs.; Price—\$30.00.

"Gold-Star" model same as "Star-O-Tone," except as noted.

Height—12 in.; Weight—3 lbs.; Price—\$18.00.

Sterling Cabinet Works, Inc.,

Winfield, L. I., N. Y.



Trade Name—"Strad-O-Vox"; Material of Horn—Wood; Finish—Mahogany; Magnet—Dictograph Unit; Dimensions—16 x 7 x 9; Weight—9 lbs.; Price—\$25.00 List.

**Stewart - Warner
Speedometer Co.**

Radio Div.

1830 Diversey Parkway,
Chicago, Ill.

(See Announcement
Pages 14 and 15)

Type 400

Material of Horn—Fibre; Finish—(Horn) Walnut, (Base) Bronze; Type of Magnet—Telephone; Action—Direct; Control—Adjustable; Height—24 in.; Diameter of Bell, 14 in.; Weight—5 lbs.; Price—\$25.00.



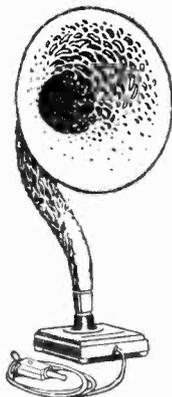
Stromberg-Carlson Telephone Mfg. Co.

1060 University Ave.,
Rochester, N. Y.

(See Announcement
Page 229)

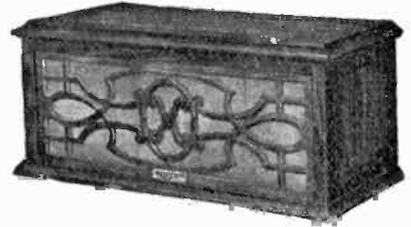
Model 2A

Trade Name—"Stromberg-Carlson"; Material of Horn—Fibre; Finish—Base and horn oxidized silver; Type of Magnet—Permanent; Action—Direct; Control—Adjustable; Height—24 in.; Diameter of bell, 18½ in.; Weight—5½ lbs.; Price—\$17.50.



Sunbeam Radio Corp.,

350 W. 31st St., New York, N. Y.
(See Announcement Page 75)



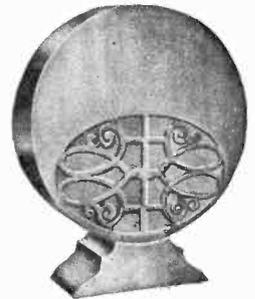
Model No. 31

Trade Name—"Akratone"; Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—Permanent; combined type of Armature; Action—Indirect; Control—Not adjustable; Height—8 in.; Weight—20 lbs.; Price—\$31.50.

Teletone Corporation of America

449 West 42nd St.,
New York, N. Y.

Material of Horn—Wood; Finish—Rough Mahogany; Type of Magnet—Permanent; Height—15 in.; Weight—5 lbs.; Price—\$35.00.



R. E. Thompson Mfg. Co.,

30 Church St.,
New York, N. Y.

Model H-3

Material of Horn—Hard Rubber; Finish—Black Enameled; Type of Magnet—Permanent; Action—Indirect; Control—Adjustable; Height—23¼ in.; Diameter of Bell, 15 in.; Weight—8 lbs.; Price—\$28.00.

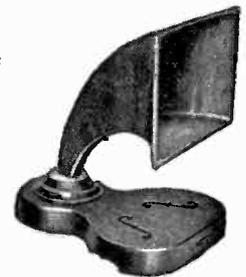


Timbretone Mfg. Co.

Hoosick Falls, N. Y.
(See Announcement
Page 92)

Model B

Trade Name—"Timbretone"; Material of Horn and Base—Wood; Finish—Mahogany; Type of Magnet—Baldwin; Action—Direct and Indirect; Height—12 in.; Weight—1½ lbs.; Price—\$20.00.



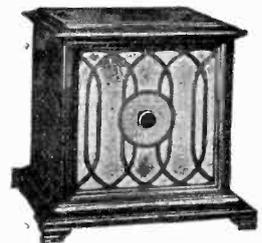
Timmons Radio Products Corp.,

389 E.

Fulpehocken St.,
Germantown,
Philadelphia, Pa.

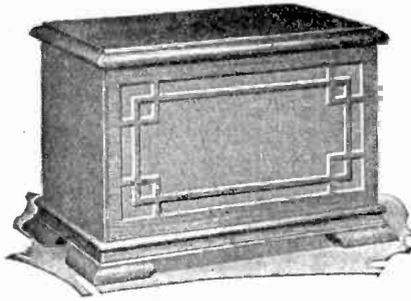
Model A

Trade Name—"Timmons Talker"; Material of Cabinet—Wood; Finish—Mahogany; Type of Magnet—Horseshoe; Action—Direct; Control—Adjustable; Height—12½ in.; Price—\$35.00.

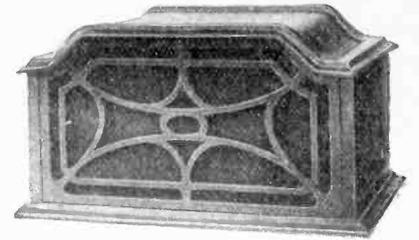


Triangle Electro Trading Co.,
4077 Park Ave.,
New York, N. Y.
Model B

Trade Name—"Berwick"; Material of Horn—Fibre Composition; Finish—Black Crystalline and Black and Gold Enamel; Type of Magnet—2 Semi-circle ¼ in. Tungsten Steel; Action—Direct; Control—Lever; Diameter of Bell—11 in. to 12 in.; Weight—3½ lbs.; Price—\$15.00.



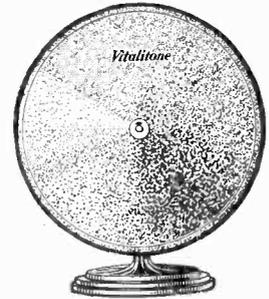
Trade Name—"Chello"; Material of Horn—Fibre; Finish—Walnut; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Adjustable; Height—9½ in.; Weight—10 lbs.; Price—\$30.00.



Trade Name—"Supreme"; Material of Horn—Rubber; Finish—Antique Brown; Type of Magnet—Permanent; Height—9 in.; width, 15 in.; Weight—13 lbs.; Price—\$30.00.

Vitalitone Sales Co.,

203 Sixth Ave., New York, N. Y.



Trade Name—"Vitalitone"; Material of Horn—Fiber, Floating Diaphragm; Finish—Metal Base; Action—Direct, Floating Armature; Control—Self Adjusting; Height—22 in.; width, 19 in.; Price—\$30.00.

Trimm Radio Mfg. Co.,

24 So. Clinton St.,
Chicago, Ill.

(See Announcement
Page 89)

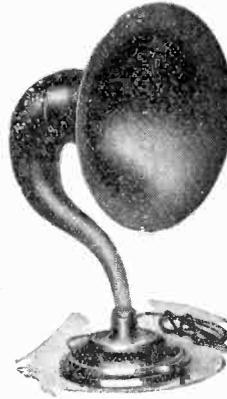
Model No. 80

Trade Name—"Concert"; Material of Horn—Volconite; Finish—Black or bronze; Type of Magnet—Forged tungsten steel; Action—Direct; Control—Adjustable; Height—22 in.; Weight—15 lbs.; diameter of bell, 15 in.; Price—\$25.00.



Model No. 90

Trade Name—"Entertainer"; Material of Horn—Volconite; Finish—Black-Volox; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Lever Adjustable; Height—19½ in.; Diameter of Bell, 12 in.; Weight—10 lbs.; Price—\$17.50.



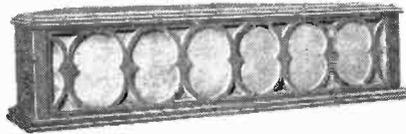
Model No. 20

Trade Name—"Home Speaker"; Material of Horn—Volconite; Finish—Black; Type of Magnet—Forged tungsten steel; Action—Direct; Control—Fixed; Height—22 in.; diameter of bell, 20 in.; Weight—7 lbs.; Price—\$10.00.



W. M. Turner Radio Corp.,

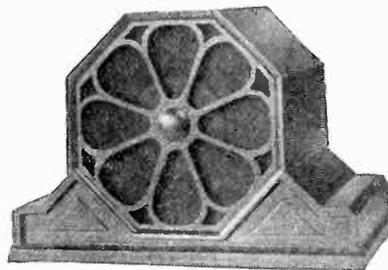
1517 N. Wilton Place, Hollywood, Cal.



Trade Name—"Hollywood Pure Tone"; Material of Horn—Wood; Finish—Mahogany; Type of Magnet—.....; Action—.....; Control—.....; Height—6 in.; Weight—14 lbs.; Price—\$30.00.

Utah Radio Products Co.,

1427 S. Michigan Ave., Chicago, Ill.



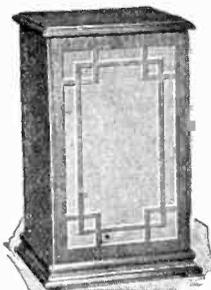
Trade Name—"Supreme"; Material of Cabinet—Rubber; Finish—Brown; Type of Magnet—Permanent; Height—10½ in.; Diameter of Bell, 13½ in.; Weight—8 lbs.; Price—\$25.00.



Model No. 25

Trade Name—"Home Speaker"; Material of Horn—Volconite (Composition); Finish—Black-Volox; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Fixed; Height—18 in.; Diameter of Bell, 12 in.; Weight—8 lbs.; Price—\$10.00.

Trade Name—"Cabinette"; Material of Horn—Fibre; Finish—Mahogany; Type of Magnet—Forged Tungsten Steel; Action—Direct; Control—Fixed adjustment; Height—13½ in.; Weight—6 lbs.; Price—\$17.50.



Trade Name—"Super Flex"; Material of Horn—Rubber; Finish—Antique Brown; Type of Magnet—Permanent; Height—8½ lbs.; Base 6 in.; Weight—3 lbs.; Price—\$14.00.



Voluma Products, Inc.,
Hempstead, N. Y.

Model A-C

Trade Name—"Professional"; Material of Horn—Fiber (Special Mahogany Finish); Finish—Mahogany; Type of Magnet—Permanent (Special) Split; Action—Armature Type; Control—Permanent; Height—30 in.; Diameter of Bell, 14 in.; Weight—7 lbs.; Price—\$25.00.

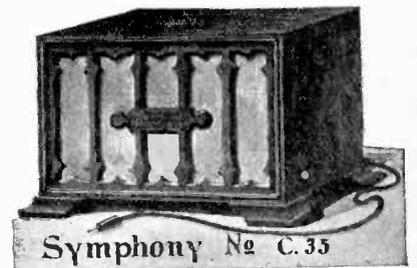


Warren Radio Phone Mfg. Co.,
Warren, R. I.

Trade Name—"Warren Junior"; Material of Horn—Copper; Finish—Black crackled; Type of Magnet—Horseshoe; Control—Lever; Height—16 in.; Diameter of Bell, 10 in.; Weight—3 lbs.; Price—\$8.50.



J. Fred. Wilfert,
21 Cambria St., Boston, Mass.



Trade Name—"Symphony"; Material of Horn—Chambers Spruce; Cabinet, Mahogany Plywood; Finish—Brown Mahogany; Type of Magnet—Permanent; Action—Adjustable; Dimensions—11 x 13 x 18; Weight—8 lbs.; Price—\$35.00.

Model B-55
Same as Model C-35, except as noted.
Dimensions—16 x 17 x 15; Weight—11 lbs.;
Price—\$55.00.

Model A75
Same as Model B-55, except as Noted.
Dimensions—47 x 15 x 17; Weight—15 lbs.;
Price—\$75.00.

Williams Radio Co.,
1438 Washington Blvd., Detroit, Mich.
Model No. 1925

Trade Name — "Echo-Tone"; Material of Horn—Aluminum; Finish—Gray-Walnut; Action — Direct; Control — Semi-Adjustable; Height — 24 in.; Diameter, 16 in.; Weight—5 3/4 lbs.; Price—\$22.00.



Windsor Furniture Co.,
1422 Carroll Ave., Chicago, Ill.



Trade Name—"Windsor Loud Speaker Console"; Material of Horn—Wood; Finish—Mahogany or Walnut; Dimensions of Console Cabinet—38 x 18 x 29; Weight—40 lbs.; Price—\$40.00.

Wizard Phonograph Co.,
1977 Ogden Ave., Chicago, Ill.



Material of Horn—Spruce (All Wood); Finish—Walnut and Mahogany; Type of Magnet—Baldwin Type H-2; Dimensions—32 x 19 x 38; Weight—150 lbs.; Price—\$40.00.

Big Sales for ORCHESTRION De Luxe!



Your radio public has discovered ORCHESTRION De Luxe. The tremendous superiority of this superb musical instrument—the only radio loud-speaker made entirely of bent wood—is creating a big demand for ORCHESTRION De Luxe with all radio lovers who want the best. Now is your time to make big sales and big profits with ORCHESTRION De Luxe. A demonstrator will make sales at a single hearing. Write for our liberal dealer proposition. Big production assures prompt delivery to meet the demands of your trade.



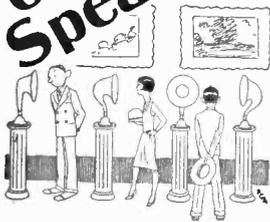
RADIO CABINET COMPANY
2125 Olney St., Indianapolis, Ind.

an exhibit of perfect Speakers

FULL LINE OF SPEAKERS

SPARTAN SPEAKER

in every style—each with the selling power of the original Spartan Speaker



For Full Information of This Great Speaker Line Write to

SPARTAN ELECTRIC CORPORATION

99 Chambers Street, New York City

It Must Be Good!

Every Distributor, Jobber and Dealer, who has heard it says so and—we already have imitators.

BLAIR RECEIVER
SIX TUBES
Resistance-Coupled Amplification

The Original and Genuine Resistance-Coupled Receiver

The Blair line is complete from the handsome Model 11 Receiver, listing at \$75, to the exquisite L'Elegante Console, listing at \$150. Blair Receivers are unexcelled for beauty in appearance and purity of tone.

Exclusive Franchise

The Blair dealer franchise assures you exclusive territory, iron clad protection against unfair competition, and local newspaper advertising.

Write or wire us for the name of our nearest representative, who will give you a demonstration and full particulars.

BLAIR RADIO LABORATORIES
368 SIXTH AVE. NEW YORK CITY

Tuning In on the Editor's Desk

Sales Expectations Running High

EXPECTATIONS for unusually good business in radio during the coming fall and winter are running high. These expectations seem justified. Better broadcasting than radio has yet known is scheduled to begin in September. A survey of some of the larger stations throughout the country indicates that extensive plans for better programs have been developed during the summer. These programs will offer a higher grade of entertainment than any programs yet on the air.

Superpower in radio is almost a fact. The 50,000 watt station of WJZ at Bound Brook, N. J., while still in any experimental stage, is expected to be regularly in action before the snow flies. The superpower station of WGY at Schenectady has already broadcast on 50,000 watts. And in England there has been set up a station of even greater power which may make international broadcasting any everyday affair. The number of small and inefficient stations that have been the pest of the air seems to be decreasing. And the number of 5,000 watt stations is greater than ever before.

Radio receivers were never better made than right now. And the varieties and prices should appeal to almost any kind and every kind of prospect. Hundreds of thousands of present owners will replace their sets with still better ones. Dealers are better equipped to render intelligent service than they were last year.

All of these signs point to a splendid sales during the coming months. The cream of this business, of course, will go to manufacturers, jobbers, and dealers who are alive to the fact that radio must be merchandised even to its friends.

Weeding Out to Continue

PROSPECTS for increased sales with the coming of the radio indoor season will not bring salvation to the manufacturer or dealer whose business is on an unstable foundation. Either kind of concern, if it has been promoted on a wild-cat basis, is likely to find that the weeding out process will go on. Like every other industry that has passed through a "boom" stage, the radio industry must also pass through the cleaning up stage. Already there are signs that well known trade names may go by the board and that consolidations will bring into the field more powerful concerns whose manufacturing and selling activities will make it harder than ever for the fly-by-night concern to survive. Among the dealers an even greater business mortality may be expected. Retailers in fields distantly connected, if at all, with the electrical field have begun to find out that radio is not a free pass to a gold mine, and that the necessary sales effort may be just as great for radio in the very near future as it is for other commodities. The lists of dealers may be expected to include fewer and

Radio Industry, September, 1925

better ones as time passes. A weed is a weed, whether it be called by some other name or not, and the faster the economic weeds are pulled out of the radio industry, the faster sound growth may be possible for the concerns entitled to survive.

Keep on Selling Parts

THE radio enthusiasts once known as the "wireless fans," have not passed off of the map. During the coming winter thousands of them will spend their available time in experimenting with short-wave receiving sets. The difficulty of covering great distances on ordinary wave lengths during the daytime is, of course, well known. Broadcasting experiments showing that the continent can be spanned in daylight with a forty meter wave length have encouraged amateurs to build sets that can receive on the lower waves. A great stimulus in this direction has been the broadcasting of short-wave messages from the MacMillan expedition into the Arctic regions. Dealers who want to develop or hold a business in "parts" should find it worth-while to acquaint themselves with the makeup of the short-wave receiver and then push the sales of the necessary parts.

Freedom of the Air

THE need for developing public sentiment in favor of freedom of the air and freedom of industrial and commercial opportunity in connection with radio were emphasized recently by the legislative committee of the Radio Manufacturers' Association, Ernest R. Reichmann, chairman, in the following words:

"Your committee wishes to point out to you the fact that radio is a highly social institution, affecting more and more every day the life and culture of a constantly greater proportion of the people. It is now an important factor, and will become constantly a greater one in the developing of social consciousness and opportunity. Such an institution will be constantly met with what are termed political problems and arising from them legislative problems. It is the opinion of this committee that radio has progressed so rapidly in the United States in contrast with foreign countries chiefly because of the fact that individual initiative has been given every possible opportunity. This, we believe, has already been demonstrated to be a very wise policy and all governmental agencies should be convinced of this whenever the occasion might arise when they may attempt to deviate from this policy. In order to fortify yourselves and the industry as a whole, we believe that you should at all times be active and progressive in helping the development of public sentiment favorable to freedom of the air and freedom of industrial and commercial opportunity in connection with radio."

Sales Ideas for Radio Dealers

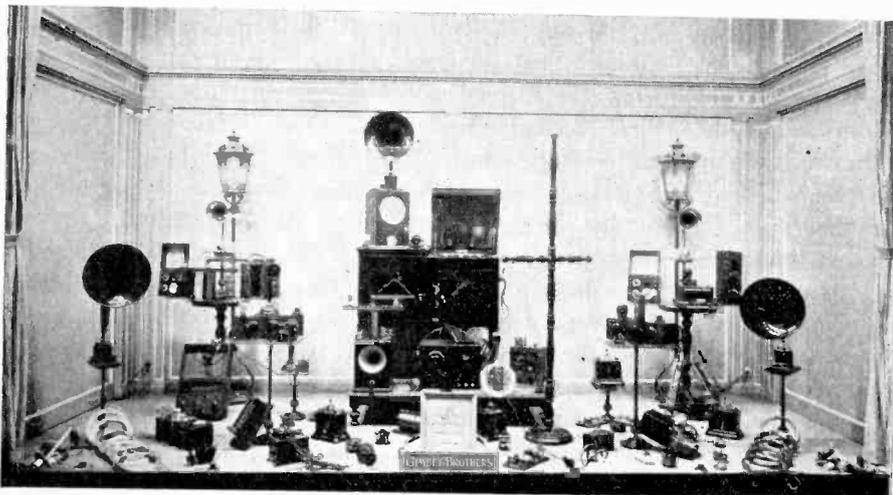
Organize a Prize Contest

The value of prize contests conducted by a radio dealer lies in advertising possibilities. Organize a prize contest on long distance reception and the number of stations heard on some particular night. Prizes, of course, can be in cash or in the form of a set or loud speaker. Such an offer would be sure to enlist the participation of practically every set owner in town. In advertising the winner and the results obtained by the contest the dealer can use the performance record of some particular set as an effective advertising tie-in. For radio dealers in rural territory much the same idea could be used in connection with the country fair. Take a booth at the fair and stage a lucky number contest in which everyone registering at your booth receives a number. At the end of the fair the holder of the winning number receives a small radio set free. Such a contest will give the dealer a big list of prospects.

Do You Follow Up Sales?

Many dealers are content to see the last of a sale—and incidentally the customer—when the buyer and his purchase leave the store. Other dealers, knowing the value of maintaining good will and the meaning of service, are concerned with seeing that the customer is satisfied and in letting him know that the company is ready to stand back of its sales. One such dealer, the Oak Lawn Radio & Electrical Shop of Dallas, Tex., has devised an excellent follow-up method in the use of a unique tag, which is quite similar in shape to the ordinary baggage tag. On one side appears the following: "Summons—You are hereby summoned to report at the Oak Lawn Radio & Electrical Shop, 3826 Cedar Springs Road, for all your radio and electrical wants. We do repairing of all kinds at reasonable prices." On the other side of the tag appears a list of the radio and electrical items sold by the company. The emphasis is placed on repair and servicing facilities. In this way the company builds business by showing its interest in the customer and his wants.

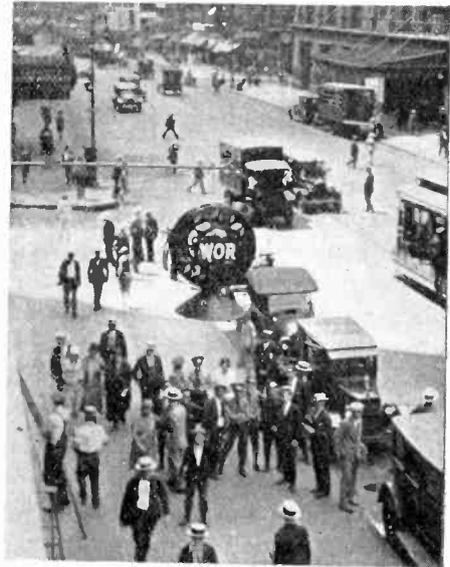
Clean-Cut Arrangement Is Essential



In this attractive window display at Gimbel Brothers, New York, note the lack of crowding and confusion—the chief reason why so many attempts fail in an effort to display a complete line of radio sets and parts

Hang Out a Distinctive Sign

In the old days of guild production the different, distinctive signs of craftsmanships were much in evidence. Whenever such a "trademark" reappears today, especially if it is as unique as that shown at the right, it is certain to attract attention and promote sales



Do Your Own Broadcasting

Practically every town has an ice cream parlor or drug store in which crowds gather nightly during the summer months. In many towns that same store may be within a door or two of some radio dealer. If that is the case, the answer is obvious. Take advantage of the opportunity immediately by arranging to give radio programs and at the same time advertise the different sets and loud speakers you are using. Two wires can be erected from the radio dealer's place of business to the nearby ice cream parlor. Then construct a jack box so that any radio set in operation in your store can be plugged in. By using an amplifier with two stages of audio and one of push-pull and a hand microphone, you will be able to announce between selections just what

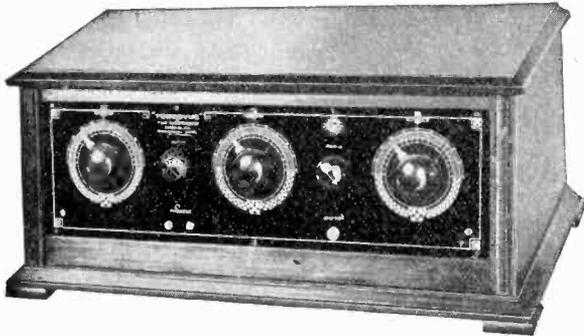
kind of receiver is in operation and also what loud speaker is being used. The amount of advertising the dealer may wish to include in his remarks is, of course, a matter for the individual to decide. As a general practice, however, the dealer may find it advantageous to confine his advertising to the name of the set and loud speaker in use and the name and address of his store. In case there is a lengthy intermission between numbers, there will be time to inform the listeners as to the nature of broadcast programs and just what sort of entertainment they may expect from the nearby stations. In describing the programs refer to the last two or three selections if possible. As in the case of the broadcasting station itself, the dealer who does his own broadcasting will be wise to restrict his advertising as much as possible.

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TORODYNE

Toroidal Receiver

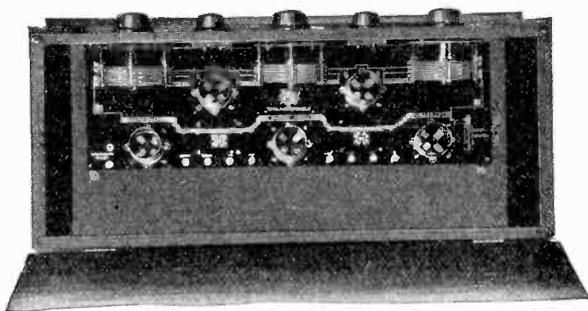
Greater Sales thru Comparison



How Toroidal Transformers Improve Radio Frequency Amplification in the TORODYNE

One of the leading features that place the TORODYNE ahead of the field is the use of Toroidal Transformers, which give it:

1. **GREATER SELECTIVITY** due to the fact that these coils do not pick up outside interference. Only the signal to which the set is tuned can be picked up as it *must* come thru the antenna. *Toroidal transformers do not pick up signals themselves.*
2. **MORE VOLUME** is secured by eliminating coupling. Greater amplification is thus secured without oscillations.
3. **DISTANCE.** The greater amplification increases the sensitivity bringing in distant stations with more volume. This naturally increases the range of the set.
4. **SUPERIOR TONE QUALITY** is secured thru the elimination of distortion and foreign noises by preventing stray feed-backs.



The sale of high grade radio receivers requires more than enthusiastic arguments—**PROOF**, or actual test, is necessary to convince and complete the sale.

That proof is evident in a demonstration of the TORODYNE. Tune in with the TORODYNE and any other set regardless of price. The favorable difference is quickly noticed and is one of the most convincing sales arguments.

The superiority so easily noticed in the TORODYNE is due largely to the use of Toroidal (doughnut type) transformers.

58 Stations in One Evening

In one evening (two and one half hours including time waiting for call letters) 58 stations were received on the TORODYNE thru a loud speaker with good volume and equal clarity of tone. The stations received ranged from Boston to Los Angeles, from Calgary to Ft. Worth and from Ottawa to Miami, Florida. All were secured while local broadcasting was going on.

Appearance and Construction

The refined beauty of the TORODYNE harmonizes with any period furniture. A black, sloping panel is silver engraved by a patented process and mounted in an Adam brown mahogany cabinet. Pointers on Bakelite knobs operate over a scale engraved on the panel.

The entire construction is one of simplicity and efficiency. An attractive, silver engraved, Formica sub panel leaves only the Five tube sockets and three condensers visible on the inside of the cabinet. All terminals are mounted on this panel and plainly marked to insure correct connections. It is easy to tune and logable.

EVERY TORODYNE demonstration means a sale of another TORODYNE. Let us prove this to you first. Write at once.

Price, \$100.00



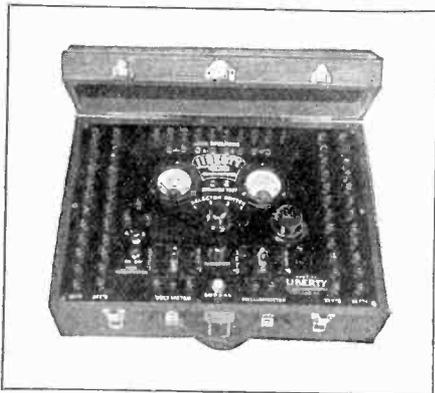
The Ainsworth Radio Company
CINCINNATI, OHIO



New Radio Products to Sell

Radio Testing Apparatus

Liberty Transformer Company, 123 North Sangamon Street, Chicago, is introducing a novel radio testing apparatus it is calling the Comparometer. The new device is capable of testing four radio sets by a switching operation, the condition of batteries, aerial, ground and speaker remaining constant. Four loud speakers can be tested almost instantaneously in a similar manner. Another of the device's functions is to compare the current con-



sumed by sets while they are being tested. Tables included with the apparatus make it possible to use it to estimate the probable life of batteries when used with a particular set. The Comparometer can also be used as a tube rejuvenator and will test the tubes during the operation. A number of other tests are possible with the instrument, which is built in a compact, portable carrying case.

