

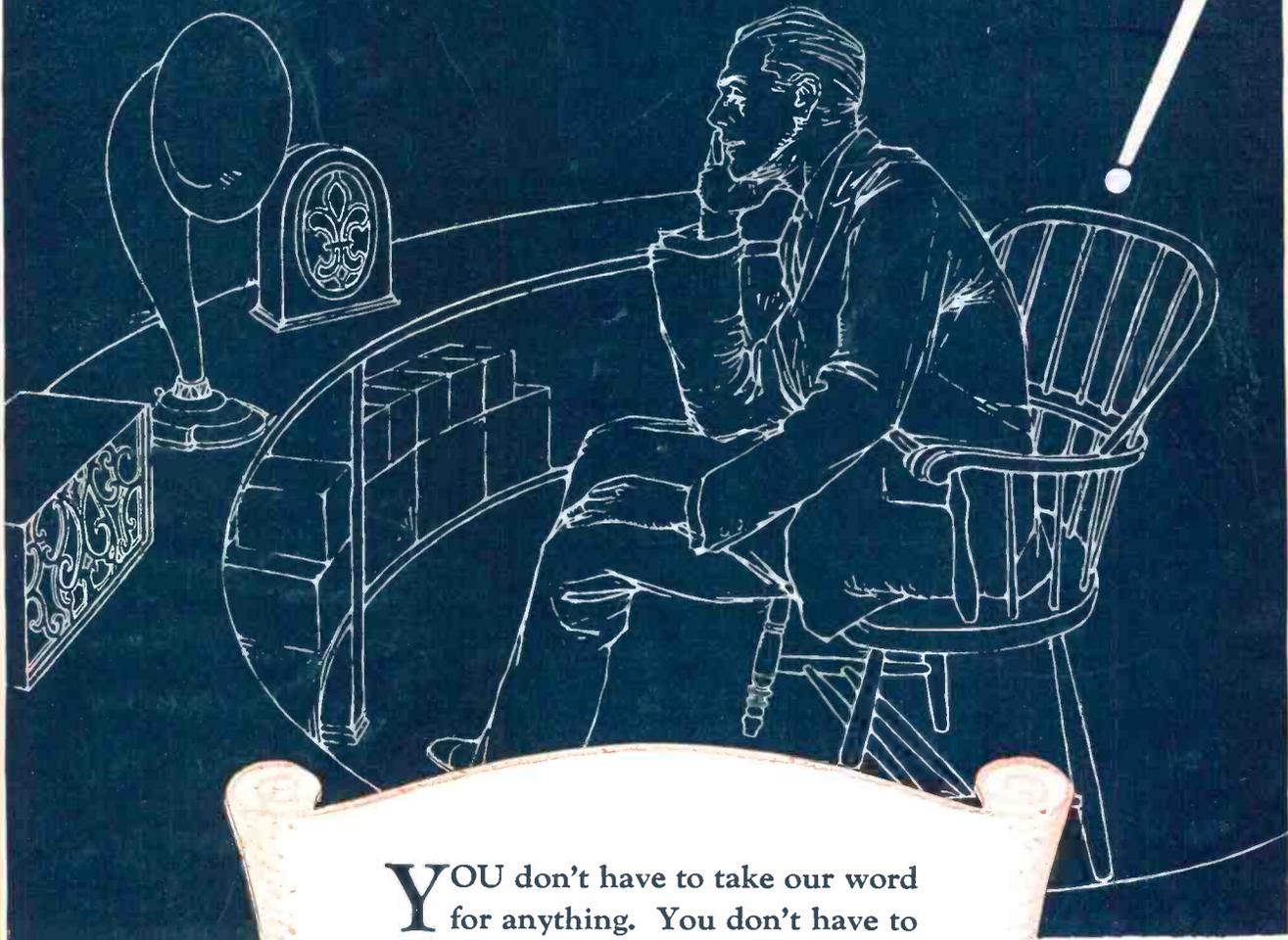
A McGraw-Hill
Publication

November
1925

Radio Retailing

The Business Magazine of the Radio Industry

test'em yourself

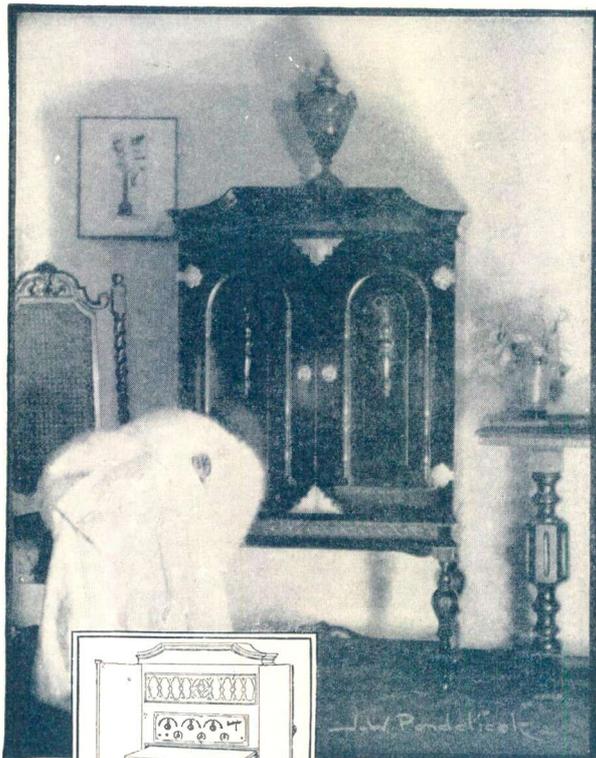


YOU don't have to take our word for anything. You don't have to believe our salesmen or our ads. Just believe your own ears. That's all we want!

(turn to pages 622 and 623 for a fair proposition)

Brandes

Experts in radio acoustics since 1908



*Model VII.
English Tudor Art
Console
Price \$350.00*

Height 56½ in. Width 31½ in. Depth 16¾ in.



Seven Beautiful
Models from
\$125.00 to \$350.00.
Send for Descriptive
Brochure.

There Is No Substitute for Good Reception

Features That Make the Buckingham Supreme

The Buckingham is a five-tube improved tuned radio frequency set, incorporating new exclusive features not found in other receiving sets, designed for either indoor or outdoor aerial.

Exquisite Tone Quality

Obtained through the use of latest type low ratio audio transformers—2 to 1 ratio in both stages—giving even amplification, without distortion. Volume is not sacrificed, a usual result from using low ratio transformers, because in Buckingham a specially designed paddle-wheel type inductance coil provides maximum amplification with minimum losses.

All whistling and other unpleasant noises due to tube oscillations are eliminated, without resorting to neutralizing condensers, which sacrifice volume and distort signals.

Maximum Selectivity

Latest type straight-line frequency condensers give maximum selectivity, and uniform distribution of wave lengths over the dials. No crowding. On the dials of ordinary receivers, 83 of the government allotted wave lengths are crowded into the first 50 points, making it practically impossible to separate stations broadcasting on wave lengths below 300 meters. Hence confused reception.

Buckingham separates all adjoining wave lengths by equal distances on the dials, insuring clear reception from stations never even heard on ordinary sets.

Cabinet Beauty

Choice walnut, with marquetry paneling, and inlays of ebony and satinwood. Authentic period designs. Etched metal panel with exquisitely defined bronze figures and calibrations. Graceful fluted and tapered Bakelite knobs. Lacquered brass pointers. A delight to the most critical cabinet connoisseur.

Convenience

All models except No. 1, have scientifically designed built-in loud-speaker. Space for batteries and chargers. All self contained. No ugly exposed parts.

A NEW kind of radio simply had to come. The public demanded it, and expected it. Broadcasters hoped for it. Thousands of people who wanted radio in their homes, but were not satisfied with the results others obtained, waited for it.

And NOW it is here!

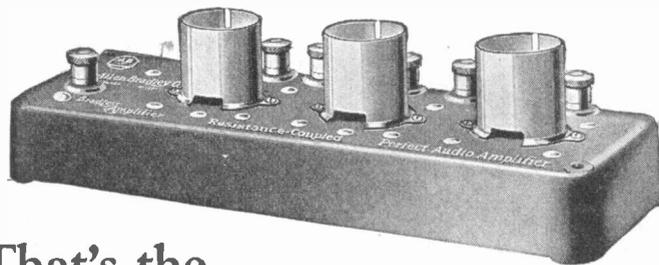
Buckingham radio meets the new conditions and fills the long-felt want. Here, at last, is a receiver which combines all the essentials of ideal radio performance, and offers real radio entertainment to people who want and expect the best.

Perfect tone quality, maximum range and volume, a degree of selectivity never attained heretofore, utmost ease of operation and simplicity of control, and unequalled beauty of appearance both inside and out, easily make Buckingham "The World's Finest Radio Receiver."

Dealers! Attractive exclusive Buckingham franchises are still open in certain territories. Perhaps in yours. Call at our Radio Salon, Room 1930 Straus Bldg., Michigan Ave. & Jackson Blvd., or write us for full particulars.

Buckingham Radio Corp.
2435 Indiana Ave. Chicago, Ill.

Marvelous Tone Quality



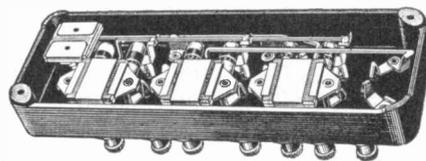
That's the Big Selling Feature of the Bradley-Amplifier

THE BIGGEST SELLER, this year, is the resistance-coupled amplifier to take the place of transformer-coupled amplifiers. Quality, not mere noise, is the demand of set owners, and resistance-coupling is the answer.

The Bradley-Amplifier is an important accessory. It is not a part, like a rheostat or grid leak. It is an essential for every set. It is as important as a good loudspeaker.

Place your order, today, for a stock of Bradley-Amplifiers. Nation-wide advertising is selling Bradley-Amplifiers faster than they can be distributed. Remember, every set owner is a potential buyer of a Bradley-Amplifier. Get your share of easy sales that come early in the radio season by ordering Bradley-Amplifiers, today!

Note the carefully-concealed wiring, Bradleyunits, and condensers. Nothing exposed except tube sockets which will accommodate the new UX tubes.



Bradley Amplifier

PERFECT AUDIO AMPLIFIER

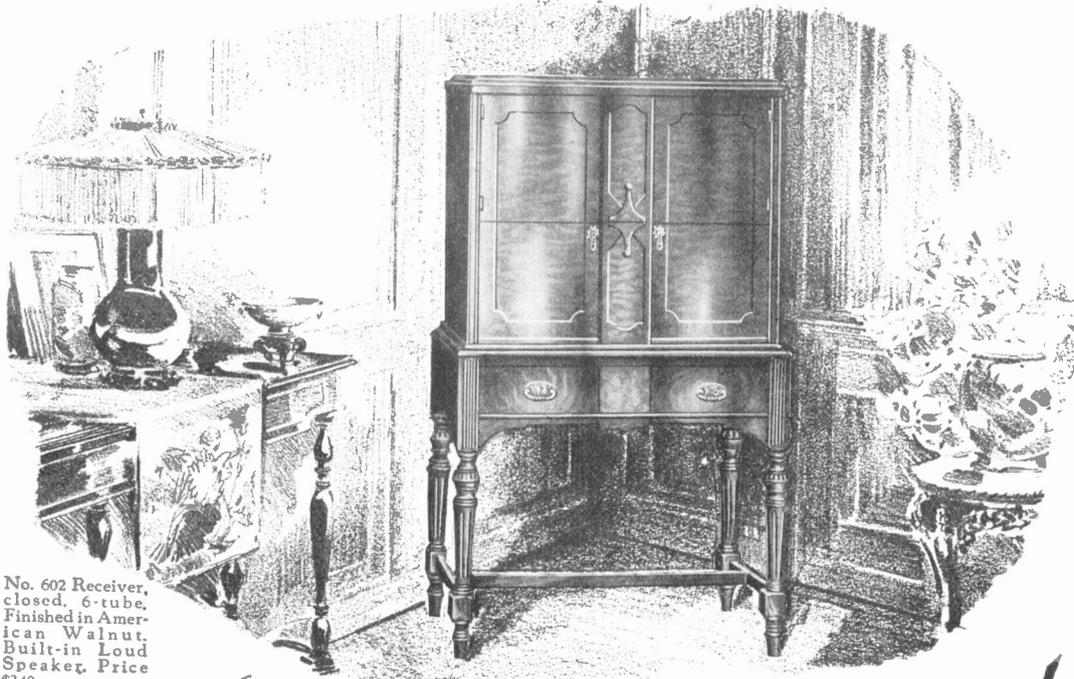
Manufactured by

Allen-Bradley Co.

Electric Controlling Apparatus

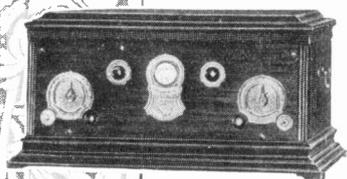
489 Clinton Street

Milwaukee - Wisconsin

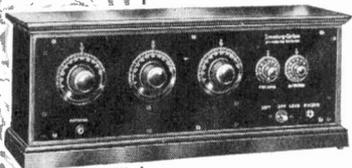


No. 602 Receiver, closed, 6-tube, finished in American Walnut. Built-in Loud Speaker. Price \$340.

Responsibility!



No. 601 Table Model—6-tube; totally shielded; dual control; volt meter; takes new tube bases; operates either horn or cone type loud speaker; Solid Mahogany. Price \$210.



No. 1 Type Table Model. 5-tube; has antenna coupling switch; also key for switching from first audio to second audio frequency amplifier. Solid Mahogany. Price \$180.

Stromberg-Carlson responsibility is two-fold—to users of its product and to dealers whom it authorizes to distribute that product.

Inspectors in the Stromberg-Carlson plant are awarded a bonus for any imperfection that they can detect and reject in every stage of the production of Stromberg-Carlson Apparatus. Workers are given cash awards for suggestions which will improve Stromberg-Carlson Apparatus. These provisions are indicative of the responsibility that the company feels toward users of its product.

Dealers, to become authorized Stromberg-Carlson distributors must measure up to accepted Stromberg-Carlson standards.

To such dealers, in fulfillment of Stromberg-Carlson responsibility, there is accorded a protection which is unique thus far in radio merchandising;—unique as to price stability, freedom from service costs and customers' good will.

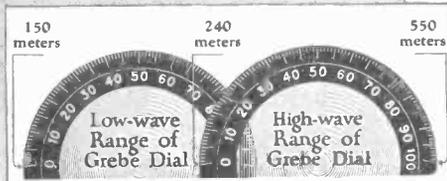
(Prices quoted are for the United States east of the Rockies)



Stromberg-Carlson Telephone Manufacturing Co.
1060 University Avenue, Rochester, New York
Chicago Kansas City Toronto

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than 30 years



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



Grebe "Colortone"



Flexible Unit Control

One dial operates two or all three; or dials may be adjusted separately, at will.



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

Make Your Christmas Sales the Largest Ever

IN addition to the advantages of the *Binocular Coils* and *S-L-F Condensers*, the Grebe Synchronphase has three new developments that will make your holiday sales show a big advance over last year.

In the Synchronphase, you can offer your trade a receiver that will give complete control over tone quality, independent of the loud speaker's influence.

The Grebe "Colortone" allows the listener to alter to his taste, speech or music from high, thin pitch to deep, round tones, with all the variations between.

Grebe Low-Wave Extension Circuits give a reception range that includes over 100 low-wave stations not reached by other sets.

Grebe Flexible Unit Control offers a receiver of one, two or three-dial control so that you can suit all preferences.

Dealers who sell the Synchronphase are offering the utmost in present-day radio reception and their sales will be proportionately large.

Better write for full details

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



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

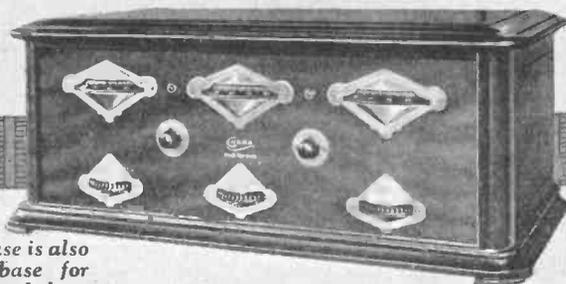
—Confucius

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

Doctor *W.H.*

The **GREBE**
SYNCHROPHASE
TRADE MARK REG. U.S. PAT. OFF.

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



The Synchronphase is also supplied with base for batteries and in a de luxe Console model.



TRADE MARK
REG. U.S. PAT. OFF.
All Grebe apparatus is covered by patents granted and pending

KEYSTONE ARRESTERS

For Reliable Lightning Protection

A Quality Product Sold at a Popular Price

Don't forget to include a dollar and half Keystone Radio Lightning Arrester in the sale of every set or antenna. Here is another dollar and a half to add to practically every sale of radio material, with a generous percentage of net profit involved in the transaction.

Improved Reception

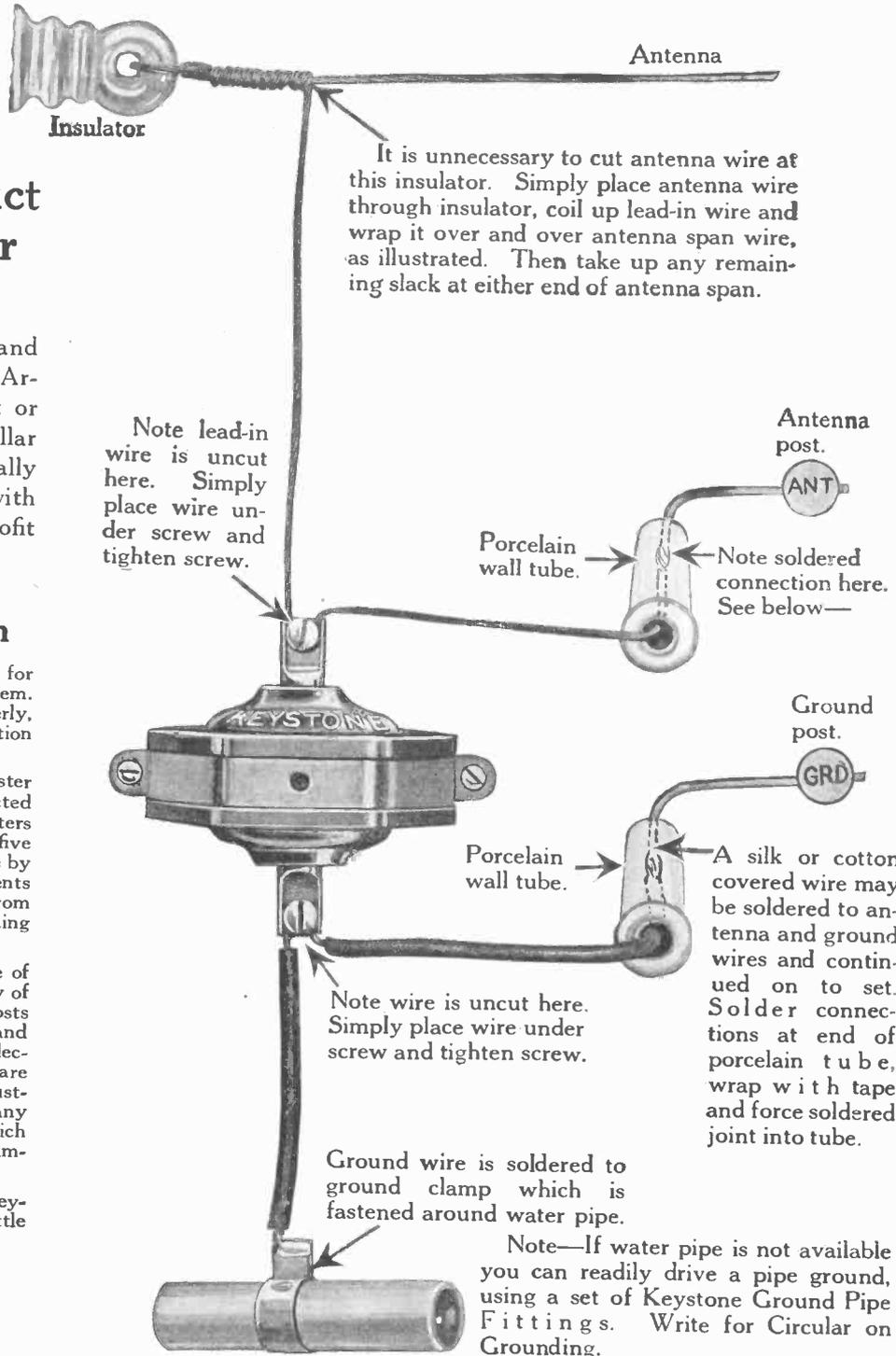
Note suggestions in diagram, at right, for a real low-loss antenna and ground system. If the antenna is not constructed properly, a lot of energy needed for DX reception will be lost.

The use of a low capacity lightning arrester will greatly conserve the energy collected by the aerial. Keystone Lightning Arresters have an internal capacity of only five micro-micro farads (refer to tests made by Lefax, Inc.) This low capacity prevents the energy collected by the antenna from flowing to ground through the lightning arrester.

Keystone radio lightning arresters are of the air gap type, and consist of a body of genuine Bakelite, heavy brass binding posts being moulded integrally in upper and lower sections; the rugged discharge electrodes are inside the body, where they are in an absolutely water, damp and dust-proof enclosure and so located that any change in their relative positions (which would affect the gap) is practically impossible.

The electrical characteristics of the Keystone radio lightning arrester leave little to be desired.

**SOLD BY
YOUR JOBBER**



Keystone Arresters are listed as Standard by the Underwriters' Laboratories

ELECTRIC SERVICE SUPPLIES Co.