B Battery Eliminator

Radio Units, Inc., Maywood, Ill., is now marketing its Radiopower-Unit, a device designed to supply a constant power for radio B circuits. The unit consists of a dry storage battery together with a



trickle type charger, which keeps the battery charged to the necessary capacity. The whole is encased in a walnut finish cabinet equipped with three binding posts for plate current connections and a switch. A cord and plug are also included.

A and B Battery Eliminator

Grigsby-Grunow-Hinds Co., 4540 Armitage Avenue, Chicago, are featuring the Majestic A and B Current Supply, a device to eliminate both A and B batteries as well as the use of charging equipment. It is claimed that the current supply operates without hum and that it has a capacity sufficient to supply eight tubes of 5 volt, 1/4 amp. rating. It is designed for use

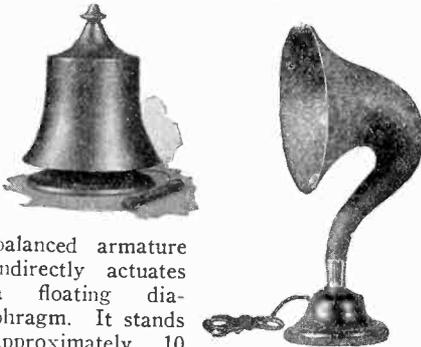
on circuits from 110 to 120 volts alternating current, 50 to 133 cycles. A tumbler switch controls the input and the output is capable of variation to suit particular



needs. The whole apparatus is contained in a cabinet 11 in. by 8 in. by 7 in., finished in mahogany crystallized lacquer, and fitted with cord and plug.

Loud Speakers

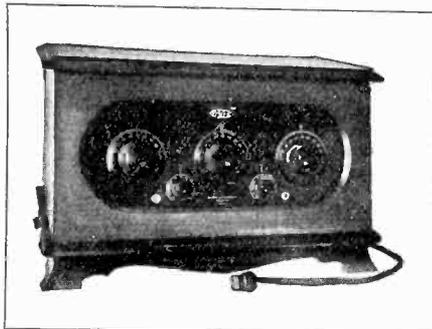
Spartan Electric Corporation, 99 Chambers Street, New York, has added two models to its line of loud speakers. One is a speaker of the bell type, in which a



balanced armature indirectly actuates a floating diaphragm. It stands approximately 10 in. high and is finished in a blue-black crackle. The second model is of the goose-neck type, standing 8 3/4 in. high with a 10 in. bell. The reproducing unit is of the direct action, bi-polar type and is adjustable. It is fitted in the base, which is of a mahogany colored molded composition.

Batteryless Receiving Set

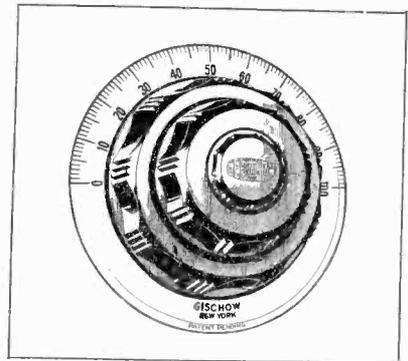
The Batteryless Radio Corporation, 1457 Broadway, New York. A receiving set operated entirely without batteries of any



kind, direct from the lighting circuit, either direct or alternating current. Five-tube, tuned radio frequency circuit. Solid walnut cabinet measuring 24 x 14 x 13 1/2.

Vernier Dial

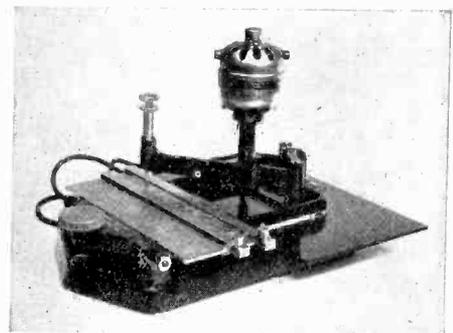
Otto R. Gischo Company, Inc., 125 West 51st Street, New York, has recently brought out a vernier dial of novel design under the trade-name Gee-Haw. The dial consists of five principal parts and is without gears of the usual type. A 100 to 1 ratio is obtained through the use of two brass discs with gear teeth stamped near their outer edge. The lower disc is stamped with 99 teeth, while the upper one has



100. A lower part of a two-section knob acts directly on the condenser shaft for the major setting, while the upper section engages the upper disc by a friction arm. As this arm glides over the upper disc, the teeth immediately under it engage those on the lower disc and the difference in the ratio gives a slippage that turns the shaft 1/100 of a revolution with each complete turn of the secondary knob. The manufacturer claims this arrangement obviates all possibility of backlash in vernier tuning.

Radio Panel Engraving Machine

The Branch Tool Company, Forestdale, R. I. The Rapid engraving machine for use on radio panels, and other materials, including soft metals such as aluminum and brass. The power is derived from a universal motor arranged for connection



with any 110-volt outlet. Operation is upon the pantagraph principle, a guiding stylus being mounted upon an extension arm which is moved by the operator, either through master letter dies furnished with the machine or over a design previously marked out. This machine is being distributed by the Service Radio Corporation, 119 West Nineteenth Street, New York.



Below is a partial list of main chapter headings in *The Master Radio Salesman*. The book is full of selling helps and proven merchandising plans.

1. Choosing the Line.
2. Building the Prospect List.
3. The Demonstration and Close.
4. Improving Merchandising Methods.
5. Selling Radio to the Farmer.
6. Training Salespeople.

This remarkable book, complete in itself, is but a part of the A-C DAYTON plan this year.

Watch the A-C DAYTON DEALERS *this year!*

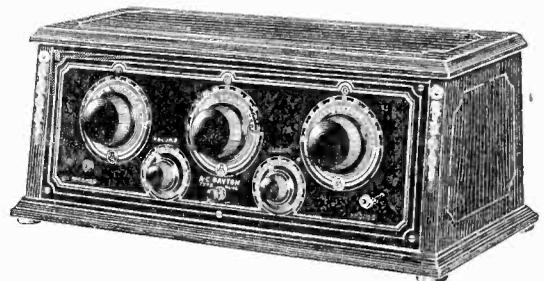
Retailers of A-C DAYTON Sets will go after business this year armed with the most remarkable merchandising method yet developed for radio—a method which organizes their radio departments along proven lines, which assures the personal success of every individual dealer.

It is a plan of business management as well as sales. It puts radio selling on the same highly organized basis as the automobile. It is flexible enough to be used by every type of radio dealer. The book, *The Master Radio Salesman*, is the backbone of this plan which exhaustively covers the entire field of radio selling.

A-C DAYTON *shoots straight* with its dealers. A-C DAYTON Receivers have an established reputation for performance. The line is compact and salable, and will be intensively advertised. This year A-C DAYTON dealers will set a national standard for successful radio retailing.

*It is a big story for progressive dealers.
Let us give it to you.*

THE A-C ELECTRICAL MFG. COMPANY
DAYTON, OHIO
*Makers of Electrical Devices for more
than Twenty Years*



The A-C Dayton XL-10 Standard Cabinet, in two tone mahogany. \$115.00 (\$120 Denver and West).

A-C DAYTON RADIO

"For the Man Who Believes His Own Ears"



Fill out this coupon or clip it to your letterhead and mail it without delay. Get the complete particulars of the A-C DAYTON line and remarkable sales plan. Get ready for a big radio year with A-C DAYTON.

The A-C Electrical Mfg. Co.
Dayton, Ohio

Gentlemen:

Send me the story for A-C DAYTON dealers this year, with complete description of the A-C DAYTON line and merchandising plans.

Name

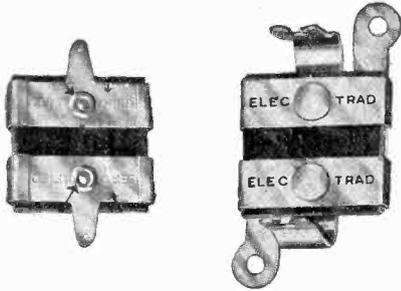
Street Address

City State.....

R. I.-9

Fixed Condensers

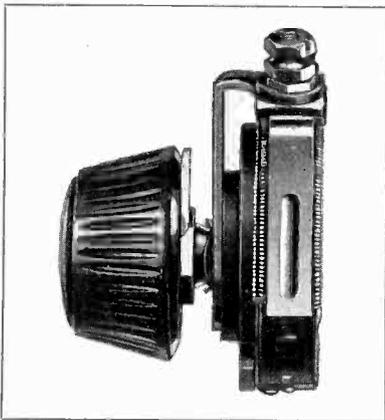
Electrad, Inc., Dept. A., 428 Broadway, New York. Certified mica fixed condenser. Licensed under patents granted and pending and calibrated to within 10 per cent of the marked capacity. To insure constancy in value and quiet operation, this condenser is clamped at six



points, the corners, and at the rivets. Soldering lug, shown above at left, is furnished on standard type, but two other types are made, type G with clips for grid leak, and type GS with grid leak clips and punched connecting lugs especially convenient for use with binding posts such as are found on sockets.

Radio Rheostat

The Cutler-Hammer Manufacturing Co., Milwaukee, Wis. The C-H rheostat for radio circuits, arranged for single hole mounting. Total width is less than that of tube socket, being 1 5/8 inches in diameter and projecting only 5/8 inch back of



panel. Terminals easily accessible from top. Slotted hexagon nuts can be tightened with wrench or screwdriver.

Special design of contact permits single turn variations and constant pressure contact.

Improved Charging Rectifier

The Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. The Rectigon battery charging rectifier in



new and improved form. It will charge any combination of A or B batteries needed for any radio set and 3 to 6 cell automobile batteries. Self-contained in a

sheet steel case, only the leads and terminal board appearing outside. The windings for both A and B battery circuits are insulated from the charging circuit. Finished in maroon, designed to harmonize with any radio set or furniture.

Super-Heterodyne Kit

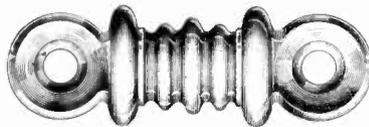
The Liberty Electric Corporation of New York, 342 Madison Avenue, New York. Type R-40 super-heterodyne kit.



This comprises a special in-pot transformer, three intermediate wave transformers, one oscillator pick-up coil, one .0005 mfd. by-pass condenser, and a set of construction prints, diagrams, and data.

Antenna Insulator

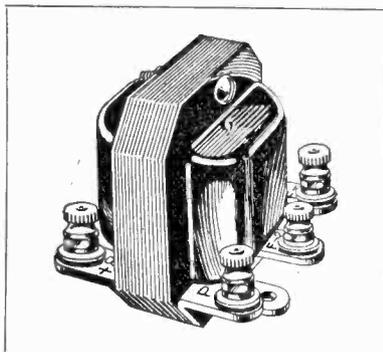
The Hartford Metal Products Company, Hartford, Conn. Vitox glass insulator for antennae, made from glass practically free from lead and having a consequent high insulating value. Length of leakage path, 5 in. Breakage strain,



500 lb. Smooth surface allows rain to wash off any dirt or deposits which may accumulate.

Audio Frequency Transformer

The Ambassador Sales Company, 108 Greenwich Street, New York. Audio frequency transformer with step-up ratio of 3 1/2 to 1 over the entire wave band up to 1500 cycles, beyond which the ratio gradually rises to 4 to 1 at 3000 cycles. New



type of coil on which patent application is pending, combines features of high, low, and push-pull types. Terminals are low and easily distinguished and reached for connections. Brass case finished in automobile dark blue Duco.

Transformer for A. C. Tubes

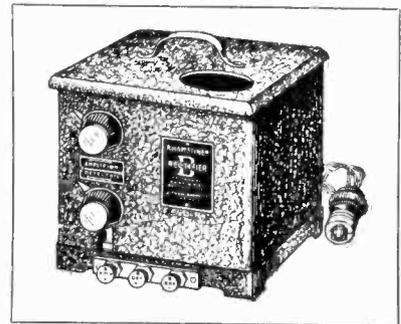
The Dongan Electric Manufacturing Company, 2985 Franklin Street, Detroit,



Mich. Type B transformer for A. C. tubes. Equipped with lever control as illustrated and furnished with cord and attachment plug.

B Circuit Rectifier

J. Thomas Rhamstine, 500 East Woodbridge Street, Detroit, Mich. The Rhamstine B rectifier designed to replace B batteries on all radio receiving sets. It utilizes a standard amplifying tube and accordingly requires no attention and as the output is limited there is no danger



of burning out the filaments of any of the tubes in the set. At the same time there is sufficient capacity to furnish filament current for as many as eight tubes at a cost of about one-third of a cent per hour. Separate control for detector and amplifier circuits is provided and filter devices take out all the hum and buzzing before the phones are reached. Connection is made to any convenient lighting outlet at 110 volts, 60 cycles, by means of a cord and plug.

Radio Tube Tester

The Burton-Rogers Company, 26 Brighton Ave., Boston, Mass. New model 100 radio tube tester made by the Hoyt

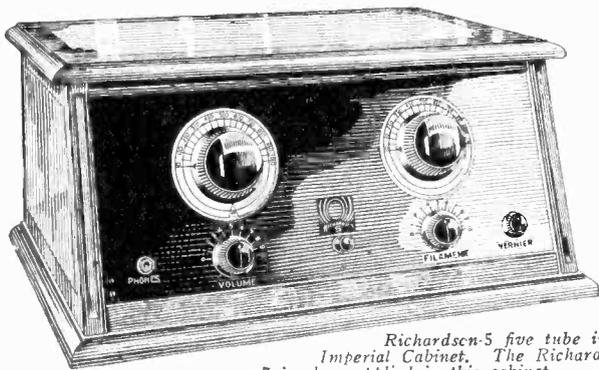


Electrical Instrument Works. By its use all the elements of a tube are tested—filament, grid and plate circuits. Curves can be plotted by the use of a C battery. Voltages of individual cells of A or B batteries can be measured or entire battery voltages measured in blocks of 22 1/2 volts.

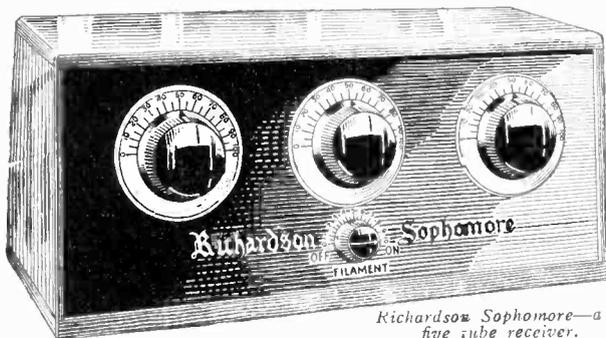
RICHARDSON

Radio Receivers

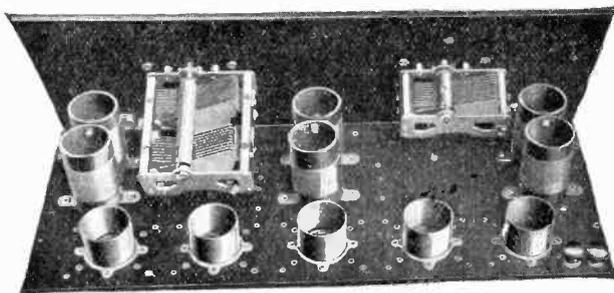
Beautiful new designs with Richardson results!



Richardson 5 five tube in Imperial Cabinet. The Richardson 7 is also supplied in this cabinet.



Richardson Sophomore—a five tube receiver.



Richardson 5 Chassis 2-dial control and binocular coils, 5 tube tuned radio frequency set.

Graceful, simple, beautiful, the new Richardson designs are examples of the highest type of artistic craftsmanship.

They give redoubled salability to the already fast selling Richardson line.

New models, too—two new five tube sets, a seven tube set, and a seven and two five tube consoles.

You will find interesting and profitable the details of these quality radio receivers. Write for them today.



The new console models are five and seven tube sets. Artistically, mechanically, electrically, they are quite as fine as the skill of man can devise.

RICHARDSON RADIO CORP., Foster Ave. and Hulst St., Long Island City, N. Y.

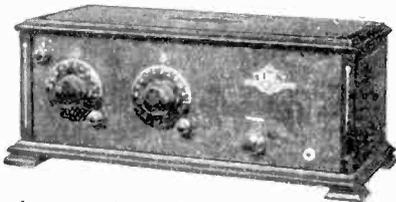
Loud Speaker



The Globe Phone Manufacturing Company, Reading, Mass. Loud speaker with silicon steel diaphragm, extra large drop-forged magnet with balanced coils mounted on a sound bridge with a special tone pocket beneath. Vibrationless horn, with solid base.

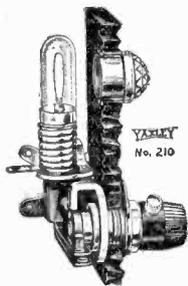
Receiving Set

U-S-L Radio, Inc., Niagara Falls, N. Y. The USL Broadcast Receptor, a five-tube tuned radio frequency receiver selling at a



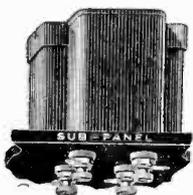
moderate price. One stage tuned radio frequency amplification, detector, and three stages of resistance-coupled audio frequency amplification. Two tuning controls, one for volume, one for antenna. Cabinet of two-tone American walnut, panel of aluminum finished stump walnut and gold.

Pilot Light and Switch



The Yaxley Manufacturing Company, 217 North Desplaines St., Chicago. Pilot light and switch for mounting on radio panels. Comprises a filament switch, socket for the pilot lamp, and a jewel. The jewel is mounted directly in front of the lamp. Both jewel and switch are mounted in the same size holes. Lamp has miniature screw base.

Audio Frequency Transformer



The Thordarson Electric Manufacturing Company, Chicago. Audio frequency transformer, designed to permit the concealment of all connections and wiring under a sub-panel, and the use of somewhat shorter leads in many cases. These new instruments are identical with the present standard line of transformers made by this company except in the matter of the location of the binding posts, and are built in the same ratios—2 to 1, 3½ to 1, and 6 to 1.

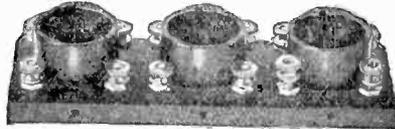
Indoor Antenna Material

The Valley Narrow Fabric Company, 59 Chestnut St., Central Falls, R. I., is manufacturing Silcrimp, a flat, braided open fabric one-half inch wide, made of

copper tinsel with silver finish and heavy cross crimping. It is sold in 50-foot lengths and it is said that the efficiency of the material is not affected by the tarnishing of the finish.

Triple Socket for Tubes

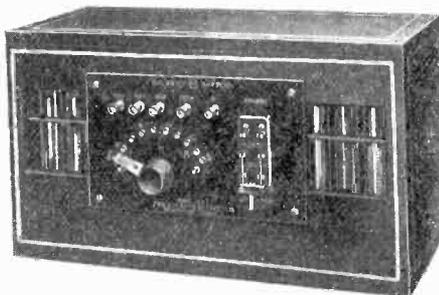
The Hoosick Falls Radio Parts Manufacturing Parts Company, Inc., Hoosick Falls, N. Y. No. 116 triple socket for either base or panel mounting and de-



signed to accommodate UV-199 or C-299 tubes. It is made of molded composition and has spring contacts of phosphor material, screws and nuts of brass, and all metal parts are nickel-plated. Stops are molded in the base so that the tubes cannot injure the contacts.

Storage B Battery

The Gilbert Battery Company, 138 Fayerweather Street, Bridgeport, Conn. The Gilbert storage B battery, a nickel-iron-alkaline type of battery rated at 100 volts, 1250 milliampere-hours. It has 78 cells of extra heavy glass inclosed in a case of solid American black walnut. Besides the connections for amplifiers at 67,



90 and 100 volts, there is a rheostat for reduction of the detector voltage to 16, 18, 22, 40 or 45 volts at will without changing a single wire.

Battery Substitute

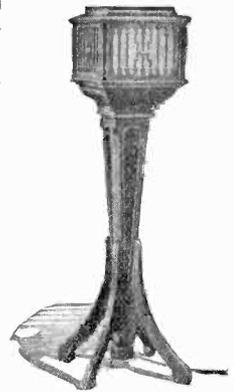
The Philadelphia Storage Battery Company, Ontario and C Streets, Philadelphia, Pa. Power units for A and B circuits, separately or in combination. Electrolytic



cell rectifier, filter circuit, and necessary controls. Designed and built for direct connection to any alternating current lighting circuit. Supplies necessary current for the largest sets and will not burn out tubes on the smaller ones, due to positive voltage regulation.

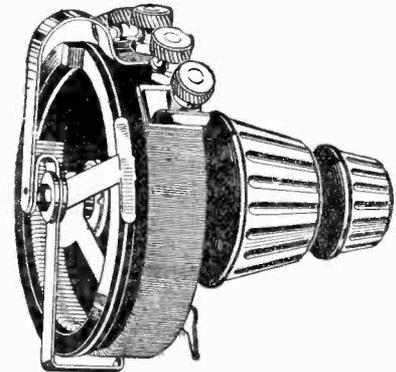
Loud Speaker

The Hartman Electrical Manufacturing Company, Mansfield, Ohio. The Hartman pedestal reproducer, a loud speaker of striking design. It comprises a vertical horn of wood surmounted with a four sided sound distributing cabinet, the entire unit standing 47 inches high. The sound is transmitted with equal volume in all directions. The finish is brown mahogany with ebony panels. Weight, packed, is 30 lbs.



Combination Rheostat

Herbert H. Frost, Inc., 314 West Superior St., Chicago. Combination rheostat and potentiometer which, on account

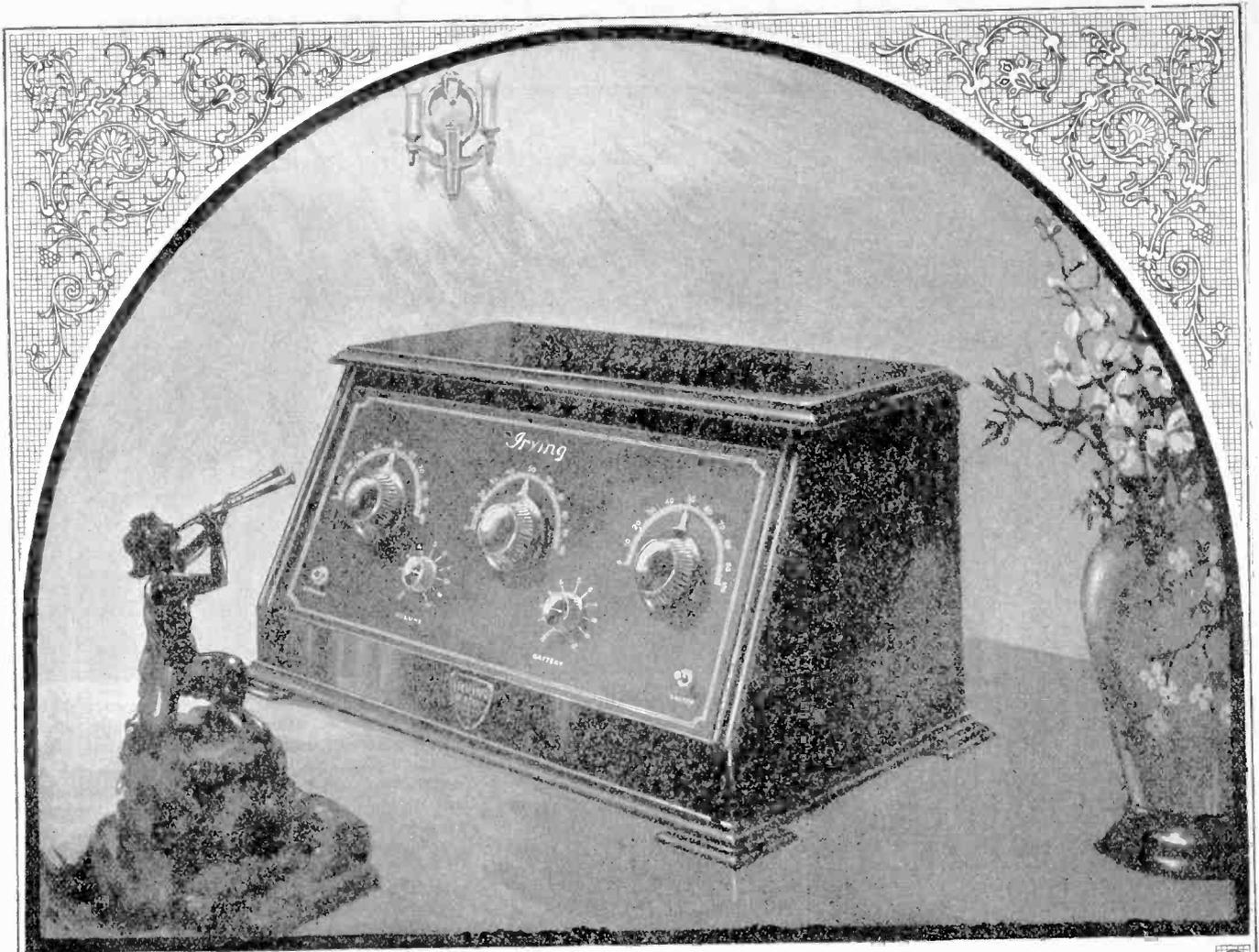


of its compactness and small size, is a very desirable unit for such receiving sets as superheterodynes and others employing large numbers of tubes. Not only is a separate winding provided for the potentiometer and for the rheostat, but there is in addition a small vernier winding, all arranged concentrically. Single hole mounting for the entire apparatus is provided.

Vacuum Tube

The Van Horne Company, Franklin, Ohio. No. 3VA three - element vacuum tube with thoriated tungsten filament operating at 3 volts, 0.12 ampere. Detector voltage 20; amplification voltage 40 to 90; plate current 3.8 milliamperes; plate impedance 14,000; mutual conductance 500 or more; amplification constant 6.5 and up. Base of molded insulation with four-prong standard for standard sockets and standard pin arrangement. Developed especially for dry cell work.





THE IRVING SALUTES THE RADIO WORLD

The Irving Radio Corporation, an institution of the highest integrity, makes its bow to the radio world as a manufacturer of radio receiving sets. Nearly two years have been spent in investigation, experimental work and development and we are now manufacturing a highly successful and high-grade line of radio receiving sets known as the Irving, which is attracting very favorable attention from everywhere.

The Irving is a most strikingly beautiful and efficient radio receiving set. Tested under most severe conditions, it demonstrates, time after time, its superiority as to tone quality, volume, selectivity and range. Cabinets are genuine solid mahogany or walnut with a famous permanent satin finish.

So as to appeal to the largest numbers and to meet any or all competition, the price range is from \$55.00 for the straight front type, \$65.00 for the sloping panel type illustrated, and \$95.00 for an enclosed loud speaker type, the most amazing and wonderful radio offering this year. Other models and types will be announced later.

We are seeking radio distributors and dealers in selected territories throughout the United States. We are rapidly building up a distributing and sales organization composed of successful distributors and dealers who will thus build up profitable, clean and permanent businesses of their own.

The Irving Radio Corporation has made connections with some of America's largest and most reliable manufacturers of radio parts and accessories, and the combined efforts of these institutions, together with our own, have been brought into the manufacture of the beautiful and efficient Irving Radio Receiving Sets.

Irving Receiving Sets are now being demonstrated and in every instance, without question, have exceeded our statements as to their superiority.