Manufacturers of nearly two million Lightning Arresters

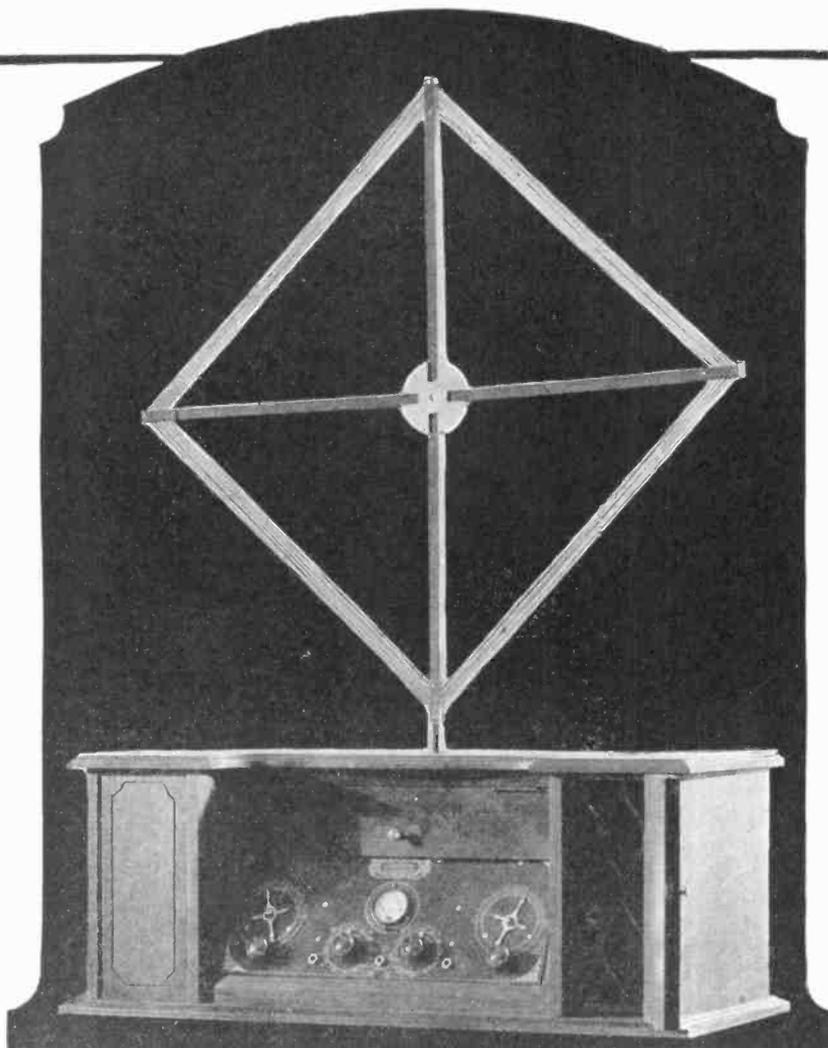
PHILADELPHIA

NEW YORK

CHICAGO

Here is the Ideal Dealer Proposition!

A seven-tube loop set sold complete with all accessories, including loud speaker, for one price. *Nothing extra to buy!*



MOST of the dealer's troubles in selling radio sets have been taken out of Cleartone in advance. All tubes and batteries have been installed in the set and tested at the factory. You know they are good. There is no aerial to put up and no ground to establish. The set will not be returned because of poor equipment or improper connections.

The set is easy to sell because it can be demonstrated anywhere without putting up an aerial or ground.

It can be moved from room to room and used conveniently under almost any circumstances.

It has beautiful tone, and the workmanship makes it a most attractive set. Easy to sell from the standpoint of furniture.

As the set is different from the ordinary run of five-tube sets there is a distinct field for it among every dealers' trade. Dry battery operation and loop antenna fit it especially for the farm and apartment house markets.

Prices Completely Equipped—Nothing Else to Buy
 Model 90 Detached Loud Speaker..... \$185
 Model 91 Built-in Loud Speaker..... \$200
 Model 92 Console with Built-in Loud Speaker... \$275

Prices Set Only With Loop
 Model 90 Detached Loud Speaker..... \$130
 Model 91 Built-in Loud Speaker..... \$170
 Model 92 Console with Built-in Loud Speaker... \$245

We also have a five-tube tuned radio frequency set using the new UX wet or dry battery tubes. Price \$85 with tubes.

Write or wire for exclusive dealer proposition.

The CLEARSTONE RADIO COMPANY

2429 Gilbert Avenue, CINCINNATI, O.

CLEARSTONE *Complete* RADIO SETS

Why



The Kolster Eight pictured above is one of four beautiful models, of which there are two Eights and two Sixes. Each is housed in a cabinet of rare charm, designed by leading authorities. A Kolster is a pleasure to the eye as well as to the ear.

K O L S T E R

dealers find Kolster so attractive

F. T. C. executives, planning long ago, are rewarded by the wide response upon the part of progressive dealers.

The reasons are simple.

Primarily, in the instrument itself, a Kolster anticipates the current public demand.

That means sales and profits to the dealer.

Secondarily, in the relationship with the trade, F. T. C. executives have developed a mutually successful plan.

A Kolster franchise means: territorial protection, substantial profit, protection against obsolescence and against erratic price fluctuations, aggressive advertising.

If the above were a mere claim, it would not be unique. But backed by F. T. C. it is not a claim, but a fact.

Furthermore, it is unique because behind the Kolster is a concern so

ably financed and so forward-looking that it can afford to give every Kolster dealer the very limit of cooperation.

In selling a Kolster to a customer a Kolster dealer is insuring a *satisfied* customer. A Kolster satisfies in tonal perfection, simplified tuning, quietness from background noises, selectivity, no interference, sensitivity, beautiful cabinets and a factory guarantee.

F. T. C. executives, in anticipating public demand, also anticipate the requirements of a permanent, mutually profitable relationship with dealers, founded on cooperation.

Because of F. T. C. policies, you should handle Kolsters if you want substantial and steady profits.

Write, wire or mail the coupon for further information.

FEDERAL TELEGRAPH COMPANY
(of California)

Woolworth Building, New York City

Federal Telegraph Company, (of California)		R.R.-14
Woolworth Building, New York, N.Y.		
Please send me particulars regarding Kolster Radio and the Kolster dealer proposition.		
Name	_____	
Street	_____	
City	State	_____

RADIO

Order just one!



Audio Transformer, list \$4.00

Superior and Navy, list \$4.50 and \$6.00

Table-Talker, list \$10

Phonograph Attachment, list \$10

THERE'S so much shouting about "the best speaker on the market" that we merely want to whisper a word of friendly advice.

Hear the speakers yourself.

Hear a lot of them. Order just one Brandes Speaker (any type—cabinet, cone or horn). Hear it along with the others.

Try it with any good radio set.

Prices slightly higher west of the Rockies and in Canada.

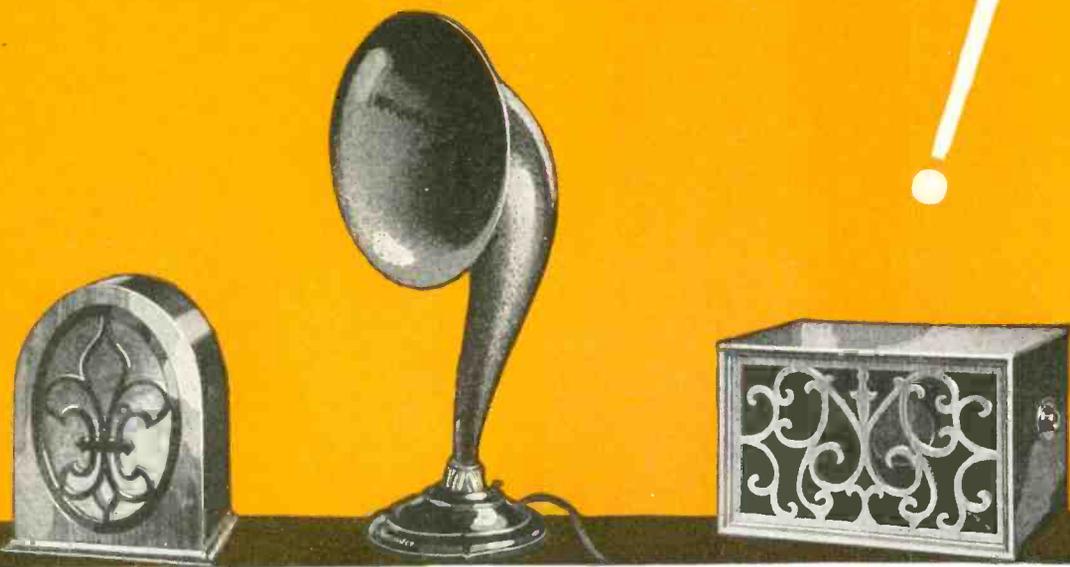
Send your order for a Brandes Speaker to your nearest jobber. If you don't know him, write us. We'll forward your order to him.

Brandes Products Corporation
200 Mt. Pleasant Ave. Newark, N. J.

Brandes

EXPERTS IN RADIO ACOUSTICS SINCE 1908

Test it yourself



Cone Speaker, list \$38.00

Type H Speaker, list \$18.00

Cabinet Speaker, list \$30.00

DON'T just listen. Really test the speakers. Tune in a piano solo. Listen to the very low notes. Are they muffled and blurred? Or are they as clear and round as they are through a Brandes? After you've convinced yourself, you will want to demonstrate the Brandes. Then—and only then—do we want you to place your regular order.

Brandes have been experts in radio acoustics since 1908. Their complete line now includes all types of speakers as well as that old standby—the Superior Matched Tone Headset.

Brandes Products Corporation
200 Mt. Pleasant Ave. Newark, N. J.

Brandes

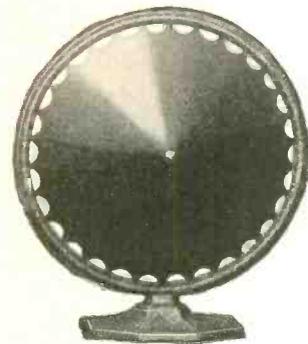
EXPERTS IN RADIO ACOUSTICS SINCE 1908

DE FOREST

Swings open the Door on the
Biggest Sales Opportunity
since the advent of Broadcasting



De Forest
Radiophone—Type W-6
"Renaissance"



The De Forest L S 400 Reproducer
The latest development of the original
and basic patents held by De Forest
on the cone type or open diaphragm
Reproducer.



De Forest Tubes. Bearing the trade
mark of the inventor of the 3-element
tube upon which present day radio is
dependent. Isolantite base and other
improvements, packed in shock-absorb-
ing, metallic cartons, combine to make
these the greatest tube values on the
market.

Our F-5 and W Lines are Both equipped with the New Weagant Circuit

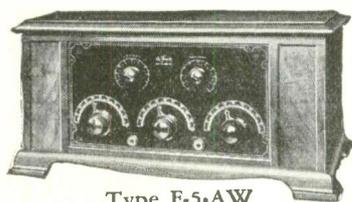
Here you have an opportunity to *serve both extremes* of public demand with these unequalled values

THE De Forest Type F-5 Broadcast Receiver is well-known, popular priced and a speedy seller. The new De Forest Type W-6 and W-5 Radiophones are a veritable revelation—the longest stride in reception and reproduction yet taken.

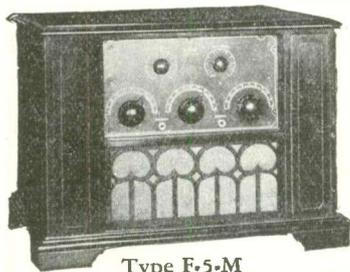
The development of the new circuit is due to the genius of Roy A. Weagant, former Chief Engineer with Marconi and now Vice-President and Chief Engineer of the De Forest organization. Its advent has been awaited with interest by radio scientists and musicians. It brings you a new musical instrument, reproducing flawlessly the great orchestras, bands, and the human voice with a clearness that has never been equalled.

And it is housed in a cabinet worthy of its superiority, designed by Elbert McGran Jackson, renowned sculptor, architect, and painter.

The demand will be tremendous—get your share—tie up with our big national advertising campaigns by displaying these marvelous new De Forest instruments and pushing them.



Type F-5-AW



Type F-5-M

Type F-5-AW. A 5 tube set in polished Walnut cabinet without built-in loud speaker, but with compartments for "A" and "B" batteries. Retail at \$90.00.

Type F-5-M. A 5-tube set in two-tone polished mahogany cabinet with built-in loud speaker. Space for both "A" and "B" batteries. Retail at \$110.00.

Type W-6-F Radiophone—floor model—Retail at \$450. 6 tubes, incorporating special power amplifier with 20 inch double cone reproducer. By an ingenious device, one knob operates two condensers—single dial, dual-control.

Type W-6-T (Table Model). Same as W-6-F, except without lower cabinet portion. \$385.00.

Type W-5-F (Floor Model), 5 tubes with 12 inch De Forest cone reproducer. \$235.00.

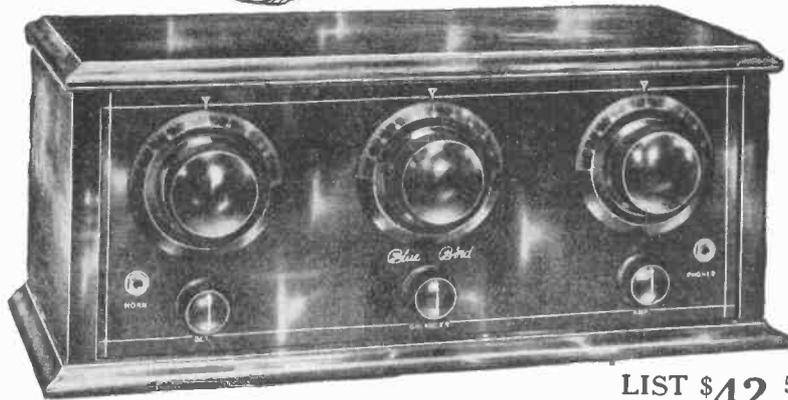
In addition to these new members of the De Forest family there are two other F-5 models, one at \$85 and another at \$90, and the D-17 loop series of three models.

Western prices slightly higher

DE FOREST RADIO COMPANY, JERSEY CITY, N. J.

Blue Bird

"A Bird of a Set"



LIST \$42.50

America's Finest

Supreme in beauty—wonderful clarity of tone—remarkable volume.
The greatest 5 tube receiver in America. Built into an elegant massive cabinet.
Finished in American Walnut or Mahogany.
To please the most discriminating.

\$42.50Discounts 40-10-2%
Net to Dealers**\$22.49**

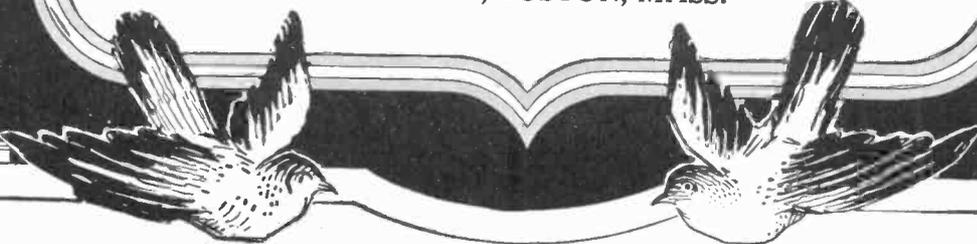
An Attractive Christmas Number

The Blue Bird wonder. The finest one-tube receiver in the country for selectivity,
volume, distance, clarity and easy tuning.
The Blue Bird cannot be equalled. Will excel and out-sell any.
Encased in a beautiful genuine cedar or mahogany finished cabinet.

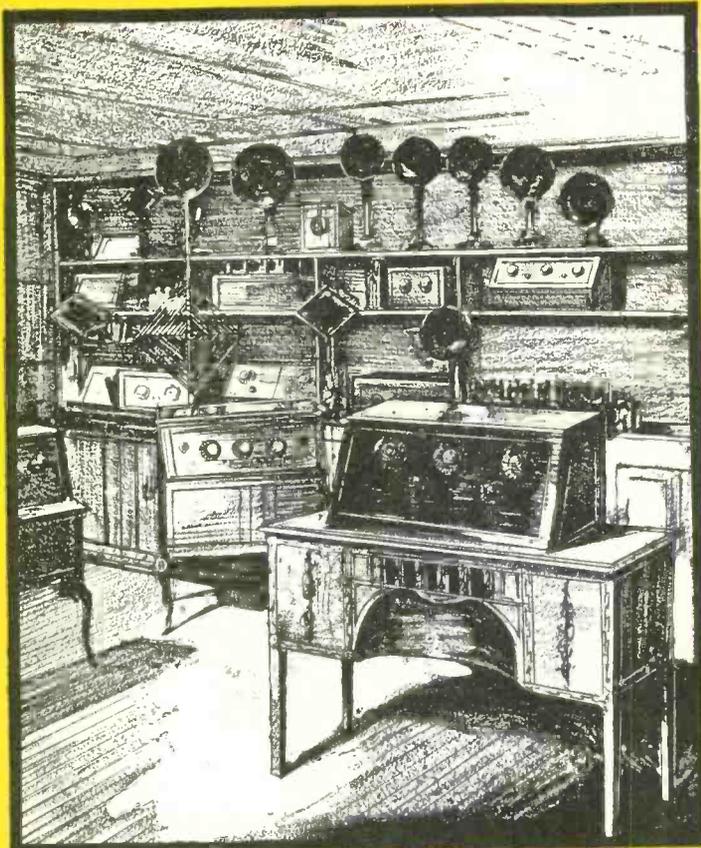
\$13.50Discounts 40-10-2%
Net to Dealers**\$7.14**

The rush is on—order yours today

AUTOMATIC RADIO MFG. CO., Inc.
30 Cross St., BOSTON, MASS.

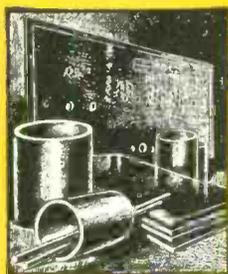


Phenolite — for electrical insulation, for wireless instruments working under the stress of high frequency; for coils and panels, for washers, bushings, valves!



—sell lasting beauty!

SEE the smooth, even surface of Phenolite radio panels—no pits, no rough spots, no variation in lustre! . . . And the rich, lustrous beauty of Phenolite is permanent—it does not dim with age. For those who prefer a satin finish, Phenolite can be rubbed down with oil and pumice! . . . America's leading manufacturers of radio receiving sets are paying a premium to insure lasting quality and unvarying performance. Phenolite meets their every requirement. Your jobber will supply you with panels or tubing of Phenolite — or write us.



Phenolite is made in six standard grades — each adapted to a specific use, and each of definite character and unvarying quality, made in accordance with our own scientifically exact formulae.

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

PHENOLITE

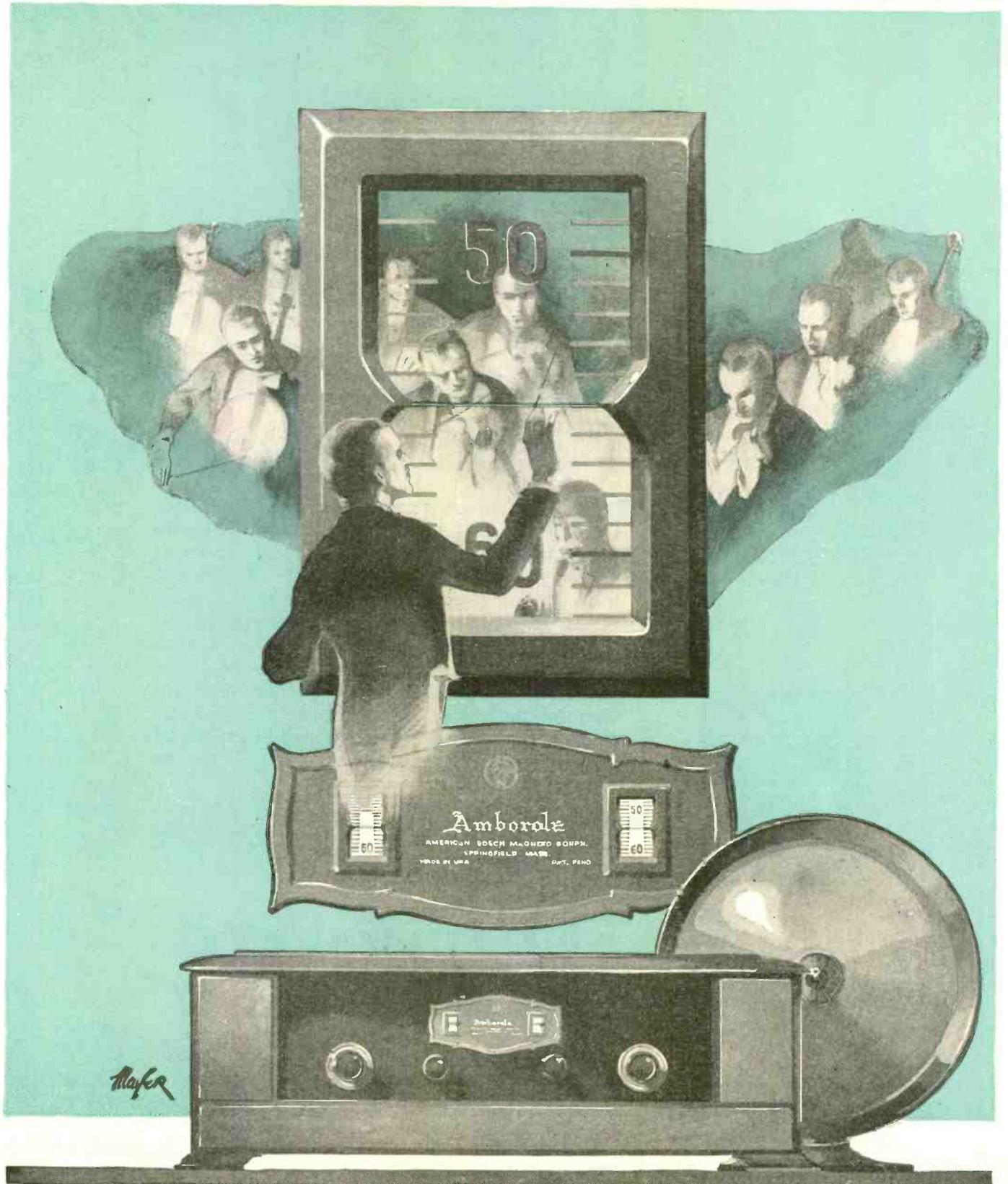
Reg. U. S. Pat. Off.