Our distributors and dealers will be given such liberal contracts as will provide for the building up of a most profitable business for them. Our whole sales policy is one of square dealing with our distributors and dealers. A perusal of our stated policies will convince you of that. We heartily urge correspondence so as to provide for exclusive sales franchises for fall business. Write, wire or telephone.

IRVING RADIO CORPORATION

Sales Office, 141 East Broad Street
COLUMBUS, OHIO

IRVING

News of the Radio Industry

Clay Irwin Named Associate Director of Radio World's Fair

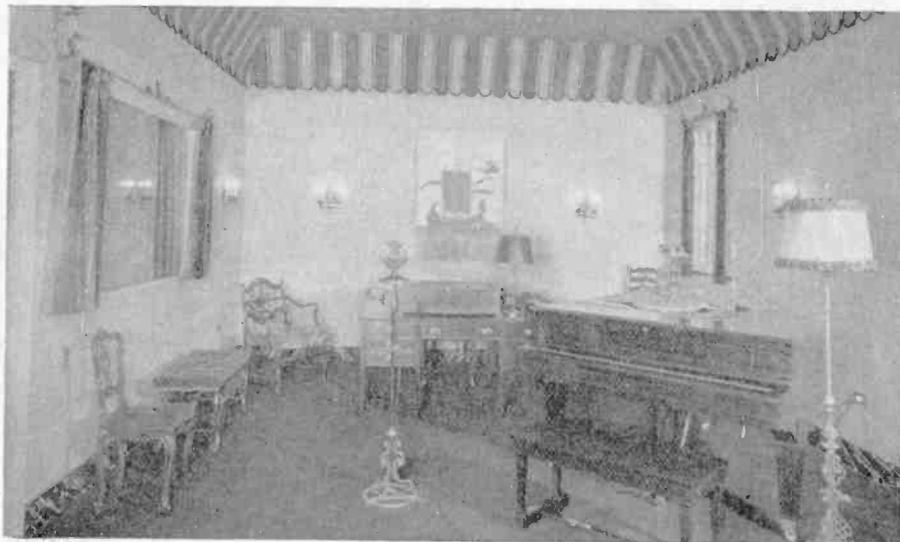
Clay Irwin, a pioneer in radio industrial promotion, has been appointed associate director of the Radio World's Fair, succeeding the late James F. Kerr. Mr. Irwin started the radio section of the Brooklyn Daily Eagle in April, 1924, became manager of the entire radio department in September, 1924, and started broadcasting through a special studio in the Eagle Building shortly thereafter in conjunction with Station WAHG. He resigned to become special representative of the Condé Nast Publishing Company in the establishment of a radio department in the advertising end of their business.

Radio Corporation of America Institutes Display Service

The Radio Corporation of America, 233 Broadway, New York, has instituted a service to its dealers who desire to improve the appearance and sales promotion value of window displays. At present, the service supplies to the dealers without charge a window display suggestion with instructions for its installation. The suggestions are reasonable and correlated to the merchandise the dealer may have in stock. Every two weeks a new suggestion is sent out. As a central feature of each display, the advertising department of the Radio Corporation sends to each dealer a poster which presents in illustration and type the merchandising idea for that particular display. Sales ideas and merchandising hints are also contained in the instruction sheet—as well as a photograph of the model window built for the guidance of the dealer.

A plan will soon be presented by the Radio Corporation by which a dealer at nominal cost can obtain a series of posters and cutouts to enable him to make the most effective use of his windows throughout

New Stewart-Warner Broadcasting Studio



This new and splendidly appointed studio, owned and operated by the Stewart-Warner Speedometer Corporation at 1826 Diversey Parkway, Chicago, was formally opened on August 1. It is constructed of a special material designed to improve tone quality

every season of the year in pushing his sales of radio.

Jewett Appointed Exclusive Distributor for Metropolitan District

Announcement is made by Charles W. Noyes that the Jewett Distributing Company of New York, Inc., is now operating from its headquarters at 16 Hudson St., New York. The new corporation will be the exclusive distributor in the metropolitan territory for the products of the Jewett Radio & Phonograph Company of Pontiac, Allegan and Detroit, Mich. Mr.

Noyes is president and treasurer of the distributing company; Harry Cashmore is vice-president and Clinton F. Ostrander is secretary.

Territory which will be served includes the five boroughs of greater New York, all of Long Island, Westchester up to and including Newburgh, as far west as Phillipsburg, Pa., and south to Trenton. The county of Fairfield, Conn., is also included.

Adler Manufacturing Appoints Agents

Adler Manufacturing Company, 881 Broadway, New York, has appointed Everybody's Talking Machine Company, of Philadelphia, as its distributor for eastern Pennsylvania, southern New Jersey, Maryland, Delaware, District of Columbia and Virginia, according to a recent announcement made by Lambert Friedl, vice-president and general sales manager of the Adler company. The Sterling Roll & Record Company is appointed distributor in the Cincinnati, O., territory.

Other distributor appointments announced by the company are: Artophone Corporation and W. E. Fuetterer Battery & Supply Company in St. Louis Julius Andrae & Sons Company, in Milwaukee.

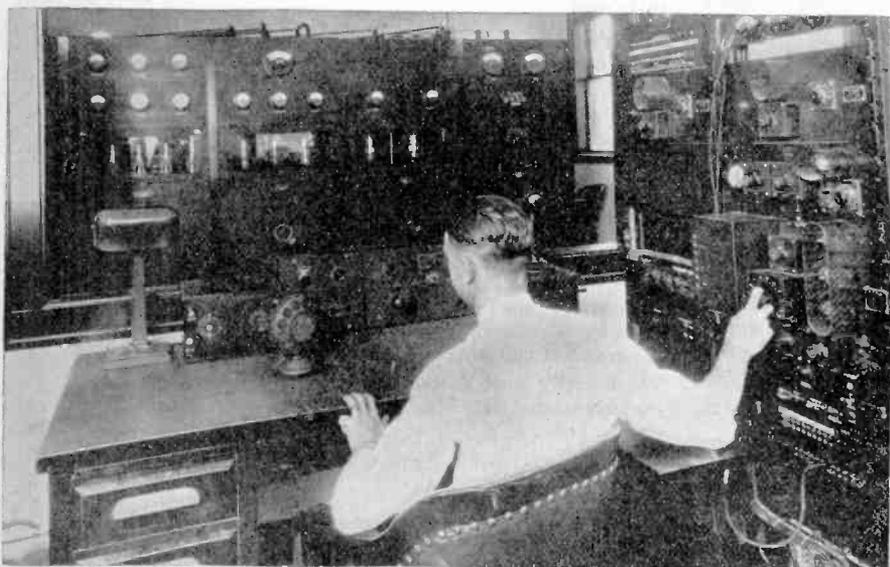
RMA Meetings to Be Held Sept. 14-19

Special meetings of all committees, the board of directors and the general membership of the Radio Manufacturers' Association have been called to take place in New York during the Second Annual Radio World's Fair, September 14-19 inclusive. The meetings will all be held in the 258th Field Artillery Armory which will also be the scene of the show.

Station WOK Goes on Air in Chicago

A new radio broadcasting station, WOK, operated by the Neutrowound Radio Manufacturing Company, went on the air July 20, in Chicago. The transmitting apparatus is located in Homewood, Ill., a dis-

WJR, New Jewett Station, Opened Aug. 15



Although the transmitting station of WJR, pictured above, is located on the site of the Jewett Radio & Phonograph Company's main plant at Pontiac, Mich., all programs are broadcast from the studio in the Book-Cadillac Hotel, Detroit. A second studio is located at Pontiac for use in emergencies. WJR is a 5000-watt station and operates on a wave length of 517 meters. The station will be on the air six nights a week

Radio Products That Sell Best in Chicago Are Advertised Most in The Chicago Daily News

This is a case of "cause and effect," and you may check up on the statement with little difficulty. Ask the better class dealers—the dealers who stay in business and grow.

There is abundant reason for the effectiveness of Daily News advertising in selling good radio products. Its interesting and authoritative radio department every day and its radio section every Saturday hold the interest and confidence of radio fans

throughout Chicago and its suburbs. And, with its 400,000 daily average circulation—approximately 1,200,000 daily readers—concentrated 94 per cent in Chicago and nearby towns—it goes into the great majority of financially competent households that are the best supporters of radio.

To sell more radio products in Chicago, follow the lead of experience and advertise more in

THE CHICAGO DAILY NEWS

First in Chicago

Note—The Daily News is the only newspaper in Chicago that owns and operates its own radio broadcasting station—WMAQ.

tance of about twenty-five miles from Chicago, and the studio of WOK is in the Terrace Garden of the Morrison Hotel. George Allen is musical director and announcer of the station. Howard Waters is assistant director. The wave length of WOK is 217.3 meters, and the station is on the air every noon and every night except Sundays.

Daven Radio Corporation Announces Changes in Its Organization

W. H. Frasse, president of the Daven Radio Corporation of Newark, N. J., announces the following changes in the organization and personnel of the company. K. R. Moses is appointed sales manager and W. A. Balevre, advertising and sales promotion manager. Mr. Moses was previously sales promotion manager of the Crosley Radio Corporation. C. B. L. Townley, formerly of the International General Electric Company, has been appointed purchasing agent while M. D. Runyon is special representative.

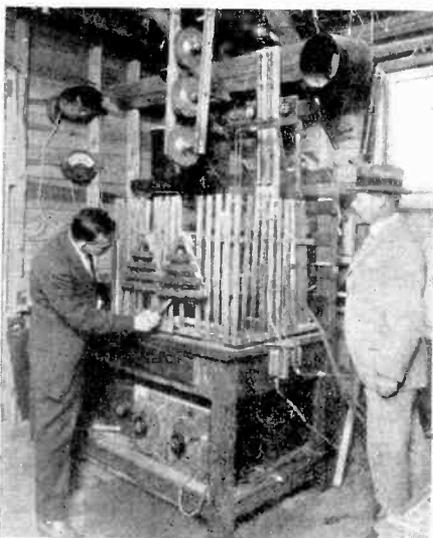
The sales department has established an office at 332 South Michigan Ave., Chicago, in charge of G. D. Harris, who will cover the States of Illinois, Indiana and Wisconsin. A sales office has also been established at 20 Baltimore Bldg., Fourteenth and Walnut Sts., Kansas City, Mo. Fred Garner will be in charge. His territory will cover the States of Iowa, Nebraska, Kansas and Missouri.

F. D. Rankins has been appointed New England sales representative with offices at 1018 New Chamber of Commerce Building, Boston, Mass. R. A. Sayres has been appointed sales representative to cover the metropolitan district of New York City. He will make his headquarters at the factory at 158 Summit St., Newark, N. J.

H. H. Eby Takes Over Binding Post Output of Marshall-Gerken Company

According to an announcement recently issued by the H. H. Eby Manufacturing Company, manufacturer of binding posts, located at 4710 Stenton Ave., Philadelphia, Pa., the Marshall-Gerken Company of Toledo, O., has agreed to discontinue the manufacture and sale of binding posts. The two companies have made an agreement whereby the Eby company will take

Testing a New Wave



Engineers of the General Electric Company are shown here experimenting on a combination of the present vertical radio wave with the recently discovered horizontal polarized waves

Sales Plans Discussed at Kennedy Convention

An extended discussion of the advertising plans for 1925 and 1926 was a feature of the recent sales convention of the Colin B. Kennedy Company held in St. Louis. The convention, which was also concerned with dealers' and distributors' problems, was well attended



over the finished and unfinished binding posts in the Marshall-Gerken plant. The Eby company also announces that it is located in its new factory at the Stenton Ave. address. This change gives the company increased floor space.

Detroit Electric Company Opens Three New Branches

Detroit Electric Company, 113 East Jefferson Ave., Detroit, Mich., has opened three new branch houses—in Kalamazoo, Saginaw and Lansing, Mich. These branches are wholesale and exclusively radio. In the order named the branch managers are J. A. White, A. J. Hudson and I. E. Carr.

Music Master Corporation, 123 North Tenth St., Philadelphia, Pa., announces that a contract has been negotiated with the Sleeper Radio Corporation, Washington St. and Sixth Ave., Long Island City, N. Y., whereby more than half of the factory capacity of the latter company will be devoted to the production of one of the models of the new Music Master receiving sets.

The French Radio & Electric Store is the new name of the former Main Auto Supply Company of Stamford, Conn. The change is in name only, ownership being the same. The address of the company is 476 Main St., Stamford, Conn.

Mohawk Electric Corporation, Mohawk Building, Diversey at Logan Blvd., Chicago, announces that arrangements have been completed with the Zinke Company of Chicago whereby the latter concern will distribute the entire line of Mohawk products.

Zenith Radio Corporation, McCormick Building, Chicago, announces through its eastern office that Zenith products will hereafter be supplied exclusively by the Penn Phonograph Company of 913 Arch St. and Trilling & Montague of 49 North Seventh St., both of Philadelphia, Pa., in that territory.

White Radio Company is the new name of the former All-in-One Radio Company, located at 45 West Forty-fifth St., New York. The company manufactures radio receiving sets.

Rova Radio Corporation, 119 West Nineteenth St., New York, announces the election of Lewis E. Dorfman as vice-president. Mr. Dorfman was formerly secretary of Stern & Company, Hartford, Conn., and more recently president of the Narragansett Radio Corporation of Providence, R. I.

Mayollan Radio Corporation, 991 Broadway, New York, manufacturer, announces the appointment of the Twentieth Century Radio Corporation as its eastern represen-

tative. The latter company is located at 102 Flatbush Ave., Brooklyn, N. Y.

Supertron Manufacturing Company, Inc., manufacturer of radio tubes, has discontinued its New York address at 32 Union Sq. and is now located at 222 Washington St., Hoboken, N. J.

The Chas. Freshman Company, Inc., manufacturer, has recently opened a new factory in Chicago at Washington Blvd. and Talman Ave. The new plant is situated on the Chicago & Northwestern Railroad and has a siding immediately connected with the building. Authorized Freshman dealers in the middle west territory will be served directly from the Chicago office and factory.

Better Radio Products, 2625 South Walnut St., Muncie, Ind., is the name and address of a new manufacturer of radio receiving sets.

Cosmopolitan Distributing Corporation, manufacturers' agent located at 321 Broadway, New York, announces that it is interested in obtaining additional sales agencies for manufacturers who are desirous of receiving sales representation in the metropolitan district for radio products, also for export. The company at present represents the following manufacturers: Reception Radio Corporation, Radio Products Company and Piroxloid Products Corporation.

Coming Radio Shows and Conventions

- September 3-9—Vancouver Radio Show, Vancouver Hotel, Vancouver, B. C.
- September 13-19—Fourth Annual National Radio Exposition, Grand Central Palace, New York City.
- September 14-19—Second Annual Radio World's Fair, 258th Field Artillery Armory, New York City.
- September 14-19—Pittsburgh Radio Show, Motor Square Garden, Pittsburgh, Pa.
- October 3-10—Philadelphia Radio Exposition, The Arena, Philadelphia, Pa.
- October 5-10—Northwest Radio Exposition, St. Paul Auditorium, St. Paul, Minn.
- October 17-23—Brooklyn Radio Show, 23rd Regiment Armory, Brooklyn, N. Y.
- October 19-23—Cincinnati Radio Exposition, Music Hall, Cincinnati.
- November 2-7—Toronto Radio Show, King Edward Hotel, Toronto, Ont.
- November 3-8—Detroit Radio Show, Arena Gardens, Detroit, Mich.
- November 9-15—Milwaukee Radio Exposition, Civic Auditorium, Milwaukee, Wis.
- November 17-22—Radio World's Fair, Coliseum, Chicago.

Akradyne Announcing-



Akratone Cabinet Speaker
Retail Price \$31.50

Akradyne Model No. 75
Retail Price \$75

Akradyne Model No. 90
Retail Price \$90

Akradyne Model No. 150
Retail Price \$150

Akradyne Model No. 175
Retail Price \$175

Akradyne Model No. 215
Retail Price \$215

Akradyne Art Model No. 1475
Retail Price \$1475

Akradyne Model No. 180
Retail Price \$180

A complete line of Akrodyne Radio Receivers and a cabinet loud speaker, all built up to the same high plane that has established Akrodyne as the Standard of Comparison.

Year after year we have been urged to produce a complete Akrodyne line, but we were steadfast in our determination to hold back until we were convinced that the right moment had arrived,—and here it is!

Akradyne's announcements have always carried important messages to the trade and the public. This one is no exception to the rule. Akrodyne will be the set in demand this year, and this year's Akrodyne sales will surpass all others.

This complete presentation of Akrodyne models is of real value to every dealer and we submit it for his earnest consideration.

Akratone Cabinet Speaker \$31.50

Akradyne Cabinet and Console Models \$75.00 to \$215.00

Akradyne Art Models of Beautiful Design \$475.00 to \$1475.00

SUNBEAM RADIO CORP.
350 West 31st St. New York

Also manufacturing Pink-A-Tone Radio Receivers in 2, 3, and 5 tube models at \$18.50, \$28.50, and \$34.50



The Standard of Comparison

They all want it

Since our announcement in the August number of RADIO INDUSTRY we have received requests from every corner of the land for NEWLANDS RADIO representation. It is apparent that NEWLANDS "fills the bill"—they all want it.

There isn't any doubt that NEWLANDS RADIO is the best step forward in radio receivers—in efficiency, in beauty, in embodiment of all that could be desired in a quality receiver at a price that meets with the approval of all purchasers.

NEWLANDS—a five tube tuned radio frequency receiver with a selectivity that brings in all local and distant stations without trace of interference. In simplicity of operation it is unequalled and its volume is adjustable to all occasions—loud or soft—with tonal clarity that is really astounding.

Appearance?—we have combined the requisites of all possible tastes. NEWLANDS adapts itself pleasingly to every environment—the cozy hominess of the average living room or the richly embellished music room of a mansion.

NEWLANDS cabinets are the work of master craftsmen—three models each with that distinctive NEWLANDS Bakelite front panel richly engraved and leaving the impression of gold inlay work.

We have established in NEWLANDS a standard of radio quality—this company stands back of this product of radio engineering skill with its resources and 33 years of manufacturing experience.

Get in touch with the branch office nearest you and familiarize yourself with the *best yet in radio*.



The De Luxe Console



The De Luxe



The Cabinet Model

NEWLANDS Radio's NEWEST Wonder

MANUFACTURED AND GUARANTEED BY
INCANDESCENT SUPPLY CO.
MANUFACTURERS OF ELECTRICAL MATERIALS FOR 33 YEARS
468-472 WEST BROADWAY, NEW YORK, N. Y.

STOCKS CARRIED AT THESE BRANCHES

New York Sales Office:
London Lightwares, Inc.,
583 Broadway,
New York, N. Y.

Incandescent Supply Co.
1118 Olive Street,
St. Louis, Mo.

Incandescent Supply Co.
64 West Lake Street,
Chicago, Ill.

The Newlands Corporation,
1100 N. E. 2nd Ave.,
Miami, Fla.

Incandescent Supply Co.
638 Liberty Avenue
Pittsburgh, Pa.

Incandescent Supply Co.
726 Mission Street,
San Francisco, Cal.

The World Expected a Supreme Radio Set from **KELLOGG** *and here it is!*

WAVE-MASTER
Standard Model
\$125.00

WAVE-MASTER
Brown Walnut Console
with inbuilt horn
\$275.00

Wise Radio Dealers Will Grasp What That Means

Kellogg—for 28 years makers of precision telephone instruments and equipment—producers of quality parts since radio began—Kellogg has perfected a radio receiver worthy to bear the Kellogg name.

Live retailers will realize how much easier it will be to sell the WAVE-MASTER than to compete against it. Within a few days after this announcement appears applications for the valuable Kellogg franchise will pour in from every part of the country. Be the first to ask for YOUR territory.

A Separate Circuit for Each 40 Meter Wavelength Band

In the new WAVE-MASTER there are nine separate circuits—one for each 40 meter wavelength band. Each circuit gives that maximum efficiency heretofore found only in one short section of the dials of ordinary radio frequency sets. Each circuit brings within the range of the tuning dial a different group of stations.

Merely set the pointer to the wave zone in which you are interested and tune in with the one dial.

This dial actually has a tuning range of 540 degrees—over three times the range of any other set.

All other radio frequency sets have variable capacity which must be tuned, usually with three different dials, to balance with their inductance coils.

The WAVE-MASTER'S inductance is not fixed but variable and is easily and quickly tuned, with the one dial, to balance the fixed capacities.

Our powerful national advertising campaign has already started. Don't wait a minute. Write today for our attractive, money-making proposition.

Kellogg Switchboard & Supply Company
1027 W. Adams St., Dept. I, Chicago, Ill.

*One Dial Tuning
Yet Greater Selectivity*

KELLOGG WAVE MASTER

SWITCHBOARD & SUPPLY CO.

THREE NEW that are really

Sterling

WINNERS selling!

Jobbers and dealers are cashing in on these new Dealer and Home Radio Service Tube Testers and Reactivators.

R 401 "Home" Tube Tester

For testing plate current of vacuum tubes. Plugs into receiving set and meter shows whether tube is poor, fair, or good amplifier by reference to table furnished with instrument. List price \$8.50.

These new Sterling instruments are nationally advertised. Get behind them. Write for detailed circulars.

R 402 "Professional" Tube Tester

Specially designed for the radio store and service man. Equipped with plate and filament emission voltmeter, also plate milliammeter. Invaluable for checking tubes when received, for protecting the dealer against the return of tubes sold over the counter, and for store and general service work.

A high class instrument for large and small tubes, listing at \$30.00.

R 403 Tube Reactivator

New and definite results in tube re-activation are obtained with this instrument because it is equipped with a *filament emission meter*. This meter indicates whether reactivation is necessary, and measures tube filament emission after treatment. Invaluable for matching tubes in sets—a profit maker for the dealer—a tube saver for the set owner. Reactivates UV-201A, C-301A, UV-199, and C-299 types of tubes. Specify cycle for 110 volts. List prices \$12.50 and \$14.00

THE STERLING MANUFACTURING COMPANY

2831-53 Prospect Ave., Cleveland, Ohio, U. S. A.
Dept. C



"THE TUBE WITH A PEDIGREE"



A RADIO tube is only as good as its characteristic curve reading. We furnish with each MUSSELMAN CERTIFIED TUBE a curve sheet showing the exact readings for that particular tube. Both tube and curve sheet are serially numbered, so that you, or any engineer, can check our figures. Remember this point: That a characteristic curve reading is the *only* way anyone can measure the value of a radio tube.

Jobbers, manufacturers, and dealers are invited to write for details as to sales franchise.

Manufactured by

The Van Horne Co., Franklin, Ohio

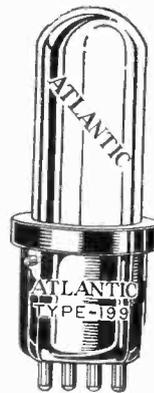
SALES OFFICE

A. J. MUSSELMAN

605 Machinery Hall

CHICAGO

ATLANTIC RADIO TUBES



Recognized by those who know as THE **FINEST TUBE** in the independent field. A simple fact — simply stated.

Supplied through Jobbers of the better class to dealers who are wise enough to handle only the best in radio.

Type 201A. Type 199—Small or Large Base

ATLANTIC ELECTRIC LAMP CO.
DANVERS, MASS.

Unconditionally Guaranteed

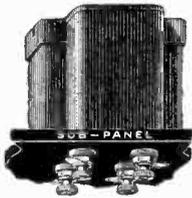
THORDARSON

Super
TRANSFORMERS
Standard on majority of quality sets

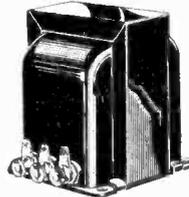
—AND CHOICE AGAIN, OF MacMILLAN ARCTIC EXPEDITION!

Record-Crashing Advertising Campaign Starting! *Much bigger even than last year*

Put in plenty of Thordarsons—demand will be multiplied



STOCK THESE NEW TYPES, TOO!
Thordarson Audio Freq. Transformers—*sub-panel Mounting Type* (pictured at left). Same ratios, same prices, as the Thordarson standard top mounting type: 2-1, \$5; 3½-1, \$4; 6-1, \$4.50. Thordarson Autotformer All-Frequency Amplifiers (latest Thordarson development—also being widely advertised (see cut at right), each \$5. Thordarson Power Amp. Transformers, pair \$13. Thordarson INTERSTAGE Power Amp. Transformers, each \$8. Prices quoted are list.
Thordarson jobbers everywhere!



THORDARSON ELECTRIC MANUFACTURING CO.
Transformer specialists since 1895
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Chicago, U.S.A.

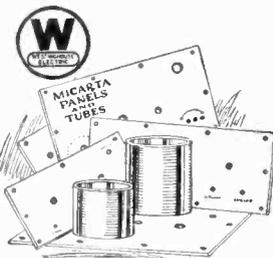
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Radiodyne
Pfanstiehl
Howard
Thermodyne
GLOBE
Deresnadyne
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RADIO TUBE MACHINERY

We make over 150 Types of Machines necessary to manufacture Radio Tubes and Electric Incandescent Lamps. We are also experts on Compound High Vacuum Pumps, Gas Purifiers, all types of Wire Specialties, Wire Welds and Tubed Wire, Radio Bases for all types of Tubes, Electric Spot and Butt Welders.

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753-764 South 13th St. Newark, N. J.



WESTINGHOUSE Micarta Panels

High Dielectric Strength
Perfect Polished Surface
Accurately Cut
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*Engraving & designing
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Something decidedly new, different and better has been perfected in radio. Interesting information is ready for you. Write us at once.

PREMIER ELECTRIC CO.
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Premier Electric Co.,
Dept. K-27, 1800 Grace St., Chicago, Ill.

Send me immediately full information about the new Premier Ensemble.

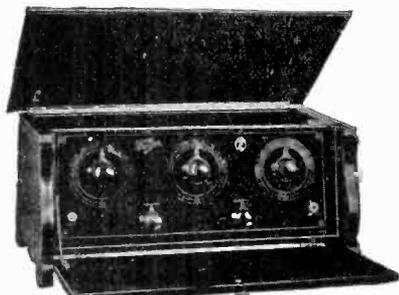
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Address

City State.....

THE SUPREME ACHIEVEMENT



No. 60, Chest Model, \$60.00
Size, 21½ x 11½ x 10 inches.

The rigid standards of design, materials and workmanship give AIRO MASTER the place as the outstanding receiver to-day regardless of price. Every AIRO MASTER is tested for broadcasting reception before shipment. The circuit is the highly refined Tuned Radio Frequency—two stages of radio detector—and two stages audio.



No. 75, Concert Model, \$75.00
With Thorola Unit.
Size, 22½ x 11½ x 18 inches.

The AIRO MASTER cabinets are predominating features—combined with the new and improved AIRO MASTER Receiver, present a combination of an ideal radio set and an attractive piece of furniture. AIRO MASTER is in a complete range of models to satisfy every demand.

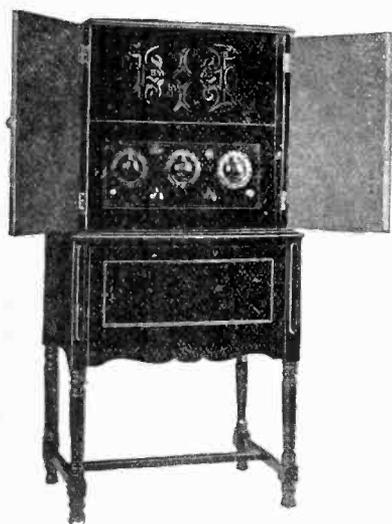
Airo-Master
**5-Tube
Radio Receiver**



AIRO MASTER is distributed thru exclusive jobbers within allocated territories, thereby eliminating unfair competition and assuring clean profits and sales, without the necessity of price cutting. If your jobber cannot supply you, write to us the name of your nearest distributor. Full particulars and catalog will be sent you on the line representing

Radio's Sterling Values

(Battery cords are standard equipment on all models.)