Laminated BAKELITE

SHEETS : RODS : TUBES : SPECIAL SHAPES

Made by the makers of National Vulcanized Fibre

BOSCH



RADIO

The Bosch Radio Receiver, unapproached in tonal quality, volume, selectivity, simplicity of operation and beauty of design, is a product of an organization excelling in the manufacture of precision electrical equipment. The Bosch radio receiver and the Ambotone—the Bosch wood conoid reproducer—combine to give a new standard of quality in radio reproduction.

The authorized Bosch Radio Dealer has these incomparable selling features in Bosch Radio Products, plus the valuable prestige and public acceptance that goes with the Bosch name.

Write at once for complete information on the exclusive Bosch proposition for your locality.

**A M E R I C A N B O S C H
M A G N E T O C O R P O R A T I O N**
SPRINGFIELD . . . MASSACHUSETTS





EVEREADY HOUR
EVERY TUESDAY at 9 P. M.

Eastern Standard Time

For real radio enjoyment, tell your customers to tune in the "Eveready Group." Broadcast through—

- WEAF New York
- WJAR Providence
- WEEI Boston
- WCTS Worcester
- WFI Philadelphia
- WGR Buffalo
- WCAE Pittsburgh
- WSAI Cincinnati
- WWJ Detroit
- wcco { Minneapolis
- { St. Paul
- woc Davenport

"They are repeaters"

SAYS the J. H. McGrath Co., Hastings, Neb.: "We carry a complete line of Eveready Batteries and find that they meet the most exacting requirements; are the easiest to sell because they are nationally known and advertised and have consumer acceptance. They are repeaters because they are satisfactory. We lose no sales with our stock of Eveready Batteries."

There are thousands of dealers as satisfied as Mr. McGrath, and for the same reason. Eveready Radio Batteries are trade builders and repeaters. They enable you to meet every customer's radio battery requirements. Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.
New York San Francisco
Atlanta Chicago Dallas
Kansas City Pittsburgh
Canadian National Carbon Co., Ltd., Toronto, Ontario

EVEREADY

Radio Batteries

-they last longer

\$25

Complete
With
Adjustable
Unit

**FOR ANY
MAKE OF
RECEIVER**



(Patent Applied For)

\$25

Built
Entirely
of
Wood

**FOR ANY
MAKE OF
RECEIVER**

Mahogany Finish, 14 inches high, 17 inches long, 4 3/4 inches deep; not cone type.

ASTRAL TONE THROAT

(RADIO SPEAKER)

The Speaker Sensation of the Season
AN ABSOLUTELY NEW PRINCIPLE

At the Radio Shows, New York, Chicago, Philadelphia and Boston, we were highly gratified at the keen interest displayed by users, dealers, and jobbers in this new idea in speakers. "That's what we have been looking for," they said, one and all. "A speaker that is ornamental and always gives in volume the pure vocal or instrumental tone we want."

Astral Tone Throat is fundamentally a perfect tone reproducer. Its beauty, rich finish and ornamental appearance, are incidental. It is built *entirely* of wood, the perfect resonant material, and is designed on the principle of the human throat, to insure un failing delivery of radio sound vibrations in full force and natural tone.

ASTRAL RADIO QUALITY RECEIVERS

Five Tube Tuned Radio Frequency



Type P—\$215
Pooley three-compartment cabinet. 50x26x16 in. Pooley built-in radio speaker.



Type A—\$67.50
8x23x8 1/2 in. Solid mahogany.



Type B—\$90
Solid mahogany cabinet 12 1/2 x 27 1/2 x 14 in.



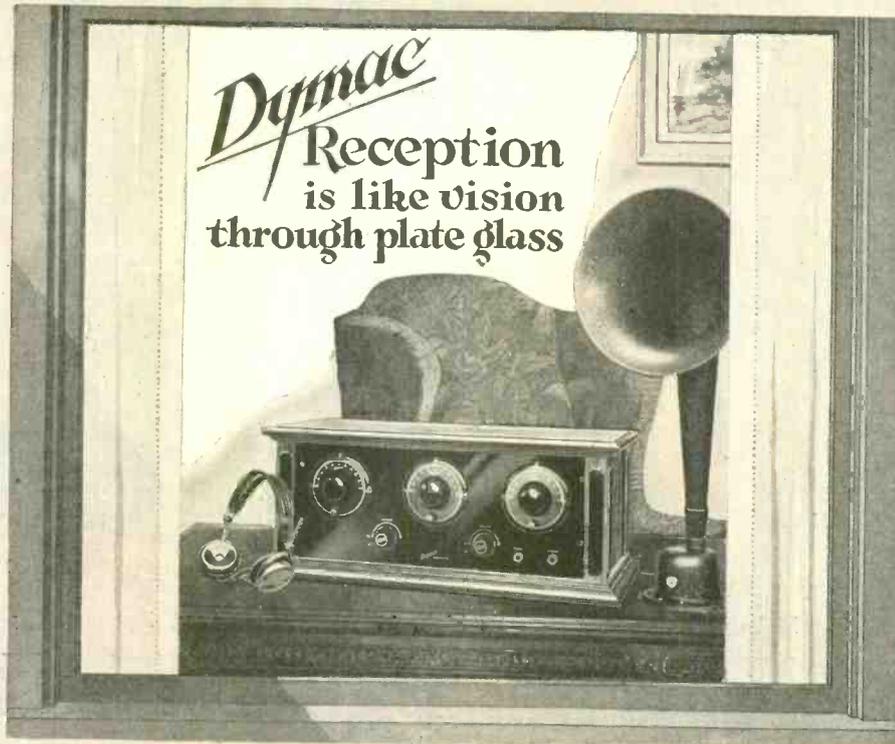
Type C—\$175
Three-compartment mahogany cabinet. 48x29 1/2 x 15 in. Built-in radio speaker.

Jobbers and Distributors Wanted Throughout the World

ASTRAL RADIO CORPORATION 1237 N. BROAD STREET
PHILADELPHIA, PA., U. S. A.

More
About
DYMAC
National
Advertising

THE SATURDAY EVENING POST



AS looking through plate glass gives a clear eye-picture, so reception from a DYMAC Selecto Five gives a true, clear ear-picture of transmitted sound.

The DYMAC represents something different in set construction ... it's not just a receiver, but a fine, musical instrument built to render complete and accurate reproduction of tonal values.

The DYMAC is built exclusively of time-proved, DYMAC-made parts. Cabinet is walnut finish mahogany with ebonized panels.

Its price is \$75. If your dealer can't supply you with a DYMAC Selecto Five promptly, write direct to us. DYMAC Type G Headset (\$5) and Loud Speaker (\$8.50), shown above, will increase your reception enjoyment.

This DYMAC advertisement appeared in SATURDAY EVENING POST of October 17th, and in RADIO NEWS and COUNTRY GENTLEMAN for November.

Every DYMAC product is guaranteed for one year

Type E Headset, \$3
Vernier Dial, \$1.50
Loud Speaker Unit, \$5
Soldering Set (Standard) \$2.50
Crystal Set (Complete) \$7.50
Sub-panel Socket, 75c.



Electrical Products Mfg. Co.
Providence, Rhode Island
N. Y. Office: Metropolitan Tower
Export Office: Ad. Auriema, Inc.,
116 Broad Street, New York City

In the September issue of this publication, we told you how completely DYMAC National Advertising covers the field of prospective radio buyers.

Don't you agree that DYMAC advertisements like the one above will sell more sets than ads which merely burst into a "hullabaloo" about "the radio sensation of the century"?

Is it not better to sell one idea—clarity of reception—and hammer that point home from a new angle in each advertisement?

Many dealers and jobbers are writing to us saying we are right. Let's hear from you.

ELECTRICAL PRODUCTS MFG. CO.

Providence, Rhode Island

New York Office: Metropolitan Tower

Export Office: Ad. Auriema, Inc., 116 Broad St., N. Y. City

Write us or nearest DYMAC factory sales agent for catalog showing complete line of DYMAC Guaranteed Radio Products.

DYMAC Factory Sales Agents

Boston, So.—Hastings Elec. Sales Co.
Philadelphia—Erllichman, Harris & Klein
Washington—W. Lester Baker
Cleveland—Factory Sales Co.
Chicago—E. V. Finson
Minneapolis—Twin City Radio Sales Co.
St. Louis—M. Scott Gardner
Kansas City—Wm. S. Reid Sales Co.
Omaha—Leonard Kohn
Denver—Schmidt Sales Co.
Seattle—Fred. L. Tomlinson Co.
San Francisco—Fred. L. Tomlinson Co.
Los Angeles—Fred. L. Tomlinson Co.
Fort Worth—Savage & Schmid.
Atlanta—Barnes & Co.
Vancouver, B. C.—John E. T. Yewdall

EVERY **Dymac** PRODUCT
GUARANTEED FOR ONE YEAR

40% and 10%

FREED-EISEMANN is the first of the leading radio companies to give Dealers the necessary discount to insure their making a profit on sets listing over \$100.

+ PLUS +

A complete range of sets at \$75 up—

A sincere and binding franchise contract—not a mere selling diploma—

A direct-by-mail-campaign to the consumer, all addressed, stamped and imprinted with the dealer's name—at a fraction of the actual cost—

A window dressing service by trained, expert decorators—

Powerful advertising campaign now appearing.

WRITE us and one of our officers will reply personally, whether or not there is a franchise still available in your section.

Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.

FREED-EISEMANN

World's Largest Makers of Neutrodyne Radio

Announcing

the beautiful

Timmons Cone Talker

(14-in. Cone)

\$25.00 LIST

Represents one of the greatest values of the new radio season.

Developed by Timmons engineers long known throughout the industry as experts in acoustics.

THIS year radio enters the *quality* stage—and with it comes the Cone Talker, which has a larger and more responsive reproducing surface. The new Timmons Cone Talker is 14 inches across. This gives a full tone range—the mellow bass of the organ and the sweet high tones of the violin are re-created with equal fidelity—even the piano is reproduced with an absolute truthness of tone.



No Megaphone Effect

There are no restricting passages in this Timmons Cone Talker. Speech and music alike float freely and naturally from the large open surface of the cone.

Patented Sealed Rim

A special patented feature is the joining of the cone to the tapered edge of the laminated wooden rim. This greatly improves the vibrating efficiency of the cone, prevents injury to its fibrous material in handling and renders it immune in reproduction to the usual effects of atmospheric changes.

Moderate Price

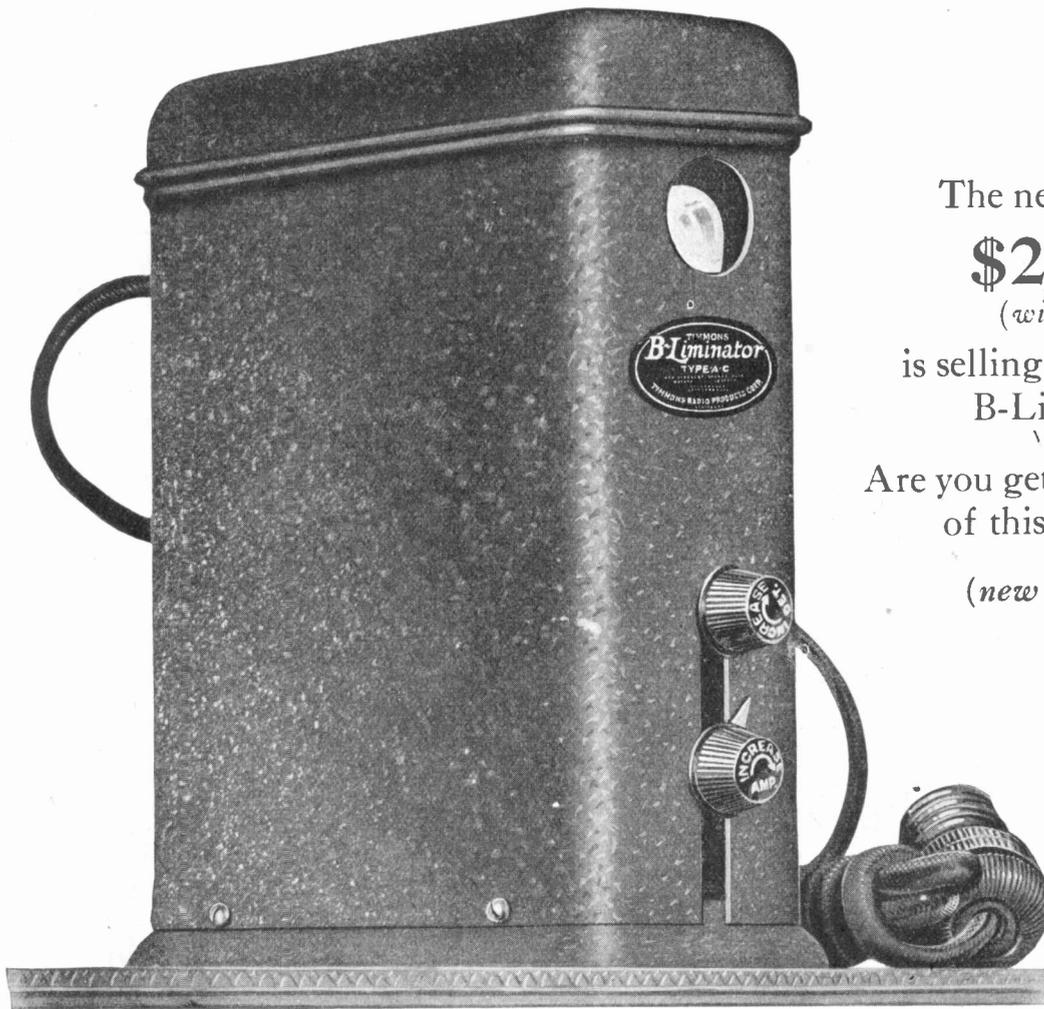
Best of all, too, this really remarkable reproducer, which needs no auxiliary equipment, is now available to all classes of listeners at the moderate price of \$25.00.

Ask your jobber about this new Timmons Cone and hear it. Liberal discounts.

We'll be glad to send a supply of folders illustrating and describing the new Timmons Cone Talker

Timmons Radio Products Corp.

TIMMONS



The new price of

\$28.50

(with tube)

is selling thousands of
B-Limiters

Are you getting your share
of this business?

(new discounts)

A NEWSPAPER survey made recently showed that Timmons B-Limiters were leading all other B Battery eliminators by far. We know from our own orders that thousands of B-Limiters are being sold. Radio Broadcast, Popular Mechanics, Radio in the Home, as well as fifteen other publications and newspapers have officially endorsed B-Limiters after the most severe tests.

Our newspaper campaign is now under way. Big radio programs are being announced regularly, and radio is now entering its biggest year. All of this makes a radio Christmas gift very much appreciated.



The B-Limiter is an excellent Christmas Gift

Why not put on a Christmas B-Limiter campaign? We'll help you with a window stand suggesting the B-Limiter as a Christmas gift; also with folders for your customers, quoting authorities who have tested B-Limiters and "fans" who are using them every day.

See your jobber now. Ask him about new discounts, and we would advise you to place your order for B-Limiters as soon as possible, as our plant is now working hard to keep up with deliveries.

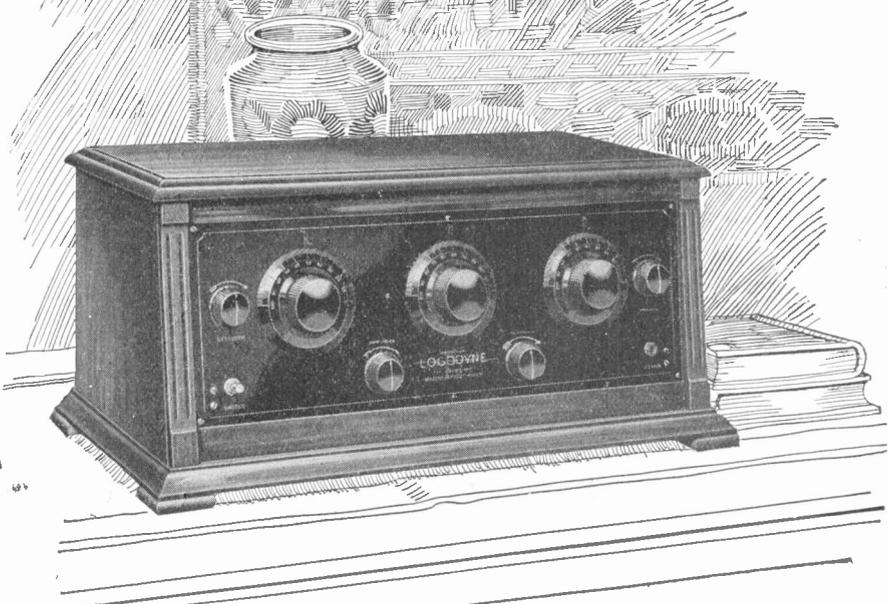
Germantown, Philadelphia, Pa.

Radio Products

KODEL RADIO

The Emblem of  Worth in Radio

Radio's Emblem of Worth



LOG·O·DYNE
"BIG FIVE" **\$90⁰⁰**

Five tubes, self-balanced tuned radio frequency; sloping panel gold engraved; beautiful, massive, Adam brown mahogany cabinet; compartment for batteries; stations already logged for easy tuning.

The LOGODYNE Big Five well deserves to bear the name KODEL RADIO. For no receiver could better express or exemplify, or better prove in actual performance, the high standards of quality to which the KODEL RADIO line is built.

In range and power a master; in tone as true and mellow as an old Stradivarius; in appearance a masterpiece of the cabinet maker's art; the LOGODYNE Big Five matches in every respect the perfection that is required of KODEL RADIO receivers—the best that radio offers.

Free Send for the new edition of our free booklet "The Secret of Distance and Volume in Radio". Gives helpful interesting information on radio operation.

THE KODEL RADIO CORPORATION
503 East Pearl Street Cincinnati, Ohio

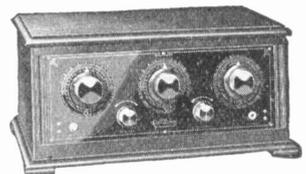
WKRC
Owners of Kodel Broadcasting Station WKRC on the Alms Hotel. Send for program.



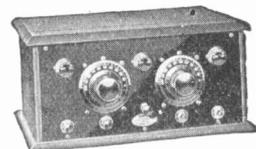
LOGODYNE "Big Five" Console Model—the Aristocrat of Radio; built-in loud speaker; compartment for batteries and charger a masterpiece in furniture design. **\$275**



LOGODYNE "Standard Five" Console Model—beautiful brown mahogany; built-in loud speaker; compartment for A and B batteries and charger **\$165**



LOGODYNE "Standard Five"—five tubes self-balanced tuned radio frequency; gold engraved panel and sub-panel; battery compartment; handsome brown mahogany cabinet..... **\$70**



KODEL "Gold Star" Models—Radio's greatest set values:
Three Tube "Gold Star" Model... **\$30**
Two Tube "Gold Star" Model... **\$20**
One Tube "Gold Star" Model... **\$12**
"Gold Star" Crystal Set..... **\$ 6**

"An Unusual Sales Proposition"

**RADIO SERVICE
CONSTRUCTION
REPAIRING
ASSEMBLING
TESTING
WORKSHOP**

SERVICE AND QUALITY



**236 GENESEE STREET
UTICA, N.Y.**

**BUILT SETS
BLUE PRINTS
PARTS
TUBES
BATTERIES
ACCESSORIES**

August, 22, 1925.

Mr. R. G. Lees,
Stewart Warner Radio Distributors,
Utica, N.Y.

Dear Sir:

I wish to report to you the success I had in testing your sixty-five dollar Model Stewart Warner radio set.

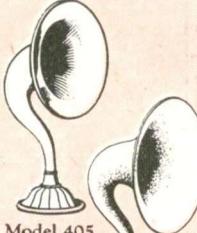
Being quite interested in the new idea of calibrating the center dial I tested it for accuracy and although the night was bad I managed through heavy static, to tune in nine stations which did not vary over one point on the dial on my station. This was quite surprising and knowing that KPO and KGO California were on that night at midnight our time, I got up and after about a half hour tuned them both in almost on the dot on the dial calibration and was able to get the announcements of both, with the head phones.

This sort of demonstration this time of the year has satisfied me to the extent that I am sold on Stewart Warner sets as an unusual sales proposition and we feel that we can do a job with it over any similar product on the market regardless of the fact that it is a new set on the market.

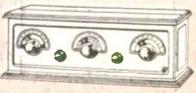
Thanking you for your tenacious efforts in trying to sell us on your product and trusting we will all enjoy a prosperous season as a result, I am,

Very truly yours,
GRID-LEAK, INC.
A. G. Schrock
Gen'l Mgr. & Treas.

AES/JB



Model 405
\$19.50



Model 300—\$65.00



Model 325—\$80.00



Model 400
\$25.00



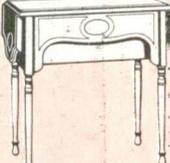
Model 305—\$95.00



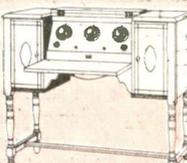
Model 501A—\$2.50



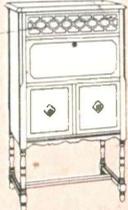
Model 410
Console Table
\$65.00



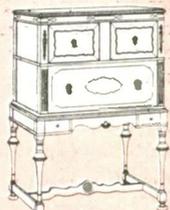
Model 505
Console Table
\$22.50



Model 315—\$285.00



Model 310—\$175.00



Model 320—\$450.00

YOU can't imagine a more enthusiastic group than our Stewart-Warner radio dealers. And why shouldn't they be enthusiastic! They tried the sets under adverse summer conditions and came through with flying colors in every case.