No. 150, Console Highboy, \$150.00
With Thorola Unit
Size, 24 x 15½ x 32 inches.

SALES BRANCHES

ATLANTA, GA.
American Electric Lamp Co., 176
Spring Street

TOLEDO, OHIO
R. S. Lynn, 803 Spitzer Building.

MINNEAPOLIS, MINN.
La Salle Electric Supply Co.,
Tribune Annex

SAN FRANCISCO, CAL.
Factory Sales Agencies Co., 693
Mission St.



No. 130, Console Table, \$130.00.
With Thorola Unit.
Size, 42 x 17 x 39 inches.

Manufactured and Guaranteed By

AIRO-MASTER CORP., 227-239 W. 17th St., New York

Boston Chicago Pittsburgh Atlanta Toledo Minneapolis Denver San Francisco

Trade Names of Radio Receiving Sets and Loud Speakers

(REC.).....Receiving Sets

ABBREVIATIONS

(L. S.).....Loud Speakers

A-C Dayton Polydyne (Rec.): A-C Elec'l Mfg. Co., Dayton, Ohio.
Aeme (Rec.): Sears Mfg. Co., 1226 E. 152nd St., Cleveland, O.
Add-A-Unit (Rec.): Auto Indicator Co., 210 Ottawa Ave., N.W., Grand Rapids, Mich.
Adler-Royal (Rec.): Adler Mfg. Co., 881 Broadway, New York, N. Y.
Aerial Guitlar (L.S.): L. Barth & Son, 32 Cooper Square, New York, N. Y.
Aerial Receiver (Rec.): Claire Mfg. Co., 6742 Yale Ave., Chicago, Ill.
Aeromaster (Rec.): Stewart-Warner Speedometer Corp., Radio Div., 1830 Diversey Blvd., Chicago.
After Dinner Speaker (L.S.): Hart & Hezeman Mfg. Co., Hartford, Conn.
Air Master (Rec.): Workrite Mfg. Co., 1812 E. 30th St., Cleveland, O.
Air Pilot (Rec.): Spielman Elec. Co., 311 W. 59th St., New York, N. Y.
Air Roamer (Rec.): Kilbourne & Clark Mfg. Co., 101 Spokane St., Seattle, Wash.
Air Ruler (Rec.): Kilbourne & Clark Mfg. Co., 101 Spokane St., Seattle, Wash.
Airex (L.S.): Merle Wightman, Inc., 24 West Connecticut St., Seattle, Wash.
Airo Master Chest (Rec.): Airo-Master Corp., 227 W. 17th St., New York, N. Y.
Airtrols (Rec.): Daleo Radio, 148 Chambers St., New York, N. Y.
Ajax Junior (L.S.): Ajax Elec. Specialty Co., St. Louis, Mo.
Ajax Marveltone (L.S.): Ajax Electric Specialty Co., St. Louis, Mo.
Alkadyne (Rec.): Sunbeam Radio Corp., 350 W. 31st St., New York, N. Y.
Alkator (L.S.): Sunbeam Radio Corp., 350 W. 31st St., New York, N. Y.
Aladyne (Rec.): Alladin Mfg. Co., Muncie, Ind.
Aladdin (L.S.): Simplex Radio Co., Sandusky, O.
All Wave (Rec.): Bosworth Elec. Mfg. Co. Main & Lexington Aves., (Norwood) Cincinnati, O.
Amplion Dragon (L.S.): Amplion Corp. of America, Suite Z, 280 Madison Ave., New York, N. Y.
Ampl-Tone (L.S.): Union Fabric Co., Derby, Conn.
Amrad (Rec.): American Radio & Research Corp., Medford Hillside, Mass.
Arbormhone (Rec.): Machine Specialty Co., Summit St., Ann Arbor, Mich.
A-R-F (Rec.): Terry Electrical & Mfg. Co., Goreville, Ill.
Artistocrat (L.S.): Ackerman Bros., 301 W. 4th St., New York, N. Y.
Aristocrat (Rec.): Workrite Mfg. Co., 1812 E. 30th St., Cleveland, O.
Arlington (Rec.): Wells Mfg. Co., Fond du Lac, Wis.
Armstrong (L.S.): McKinley Phonograph Co., 1501 E. 55th St., Chicago, Ill.
Atlas (L.S.): Atlas-Colonial Corp., East Ave. & 10th St., Long Island City, N. Y.
Audiphone (L.S.): O'Neil Mfg. Co., West New York, N. J.
Auditorium (L.S.): I. A. Bennett & Co., 112 W. Adams St., Chicago, Ill.
Aurora 3 (Rec.): Aurora, Inc., Dept. 16, Aurora, Ill.
Baby (L. S.): Bristol Co., Waterbury, Conn.
Baby Grand (L.S.): Mozart-Grand Co., 368 Jelif Ave., Newark, N. J.
Baby Grand (Crystal Rec.): Beaver Mach. & Tool Co., Inc., Newark, N. J.
Baby Grand (Radio Frequency Rec.): Marvol Radio Corp., 85 Mercer St., New York, N. Y.
Baby Grand (T.R.F. Rec.): Apex Elec. Mfg. Co., Dept. 915, 1110 W. 59th St., Chicago, Ill.
Bat-By-Less (Rec.): Batteryless Radio Corp., 1457 Broadway, New York, N. Y.
Beavertone Five (Rec.): Beaver Elec. Corp., 51 Lispenard St., New York, N. Y.
Berwick (L.S.): Triangle Electro Trading Co., 4077 Park Ave., New York, N. Y.
Bestone (Rec.): Henry Hyman & Co., Inc., 476 Broadway, New York, N. Y.
Big Three (Rec.): Audiolia Radio Co., 430 S. Green St., Chicago, Ill.
Big Six (Rec.): Audiolia Radio Co., 430 S. Green St., Chicago, Ill.
Biltmore Master (Rec.): Biltmore Radio Co., Boston 30, Mass.
Bird Crystal (Rec.): Bird Radio Corp., 322 Main, Cincinnati, O.
Burns (L.S.): American Electric Co., State & 64th St., Chicago, Ill.
Cabinette (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
California Nightingale (L. S.): Stentortone Co., 784 Gere Ave., Los Angeles, Cal.
Cameo (L.S.): Cannon & Miller Co., Springwater, N. Y.
Carco (Rec.): Carter Mfg. Co., 1729 (East) Cleveland, O.
Charmtone Loud Singer (L.S.): Dual Loud Speaker Co., 210 W. 54th St., New York, N. Y.
Chello (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
C.I.C. (L.S.): Connecticut Instrument Co., 219 South St., Stamford, Conn.
Cineodyne (Rec.): Kenyon Mfg. Co., 2360 Amsterdam Ave., New York, N. Y.
Claratone (Rec.): Equitable Radio Corp., Hughesville, Pa.
Classic (L.S.): Roberts-Cohen Co., Huntington Park, Los Angeles, Cal.
Clear-O-Dyne (Rec.): Clearstone Radio Co., Cincinnati, O.
Clearfield (Rec.): Sherman Mfg. Corp., 112 Trinity Pl., New York, N. Y.
Colonial (Rec.): Atlas-Colonial Corp., East Ave. and Tenth St., Long Island City, N. Y.
Combidyne (Rec.): Wolverine Radio Co., 103 W. Atwater St., Detroit, Mich.
Concert (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23rd East St., Salt Lake City, Utah.
Concert (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
Concert Grand (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23rd East St., Salt Lake City, Utah.
Concert Grand (Reflex Rec.): Concert Radiophone Co., 626 Huron Rd., Cleveland, O.
Concert Grand (Rec.): R. E. Thompson Mfg. Co., 30 Church St., New York, N. Y.
Conso (L.S.): Consolidated Elec. Co., 147 W. 23rd St., New York, N. Y.
Console (Rec.): Airo-Master Corp., 227 W. 17th St., New York, N. Y.
Console Standardvne (Rec.): Standard Radio Corp., 41 Jackson St., Worcester, Mass.
Cosmometal Grand (Rec.): Mazda Radio Mfg. Co., 3405 Perkins Ave., Cleveland, O.
Coryphone (L.S.): Chas. Cory & Son, 183 Varlek St., New York, N. Y.
Cosmopolitan Fire (Rec.): Cosmopolitan Physiformer Co., 15 W. 18th St., New York, N. Y.
Coto Symphonie (Rec.): Coto-Coil Co., Providence, R. I.
Cygnat (L.S.): Standard Metal Mfg. Co., 237 Chestnut St., Newark, N. J.
Daleo-phonie (Rec.): Daleo Radio Co., 148 Chambers St., New York, N. Y.
Daycraft (Rec.): Dayton Fan & Motor Co., Dayton, O.
Day-Fan Duo-Plex (Rec.): Dayton Fan & Motor Co., Dayton, O.
Day Grand (Rec.): Dayton Fan & Motor Co., Dayton, O.
Dayola (Rec.): Dayton Fan & Motor Co., Dayton, O.
Dayradia (Rec.): Dayton Fan & Motor Co., Dayton, O.
Day Royal (Rec.): Dayton Fan & Motor Co., Dayton, O.
Daytonia (Rec.): Dayton Fan & Motor Co., Dayton, O.
De Luxe (L.S.): Mercury Radio Corp., 87 Duane St., New York, N. Y.
De Luxe (L.S.): Sonora Phonograph Co., 279 Broadway, New York, N. Y.
De Luxe (Crystal Rec.): Star Crystal Co., 219 Woodward Ave., Detroit, Mich.
De Luxe (Rec.): Klitzner Radio Mfg. Co., 21 Ottawa Ave., Grand Rapids, Mich.
De Luxe (Reflex Rec.): Thermodyne Radio Corp., 1819 Broadway, New York, N. Y.
De Luxe (T.R.F. Rec.): Apex Elec. Mfg. Co., Dept. 915, 1110 W. 59th St., Chicago, Ill.
Dependable (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
Deresadyne (Rec.): Andrews Radio Co., Tribune Tower, Chicago, Ill.
Diclogrand (L.S.): Dictograph Products Corp., 220 W. 42nd St., New York, N. Y.
Doson Six (Rec.): Doson-Hiebert Co., 4345 France Ave., S. Minneapolis, Minn.
Dragon Fly (L.S.): Amplion Corp. of America, Suite Z, 280 Madison Ave., New York, N. Y.
Dundane (Rec.): Globe Electric Co., 14 Keefe Ave., Milwaukee, Wis.
Dynac (L.S.): Electrical Products Mfg. Co., Providence, R. I.
Dynac Selecto Five (Rec.): Electrical Products Mfg. Co., Providence, R. I.
Eagle Balanced (Rec.): Eagle Radio Co., 16 Boyden Place, Newark, N. J.
Eaglet (Rec.): Eagle Radio Co., 16 Boyden Place, Newark, N. J.

Echo-Tone (L.S.): Williams Radio Co., 1438 Washington Blvd., Detroit, Mich.
Edsh (L.S.): Mohawk Elec. Corp., 2250B Diversey Parkway, Chicago, Ill.
Ed-U-Cator (L.S.): Mersman & Co., Ottawa, O.
Electradvne (Rec.): Eagle Charger Corp., 121 N. Eighth St., Philadelphia, Pa.
Elkay (Rec.): Langbein-Kaufman Radio Co., 511 Chapel St., New Haven, Conn.
Enchanter (L.S.): Jodra Mfg. Co., Seattle, Wash.
Ensemble (Rec.): Premier Elec. Co., Dept. K-27, 1800 Grace St., Chicago, Ill.
Entertainer (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
Equidyne (Rec.): Doran Bros. Elec'l Co., Hamilton, O.
Fada (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
Farrand Speaker (L.S.): Farrand Mfg. Co., 28 S. Sixth St., Newark, N. J.
Fultone (L.S.): Hall & Wells, 128 N. Wells St., Chicago, Ill.
Gem (L.S.): Standard Metal Mfg. Co., 237 Chestnut St., Newark, N. J.
G-G-H (L.S.): Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.
Goldcrest (Rec.): Clearstone Radio Co., Cincinnati, O.
Gold Finch (Rec.): Guthrie Co., Grafton, O.
Gold Star (L.S.): Star-O-Tone Co., 1936 Westlake Ave., Seattle, Wash.
Graefone (L.S.): Graef & Treartin, 10 Alvin Pl., Upper Montclair, N. J.
Grandette (Rec.): R. E. Thompson Mfg. Co., 30 Church St., New York, N. Y.
Grand (L.S.): Mercury Radio Co., 87 Duane St., New York, N. Y.
Grimes Inverse Duplex (Rec.): David Grimes, Inc., 1571 Broadway, New York, N. Y.
Harmonie (Rec.): Starr Equipment Co., 366 Hamilton Ave., Brooklyn, N. Y.
Harmonson (Rec.): Harmon & Sons Co., 11 W. Grove City, Pa.
Hewlett (L.S.): General Electric Co., Schenectady, N. Y.
Hollywood Masterpiece (Rec.): K. M. Turner Radio Corp., 1517 N. Wilton Place, Los Angeles, Cal.
Home Speaker (L.S.): Trimm Radio Mfg. Co., 24 S. Clinton St., Chicago, Ill.
Indiana-Hyperdyne (Rec.): Indiana Mfg. & Elec. Co., Marion, Ind.
Induetrola (Rec.): American Radio & Research Corp., Medford Hillside, Mass.
Introdvne (Rec.): National Radio Co., Marshall, Minn.
Invisible Speaker (L.S.): Curtis-Leger Fixture Co., 235 W. Jackson Blvd., Chicago, Ill.
Jewel (Rec.): American Radio & Research Corp., Medford Hillside, Mass.
Jury (L.S.): Mercury Radio Corp., 87 Duane St., New York, N. Y.
Karryradio (Rec.): Armlay Radio Corp., 63 Fleet St., Jersey City, N. J.
Kent (Rec.): Klitzner Radio Mfg. Co., 21 Ottawa Ave., Grand Rapids, Mich.
K-E (L.S.): Kirkman Engineering Corp., 484 Broome St., New York, N. Y.
King Cole (Rec.): Anylite Electric Co., Fort Wayne, Ind.
King in Radio (Rec.): King Quality Products Co., Buffalo, N. Y.
Kompetrol (Rec.): Kardon Products Co., 451 Greenwch St., New York, N. Y.
Korona (Rec.): Gundlach Manhattan Optical Co., 761 Clinton Ave. S., Rochester, N. Y.
Lark (Rec.): International Radio Co., 152 W. 42nd St., New York, N. Y.
Lasher Capacidyne (Rec.): Fairview Electric Shop, 35 Fairview Ave., Binghamton, N. Y.
L. D. R. (Rec.): United Metal Stamping & Radio Co., 411 E. Pearl St., Cincinnati, O.
Liberty Sealed Five (Rec.): Liberty Transformer Co., 123 N. Sangamon St., Chicago, Ill.
Little Spiffire (L.S.): Tover Mfg. Co., 98 Brookline Ave., Boston, Mass.
Lloyd C. Green Concert Selector (Rec.): Culver Stearns Co., Worcester, Mass.
Logodyne (Rec.): Kodol Radio Corp., 507 E. Pearl St., Cincinnati, O.
L'Elegante (Rec.): Blair Radio Laboratories, 368 Sixth Ave., New York, N. Y.
Lvric (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23rd East St., Salt Lake City, Utah.
Mack Sinerdax (Rec.): Mack Co., 1940 Delancey St., Philadelphia, Pa.
Madera Clear Speaker (L.S.): Compressed Wood Corp., 345 West Austin Ave., Chicago, Ill.
Majestic (L.S.): Grigsby-Grunow-Hinds Co., 4540 Armitage Ave., Chicago, Ill.
Martinnos (Rec.): Vibroplex Co., Inc., 895 Broadway, New York, N. Y.
Marr-o-Dvne (Rec.): Amber Mfg. Co., 599 Eleventh Ave., New York, N. Y.
Master Highboy (Rec.): Airo-Master Corp., 227 W. 17th St., New York, N. Y.
Masterpiece (Rec.): Charles Freshman Co., Inc., Freshman Bldg., 240 W. 40th St., New York, N. Y.
Meco (Rec.): Metropolitan Elec. Co., 212 Fine Arts Bldg., Des Moines, Iowa.
Melotone (L.S.): Star-O-Tone Co., 1936 Westlake Ave., Seattle, Wash.
Melro Supreme (Rec.): Amaco Products, Inc., 416 Broome St., New York, N. Y.
Melody (Rec.): Better Radio Products, Muncie, Ind.
Melotone (L.S.): Radio Industries Corp., 131 Duane St., New York, N. Y.
Microwhine Speaker (L.S.): Kodol Radio Corp., 507 E. Pearl St., Cincinnati, O.
Milo Supreme (L.S.): Great American Radio Co., 781 Broad St., Newark, N. J.
Minute Man (Rec.): Pathe Phonograph & Radio Corp., 20 Grand Ave., Brooklyn, N. Y.
Mirac (Rec.): Midwest Radio Co., 815 Main St., Cincinnati, O.
Mocking Bird (L.S.): Morrison Laboratories, Inc., 812 Ford Bldg., Detroit, Mich.
Monotrol (Rec.): Sleeper Radio Corp., 6th Ave. and Washington St., Long Island City, N. Y.
Montro-Adapto (Rec.): Montrose Radio Laboratories, 1333 Fulton St., Brooklyn, N. Y.
Montrodyne (Rec.): Montrose Radio Laboratories, 1333 Fulton St., Brooklyn, N. Y.
Montrest (Rec.): Montrose Radio Laboratories, 1333 Fulton St., Brooklyn, N. Y.
Moon (L.S.): Wilson Utensil Co., 815 E. Fifth St., Dayton, O.
Musette (L.S.): Herbert H. Frost, 314 W. Superior St., Chicago, Ill.
Musienne (L.S.): Crosley Radio Corp., Cincinnati, O.
National (Rec.): Marvel Radio Co., 25 W. 42nd St., New York, N. Y.
National (L.S.): Holzer Cabot Electric Co., 125 Amory St., Boston, Mass.
Naturatone (L.S.): Moon Radio Corp., 501 Steinway Ave., Long Island City, N. Y.
Neutroreiver (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
Neutroflex (Rec.): C. D. Tanner Co., Los Angeles, Cal.
Neutro Junior (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
Neutrola (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
Newlands (Rec.): Incandescent Supply Co., 468 W. Broadway, New York, N. Y.
Nightingale Five (Rec.): Guthrie Co., Grafton, O.
No-Bat-Try (Rec.): Batteryless Radio Corp., 1457 Broadway, New York, N. Y.
Oem (Rec.): Dayton Fan & Motor Co., Dayton, Ohio.
One-Sixty (Rec.): F. A. D. Andrea, Inc., 1581 Jerome Ave., New York, N. Y.
Operatone (L.S.): Piroxioid Products Co., 200 Fifth Ave., New York, N. Y.
Orchestration De Duxe (L.S.): Radio Cabinet Co., 2125 Olney St., Indianapolis, Ind.
Orlole (Rec.): W. K. Electric Co., Kenosha, Wis.
Orlole Five (Rec.): Roberts Radio Co., Henry C., 112 Trinity Place, New York, N. Y.
Page Fire (Rec.): R-B Radio Co., 117 W. 51st St., New York, N. Y.
Paragon Paradyne (Rec.): Adams Morgan Co., Upper Montclair, N. J.
Parlor Grand (Rec.): R. E. Thompson Mfg. Co., 30 Church St., New York, N. Y.
Pearson Five (Rec.): Electrical Research Laboratories (Pearson Div. 1), 2500 Cottage Grove Ave., Chicago, Ill.
Peerlite Lamp Speaker (L.S.): Peerless Light Co., 663 W. Washington Blvd., Chicago, Ill.
Penn C (Rec.): Pennsylvania Wireless Mfg. Co., 507 Florence Ave., New Castle, Pa.
Phonostat (Rec.): A-C Electrical Mfg. Co., Dayton, Ohio.
Pink-A-Tone (Rec.): Sunbeam Radio Co., 350 W. 31st St., New York, N. Y.
Plodyne-6 (Rec.): Golden-Leutz Corp., 476 Broadway, New York, N. Y.
Pocket Radio (Rec.): Auto Indicator Co., 210 Ottawa Ave., N. W., Grand Rapids.
Polonaise (Rec.): Splittdorf Electrical Co., 392 High St., Newark, N. J.
Port-O-Radio (Rec.): American European Radio Corp., 342 Madison Ave., New York, N. Y.

Trade Names of Radio Receiving Sets and Loud Speakers

(Continued)

(REC.).....Receiving Sets

ABBREVIATIONS

(L. S.).....Loud Speakers

Professional (L.S.): Voluna Products, Inc., Hempstead, N. Y.
 Puratone (L. S.): Custerfield Co., Wood Haven, N. Y.
 Pure Tone (L.S.): K. N. Turner Radio Corp., 1517 N. Wilton Place, Hollywood, Cal.
 Lyrodne (Rec.): Quaker City Paper Box Co., 12th & Brown Sts., Philadelphia, Pa.
 Radak (Rec.): Clapp-Eastham Co., 139 Main St., Cambridge, Mass.
 Radiolamp (L.S.): Radiolamp Co., 254 W. 34th St., New York, N. Y.
 Radio Bliinker (Rec.): Frank B. Perry & Sons, 513 Hospital Trust Bldg., Providenee, Radio Wonder (L. S.): McKee Glass Co., Jeannette, Pa.
 Radiodyne (Rec.): Western Coll. & Elec'l Co., 313 Fifth St., Racine, Wis.
 Radio King (Rec.): Worlrite Mfg. Co., 1812 E. 30th St., Cleveland, O.
 Radiola (Rec.): Radio Corp. of America, New York, N. Y.
 Radiophone (Rec.): De Forest Radio Co., Jersey City, N. J.
 Radio-Alarm-O-Graph (Rec.): Pinto Speaking Clock Co., 1624 S. 8th St., Philadelphia, Pa.
 Ranger (Rec.): Westfall-Kelly Radio Sales Co., 100 Hudson St., New York, N. Y.
 Receptrad Multiflex (Rec.): Radio Receptor Co., 106 Seventh Ave., New York, N. Y.
 Reflections (L.S.): Rice & Hochster, 130 Washington Place, New York, N. Y.
 Regenodyne (Rec.): Chelsea Radio Co., 150 Fifth St., Chelsea, Mass.
 Regenodex (Rec.): Radio Corp. of America, New York, N. Y.
 Remo Trumpet (L.S.): Remo Corporation, Radio Division, Meriden, Conn.
 Remodyne (Rec.): Remo Corp., Meriden, Conn.
 Remola (L.S.): Remo Corp., Meriden, Conn.
 Repeater (L.S.): Moss, Schury Mfg. Co., Radio Div., 2011 Franklin St., Detroit, Mich.
 Rexco Masterdine (Rec.): Rex Radio Specialty Co., 122 Liberty St., New York, N. Y.
 Rico-Dyne (Rec.): Radio Industries Corp., 131 Duane St., New York, N. Y.
 Rola Be Creator (L.C.): Rola Co., 24 W. Connecticut St., Seattle, Wash.
 Room Talker (L.S.): Auth Elec'l Specialty Co., 422 E. 53rd St., New York, N. Y.
 Royal Sixteen (Rec.): Colin B. Kennedy Co., 2017 Locust St., St. Louis, Mo.
 Rutic (Rec.): Ruckelshaus, John G., 41 Commercial St., Newark, N. J.
 Saal Soft Speaker (L.S.): H. G. Saal Co., 1800 Montrose Ave., Chicago, Ill.
 Scout (Rec.): Sleeper Radio Co., Sixth Ave. & Washington St., L. I. City, N. Y.
 Sealed Five (Rec.): Audiolola Radio Co., 430 S. Green St., Chicago, Ill.
 Seco (Rec.): Spielman Electric Co., 314 W. 59th St., New York, N. Y.
 Sereander (T.R.F.): Paramount Mfg. Co., Kansas City, Mo.
 Sereander (Rec.): Sleeper Radio Co., Sixth Ave. & Washington St., L. I. City, N. Y.
 Shepoo All Purpose (Rec.): Thermodyne Radio Corp., 1819 Broadway, New York, Silvervoice (L. S.): Radiotive Corp., 21st Ave. and 53rd St., Brooklyn, N. Y.
 Stimpiform (Rec.): Radio-Master Corp. of America, Bay City, Mich.
 Solo-Guitar (L.S.): L. Barth & Son, 32 Cooper Square, New York, N. Y.
 Sonocredo (L.S.): Boudette Mfg. Co., 73 Beach St., Beverly, Mass.
 Sonoradio (Rec.): Sonora Phonograph Co., 279 Broadway, New York, N. Y.
 Spildorfone (L.S.): Spildorf Elec'l Co., 393 High St., Newark, N. J.
 Standard (L.S.): Sonora Phonograph Co., 279 Broadway, New York, N. Y.
 Standard (L.S.): Utah Radio Products Co., 1427 S. Michigan Ave., Chicago, Ill.
 Standardyne (Rec.): Standard Radio Corp., Worcester, Mass.
 Star (Rec.): Starr Equipment Corp., 368 Hamilton Ave., Brooklyn, N. Y.
 Sterling Five (Rec.): Sterling Radio Corp., 48 Broadway, New York, N. Y.
 Strad-O-Vox (L.S.): Sterling Cabinet Wks., Inc., Winfield, N. Y.
 Super Carol Dyne Rec.: Southeastern Radio Corp., Winston-Salem, N. C.
 Super Clear-O-Dyne (Rec.): Clearstone Radio Co., 2427 Gilbert St., Cincinnati, O.
 Superdyne (Rec.): C. D. Tuska Co., 83 Homestead Ave., Hartford, Conn.
 Super Equidyne (Rec.): Doron Bros. Electrical Co., 325 B. St., Hamilton, O.
 Super-Fine (Rec.): Apex Elec. Mfg. Co., Dept. 915, 1410 W. 59th St., Chicago, Ill.
 Superlive (Rec.): Procel Radio Mfg. Co., 227 Erie St., Toledo, O.