The wonderful quality of tone, the extreme selectivity, the strong volume, the accuracy and simplicity of tuning gives them every selling advantage. And back of all is the Stewart-Warner reputation, which in the opinion of many is in itself sufficient reason to buy a Stewart-Warner Matched-Unit Radio.

Over ten million people are using Stewart-Warner products today and know Stewart-Warner quality. Soon over ten million people will be talking about the wonderful job Stewart-Warner has accomplished in Radio. Will you be reaping the benefit in your locality?

Our "dealer-made" plan guarantees you absolute protection. There are no other authorized Stewart-Warner dealers in your vicinity. You deal directly with Stewart-Warner Branches—we have no jobbers. And there will be no "bargains" in Stewart-Warner Radio.

Our national advertising is already creating a big demand.

If you are interested in selling a high grade line that will give you real profit, prestige, protection and permanence, and furnish your customers with complete radio satisfaction, write for the Stewart-Warner proposition today!

Address: Stewart-Warner Speedometer Corporation, 1820 Diversey Parkway, Chicago, Ill.

Tune in
Stewart-Warner
Programs
Station WBBM
226 Meters
TIME SCHEDULE
OPPOSITE

Stewart-Warner

Matched-Unit Radio

INSTRUMENTS TUBES REPRODUCERS ACCESSORIES

Mon. - 6-7 p. m.
Tues. - 10-12 p. m.
Wed. - 12-2 a. m.
Thur. - 9-10 p. m.
Fri. - 8-10 p. m.
Sat. - 11-1 a. m.
Sun. - 4-6 p. m.
CHICAGO TIME



ALL-AMERICAN
TRADE MARK

**A Statement
to the
Radio Trade**
by

E. N. Rauland

For the past three years this company has earnestly and seriously sought to build a complete radio receiver that would offer to the trade the same opportunity of volume sales and continued customer satisfaction which have brought our success in the transformer business. Such a receiver would have to be, of course, one that would sell at a strictly popular price, and yet could stand up, both as to workmanship and as to performance, with higher-priced sets.

Thus the dealer, having a single model on which he could depend for a large portion of his set sales, could build up a highly satisfactory turnover without a heavy investment.

Equipped as we now are with a factory second to none in its ability to give service to the radio trade, we are this year actually making that set; the production this fall will not, of course, attain large proportions, but the list price and the liberal discounts have been based rather on the tremendous production contemplated for 1926.

I ask you to read carefully the data here given on the ALL-AMERICAN Model R. Compare it item by item—remembering the price—with any other set you have ever seen, for promise of volume sales.

E. N. Rauland

Beauty and Permanence
Radio Built for the Years to Come



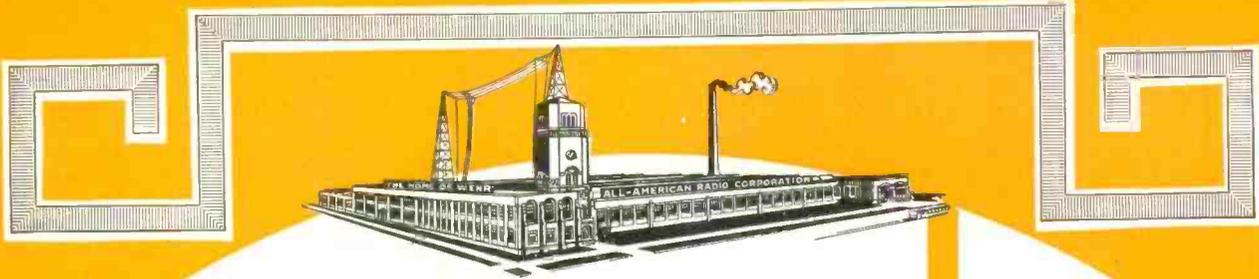
Model R Receiver
Complete without tubes \$90

The radio receiver here pictured is offered to the public by the ALL-AMERICAN RADIO CORPORATION, a pioneer in the manufacture of reliable radio apparatus, as an ideal example of the solid value which a thoroughly equipped and experienced organization can build into a product.

Forget for a moment the entire question of price. Think of any radio set you have ever handled or wished to handle. Compare its construction, as described on the opposite page, with anything obtainable on the market at anywhere near the price of \$90 list.

Here is a set you can sell!

**You
Never
Are Speaking a
Strange Name
When You Say
ALL-AMERICAN
RADIO**



Built and wired complete in the new ALL-AMERICAN factory, the Model R embodies many notable improvements developed in the ALL-AMERICAN Laboratories. It is offered at a moderate price, but with the emphasis upon its superlative quality, deliberately inviting your frank investigation of this question—

Where Can You Find Sounder Merchandise?

The public this year is hard to please with a radio set. Many new features are offered, and the choice of the right line is no easy problem for any dealer. The enormous investment which ALL-AMERICAN is making, in the production and advertising of the Model R Set, is based on our confidence in the soundness of judgment of American radio dealers—that they will concentrate on this unique receiver as the *sure seller* that it is.

A Sane Advertising Policy

No greater mistake can be made by a radio manufacturer than to make in his advertisements claims for his product which, questioned by the customer after the purchase, make endless trouble for the dealer.

ALL-AMERICAN has carried into its new set advertising the policy always adhered to for ALL-AMERICAN Transformers—no claim must be allowed to go into print over our signature which can ever embarrass the dealer offering our products for sale. Read the announcements of the ALL-AMERICAN receiver, in all the leading radio magazines for November and December—double spreads, color and cover positions—and you will feel proud to offer to your trade the set which they describe.

The Model R Receiver is Sold Exclusively through ALL-AMERICAN Authorized Jobbers

The discount quoted to them is sufficient to allow a *maximum* to the dealer, and still permit the jobber a reasonable margin on which to take care of deliveries and give that service which is the condition of jobber recognition with ALL-AMERICAN. Telephone your jobber or wire the factory.

ALL-AMERICAN RADIO CORPORATION

E. N. Rauland, *President*

4221 W. Belmont Ave.

CHICAGO

Boston • New York • Philadelphia • Atlanta • Pittsburgh • Buffalo • Detroit • Chicago
Minneapolis • St. Louis • Denver • Boise • Los Angeles • San Francisco • Seattle

ALL-AMERICAN Challenges Comparison on the Basis of the Six Vital Principles of Solid Value in Radio Receivers

1 Quality of Tone

The Model R Receiver is equipped with Rauland-Lyric laboratory-grade transformers—designed especially for music lovers, and the choice of music critics.

2 Ease in Tuning

Two dials (360° type, markings all visible while tuning) control the ALL-AMERICAN Straight-Line-Frequency TUNING, reaching all broadcast wave channels and eliminating all crowding of low-wave stations. Touching the dial does not affect the tuning.

3 Quietness

ALL-AMERICAN Toroids practically eliminate the stray noises which ordinary coils pick up. Rauland-Lyric tone amplification results in a remarkable quietness.

4 Selectivity

Extreme sharpness of tuning has been achieved solely through improved condenser and inductance design, without impairing tone quality.

5 Sensitiveness to Distant Signals

The ALL-AMERICAN Tuned-Radio-Frequency system results in a sensitiveness which challenges comparison with any other set made, irrespective of the number of tubes.

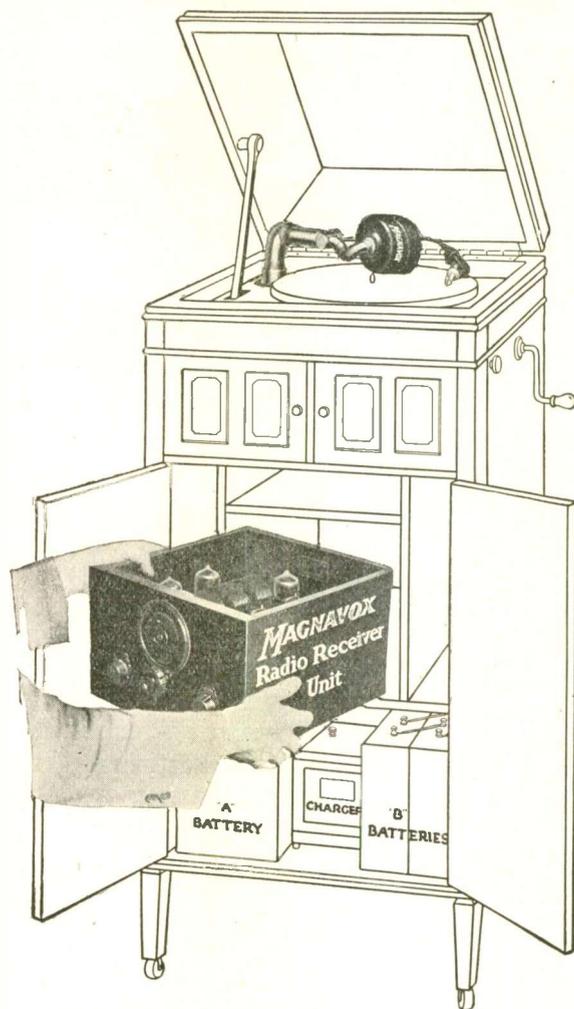
6 Appearance and Serviceability

The beautiful two-tone walnut cabinet, with inlaid designs, has ample space within it for all batteries or for a "B" socket-power if preferred.

MEMBER **RMA** OWNING AND OPERATING STATION WENR—266 METERS

ALL-AMERICAN

Pioneers in the Radio Industry



DEALERS— A Big New Sales Opportunity

MILLIONS of people own cabinet phonographs—they are only part of the huge Magnavox market.

Show them how to make a combination radio and phonograph at half the usual cost—and you've got them.

Here's all there is to it:—

Install the Magnavox Receiver Drawer and necessary batteries in the lower compartment of any phonograph cabinet—attach the PM-4 Reproducer to the phonograph tone

arm—that's all, you have a splendid radio set and a handsome cabinet phonograph.

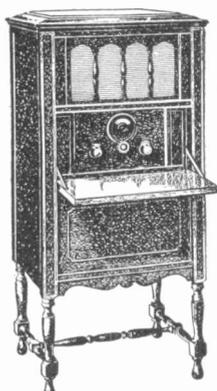
The Magnavox Receiver Unit is entirely protected in a detachable drawer with multi plug and cord for all battery wires. With this great new feature and the Magnavox Radio Phonograph Reproducer, you can sweep the market.

Here's the greatest opening for quick sales and big business now available in the whole phonograph and radio field—write for full information today.