Super-Flex (L.S.): Utah Radio Products Co., 1427 S. Michigan Ave., Chicago, Ill.
 Super Radak (Rec.): Clapp-Eastham Co., 139 Main St., Cambridge, Mass.
 Super-Reflex (Rec.): Sypher Mfg. Co., Dept. 5, Toledo, O.
 Super-Reinartz (Rec.): Elgin Radio Supply Co., 207 E. Chicago St., Elgin, Ill.
 Super-Selector (Rec.): Sypher Mfg. Co., Dept. 5, Toledo, Ohio.
 Superspeaker (Rec.): Jewett Radio & Phonograph Co., Pontiac, Mich.
 Superspeaker Highboy (L.S.): Jewett Radio & Phonograph Co., Pontiac, Mich.
 Super Symphonetic (Rec.): Sleeper Radio Co., Sixth Ave. & Washington St., Long Island City, N. Y.
 Supertone (Rec.): Buckwalter Radio Corp., 2632 Prairie Ave., Chicago, Ill.
 Supertone Five (Rec.): Cleveland Automobile Accessories Co., 7823 Carnegie Ave., Cleveland, O.
 Super-Zenith (Rec.): Zenith Radio Corp., Straus Bldg., Chicago, Ill.
 Supreme (L.S.): Utah Radio Products Co., 1427 S. Michigan Ave., Chicago, Ill.
 Symphonio (L.S.): Manhattan Electrical Supply, 17 Park Place, New York, N. Y.
 Symphony (Rec.): Jones Radio Co., 1066 W. Adams St., Chicago, Ill.
 Symphony (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23d East St., Salt Lake City
 Symphony (L.S.): Kellogg Switchboard & Supply Co., Dept. I, 1027 W. Adams St., Chicago, Ill.
 Symphony (L.S.): J. Fred Wilfert, 21 Cambria St., Boston, Mass.
 Synchronphase (Rec.): A. H. Grebe & Co., 70 Van Wyck Blvd., Richmond Hill, N. Y.
 Table-Talker (L.S.): C. Brandes, Inc., 233 Broadway, New York, N. Y.
 Telmac (Rec.): Telephone Maintenance Co., 20 S. Wells St., Chicago, Ill.
 Thor (L.S.): Golden Gate Brass Mfg. Co., 516 E. Pike St., Seattle, Wash.
 Thorola (L.S.): Reichmann Co., 1725 West 74th St., Chicago, Ill.
 Thorola Isodyne (Rec.): Reichmann Co., 1725 W. 74th St., Chicago, Ill.
 Thorophone (L.S.): Reichmann Co., 1725 West 74th St., Chicago, Ill.
 Tone-A-Dyne (Rec.): Busas, Inc., 112 Chambers St., New York, N. Y.
 Tone-Throat (L.S.): Astral Radio Corp., 1237 N. Broad St., Philadelphia, Pa.
 Torodyne (Rec.): Ainsworth Radio Co., Cincinnati, O.
 Torodyne (Reflex Rec.): Sears Mfg. Co., 1226 E. 152nd St., Cleveland, O.
 Town Crier (L.S.): Gale Radio Laboratories, 2512 Irving Park Blvd., Chicago, Ill.
 TRF (Rec.): J. B. Ferguson, 80 Beaver St., New York, N. Y.
 Triplex (Rec.): Mu-Rad Laboratories, 803 Fifth Ave., Asbury Park, N. J.
 Tridyn (Rec.): Crosley Radio Corp., Cincinnati, O.
 Tridyn Newport (Rec.): Crosley Radio Corp., Cincinnati, O.
 Trix (Rec.): Wolverine Radio Co., 103 W. Atwater St., Detroit, Mich.
 Ultra Marvel (Rec.): Industrial Radio Service, Newton & Rust Ave., Saginaw, Mich.
 Ultradyne (Rec.): Phenix Radio Corp., 114 E. 25th St., New York, N. Y.
 Universal (L.S.): Holtzer-Cabot Electric Co., 125 Amory St., Boston, Mass.
 Utility (L.S.): Nathaniel Baldwin, Inc., 3474 S. 23d East St., Salt Lake City, Utah.
 Valleytone (Rec.): Valley Electric Co., Radio Div., St. Louis, Mo.
 Van (Rec.): L. D. Van Valkenberg Co., Holyoke, Mass.
 Voceleste (Rec.): General American Radio Mfg. Corp., 242 W. 55th St., New York.
 Voice from the Sky (L.S.): Florentine Art Productions, Inc., 838 W. Austin Ave., Chicago, Ill.
 Wave Master (Rec.): Kellogg Switchboard & Supply Co., Dept. I, 1027 W. Adams St., Chicago, Ill.
 Westburr-6 (Rec.): Westburr Inc., 250 West 54th St., New York, N. Y.
 Wide World (Rec.): Big Three Radio Corp., 16 Hudson St., New York, N. Y.
 Wolverine (Rec.): Klitzner Radio Mfg. Co., 21 Ottawa Ave., Grand Rapids, Mich.
 Woodchorn (L.S.): Inter-Ocean Radio Corp., 205 10th St., Jersey City, N. J.
 Yankee (L.S.): Albin Radio Co., 16 Hudson St., New York, N. Y.

The 1925-26 Line of

New and Improved FRESHMAN MASTERPIECE

Five Tube Tuned Radio Frequency Receiving Sets

Sold direct to selected dealers—one dealer only in towns of less than 25,000 people—specified localities in larger cities.

No More Cut-Throat Competition
No More Losses on Installment Sales

Eight distinctive models from \$39.50 to \$115.

Write to either office for complete information.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
 FRESHMAN BUILDING
 240-248 WEST 40TH ST.—NEW YORK, N.Y.
 CHICAGO OFFICE — 327 S. LA SALLE ST.

Howe Radio Receiver

The Fastest Selling Crystal Set Made

\$1⁷⁵



At \$1.75 the Howe Radio Receiver sells at sight. It is the neatest, most attractive set made, having the appearance of a much higher priced article. Receiving radius of 25 miles—range of from 200 to 600 meters.

Creates New Radio Fans
 Makes New Customers for the Dealer

HOWE PRODUCTS COMPANY
 120 No. Green St. Chicago

Announcing—

The **Bosworth**
Air *-All Wave-* Set

**EXCLUSIVE
DISTRIBUTORS**



**PROTECTED
DEALERS**

New Unusual Adaptation to Low Rebroad Cast Wavelengths

A FIXED sales policy that assures territorial protection to both distributor and dealer; a fair price, guaranteed against reduction without proper notice, and allowing you a very liberal profit; designs of real eye value that will not be changed during this season; full protection against cut price competition; a guarantee of 100% satisfaction to the consumer; these are a few of the outstanding points in the Bosworth sales plan that are creating a wide interest among those distributors and dealers who desire to make radio a permanent part of their business.

The Bosworth Air Set

Starting with the idea that no radio receiver merited that name unless it combined (1) extreme selectivity, (2) long range, (3) ease of tuning, (4) economy in operation, and (5) loud speaker reception; our engineers spent months in the development of a radio frequency set that possessed these qualities. But we were not satisfied with a radio in which these elements alone were developed to the highest degree. In addition, we wanted to offer a receiver with unsurpassed tone quality, beauty of design and responsiveness to any wave length as low as 50 meters.

Thoroughly Tested

After many further months of experimenting, we have produced the Bosworth All-Wave Air Set, which fully comes up to our rigid specifications after thorough tests under all conditions and in every part of the United States.

A five-tube set, it will operate a loud speaker over the whole United States, ordinarily, with four tubes. Using the fifth tube, any station on this continent can be brought in usually with excessive volume. One of the most important features of the set is that, through a unique adjustment, it is adaptable to any wave length from 50 to 600 meters.

Trial Offer

We will ship a Bosworth Airset to satisfactorily rated concerns in the radio trade for two weeks trial, without obligation, and invite all interested dealers and jobbers to write for further details.

Priced at \$155, including wave length equipment down to 150 meters. Coverage down to 50 meters at nominal additional cost.

This is the receiver that will bring you a liberal profit, offered you under the selling conditions that you have a right to expect.

BOSWORTH ELECTRIC MFG. COMPANY

*The Bosworth
Sales Plan Embraces*

- 1—Territorial Protection.
- 2—Price Protection.
- 3—Design Protection.
- 4—Cut Price Protection.
- 5—Guarantee of 100% Satisfaction.

**WRITE
FOR
DETAILS**

Send This Coupon

BOSWORTH ELEC. MFG. CO.,
Main and Lexington Aves., Norwood, Cincinnati, O.

Please furnish us, without obligation, complete descriptive matter of the Bosworth Airset, and details of your protection plan.

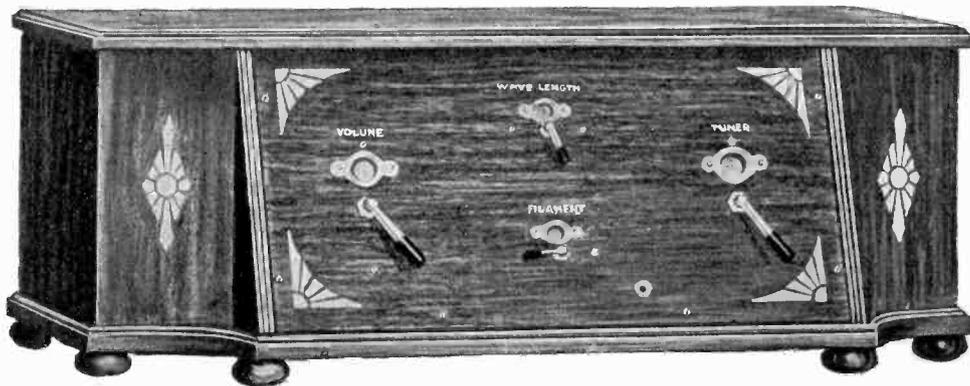
I am a Distributor Dealer Ship Set

Name

Address

The
KLITZEN-WOLVERINE

A Big Step Forward in Radio



Simple—Powerful—Inexpensive
The 3 Things the Average Family Wants

A new set of marvelous performance. Only two tuning controls. So easy a child can operate. Yet a coast to coast range. Three tube regenerative set, manufactured under Armstrong patent.

\$54⁵⁰
LIST
 ACCESSORIES
 EXTRA

Cabinet of genuine mahogany, Grand Rapids workmanship, a handsome piece for the home. Ample space for complete dry cell equipment. Size over all, 26½ x 10 x 13.

Klitzen is a name of recognized standing. Specialists in radio since 1913.

Extra Liberal Dealer Discount.



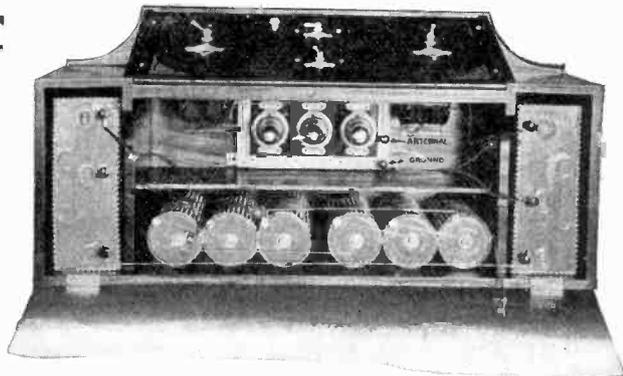
Send Coupon

KLITZEN RADIO MFG. CO.,
 21-31 Ottawa Ave., Grand Rapids, Mich.

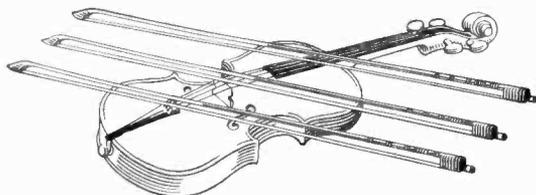
Send full details of the Klitzen-Wolverine and your extra liberal dealer discount.

Name

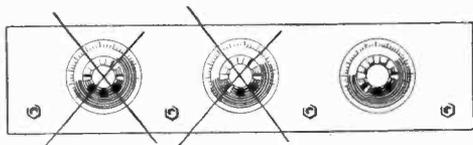
Address



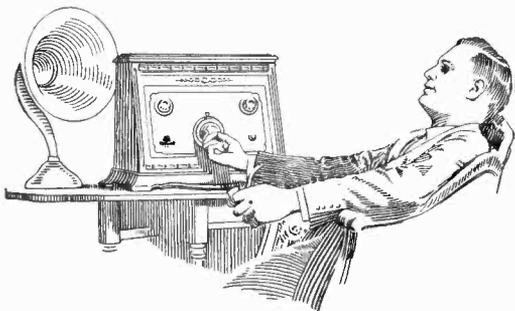
Something to Think About *Mr. Radio Dealer!*



This is a fiddle. It is a funny fiddle. It is played with three bows. Why? Frankly, we do not know.



This is a radio. It is like the funny fiddle. It operates with three dials. It was probably made for a man with three hands. We haven't seen him. Have you?



Now here is another radio. It has only *one* dial. It is made for people like you and me. People who consider radio something to *hear*, not just to *twiddle*.

This one-dial radio is called the Mohawk. It will do anything any three-dial radio will do. *And a lot more!* It will make more women want radios, as well as more men . . . There is only *one* simple dial to tune.

What do your customers seek in a radio? Selectivity? Distance? Volume? Beauty of tone?

Faithfulness of reproduction? They cannot ask for more than the Mohawk gives. All these fundamentals plus *unmatched simplicity!*

Mohawk engineers did it. They found a way to *balance* the condensers—to synchronize them perfectly. Mohawk, with only *one* dial, is as well balanced as the best three-dial set made.

This great Mohawk achievement is being widely advertised in *The Saturday Evening Post* and other publications. People in fast-growing numbers are learning of Mohawk's great advantage. These people will not be satisfied with any other type of set. Offer them the Mohawk and you will get *their business!*

Convince yourself. Test the Mohawk in comparison with any set made. Just use your ears . . . and the fingers of *one* hand. Write today for literature and list of Mohawk Jobbers.

Selected from among 47 radios as standard equipment on the Pan-American, crack train of the L. & N. Railroad. A test will tell you why!

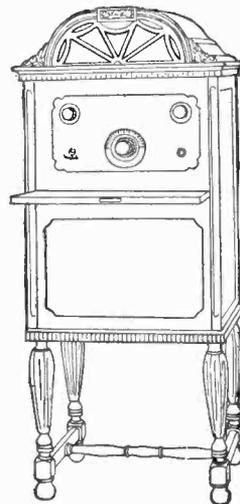
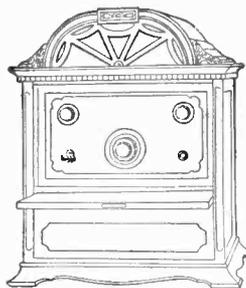
MOHAWK CORPORATION OF ILLINOIS

Independently Organized in 1924

2220 Diversey Parkway · Chicago, Ill.

Mohawk cabinets are beautiful in design, rich in appearance. Here are the three Mohawk Models:

- Model 100 (Left) . . \$100
- Model 110 (Below) . \$175
- Model 115 (Right) . \$225



Mohawk Radio

Mfrd. by Mohawk Corporation of Illinois. Independently Organized in 1924

5 tubes - just ONE dial to tune





Selectivity means more with the Valleytone

Appearance

The Valleytone is mounted in a solid walnut cabinet, finished in two tones with inlaid gold stripes. It may also be procured in beautiful console models. Special Valley tables with built in loud speaker may be obtained for the cabinet model.

Every tube set owner is a prospect for these

The Valley B-Eliminator



The Valley Battery Charger

—more sales for the dealer, because more satisfaction for the user

The Valleytone 5-tube Radio Receiver is extremely selective. It has no trouble separating stations on wave lengths only four or five meters apart, whether distant or local stations. The *Valley Toroidal Coils* make this selectivity possible.

In addition, the Valleytone has a balanced tone. The *potential balance* method of suppressing oscillation makes the tone of this set clear, mellow and free from the howls and squeaks which have been the plague of radio.

Radio receiving sets are bought for these two qualities. These qualities are the measure of success, of results. And results are what buyers want.

Sell results. Sell satisfaction. Sell the kind of radio performance that Mr. and Mrs. John J. Public want. Sell the Valleytone.

Consult your jobber or write us for the full story of the Valleytone 5-Tube Radio Receiving Set. We are telling that story to millions this year in magazine and newspaper advertising, and we are looking for good dealers to profit with us on this better radio receiver.

VALLEY ELECTRIC Co., *Radio Division*, ST. LOUIS, U. S. A.
Branches in Principal Cities

Valleytone
Radio Receivers

Valley
B-Eliminators

Valley
Battery Chargers

Valley Electric

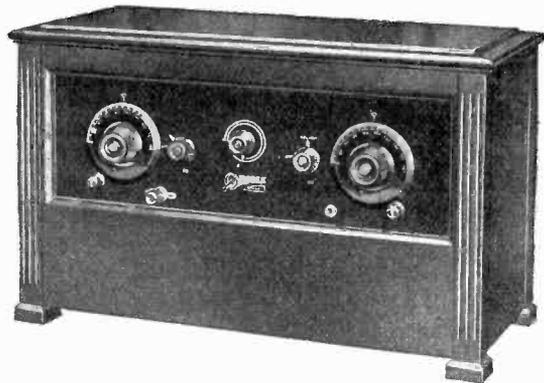
The new ARBORPHONE

**5-Tube
Tuned
Radio
Frequency
\$55.00
Less Tubes**

"All you could ask of a radio" is the universal verdict on the new 5-tube Arborphone. It is the ideal set for the average family—non-oscillating, non-radiating, of low loss construction—enclosed in a masterpiece of the cabinet-maker's art. New style two toned 7"x24" panel.

Details will be sent promptly upon request.

MACHINE SPECIALTY CO.
Summit St. Ann Arbor, Mich.



Compare this New Five Tube "ORIOLE" Receiver For Selectivity, Volume and Tone

BUILT on an entirely new principle, with a circuit never used before, the "ORIOLE" has no superior for *selectivity, volume and pure tone.*

The "ORIOLE" brings in distant stations surprisingly loud and clear. Simple to operate.

Built by true radio engineers, using nationally famous standard parts and specially designed transformers, of our own manufacture, which are remarkable producers. Beautiful mahogany cabinet, with compartment for "B" batteries.

The "ORIOLE" is a high quality receiver—it gives the *unusual performance* that builds sales and makes satisfied customers. By comparative tests with every other set, the "ORIOLE" has easily proved itself.

Get Full Details—Write Now

W-K ELECTRIC COMPANY
Kenosha, Wisconsin

*Dealers in
Radio!
Wire or write
at once for the
exclusive Apex dealer
franchise plan.
It is a money maker*



Apex Electric Mfg. Company
1410 W. 59th St., Dept. 915, Chicago



The New Blandin "35D" Radio Cabinet

Panel at top 7 x 26". Depth 10. Filler strips for panel 7 x 18, 7 x 21 or 7 x 24". Built-in spruce horn back of silk lined grille. Horn fits all standard units. Two compartments each side of horn ample for complete dry cell set. Door in back. Built of genuine select Mahogany—latest Lacquer hand rubbed piano finish. Equipment includes extra 1/2" mounting board, full continuous piano hinge, two folding lid supports and rubber feet under bottom.

Write for illustrated price list.
Jobbers and dealers, write for discounts.

BLANDIN PHONOGRAPH COMPANY, Inc.
1600 16th ST. RACINE, WIS.



\$25

*West of Rockies, \$26.50
In Canada, \$35*

The SAAL Soft SPEAKER

combines volume with a velvet tone

IN BUYING a radio reproducer your customers need no longer choose between volume and tone quality. You can now sell them a speaker with both. The Saal Soft Speaker combines volume with a velvet tone.

The Saal has no blare, no blast, no metallic ring. It is not a fad. It is a faithful reproducer of radio programs. It is properly constructed for the accurate reproduction of sound. It is not straight-necked like a trumpet. The neck is curved like a saxophone, the most melodious of all instruments. From the reproducing unit to the edge of the bell is one unbroken taper—one even, unbroken enlargement of sound.

The Saal Soft Speaker is made to last a life-time. The neck is of aluminum. The bell is of genuine Bakelite. There is no wood,

no tin, no composition. It has nothing to warp, crack, wear out or deteriorate. The reproducing unit is of all-metal construction, and cannot be harmed or "blasted" by the loudest receiver. It maintains its tone with any volume. There is no adjustment knob to complicate tuning.

In appearance the Saal, with its large black bell, black crackle throat and graceful lines is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra.

The Saal Soft Speaker is manufactured by a company long experienced in the music business. It is guaranteed to give the user satisfaction. It is thoroughly advertised. A large plant insures prompt delivery. Order through your jobber. Jobbers write to us.

SAAL Jr.

The same in every respect as the Saal Soft Speaker, except it measures 18½ inches instead of 21½ inches in height.

\$20

*West of Rockies, \$21
In Canada, \$27.50*

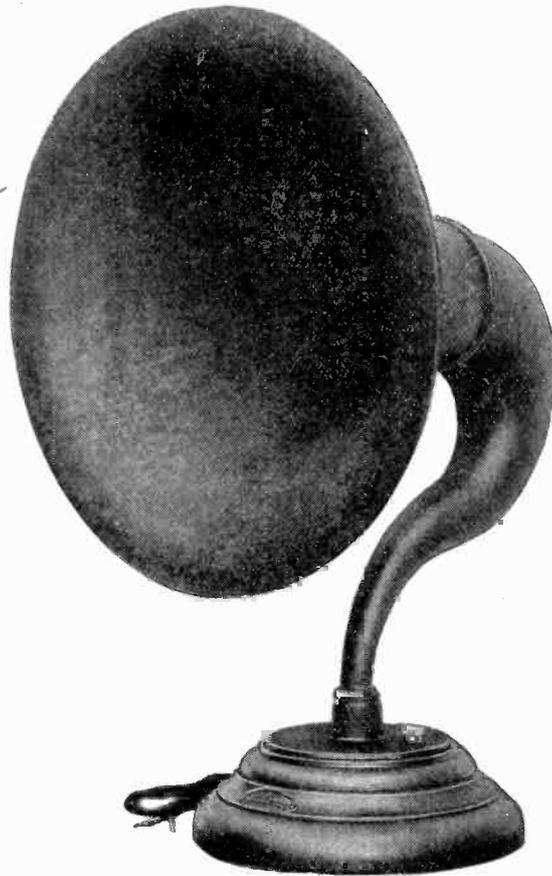


The Saal Soft Speaker Unit is an example of the care with which the entire speaker is manufactured. The diaphragm is connected to the armature by a pin which transmits the action of the armature to the diaphragm as a push and pull movement. There are no springs to snap the diaphragm back into place. This explains why the unit cannot be blasted and does not get out of order. In attaching the pin to the diaphragm it is threaded for a nut. These threads, 200 to the inch, are finer than a jeweler's standard.

SAAL *Soft* SPEAKER

VOLUME WITH TONE QUALITY

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.



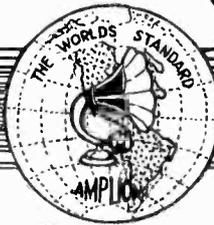
TTRIMM Concert has a naturalness of tone distinctly all its own. Even under only fair atmospheric conditions, the Concert gives reproduction that pleases because of its perfect fidelity. It is one speaker that reproduces over the entire musical scale, from high of violin to low of organ, in original tonal values. Its Volconite tone chamber tapers gradually from an opening of 1/2 inch to a diameter of 15 inches at the bell. Extra large diaphragm assures a well rounded tone without any trace of distortion or chattering. Adjustment regulates tone and volume.

TRIMM	
<i>Superior Reproducers</i>	
HEADSETS	
Professional	\$5.50
Dependable	4.40
PHONODAPTERS	
Giant Unit	\$10.00
Little Wonder	4.50
SPEAKERS	
Home Speaker	\$10.00
Entertainer	17.50
Cabinette	17.50
Concert	25.00
Chello	30.00

Because of superior results, Trimm users recommend our products to their friends. Our national advertising campaign is fast adding new users to the thousands now boosting Trimm Superior Reproducers. Get your share of this business. If your jobber cannot supply you, write to us giving his name. Our co-operation and merchandising policy will help you to more business and better profits.

TRIMM
 RADIO MANUFACTURING
 COMPANY
 24 So. Clinton St.
 CHICAGO
 U.S.A.





The Amplion Dragon
A-R 19

Long tone travel with gradual amplification is provided in compact space by the acoustically correct dragon shape of The Amplion.



Objectionable resonance is prevented by rubber bushings which insulate horn from tone arm, and tone arm from unit.

Hinged base tilts horn to angle desired for best acoustic effect.

AMPLION

The World's Standard Loud Speaker

ALFRED GRAHAM & CO., LONDON, ENG.—Patentees

Test This International Favorite

—against any other loud speaker

SEND FOR SPECIAL TRIAL OFFER!

The Amplion Junior
DeLuxe, AR-114



Adjustment for easy tuning. The Amplion to each individual set.

Thirty-eight years ago, in 1887, the year of Queen Victoria's Jubilee, the first practical "loud speaker" which the world had ever heard was demonstrated in England by Mr. Alfred Graham. Six years later Mr. Graham marketed loud speakers for use in warehouses, factories, etc., and, in 1896, for use aboard war and mercantile vessels throughout the world. The following decades witnessed many thousands of Graham loud speaking installations on land and sea.

In 1920, "AMPLION" Loud Speakers were created for radio by Alfred Graham & Co. Product of the actual originators and world's oldest makers of loud speakers, it was only logical that The Amplion should lead from the outset. Late in 1923 The Amplion was brought to America and became so immediate a favorite that it was necessary a year ago to form The Amplion Corporation of America to market and manufacture Amplions here.

DEALERS! JOBBERS!

Test The Amplion—in comparison with any or all other makes—and learn why it is the largest selling loud speaker throughout the world. Though more recently introduced to America, it is rapidly paralleling its success abroad. Nationwide advertising on a greatly extended scale is hastening the day of complete conquest. Write immediately for the attractive 1926 Amplion proposition.

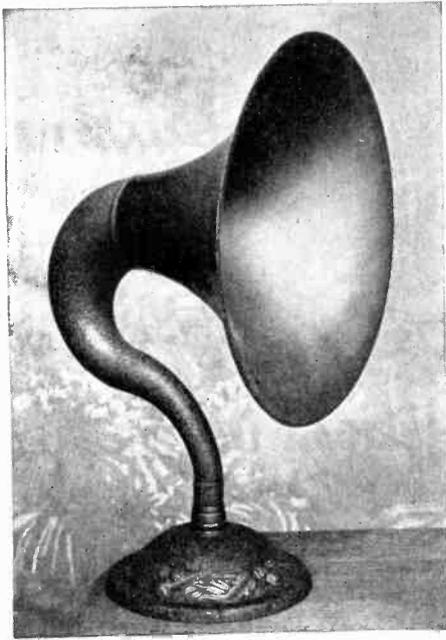


Phonograph Units in Two Sizes

THE AMPLION CORPORATION OF AMERICA

Executive Offices: Suite Z, 280 Madison Avenue, New York City
Canadian Distributors: Burndep of Canada, Ltd., Toronto
Associated Companies: Alfred Graham & Co., London, England; Campagne Francaise Amplion, Paris, France; Campagne Continentale Amplion, Brussels, Belgium
Representatives in all leading cities throughout the world





The Remo Trumpet (Concert Type)
List Price \$25.00

TONE

THE important feature of a loudspeaker, after all is TONE.

In the Remo Trumpet (Concert type) we have concentrated on TONE, and the result is a loudspeaker that has not only beautiful, mellow tone, but volume; and the Remo Trumpet acknowledges no superior.

The REMO TRUMPET

(Concert Type)

is without question as fine a reproducing instrument as you can find anywhere, but you must hear it to believe us. See offer below.

The Remola Concert Cabinet

Is the counterpart of the Remo Trumpet in cabinet form. Wonderfully sweet and true in tone. Just the kind of speaker that women like. Mahogany cabinet of just the right size.



Remola Concert Cabinet
List Price \$25.00

The Remo Tube Reviver

Just the thing in the home for keeping amplifying tubes at maximum efficiency. For UV201 and UV199 type tubes. Takes but a few minutes with astonishing results.



Remo Tube Reviver (Junior)
List Price \$7.00

The Remo Trumpet (Junior)

A new and improved model of this popular loudspeaker. Now equipped with a wonderful unit. Tone is fine and plenty of volume. A great seller at the price.



The Remo Trumpet (Junior)
List price \$10.00

OFFER—Samples of any of these Remo Products will be sent on 10 days free trial thru your regular jobber.

Just Listen to the Remo Trumpet.



THE REMO CORPORATION Meriden, Conn.,
U. S. A.

"The Voice from the Sky" Loud Speaker

This speaker is finished in Mahogany, Walnut, and Ebony. The horn is made of "ITALIAN GESSO," cast in one piece, and has no audible period vibration.

"THE MOST BEAUTIFUL SPEAKER IN THE MARKET"—different from any other.

Gives excellent reception and is an attractive piece of furniture. The overall height is 24 inches, with a bell diameter of 12 inches.

A Utah Unit is used in the base.

The artistic design and beauty of construction will appeal to the discriminating buyer.

List Price, \$30.

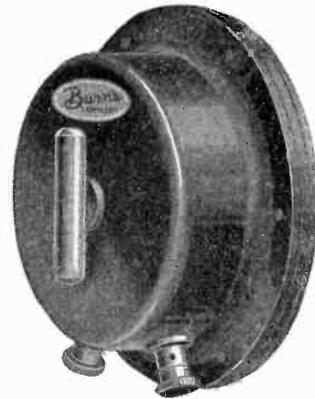
Write for further information and discounts.



*Design Patented
By L. ROMANELLI*

Manufactured by
FLORENTINE ART PRODUCTIONS, INC.
838 W. Austin Ave., Chicago, Ill.

General Sales Agent
KABERNA & COMPANY
54 W. Lake St. Chicago, Ill.



Burns
**LARGE
CONCERT
UNIT**

The Heart of the Speaker

Large size in this unit gives great range with tone of most pleasing quality which combined with the special amplifying properties of the BURNS horn produce remarkable results. The horn is of distinctive design with pyralin flare in several handsome finishes.

It pleases the eye as well as the ear

Ask for full data and interesting trade prices on a live line.

MAKERS

American Electric
COMPANY

State and 64th Streets
CHICAGO, U. S. A.



"SUMMIT" Quality at the Top

Standard
Type
HEAD
PHONES

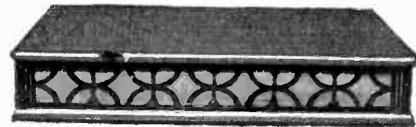
\$1.95
LIST

\$3.50
LIST

LOUD
SPEAKERS
with
Adjustable
Unit

"SUMMIT" Prices at the
Bottom

SUMMIT RADIO PRODUCTS, Inc.
30 Hague Street
JERSEY CITY, N. J.



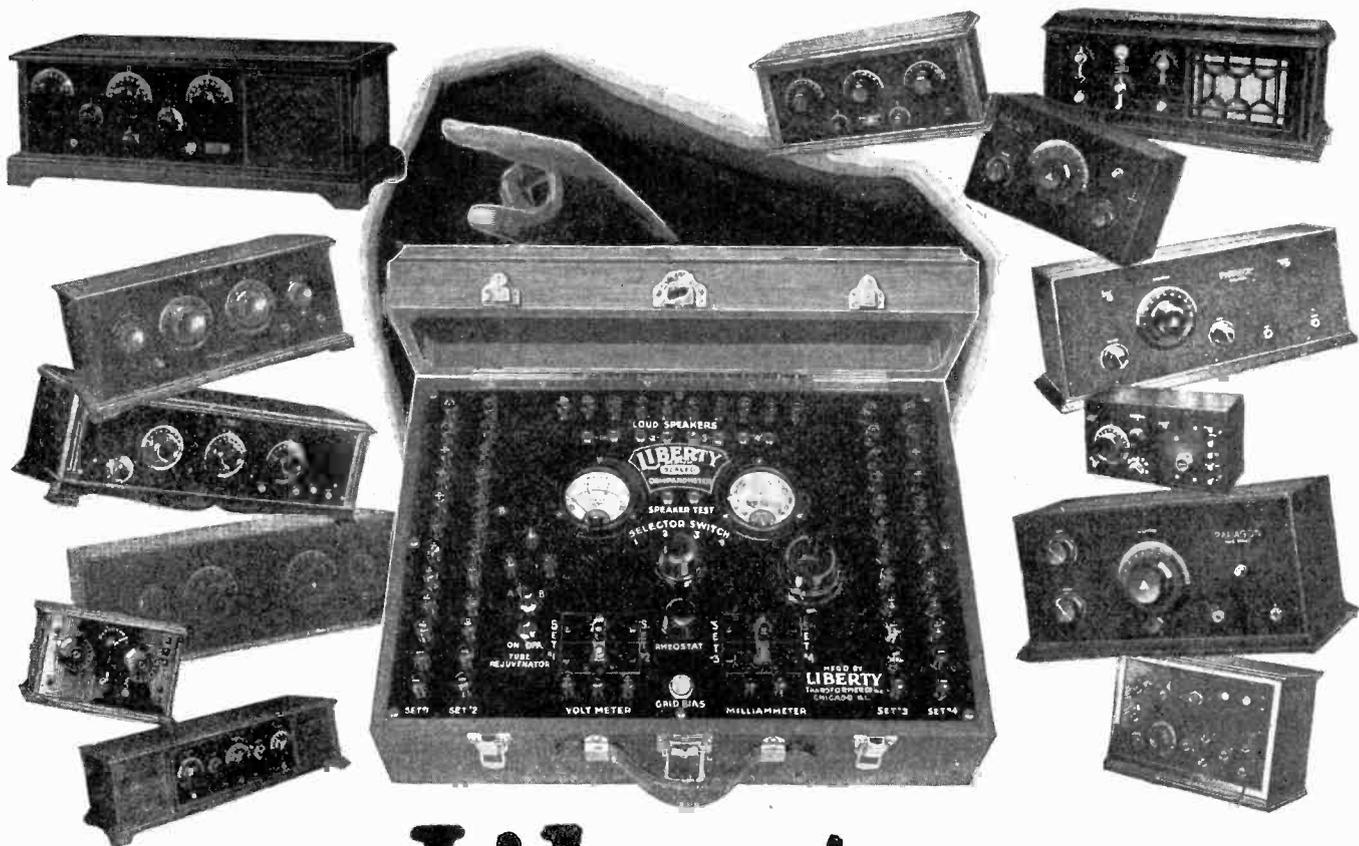
The New TIMBRETONE

It is unique and represents the latest development in Loud Speakers. Continual research and improvements keep TimbreTone predominant. The cabinet answers the question often asked—"Where shall I put my Loud Speaker?"

Like a section of a bookcase, it may be placed on top or bottom of your radio set. It is 4" high, and when so placed carries the idea of one complete unit.

With more volume than the older model, it still retains its "Timbre" or "Tone"—and Quality is the selling point.

Made in Hoosick Falls, N. Y., by the
TIMBRETONE MFG. CO.



Liberty Comparometer *and Tube Rejuvenator*

Instantly picks out the best set—
by comparing actual reception for the prospect to hear—
by measuring the cost of battery upkeep.

The Liberty Comparometer

GUARANTEES an exact and instantaneous comparison of four different radio sets or four different speakers. By merely throwing a switch any one of the four is instantly placed in circuit. You can switch from one to the other without interruption and thus hear in a moment any difference in quality, volume, clearness. In addition the current consumption of each set under test can be read at a glance. You can tell the sets that run economically and can instantly discover sets that consume an excessive amount of battery current.

Fully guaranteed
Price \$125.00

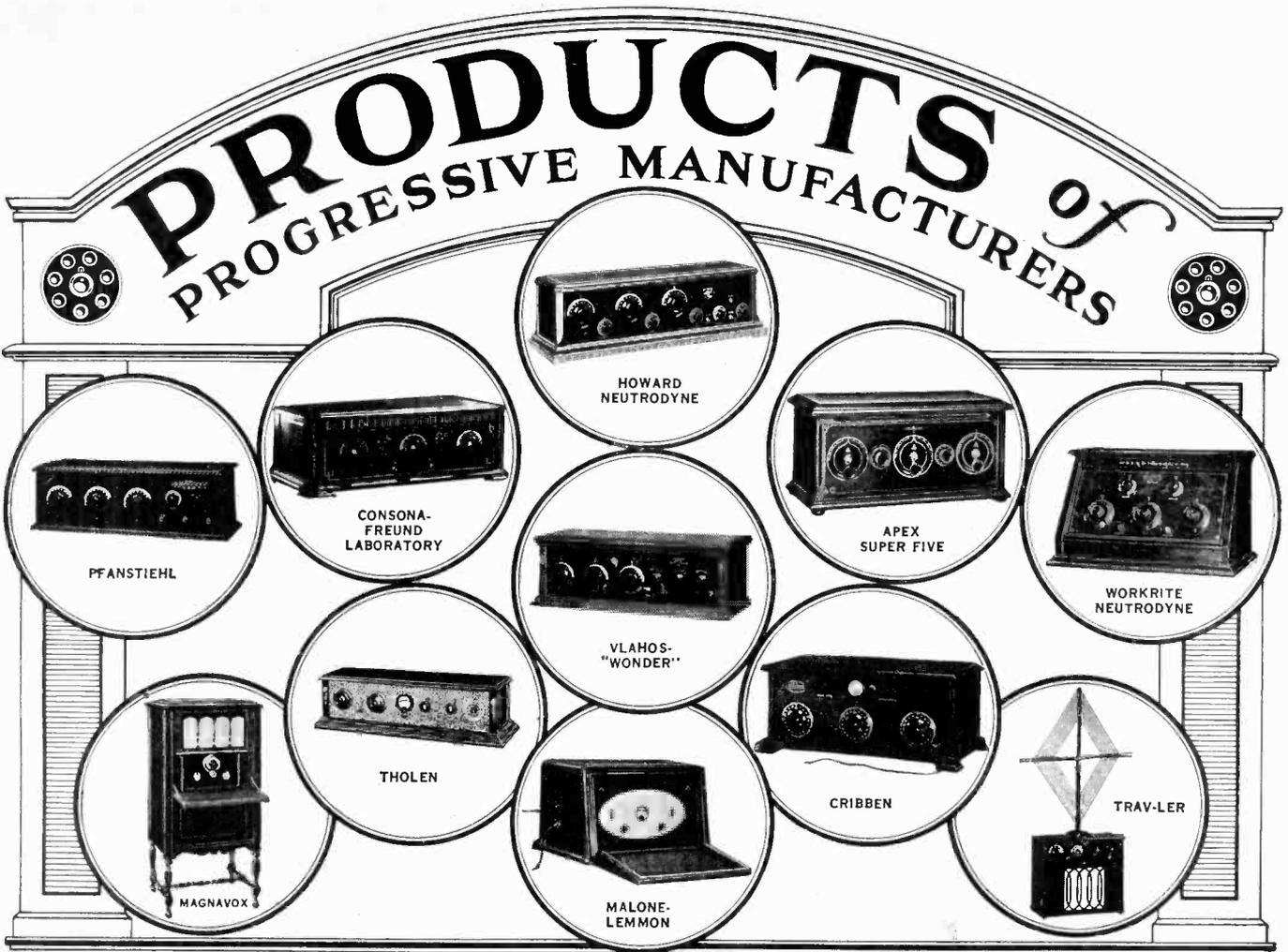
There is no fairer way to test radio equipment. Using the LIBERTY COMPAROMETER takes the guesswork out of radio.

It also rejuvenates tubes! Worth its price for this feature alone. While rejuvenating, it tests the tubes, showing clearly whether a tube has been rejuvenated to full efficiency.

For testing four sets and four loudspeakers under constant conditions. For measuring cost of upkeep of sets. For rejuvenating tubes. Foolproof in construction. Durable. Made of best materials. Sealed against tampering. Employs the finest known types of switches, ammeters, binding posts and solid soldered connections.

Jobbers, Dealers, Experimenters:
Order at once!

Patented and Manufactured Only by
LIBERTY TRANSFORMER CO., Inc.
123 N. Sangamon St., Chicago



ARE ^{Jones} MULTI-PLUG EQUIPPED

THE STANDARD SET CONNECTOR

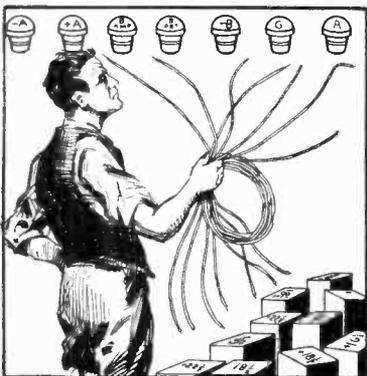
SIMPLICITY
of Operation and Demonstration

CONVINCES
Prospects

SATISFIES
Customers

For the convenience and safety of your customers and yourself leading set manufacturers have adopted Jones Multi-Plug as standard equipment, and we submit for your reference a partial layout of these products.

Affording a plug and socket connection between the radio and all outside contacts A and B batteries, ground and antenna, Jones Multi-Plug is as essential to the radio as the cord and socket to the electric iron.



DON'T WORRY

You can demonstrate one or a number of sets from one set of batteries as all Multi-Plugs are interchangeable. Eliminate messy wiring, complicated connections, danger of shorting and burned out tubes.

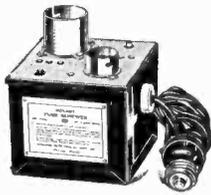
Handle radios multi-plug equipped. Equip those you now have with our type BP, adaptable to any set.

MANUFACTURED AND GUARANTEED BY
HOWARD B. JONES
618 S. Canal Street Chicago, Illinois



USE MULTI-PLUGS

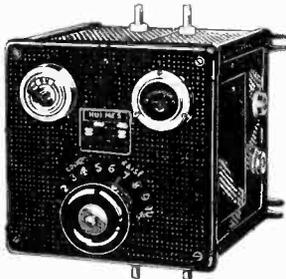
HOLMES



**HOLMES
Tube Renewer**

This popular little item has been a success from the start because it supplies a long felt want for the radio fan. Holmes Tube Renewers refresh any tube that will light and make it function as well as a new tube.

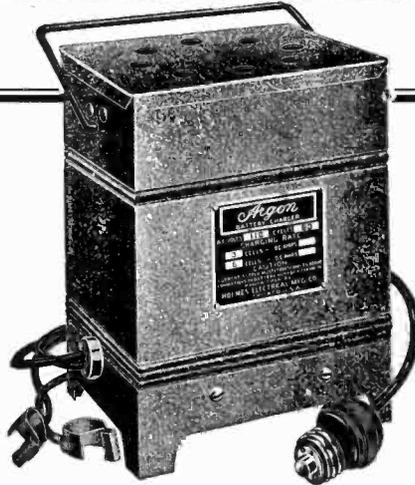
This feature of economy appeals to all tube users and hence opens a big field for this quality item that lists at \$6.00.



**HOLMES
Service Station
Battery Charger**

A highly desirable item that supplies an already developed field. Holmes Service Station Chargers are built of quality units and are ready to operate as soon as unpacked. They enjoy a large country-wide sale, because they mean a profitable investment for a battery station operator. This Holmes quality item is designed to give a thoroughly penetrating charge. It is quiet in operation, having no moving parts, and is simple because it requires no adjustment. Capacity 17 batteries at 5 ampere rate.

Practically no sales resistance is encountered on this item because of its many desirable features and its attractive list price, \$75.00 complete, with standard rectifying bulb.



**ARGON
BATTERY CHARGER**

THE leader of the Holmes Quality Line is destined this year to be a still greater success for Holmes distributors. The Argon Battery Charger is hailed by its users as being radio's most simplified quality charger. Thousands of them have proved satisfactory to users and for the past five years have built for the Argon an excellent reputation.

This year, from present indications, it appears that sales on the Argon will completely outshadow all previous success. Consequently all Holmes distributors getting behind this quality line will cash in on the reputation and good will that we as manufacturers have built up over a considerable period.

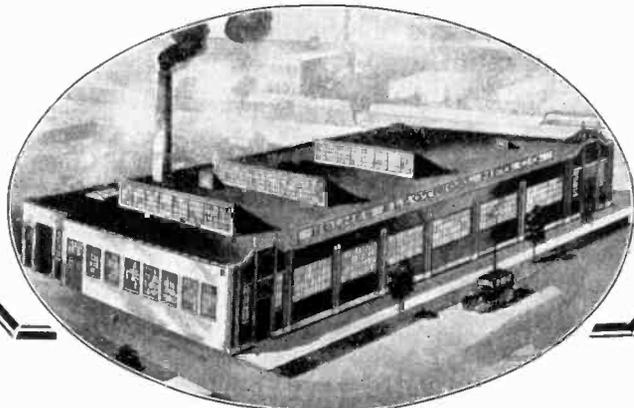
Carefully consider the bordering illustrations of several other Holmes quality products and judge for yourself the value of this complete line in your territory.

Write for complete information today!

JOBBERs—During the coming season Holmes products will be backed by a very rigid jobbing policy, under which you will have full protection in handling the Holmes line on a clean profitable basis.

Dealers—Your Jobber can give you complete data on the entire Holmes line. Get in touch with him immediately.

HOLMES ELECTRICAL MFG. CO.
1810 Leland Ave. Chicago, Ill.



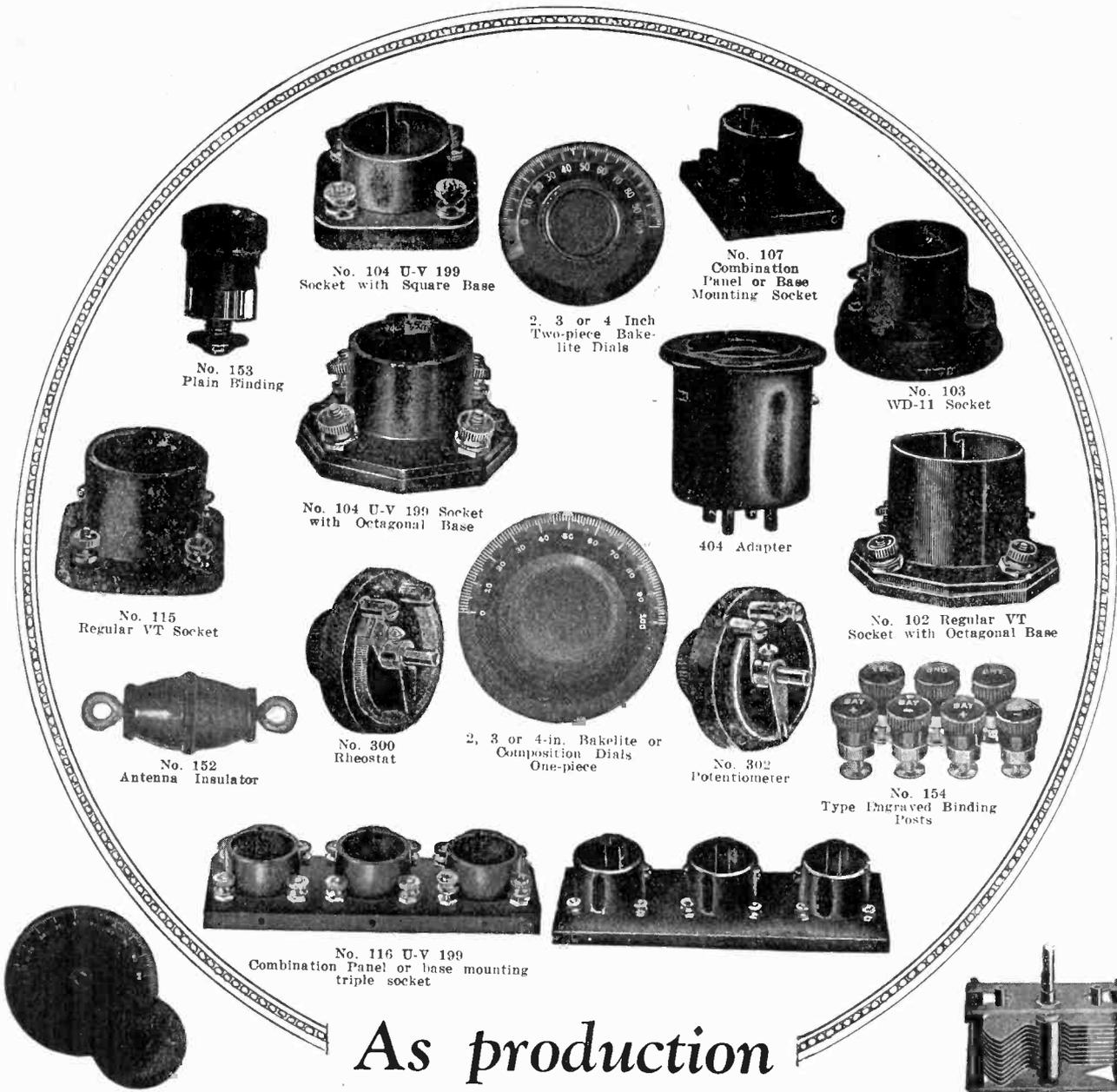
**HOLMES
Auto Charger
Model "B"**

This Holmes quality product meets the popular demand for a low-priced, thoroughly efficient bulb type battery charger. It is absolutely quiet in operation, light in weight and simple to operate. It is furnished in the 2 and 5 ampere rate. Each charger is carefully inspected, thoroughly tested and fully guaranteed. Only because of our large output can we manufacture such a quality item to sell at the low price of \$13.50 complete.



**HOLMES
Audio Trans-
former**

In keeping with all other Holmes Products our Audio Transformers are strictly quality units, made in either 3 1/2 to 1 or 6 to 1 ratio, completely shielded and designed to operate entirely satisfactorily in any circuit. Large production basis insures prompt delivery and is responsible for the low list price of \$4.00 each.



No. 153
Plain Binding

No. 104 U-V 199
Socket with Square Base

2, 3 or 4 Inch
Two-piece Bake-
lite Dials

No. 107
Combination
Panel or Base
Mounting Socket

No. 103
WD-11 Socket

No. 104 U-V 199 Socket
with Octagonal Base

404 Adapter

No. 115
Regular VT Socket

No. 102 Regular VT
Socket with Octagonal Base

No. 152
Antenna Insulator

No. 300
Rheostat

2, 3 or 4-in. Bakelite or
Composition Dials
One-piece

No. 302
Potentiometer

No. 154
Type Engraved Binding
Posts

No. 116 U-V 199
Combination Panel or base mounting
triple socket

No. 116 U-V 199
Combination Panel or base mounting
triple socket

Low Loss Condenser

Bakelite or Composition
Two-piece Dial with Brass
Bushing—4-in. only

No. 410 11 Plate .00025 Mfd
No. 411 15 Plate .0003 Mfd
No. 412 21 Plate .0005 Mfd

As production increases

Vast stocks of standard parts, vast facilities for producing special parts are ready to meet your fall increase in production schedules. And however large the quantities you use, the consistent uniformity of Hoosick parts keeps assembling costs at a minimum.

Write for quotations and samples

HOOSICK FALLS RADIO PARTS MFG. CO., Inc. HOOSICK FALLS, N. Y.

For complete information write to factory direct or to your nearest District Representative as listed below:

Carl A. Stone Co.
429 West 9th St.,
Los Angeles, Calif.
Russell Electric Sales Co.,
305 Donovan Bldg.,
Detroit, Mich.

E. N. Hyde Electric Co.,
1011 Chestnut St.,
Philadelphia, Pa.
Wood & Lane Co.,
915 Olive St.,
St. Louis, Mo.

Wood & Lane Co.,
3732 Wyoming St.,
Kansas City, Mo.

Mr. C. C. Pierce,
11 High St.,
Boston, Mass.

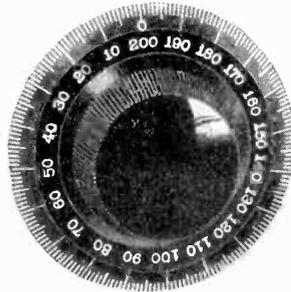
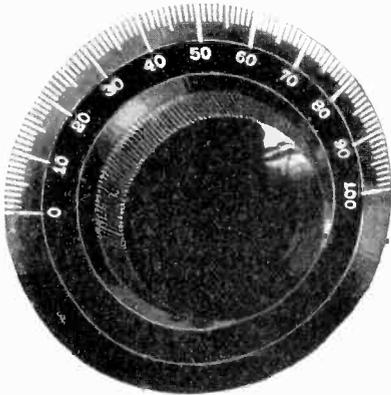
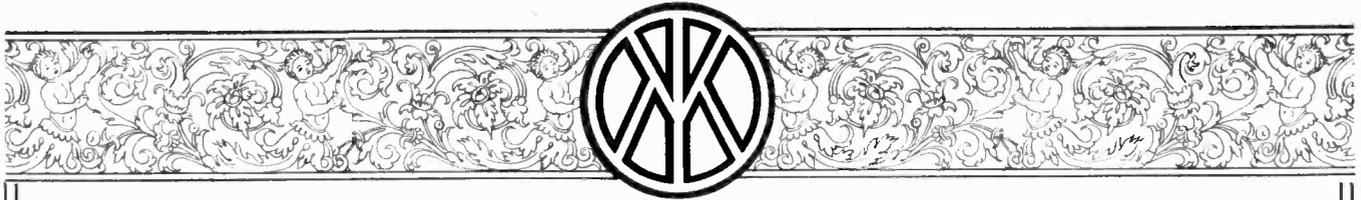
Stackhouse & Allen Co.,
27 No. Morgan St.,
Chicago, Ill.

Carl A. Stone Co.,
1116 Minor Ave.,
Seattle, Wash.

Carl A. Stone Co.,
214 New Chronicle Bldg.,
San Francisco, Calif.

Mr. I. D. Livinson,
5335 Park Ave., Suite 14,
Montreal, Quebec, Canada





The New KURZ-KASCH Aristocrat Line

The New Kurz-Kasch Aristocrat Line is now ready. Over two hundred leading radio manufacturers have adopted Kurz-Kasch products as standard.

Large additions have been added to our plant, and the machinery is now installed.

The ever increasing demand for Kurz-Kasch products made this necessary.

The high quality, unusually fine workmanship and rigid inspection have earned for Kurz-Kasch products the enviable position of leadership.

Everything entering into the manufacturing of Kurz-Kasch products is done right in our own plant. Our moulds, acknowledged the finest produced, are made by our own trained men. In this way we are able to control and deliver a quality product.

Write for illustrated price list. Order from your jobber.

An extensive national advertising campaign starts in September.

Manufactured by
THE KURZ - KASCH COMPANY
 Largest Exclusive Moulders of Bakelite
 Factory & Main Office Dayton, Ohio.

Starting and Lighting Batteries for All Cars—Nu-Seal Cells for Farm Lighting Plants
Rechargeable A, B and C Radio Batteries — Parts and Shop Equipment



Summer is waning, the indoor months are here, the millions of radio sets will begin doing full duty again.

And that means A, B and C batteries. How does your stock stack up?

Consider Universals. In the mass of cheap, inefficient batteries now being foisted on the public, Universal quality stands out like a flashing signal, pointing the way to the reputable radio retailer.

Thick plates, thick Port Orford cedar separators, non-corroding terminals—it takes an entire section in our catalog to tell how and why Universal batteries outlast and outserve and generally deliver a brand of satisfaction that builds up your customers' confidence in you. Universal features of superiority, the data concerning them, the prices, the full facts, are yours for the asking. Write, today, and let us tell you everything about them . . . you ought to know if you're in this business to stay!

UNIVERSAL

UNIVERSAL BATTERY
COMPANY

3425 South LaSalle Street
Chicago

BATTERIES



THE Radio Sensation of the Year!

THE AMERICAN BRAND Straight Line Frequency Condenser

Anyone who understands radio will immediately recognize

THE AMERICAN
BRAND

Straight Line Frequency
Condenser

to be the outstanding radio sensation of the year.

It is hailed as a most revolutionary improvement by leading radio engineers.

Here are some of the things it does:

It distributes all wave lengths evenly over the entire dial instead of crowding them together between the first few points as on the old condenser.

It makes it possible to receive the low wave lengths of low power stations which cannot now be heard.

It eliminates all interference by powerful stations.

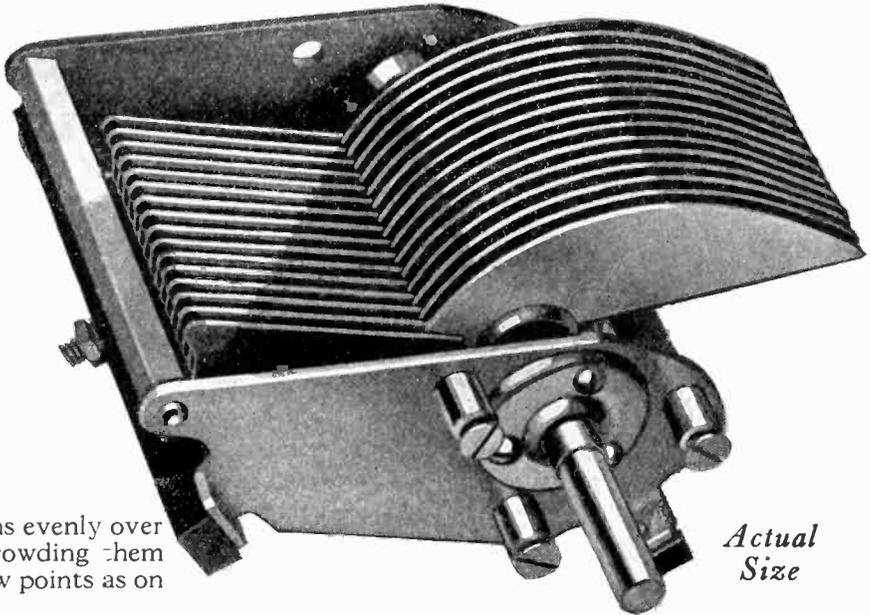
It eliminates all fussing in tuning because every point on the dial brings in a definite station.

And the price of the American Brand Straight Line Frequency Condenser is so low that it defies competition. Other straight line frequency condensers are selling at almost twice its price.

Frame is of heavy gauge brass.

Stator and rotor blades of aluminum.

Rotor connected to grounded frame by clock spring renewable pigtail.



*Actual
Size*

Automatic stop prevents spring leakage.

Radiation hard rubber insulation outside of electrostatic field.

Self-alignment ball type bearing.

The importance of this condenser

For low power stations having low wave lengths the ordinary condenser offers such high resistance on low dial settings that weak signals cannot get through.

A powerful station like KDKA, which comes in at about 17 on the dial of the ordinary condenser, makes it difficult, if not impossible, for the 52 stations with lower wave lengths to come through. The reason for this is that these 52 low wave stations have to be crowded over only 16 points on the dial.

With the American Brand Straight Line Frequency Condenser, KDKA comes in at 53, leaving each of the other 52 stations a whole division on the dial for tuning. This assures perfect reception of the weakest waves without interference.

The American Brand Straight Line Frequency Condenser is the result of years of research and experimenting and has proved scientifically perfect.

PRICE LIST		
Plates	Capacity	List Price
23	.00025	\$3.25
29	.0003	3.50
33	.00035	3.75
45	.0005	4.00

The old type of condenser is now obsolete. The thousands of radio sets which will be built in your community this year will practically all use straight line frequency condensers. Besides, a large percentage of the 4,500,000 radio owners will want to improve their sets with this remarkable condenser.

Think what this means, Mr. Jobber! How much of this tremendous business are you going to get?

Deliveries will begin September 2nd. Send in your sample order now and be assured of an early delivery.

PEARL RADIO CORPORATION

1033 Race Street

Philadelphia, Pa.

THE TUBE WITH A SENSIBLE GUARANTEE



\$2.00

All for You

A GOOD TUBE

Produced by a responsible organization, who know how.

Unusual profit—rigid policy, local and national advertising.

A sensible guarantee—each tube serial numbered.

At the public demand retail price \$2.00 each—ALL TYPES.



U. S. A. . . \$2.00
Canada . . . 2.75

Distributors

- | | |
|-------------------------------------|------------------------------------|
| Fireside Radio Set Co. . . Chicago | M. A. Baker & Son . . . Elmira |
| Yahr & Lange Drug Co. . . Mil'kee | M. H. Johnson Elec. Co. . . Utica |
| The Roycraft Co. . . Minneapolis | Hinsdill Electric Co. . . Troy |
| Sorenson Lamp Co. . . Des Moines | Am. Phonograph Co. . . Albany |
| Hippee-States A. S. . . Des Moines | Rosen Talk. Mach. Co. . . Boston |
| Orr Bros. . . . Cedar Rapids | Balt. H. B. & Mfg. Co. . . Balt. |
| R. D. Sup. Co. . . San Francisco | Cycle Auto Sup. Co. . . Buffalo |
| West. L. & F. Co. . . Los Angeles | H. D. Taylor Co. . . Buffalo |
| Franklin Elec. Sup. Co. . . Phila. | Hamburg Bros. . . . Pittsburgh |
| Keystone Radio Dist. Co. . . Phila. | Reynolds Radio Co. . . Denver |
| Allentown R. D. Co. . . Allentown | Burr-Fowler Syracuse |
| Goodlin A. S. Co. . . South Bend | Ed. J. Goetz Co. . . Cincinnati |
| Ft. W. Iron Store. . . Fort Wayne | Elgin Radio Corp. Elgin |
| Swanson Elec. Co. . . Evansville | Alberta Rad. Co. . . Alberta, Can. |

SUPERTRON MFG. CO.

HOBOKEN, N. J.

Export Division, 220 Broadway, New York City

Factory Branches

- | | |
|-------------------------|----------------------------|
| CHICAGO | 21 E. Van Buren St. |
| ATLANTA | Georgia Savings Bank Bldg. |
| DALLAS | 2006 1/2 Commerce Street |
| PHILADELPHIA | 353 No. 4th Street |
| INDIANAPOLIS | 19 Arcade |
| MINNEAPOLIS | 229 So. 4th Street |
| KANSAS CITY | 410 East 14th Street |
| DENVER | 1641 Stout Street |
| SAN FRANCISCO | Rialto Bldg. |

Exhibiting at

National Radio Exposition

Grand Central Palace, Sept. 12-19

SUPERTRON

A SERIAL NUMBER GUARANTEE

	"A"	"B"	"C"
Filament Volts	5.0	3.0	3.0
Filament Current	0.25	.08	.08
Plate Voltage	20 to 120	20 to 80	20 to 80

Made with Brass and Bakelite Bases

TRADE MARK REG.

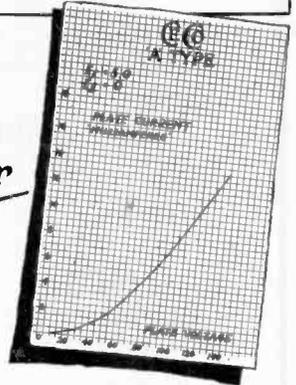


U. S. PAT. OFF.

TUBES

Make a Good Receiver

Better



CeCo Tubes are "Best by Test." Not just because we say so, but because they PROVE so in actual use. Clearer tone, increased volume, maximum results, longer life! You'll SEE the difference in YOUR receiver whatever its type.

CeCo Tubes are surprisingly superior, whether used as radio frequency amplifiers, detectors, oscillators, or audio frequency amplifiers. They have established a new and higher standard of tube excellence.

Every CeCo Tube backed by a guarantee that's backed by a company of established reputation and responsibility.

A complete plant, modern in all respects, with an experienced technical staff is devoted exclusively to the manufacture of perfect tubes under the registered trade mark "CeCo."

Insist on "CeCo" Tubes for Results. Approved by Recognized Authorities



Your radio dealer has them or can get them for you. You can buy cheaper tubes. You CAN'T buy better ones. Three types—one quality—the BEST.

Set manufacturers: Ask about our SPECIAL MATCHED tubes. Trade supplied only through Jobbers.



C. E. MANUFACTURING CO.

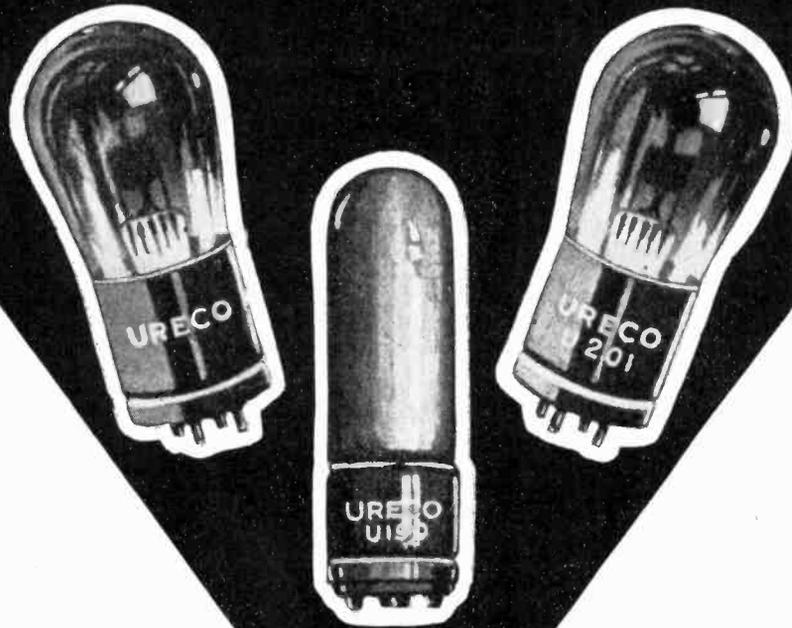
702 Eddy Street

Providence, R. I.

C.E. Mfg. Co. Plant

Laboratory where tubes are tested

*The heart of the
radio set*



URECO

Tests highest in the laboratory

URECO is the second largest selling radio tube on the market.

Here are four reasons for URECO success :

1. An honest, stand-up tube, with all the efficiency that world-famous radio engineers can build into it.
2. A manufacturing organization, with the stability of financial soundness.
3. A scientific merchandising plan that provides generous profits and full protection to both jobber and dealer.
4. A sales-promotion service that speeds up the dealer's re-sale.

Ask your jobber.

United Radio & Electric Corp.

418-426 Central Ave., Dept. 49 Newark, N. J.

Now ready The New Federal

The elaborate receiving sets produced by Federal for the past four years have won us a wide reputation. While of unquestioned quality—and superlative efficiency—they were instruments especially sought by the technically inclined—the experts—the connoisseurs of art and music.

Federal Quality Simplified

We now announce the new line of Federal receivers for which many requests have been made by the trade.

These sets are a real accomplishment. For, though simplified and brought to the level of the average home radio user, they retain all the quality of workmanship and efficiency for which the original Federals are so highly respected.

Again our broad experience as the manufacturers of precision instruments for the transmission of sound has made possible a remarkable improvement.

The Ortho-sonic Principle An Exclusive Federal Feature

With this new Federal line we introduce the results of a new development—an exclusive Federal feature—the Ortho-sonic principle of natural tone production. Through this principle and the Federal Speaker, tone, whether human voice or instrument, is transmitted and reproduced with amazing fidelity.

Tests in our laboratories and by experts and laymen convince us that in this principle our engineers have worked five years in advance of the industry and come closer to the ultimate perfect, life-like transmission of tone than has yet been accomplished.

We offer this Ortho-sonic principle as a feature of tremendous sales value, added to the hair-line selectivity and sensitivity for which Federal apparatus has been widely sought by critical judges, experts, musicians and other connoisseurs.

A Range of Moderate Prices

The new Federal Ortho-sonic line, with simplified control, is offered in a variety of sizes and types.

It is the first time in the history of this company that a radio set of Federal quality has been available at so moderate a price.

Listing from \$75 to \$350 to users, without accessories, they constitute a strictly *quality* line from which dealers can meet the needs of a wide range of users. And each outfit is a Federal. We guarantee you that. It is built in the same laboratories, to the same high standards, under as strict supervision as our finest quality technical sets. The Federal name and reputation is your assurance that the apparatus is right.

Exclusive Selling Opportunity

The Federal proposition offers every latitude to do business on a satisfactory and profitable basis. Wholesalers are given liberal territorial arrangements and profit-making discounts.

Retailers appointed by wholesalers are also allotted protected areas in which to work. And Federal officials may be expected, as in the past, to take every practical means to protect and encourage both wholesalers and retailers to make money—to build prestige and a permanent, profitable radio business.

Field Sales Help

Federal will also maintain a force of experienced territorial representatives whose sole function will be to assist wholesalers and retailers to develop a larger and more profitable volume on Federal products.

Powerful National Advertising Campaign in Magazines and Newspapers

To support Federal retailers and wholesalers, a powerful national advertising campaign in magazines and newspapers in many leading cities is already under way. Impressive space and striking copy and illustrations will be used. Through the new and revolutionary Ortho-sonic principle and unique demonstrations, Federal receiving sets and Federal retailers will be brought strongly into the limelight. Approximately 20,000,000 readers will be reached many times over between now and the holidays. And we are quite certain the story we have to tell will be read with intense interest by the entire public.

We Invite Your Inquiries

Federal wholesalers are now established in many sections. There are still many opportunities—territories where connections are possible. Upon request, we will have a representative call with details.

Retailers who realize the possibilities in a recognized quality line at new moderate prices may receive the name of a wholesaler in territory by writing us.

THE FEDERAL RADIO CORPORATION
Buffalo, N. Y.

(Division of The Federal Telephone and
Telegraph Company)

Federal

ortho-sonic

*F*EDERAL QUALITY throughout . . . simplified control . . . new Ortho-sonic Principle of tone production . . . new range of moderate prices . . . beautiful cabinet work

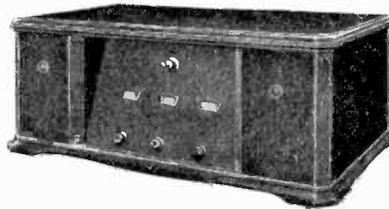
Ortho-sonic Line



A-10 A Five Tube Receiver, Tuned Radio-Frequency type, employing the new Federal Ortho-sonic principle. Extremely simple to operate. Three tuning dials log practically together. No other adjustments necessary in tuning. Only other instruments on panel are: a volume control with a filament switch mounted in its center; a single Rheostat to adjust the temperature of all five tubes. Adapted for operation with either 'wet battery' or 'dry battery' tubes. Made with tilted panel. Housed in a well constructed cabinet finished in beautiful brown mahogany tone. Receiver incorporates same selected materials and careful workmanship which have made the Federal famous. Ortho-sonic principle provides the furthest advance in tonal quality. Dimensions: length, 24 in., height, 11 in., depth, 12 in.
Price without accessories . . . \$75.00



B-35 Receiving Mechanism same as B-20 only in a floor type cabinet. Equipped with the best speaking mechanism Federal can build. Wonderful breadth and quality of tone. Receiving Mechanism slides in and out to install tubes—an exclusive feature. Cabinet is made of mahogany woods selected for rich and harmonious markings. Beautiful two-tone effect. Space for batteries or battery substitutes. All apparatus is designed to give the user the fullest benefit of the Ortho-sonic principle of tone production. Dimensions: length, 35 in., height, 43 in., depth, 21 in.
Price without accessories \$250.00



B-20 A Five Tube Receiver of the Tuned Radio-Frequency type employing the new Federal Ortho-sonic principle. Extreme simplicity of tuning obtained by micrometer controls. Station indicators located behind glass ports. All delicate parts completely shielded against mechanical damage and electrical disturbances. Combination volume control and filament switch conveniently located on the panel. Temperature of all tubes is varied by one Rheostat located behind the panel under the lid, which, once set, requires little adjustment. Operates with either 'dry battery' or 'wet battery' tubes. Panel conveniently tilted. Housed in a beautiful, genuine, mahogany cabinet, finished in rich, brown tone which harmonizes with almost any room. Cabinet arranged to accommodate all batteries or battery substitutes. Pronounced sensitivity and extremely fine selectivity. The new Ortho-sonic principle provides the furthest advance in tonal quality. Dimensions: length, 30 in., height, 13 in., depth, 15 in.
Price without accessories \$100.00



B-36 The same as B-35 only design of cabinet has been changed so that the user might have a wider range from which to select. Dimensions: length, 35 in., height, 43 in., depth, 21 in.
Price without accessories \$250.00

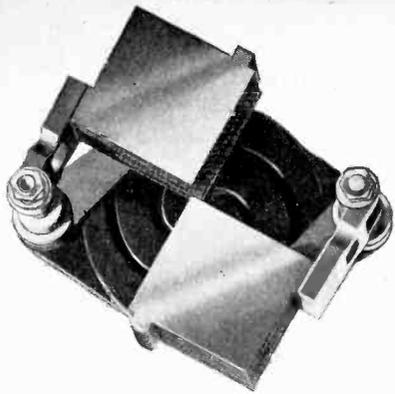
Type C Receiving Sets

Federal will shortly announce an addition to the above line which will be a most sensational development in the radio field. It will be a contained loop operated apparatus, very selective, very sensitive and above all, employing the *ortho-sonic* principle. This set, in its different housings, will comprise the *last word* in modern radio equipment for the home, the best of *operation* with the latest products of our designers in the way of *convenient arrangement*.

(Note: We are continuing our models No. 141, 142, 143 and 144)

Federal

ortho-sonic



Get Your Signal Spiral Cam Condensers!

Yes, sir, now is the time for you to get lined up on this new and super-efficient condenser. "Bunched-up" wave lengths are a thing of the past. The Signal Spiral Cam Condenser has that problem backed off the map. At no point on the dial will stations be crowded. They are uniformly distributed over the 360 degrees. And the secret is in the patented cam that controls the rotor movement.

Efficiency Can't Be Beat

When it comes to efficiency, the Signal Spiral Cam Condenser stacks up with the best. Resistance losses are very low. The dielectric is out of the condenser field. The entire unit fits into the smallest spaces—a feature that every radio fan is interested in.

To see this condenser is to appreciate its many advantages. Get acquainted with it today—the sooner the better. It's just good business on your part. Jobbers get in touch with our nearest office for literature, prices, and discounts—also a set of comparative efficiency charts that will interest you. Dealers see your jobbers. The money-making facts cost you nothing. But don't delay.

A Loop Aerial That Fastens to the Cabinet

Attaches right at the end of the cabinet and is built compact enough to turn a complete 360° in the width of the cabinet. Easily detached for moving without unmounting. Just as efficient as Signal Table Type Loop Aerial. Ask about it.

Signal Electric Mfg. Co.
Dept. 5 I, Menominee, Michigan

Branch Offices

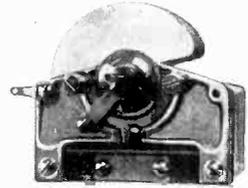
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| Boston | St. Louis | Pittsburgh | Atlanta |
| Chicago | Philadelphia | San Francisco | Toronto |
| New York | Minneapolis | Los Angeles | Winnipeg |
| | Montreal | Havana, Cuba | |



"Where Millions of Good Radio Parts Come From"

No Missionary Work Needed for These Well Known S-M Parts

The new line of Silver-Marshall parts for the impending season represents the last word in scientific development. They have been recommended for use in the most up-to-date receivers by such authorities as M. B. Sleeper and McMurdo Silver. The new Silverplated Straight-Line Wavelength Condenser has caused an instant demand. Nationally advertised in newspapers and magazines. Send for description.



The new S-M S-L-W Condenser. Lowest loss known. Plates entirely silver plated. Retail for \$6.00, \$5.75 and \$5.50. A winner!

New Transformers Now Ready



New S-M Bakelite case transformers. Retail at \$8 ea.

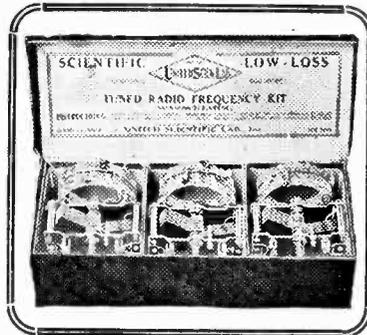
The Silver-Marshall "210" and "211" transformers are the finest ever made. Each transformer supplied with its individual curve. New Bakelite case increases efficiency 30 per cent.

Dealers and Jobbers: Send for complete literature of S-M Products, and our exclusive sales proposition for your territory.

Silver-Marshall

113 So. Wabash Ave.,

Chicago, Ill.



SCIENTIFIC
LOW LOSS



TUNED R. F.
KIT

THE COAST TO COAST WONDER

USING OUR FAMOUS

Scientific Low-Loss Condensers

An Assurance to Set Builders of

Finer Selectivity
Greater Volume

Clearer Reception
Longer Distance

List Price **\$15.00**

Our New One-Hole Mount RHEOSTATS

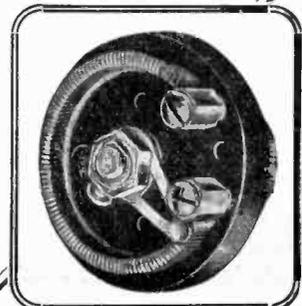
GUARANTEE

LONGER TUBE LIFE
MAXIMUM VOLUME
MINIMUM DISTORTION
LESS CURRENT

WRITE FOR PRICES

United Scientific Lab., Inc.

80-82 Fourth Ave., New York



You can Sell DUPLIX



CONDENSERS

—not only because of their established reputation as precision instruments;

—not only because a consistent national advertising campaign has made the name familiar to set builders;

—not only because their clean merchandising policy helps eliminate unfair competition;

BUT ALSO BECAUSE THEY ARE STRAIGHT LINE FREQUENCY CONDENSERS THAT TAKE NO MORE ROOM THAN ORDINARY CONDENSERS. (In fact, they fit the same mounting holes that take the previous models of DUPLIX Standard and DUPLIX Junior Condensers.)

Get your sample order from your jobber now, or write for further details.

DUPLIX CONDENSER & RADIO CORP.
30 Flatbush Avenue Extension, Brooklyn, N. Y.

These Signs in Circuits Mean a Market for **Potter** BY-PASS **Condensers**

- Prevent "B" voltage fluctuation
- Allow undistorted amplification
- Make possible full bass tones
- Improve reception with "B" Supply Units.

Made in $\frac{1}{10}$, $\frac{1}{4}$, $\frac{1}{2}$, 1, 2, 3 and 4 Microfarad sizes

Order from Your Jobber
POTTER MANUFACTURING COMPANY - North Chicago, Illinois

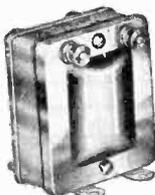


TRANSFORMERS

Mean
Better Amplification

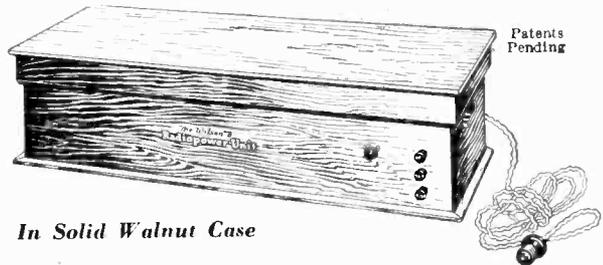
Correctly Designed to Give
Maximum Volume With
No Distortion

National Transformers Are Tested
and Guaranteed



Manufactured by
NATIONAL TRANSFORMER MFG. CO.
154 Whiting St. Chicago, Ill.

ANNOUNCING The Wilson "B" Radiopower Unit



In Solid Walnut Case

A dependable, economical and convenient plate current supply. Furnishes uniform voltage at all times. Requires no attention from operator after installation. *Absolutely no hum during operation.*

This unit consists of a dry storage battery, together with a trickle charger attachment, built into a handsomely finished case. There is no acid to spill and there are no moving parts to get out of order. It incorporates all the good points of wet "B" batteries with none of their disadvantages. It is exceptionally well constructed. The cell caps are porcelain. List price \$35.

Dealers, this is the dependable unit that set owners have long been looking for. It will enjoy a ready sale. Write today for information and discounts.

The Andrews Paddlewheel Coil

Patents Pending

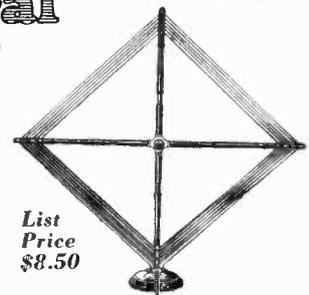


A new, low-loss coil of ideal characteristics. *Has exceptionally high ratio of inductance to resistance.* Losses are negligible. Used in Andrews DERESNADYNE and BUCKINGHAM Receivers.

Gives maximum range and volume with entire freedom from distortion. Increases selectivity and improves tone quality. Supplied in three types adapting it to nearly all standard hook-ups. We can furnish blue-prints of many well-known receivers and circuits using this coil. Our Technical Dept. will answer inquiries. List price \$3.

Duo-Spiral Folding Loop

Patents Pending



A better loop for fans who are particular about the appearance and performance of their sets. Neat and compact in design. Handsomely finished in silver and mahogany. Has silvered dial graduated in degrees. Folds readily and can be used anywhere. *A special model for every circuit.*

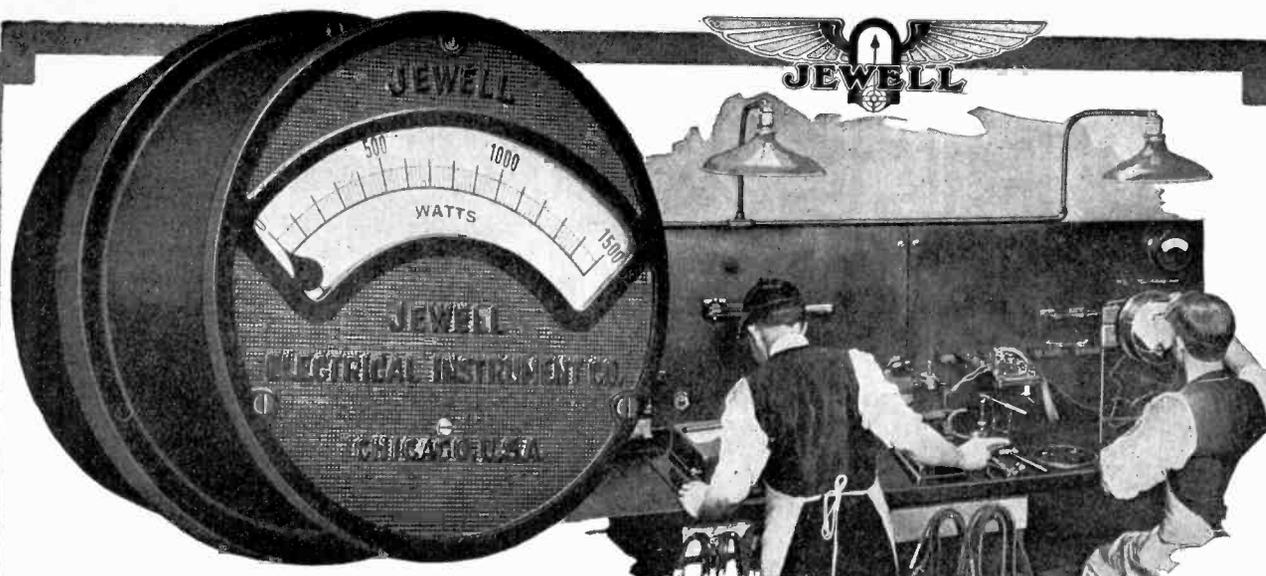
List
Price
\$8.50

Each loop packed in an individual box.

Anticipate customers' demands by stocking these extensively advertised and thoroughly dependable products. Write for complete information today.

Radio Units Inc.

1309 FIRST AVE. MAYWOOD, ILL.
Perkins Electric, Ltd., Montreal, Toronto, Winnipeg



The Jewell Polyphase Wattmeter is of the dynamometer type and employs two full size movements on a single shaft. The separate movements are accurately calibrated and the movements are balanced as a whole so the indications are accurate under all conditions.

Accuracy of indication by calibration

The calibration of switchboard instruments as well as portable instruments is best done by comparing with an accurate standard, stepping the points and drawing the scale on fine bristol board. The accuracy of Jewell instruments is as much due to the care taken in stepping and calibrating as to the proper use of materials and design. With every detail we go to extremes to make accuracy possible always. For example, the two experts shown in illustration are both giving attention to the same operation.

JEWELL ELECTRICAL INSTRUMENT CO. 1650 Walnut Street, CHICAGO, ILL.

**New—
panel mounting!**



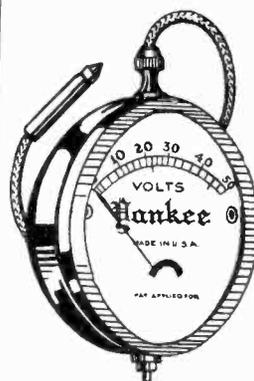
DURHAM

**Variable High
Resistors**

With this new model the well-liked DURHAM plunger control is brought to the panel front. Puts profits nearer than ever within your reach! Watch the magazines.

Write for New Fall Sales Plan.

DURHAM & CO., Inc.
1936 Market St. Philadelphia



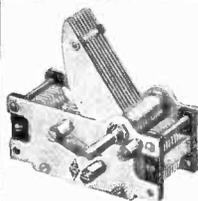
**The Yankee Meter
for all "B" Batteries
and Dry Cells**

Gives readings instantaneously, irrespective of polarity of terminals on either battery or meter. It is a scientifically designed pocket meter for measuring "B" battery voltage and "A" battery amperage.

Inspected—tested—guaranteed.

Write for details

Lundquist Tool & Mfg. Co.
WORCESTER, MASS.



**The New M. R. L.
Straight Line Condenser**

Made in All Sizes and Capacities.
This new condenser is efficient and rigid in construction. Scientifically designed to prevent electrical losses; for sharp and accurate tuning.

*Manufacturers of Parts, Sets,
Kits—Popular Priced.*
Dealers and Jobbers Write for Discounts.

MONTROSE RADIO LABS.
1333 Fulton St., Brooklyn, N. Y.

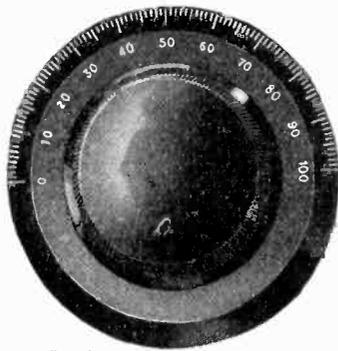


HEATH CONDENSERS

For Real Radio Reception

Write for Literature

Heath Radio & Electric Mfg. Co.
206 First St., Newark, N. J.



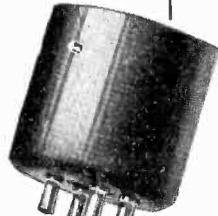
4" radio dial



3" radio dial



Arrow indicator knob



Radio tube base



Radio tube socket

Radio Parts of BAKELITE

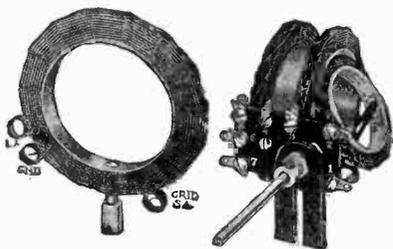
Manufacturers of radio, electrical and mechanical products involving the use of Bakelite will find our custom moulding service a dollars-and-cents aid in reducing production costs.

Our engineering department is composed of experts, whose skill and experience are at your disposal.

Thirty moulding presses, located in the center of New York's network of shipping facilities, assure prompt fulfillment and delivery of orders.

We will gladly submit quotations and samples from your blueprints or specifications.

MOULDED PRODUCTS CORPORATION
549 West 52nd St., New York, N. Y.



SICKLES DIAMOND WEAVE COILS

(Trademark Registered Aug. 4, 1925)

For Browning-Drake, Roberts, Craig, and Hoyt Circuits

Sickles Coils for the famous Browning-Drake Circuit are the latest Sickles achievement in efficient design for a particular use. They are priced at \$7.50 a set.

The New No. 18A Coils for any Roberts Circuit are absolutely standard equipment. They are priced at \$8.00 per set.

Coil Set No. 20, at \$4.50, is for use specifically with the New Reflex Receiver designed by Albert G. Craig using the Sodian detector.

Coils for the Hoyt Circuit at \$10.00 a set, for the Knock-out Reflex Circuit at \$4.00 a pair, and the Tuned Radio Frequency coils at \$2.00 each are other standard Sickles Coils. We manufacture also for manufacturers' special requirements.

Send for descriptive catalog

Superiority of design and workmanship, combined with fair prices and a sound merchandising policy, have made Sickles Diamond Weave Coils leaders in their field.

Manufacturers and builders of quality sets have been coming to Sickles Coils in ever increasing numbers as performance facts became known. The trend towards Sickles equipment is stronger than ever this fall.

"DIAMOND WEAVE," our registered trademark, has acquired profit value which it is paying manufacturers of sets, jobbers and dealers to tie up with. The public is being informed and reminded constantly of Sickles Coils through extensive national advertising.

The F. W. Sickles Co.
144 Union Street
SPRINGFIELD, MASS.

PARAMOUNT RADIO
Presentation
For the 1925-1926 Season

Authorized Distributors for

Eveready	Remler
Howard	Apex
Dubilier	Jefferson
Balkite	Karas
Frost	Premier
Bradley	Thorola
Benjamin	
Bremer-Tully	
All-American	
Cunningham	

And Other Nationally Advertised Lines
We sell to dealers only.

Big Stock 24 hour Service

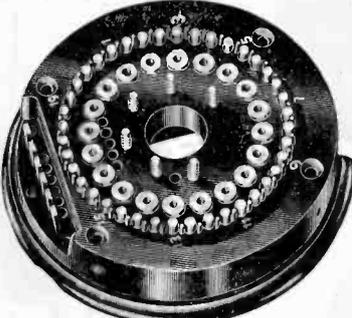
Get on the Mailinglist for PARAMOUNT MONTHLY SALESMAN

PARAMOUNT
ELECTRICAL SUPPLY COMPANY
 160-B W. Lake St., Chicago, Ill.

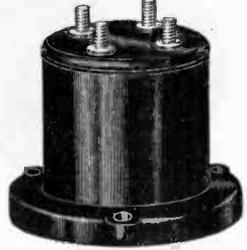
"INSULATE"

Molded Composition
 (Registered Trademark)

Any shape
 Molded to Order
 from
 "Insulate"
 or
 "Hi-Heat"
 (Bakelite)



120 inserts molded in this piece;
 holes also molded in from every angle.

Our Large Facilities
 Quality Merchandise

Fair Prices
 are at your service

GENERAL INSULATE CO.
 1000 Atlantic Ave. Brooklyn, N. Y.
 Established 1904

55th Year
National Electrical
Supply Company

1328-30 New York Avenue
 Washington, D. C.

Jobbers
 Since 1870

Radio Equipment
Electrical Supplies and Appliances
Machinery and Mill Supplies
Automobile Accessories

Authorized Distributors for Radio Corporation
 of America—Music Master—Fada—Dubilier, etc.

Big Profits for DEALERS

Make more money. Buy all your stocks from us. Prompt service. Complete line of newest merchandise.

Get Big Free Catalog
 of standard parts, sets, kits at big discounts. Write now!

Dealers Catalog PARTS SETS KITS

W.C. BRAUN CO.
 32-70 S. Clinton St., Chicago

VULCO
 The
VULCANIZED RUBBER
 Co. Inc.

HARD-RUBBER-B-35-RADIO-PANEL

CONFORMING TO BUREAU OF STANDARDS' REQUIREMENTS

Hard rubber in rods, sheets and tubing. Molded and turned parts for every electrical purpose.

THE VULCANIZED RUBBER CO., INC.
 251 Fourth Avenue New York

"EAGLE" Battery Chargers

The Leader of Radio Battery Chargers



THE "EAGLE" CHARGER—at no additional cost, uses Standard Rectifier Tube.

The Special Transformer in THE "EAGLE" CHARGER cannot burn out Radio Tubes.

THE "EAGLE" CHARGER charges 130 Volts of "B" Battery in series—distinctly an "EAGLE" feature.

The Variable Charging Rate of THE "EAGLE" CHARGER enables you to control the charge.

THE "EAGLE" CHARGER has an accurate graduated scale—correct at 110 Volts.

THE "EAGLE" CHARGER is silent in operation.

You can charge your "A" and "B" batteries without disconnecting batteries from your set.

*The Real Charger to Build into Your Set
Distributed by All Leading Jobbers and Dealers*

EAGLE CHARGER CORPORATION
121 North 8th Street Philadelphia, Pa.

Dealers in Radio!

Wire or write at once for the exclusive Apex dealer franchise plan. It is a money maker.

Apex Electric Mfg. Company
1410 W. 59th St., Dept. 915, Chicago

NIAGARA

Radio "B" Batteries

SUPERIOR QUALITY and PERFORMANCE

assures ever increasing volume repeat business. Write for illustrated bulletin.

NIAGARA SALES CORPORATION
3-5 Waverly Place
N. Y. City

Lincoln

RADIO PRODUCTS

Collapsible Loop Aerials

Standard of the Radio Industry

Popular prices, national advertising, and the recommendation of one user to another, have made Lincoln Loops leaders in their field. Lincoln Four-Point Topped Loop lists at \$8.00. Lincoln-Center Topped Loop at \$6.50.

Write for catalog fully describing Lincoln Loops, Low-Loss Condensers and other Lincoln Guaranteed Products.

LINCOLN RADIO CORPORATION
224 North Wells Street. Chicago

NOTHING BUT RADIO

—the only all radio house in this territory!

There are five men operating from this house who call on the trade in Michigan, Northern Ohio, Northern Indiana and Canada—and they sell nothing but radio parts and complete outfits.

We have on hand always thousands upon thousands of dollars worth of radio essentials—everything the best—ready to ship on a moment's notice. What are your needs?

DETROIT ELECTRIC CO., Est. 1883
113 E. Jefferson Ave., Detroit, Mich.

Distributors for Grebe, Freed-Elsemann, Crosley, Cardwell, Hammarlund, American Brand, General Radio, Burgess, Magnavox, Cunningham, Frost, Brandes, and 50 other lines. Grand Rapids Branch, 234 Ottawa Ave., N. W.

Catalog No. 16 is now ready. Dealers, send for copy. America's finest Radio catalog. Price to non-dealers 25c postpaid.

If You're Looking For

batteries that have staying qualities invest in the battery whose performance lives up to every test—the Champion.

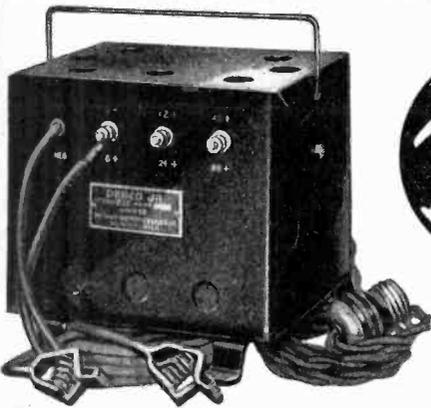
On the market for many years, this battery has been the standby of Radio Authorities.

*Write today for literature
Dept. A-3*

QUALITY FIRST
Makes this
BATTERY LAST



The CHAMPION CARBON MFG. CO.
CINCINNATI, O.



18.50

Charges All Storage and "B" Batteries

The "DEBCO JR." Home Battery Charger keeps all radio and automobile batteries charged. Having no points to wear out, it is efficient and serviceable and its price is the lowest at which high quality can be maintained.

The "DEBCO JR." is universally useful and a universal seller, for it meets the requirements of both those who want high quality, and those who want low price.

Write for details today.

DETROIT BATTERY CHARGER COMPANY
3683 Willis Avenue, E, Detroit, Mich.

DEBCO JUNIOR



Ten RAY-O-VACS for Every Radio Use

It pays to handle French Ray-O-Vacs. Stock the full line of ten models and you'll have a battery to fit the demand of every customer. You'll be making out cash slips instead of explaining why you can't give him what he wants.

French Ray-O-Vacs make repeat sales, too. They're built right, they give thoroughly satisfactory service, they're nationally advertised. They make money for you.

FRENCH BATTERY COMPANY, Madison, Wisconsin
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

FRENCH RAY-O-VAC

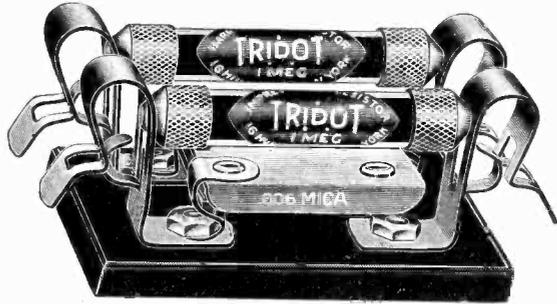
Radio's Best Batteries

"IMPREGNATED"



Your own name or trade-mark if desired

OUR NEW DOUBLE RESISTOR MOUNTING



OUR RESISTOR MOUNTINGS ARE COMPLETELY ASSEMBLED AND SUPPLIED WITH ALL RESISTORS AND CONDENSERS

The No Extra to Buy Amplifying Kit

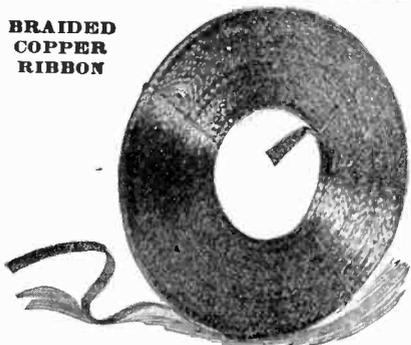
TRIDOT

Reg. Trade Mark

ELECTRIC CO., INC.

16 HUDSON ST. NEW YORK CITY

BRAIDED COPPER RIBBON



Note the many strands



Shown here exact size
No. 25 Copper Web BRAIDED RIBBON
Antenna Wire

—is made of 25 strands of copper wire braided into a strong flexible ribbon aerial three eighths inch wide, and containing in each 100 feet nearly one-half mile of single copper strands. This gives greatest possible capacity and conducting surface with less resistance, and will increase the efficiency of sets from 25 to 50%.

It is equally good for an indoor antenna, and due to its

Litz Wires—Cotton Covered Wires—Springs.

ROSS WIRE COMPANY

69 Bath St.,

Providence, R. I.

Increases Range

Clearer Tone

Greater Volume

And now—

A GOOD way to connect dry cells—

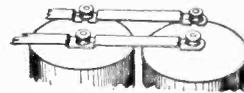
RIGID BATTERY CONNECTORS

Make perfect contacts
Hold cells rigidly in place

Provide a strong, neat and simple mechanical means of securing a perfect contact and eliminate the danger and nuisance of a confusing tangle of loose wires resulting from the use of flexible wire connectors.



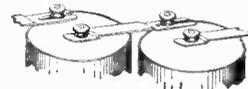
Parallel Connection
(4 sizes—2 to 5 cells)



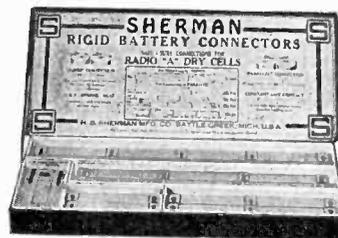
They snap on in a jiffy without removing nuts



Series Connection



Space cells slightly apart and hold them rigid



SELF-SELLING ASSORTMENT

A handsome display box containing properly balanced quantities of all sizes. Enables dealers to secure initial stock at small outlay. Contains 102 pieces listing at \$9.00. Dealer's Price \$5.00

For replacement the five numbers are packed separately in cartons of fifty. Prices on request.

Truly Needed—Immediate Sales
Good Profits

Sold by Jobbers

Made by

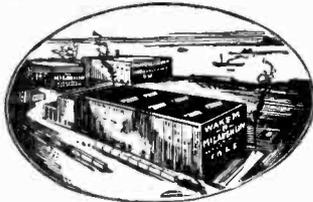
H. B. SHERMAN MFG. CO.
Battle Creek, Michigan



Radio Dealers!

Get This Catalog

It displays the best radio merchandise in the country. Liberal discounts. Speedy shipments. Write on your letterhead for a copy. Ask for R1004.



Wakem & McLaughlin, Inc.
225 E. Illinois St.
Chicago, Ill.

View of our warehouses.

ORIOLE FIVE—Sells Itself!



\$47.50
List Price

5 Tube Tuned Radio Frequency Receiver
with Stabilizer Control

A GUARANTEED RECEIVER

Made of the best low loss parts. Encased in a beautiful mahogany finish cabinet. Powerful and efficient for long range reception. In design and construction like sets selling for twice its price. ALL WIRING CONCEALED BENEATH SUB-PANEL. Each set equipped with multi-colored battery cable.

Dealers and Jobbers communicate

HENRY C. ROBERTS RADIO CO., INC.
112-114 Trinity Place, New York, N. Y.

HARD RUBBER

Sheets—Rods—Tubing

Special parts made to order. Send samples or sketch for quotation.

PANELS
HARD RUBBER

“RADION”
ANY SIZE

N. Y. HARD RUBBER TURNING CO.
212 Centre Street, New York, N. Y.

MUTER Dependable Radio Products

Used as standard equipment in the better class sets.

LESLIE F. MUTER COMPANY
76th and Greenwood Ave. Chicago, Illinois

Crescent Braid Co., Inc.

Providence, Rhode Island



Makers of “Blue Ribbon” Extension Cords, Telephone Cords and Battery Cables for Radios
Specializing in braided materials made to large manufacturers' specifications

DECKEL ENGRAVING MACHINES MARKING MACHINES

EIGHT TYPES AND SIZES
H.P. PREIS & CO. INC. NEWARK, N.J.

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Sold!

The dealers, the public and over 150 manufacturers are "sold" on

EBY

PATENTED

BINDING POSTS

for the very good reason that the manufacturers *specialized* on this one product until perfection was reached. Furthermore, EBY Posts are intelligently merchandised, properly packed, nationally advertised and priced to retail at a worthwhile profit.



*The Tops Don't Come Off
25 Different Markings*

The H. H. EBY MFG. CO. 15c

Philadelphia, Pa.

Plain or Engraved

Red Devil

RADIO INSULATORS

An attractive display carton helps make the sales of Red Devil Radio Insulators. Contains twelve insulators—no untidy packing material. It enables your customers to see at a glance the convenience of Red Devil Insulators—merely wrapping the wire around the tip of the insulator makes a tight, neat job. Wires cannot slip.



The Red Devil counter display carton suggests to your customers their insulator needs and supplies the urge to buy. A card or a wire will bring it to you promptly.



COOK POTTERY CO., Trenton, N. J.

CARTER

New "IMP" Rheostat



(Pat. Pend.)

6 ohms or 25 ohms **\$1.**

Half Size

One of the latest Carter Radio achievements. The increasing demand for smaller radio parts is filled by the new "IMP" Rheostat. Diameter only 1 3/8 in. Projects only 3/8 in. back of panel. Exclusive Carter method of contact. Smooth, positive, silent. Single hole mounting. Complete with pointer knob. Same Carter high quality and standard of workmanship.

Write for information on complete line of Carter original Radio products.

Offices in Principal Cities

In Canada—Carter Radio Co., Limited—Toronto



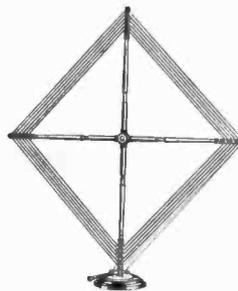
Carter Radio Co.
300 S. MICHIGAN AVENUE
CHICAGO, ILL., U.S.A.

Order from Your Jobber

Now Try LOOP Reception

Thousands of owners of the better types of radio sets have found a new pleasure in radio through receiving with a high grade loop. Sharper tuning that eliminates interference—the reduction of static annoyance—abolishing of unsightly wires—

complete portability, allowing use of set in any part of any room—perfect tuning control—all these advantages are found at their best in the



BODINE FOLDING LOOP

BASKET WEAVE

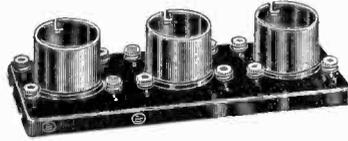
The basket weave method of wiring used exclusively by the Bodine Loop insures superior results. A calibrated dial allows directional logging of stations, and an insulated handle for turning loop prevents the effects of body capacity.

The Bodine is a really artistic bit of furniture—graceful and beautiful—with green silk wire and slender frame of brown mahogany finish. Two feet square when set up. Folds into a box 3 1/2 x 6 x 18 inches in size.

There is a Bodine Loop designed to give perfect service with every set suited to loop reception. Excellent for Remler Super Het; special models for Grebe Synchrophase and Radiola Super Het. Prices \$8.50-\$10.

BODINE ELECTRIC CO.

2248 W. Ohio Street, Chicago, Ill.



"Ballsite"

The Perfect
Insulating Material
Radio Set Mfrs.



Let us quote on your season's requirements. Dials, knobs, sockets and binding posts in stock.



Quotations supplied from blue prints promptly

Ballston Insulating and Composition Co., Inc.
Ballston Spa, N. Y. New York Office: 18 Hudson St.

North, South, East or West



The supremacy of Burnley Soldering Paste is unquestioned. It makes the solder flow smoothly, resulting in a good firm joint every time. Easy, economical. Try it yourself—free sample sent on request.

Burnley Battery & Mfg. Company
North East, Pa.

Radio Fans



Did you ever try this? YAGER'S SOLDERING SALTS, 1 part: water, 10 parts. Apply with a match the least drop of solution to joint and solder. RADIO PERFECT JOB.

Samples upon request anywhere.

ALEX. R. BENSON COMPANY, Inc.
HUDSON, N. Y.

For list of distributors see McRae's 1924 Blue-Book

ALLEN FLUX

NON-ACID—FOR SODERING

SUCCESSFUL
SODERING

at it
since
'93

When you join two metals with solder the joint is stronger than the metal it joins if good solder is used with—

Allen Sodering Fluxes

for sure, secure sodered joints—

Send for free samples now.
L. B. ALLEN CO., INC., 4550 N. Lincoln Street, Chicago, Illinois



De JUR JR

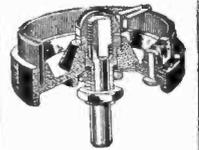
COMMERCIAL RHEOSTATS

GENUINE BAKELITE THROUGHOUT

The De Jur Jr. is made especially for set manufacturers demanding the most efficient parts at the right prices. Submit your specifications and get our prices before placing your Fall contracts. Patents Appl'd For

Write for new catalog of complete line of De Jur Radio Products

DE JUR PRODUCTS CO.
Lafayette and Broome Sts.
New York



Specializing in the manufacture of TUBE SOCKETS, BRASS—NICKEL PLATED

ANY
STYLE



No. 5



No. 10 (4 ears)



No. 15



No. 8



No. 10 (2 ears)

Quick Delivery

Guaranteed Accuracy

Prices which will interest you.

Brass Screw Machine Parts to Blue Print or Sample
THE TORRINGTON MFG. CO.
No. 5 Franklin St., Torrington, Conn.

IT'S A **Dymac** PRODUCT

Everybody Knows Dymac Now!

Media and Circulation Figures

Saturday Evening Post	2,315,633
Radio News	219,959
Prairie Farmer	170,032
Wisconsin Agriculturist	67,877
Wallaces' Farmer	82,371

The Farmer	129,774
Nebraska Farmer	105,677
Kansas Farmer	123,793
The Progressive Farmer	120,000
Country Gentleman	786,143

And Everybody is Enthusiastic over
DYMAC Selecto Five

For it represents the peak of DYMAC accomplishment—everything for which the DYMAC Line has always stood.

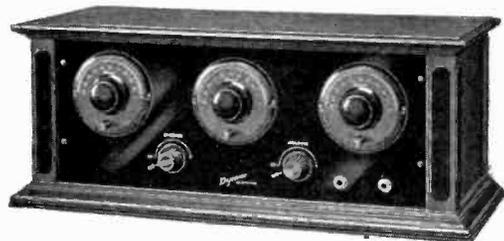
Every part in the Selecto Five is a DYMAC-made part, whose performance in the past has built the DYMAC reputation.

We know that the DYMAC Selecto Five will outperform other similarly priced sets and many much higher priced sets under the same reception conditions. Test it. If you are not convinced, we do not expect you to push it.

The case of the Selecto Five is mahogany, done in walnut, with the panels and base finished in ebony.

Featured as a window display with the rest of the DYMAC Line built around it, the Selecto Five will pay handsomely for its space allotment.

DYMAC national advertising starts at once. News of a good thing spreads rapidly.



DYMAC Selecto Five. List, \$75.00

ELECTRICAL PRODUCTS MFG. CO.
Providence, Rhode Island

New York Office: Metropolitan Tower

Export Office: Ad. Auriema, Inc., 116 Broad St., N. Y. City

DYMAC FACTORY SALES AGENTS

- | | |
|---------------------------------------|--------------------------------------|
| Chicago—E. V. Finson | Denver—Schmidt Sales Co. |
| Cleveland—Factory Sales Co. | Omaha—Leonard Kohn. |
| Boston—Hastings Elec. Sales Co. | Fort Worth—Savage & Schmid |
| Washington—W. Lester Baker | Seattle—Fred. L. Tomlinson Co. |
| Atlanta—Barnes & Co. | San Francisco—Fred. L. Tomlinson Co. |
| Minneapolis—Twin City Radio Sales Co. | Los Angeles—Fred. L. Tomlinson Co. |
| St. Louis—H. F. Bisbee Co. | Vancouver, B. C.—John E. T. Yewdall. |
| Kansas City—Win. S. Reid Sales Co. | |

Ask nearest Factory Sales Agent for catalog of complete line of DYMAC Guaranteed Radio Equipment.



DYMAC Type G Headset List, \$5.00



DYMAC Loud Speaker List, \$8.50



DYMAC Type E Headset List, \$3.00



DYMAC Vernier Dial List, \$1.50

Other DYMAC Accessories and Parts

- Loud Speaker Unit, \$5.00
- Audio Frequency Transformers, \$2.50 to \$4.00
- Crystal Set Outfit (complete with Phones), \$7.50
- Soldering Set (Standard), \$2.50
- Sub-panel Socket, \$.75
- Jacks, \$.50 to \$.90

EVERY **Dymac** PRODUCT
GUARANTEED FOR ONE YEAR

The Public Is Wiser

What Will You Offer?

More radio will be sold this season, but more of the business will be on fewer lines. The public is wiser. Now that much of the mere "craze" is over, established names and established facts will weigh heavily, as they do in every other great line of business.

Thorola dealers will have the Thorola Loud Speaker retailing at \$25.00, acknowledged as perhaps the steadiest selling item since radio began! For 1925-26 it has new technical refinements, a new horn of burnished Bakelite with gold throat-band, new art in tone reproduction, new grace in appearance.

Thorola dealers will have the Thorola Junior Loud Speaker at \$15.00. Thirty days from now you will agree that there has never been a loud speaker value or seller to compare with it. Just play it against the highest priced speakers!

Thorola dealers will have the 5-tube Thorola Islodyne receiver at \$85 and \$115, the complete set made possible by sensational Thorola Low-Loss Doughnut Coils. The Thorola Islodyne actually *isolates* power, concentrating its full strength on the chosen signals only. Selectivity at last is a positive quality which you can demonstrate with *every* Thorola set. All Thorola sets are alike because Thorola design makes it possible to measure and test the factors of perfect recep-

tion. Uniformity in production has at last been attained. Gone are the dealer difficulties of sets that will not perform. *Every* Thorola Islodyne is good for new distance records, new volume, and tone such as only Thorola has ever provided!

And performance is equally good throughout the range of reception. By another exclusive principle the old difficulties with higher wave lengths are eliminated in the Thorola Islodyne.

Thorola dealers will have Thorola Low-Loss Doughnut Coils, which continue as the center of interest for set-builders and experimenters, making Thorola stores the headquarters for this class of trade. Thorola Low-Loss Doughnut Coils marked the end of interference, intercoupling; pick-up, uncontrollable feedback, excessive losses, and freak wiring. Equally advanced are Thorola Transformers, Condensers and Rheostats.

All these Thorola achievements will work for you and so will Thorola advertising to every class in The Saturday Evening Post, Collier's, Red Book, Atlantic Monthly, Scribner's Magazine, Harper's Magazine, and others; in the radio papers; in newspapers, and on billboards.

A great name, a great line and great selling power put Thorola dealers into the strongest position for 1925-26.

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

Thorola Loud Speakers with new burnished Bakelite horn and gold throat-band are better in appearance and performance.



In stunning Burled Walnut Cabinet with Circassian top the 5-tube Thorola Islodyne retails at \$115



- Thorola No. 4 \$25
- Thorola Junior \$15
- No. 12 \$45
- Thorophone Power Type \$45
- Thorola Junior No. 8 Phonograph Attachment \$7.50
- Thorola (Large Unit) No. 6 Phonograph Attachment \$15



In smart Thorocco Cabinet the retail price of the 5-tube Thorola Islodyne is \$85



Thorola Low-Loss Doughnut Coils installed in any set as recommended provide many of the greatest Thorola advantages.

- Complete set of three \$12
- Per coil \$4
- (Retail Price)

Thorola

I S L O D Y N E