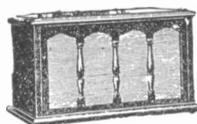


MAGNAVOX

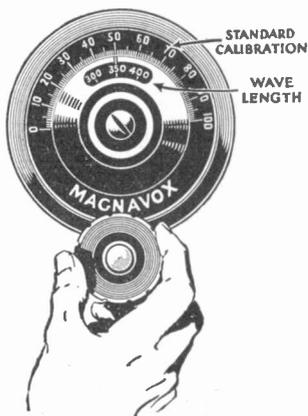
THE MAGNAVOX COMPANY, Oakland, California
1315 So. Michigan Ave., Chicago



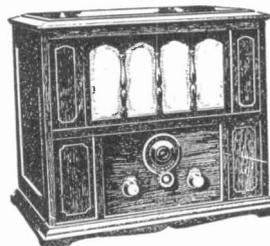
MAGNAVOX 75
Five tube tuned radio frequency set. Built-in Magnavox Loud Speaker; encloses all batteries. Artistic mahogany cabinet, hand rubbed finish. Price, without tubes or batteries **\$200**



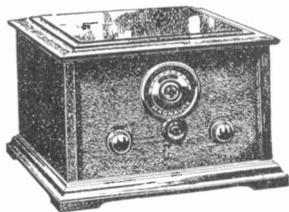
MAGNAVOX M-20
Cabinet Loud Speaker especially adapted for use with Magnavox Model 10 Radio Receiving Set. Price of the M-20 Cabinet Model including cord and plug is **\$25**



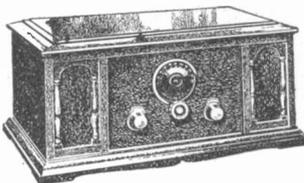
Magnavox Perfected Single Dial Control.



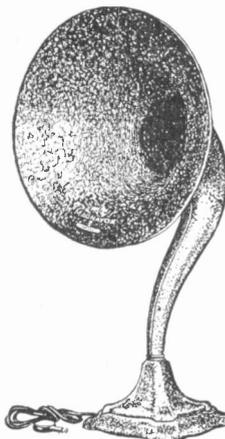
MAGNAVOX 25
Table model, Magnavox Built-in Loud Speaker, enclosing B batteries, exposed dial panel. Price, without tubes or batteries, **\$145**



MAGNAVOX JUNIOR
Same circuit as Magnavox 75, but not removable from cabinet. A compact, portable set. Price **\$85**



MAGNAVOX 10
Table model, allowing enclosure of B batteries, operating with external loud speaker. Artistic cabinet finish. Price, without tubes, batteries or loud speaker, **\$110**



MAGNAVOX M-3
Loud Speaker
Magnavox Loud Speakers combine all factors essential to perfect reproduction. The M-3 has a 15 inch bell. Price **\$25**

THE NEW MAGNAVOX

The Radiant Name in Radio

BETTER reproduction, improved appearance, easier operation, unequalled satisfaction—that's the New Magnavox.

So simple in its single-dial control a child can work it—so wonderful in its richness of tone it delights the lover of fine music.

The response of the public to

this long step forward in radio has been amazing—Remarkable Sales are the immediate tribute to the superb performance of the New Magnavox.

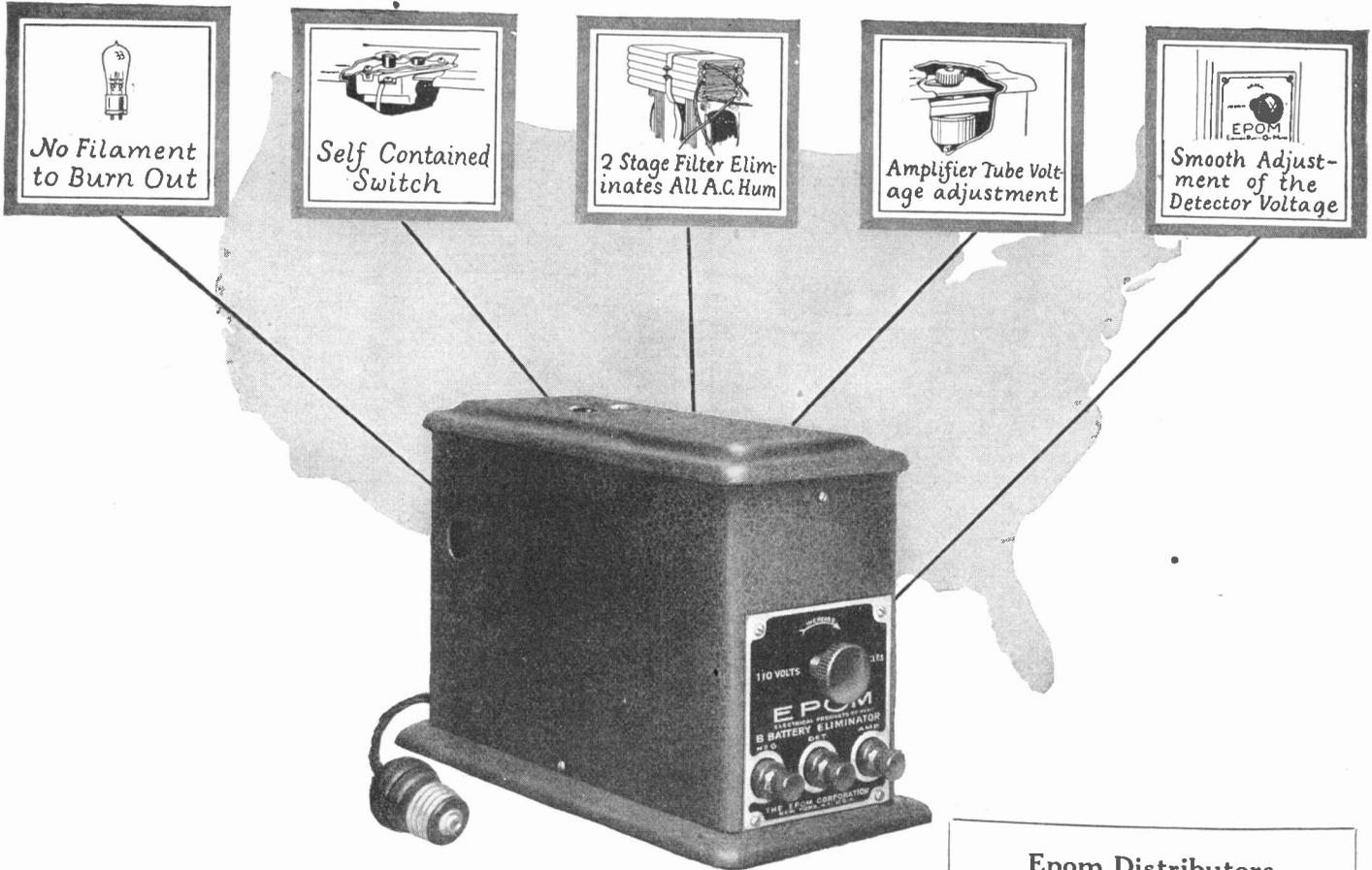
Cash in on this Swift-Selling New Magnavox—get busy and get your share of profits on this Most Popular Radio Value—don't delay, write now for terms and full details.

MAGNAVOX

THE MAGNAVOX COMPANY, Oakland, California
1315 So. Michigan Ave., Chicago



Licensed Under
Hogan Patent 1,014,002.



Designed on Sound Engineering Principles—

The EPOM B-BATTERY ELIMINATOR meets the demand for a steady, reliable source of plate current from the light socket through the correctness of its engineering design. It embodies all the essential features—full-wave rectification with its maximum efficiency, a two-stage filter with its suppression of all hum, and controllable output on both detector and amplifier voltages to meet all operating conditions.

The EPOM tube, which is the result of long study and research, overcomes the drawbacks of other rectifier tubes. It has no filament to burn out or lose emission. Its three sturdy electrodes operating in a rarefied atmosphere of an inert gas insure absence of tube troubles.

Dealers! Get Details At Once!

EPOM CORPORATION

114 East 47th Street

New York City

EPOM

ELECTRICAL PRODUCTS OF MERIT

"B" Battery Eliminator

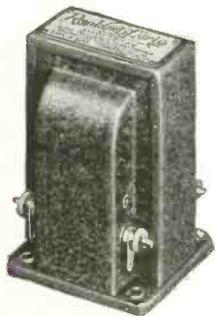
Epom Distributors

- | | |
|--------------|----------------------------|
| New York | E. B. Latham & Co. |
| New York | Sibley-Pitman Corp. |
| Utica | Wood's AutoSpec Serv. Co. |
| Newark | Tri-City Electric Co. |
| Newark | E. M. Wilson & Son |
| Philadelphia | Jones-Beach Co. |
| Philadelphia | F. H. Stewart Elec. Co. |
| Pittsburgh | Union Electric Co. |
| Pittsburgh | Doubleday-Hill Elec. Co. |
| Scranton | Chas. S. Scott & Co. |
| Johnstown | Johnstown Automobile Co. |
| Boston | Pettingell-Andrews Co. |
| Boston | Wetmore-Savage E.S. Co. |
| Providence | Union Electric Supply Co. |
| Hartford | Southern N. E. Elec. Co. |
| Baltimore | Southern Electric Co. |
| Atlanta | Carter Electric Co. |
| Birmingham | Mathews Electric Co. |
| Jacksonville | Florida Electric Co. |
| New Orleans | Wesco Supply Co. |
| Dallas | Southwest G. E. Co. |
| Houston | Southwest G. E. Co. |
| Kansas City | B-R Electric Co. |
| Kansas City | Am. Radio Mfg., Co. |
| Kansas City | Western Radio Co. |
| Omaha | Noll Electric Co. |
| Lincoln | Noll Electric Co. |
| Ottumwa | Friday Battery & Elec. Co. |
| Cedar Rapids | Western Radio Corp. |
| Chicago | Commonwealth Edison |
| Chicago | Sampson Electric Co. |
| St. Louis | Brown & Hall Supply Co. |
| St. Louis | Globe Electric Co. |
| St. Louis | Wesco Supply Co. |
| Milwaukee | Lemke Electric Co. |
| Milwaukee | Shadbolt & Boyd Iron Co. |
| Cleveland | Erner Electric Co. |
| Cleveland | Republic Electric Co. |
| Cleveland | Cleveland Ignition Co. |
| Detroit | Electric Specialties Co. |
| Detroit | Radio Distributing Co. |
| Columbus | Erner & Hopkins |
| Columbus | Columbus Ignition Co. |
| Akron | Hardware & Supply Co. |
| Dayton | Miller-Weigand |
| Dayton | Wm. Hall Electric Co. |
| Canton | Moock Elec. Supply Co. |
| Toledo | Toledo Ignition Co. |
| Indianapolis | Indianapolis Elec. Supply |
| South Bend | South Bend Electric Co. |
| Ft. Wayne | Auto Elec. & Radio Equip. |
| Cincinnati | Cincinnati Ignition Co. |
| Cincinnati | Post-Glover Elec. Co. |
| Louisville | Jas. Clark Jr. & Co. |
| Charleston, | |
| W. Va. | Virginian Electric Co. |
| St. Paul | St. Paul Electric Co. |
| Butte | Montana Electric Co. |
| Spokane | Washington Elec. Sup. Co. |

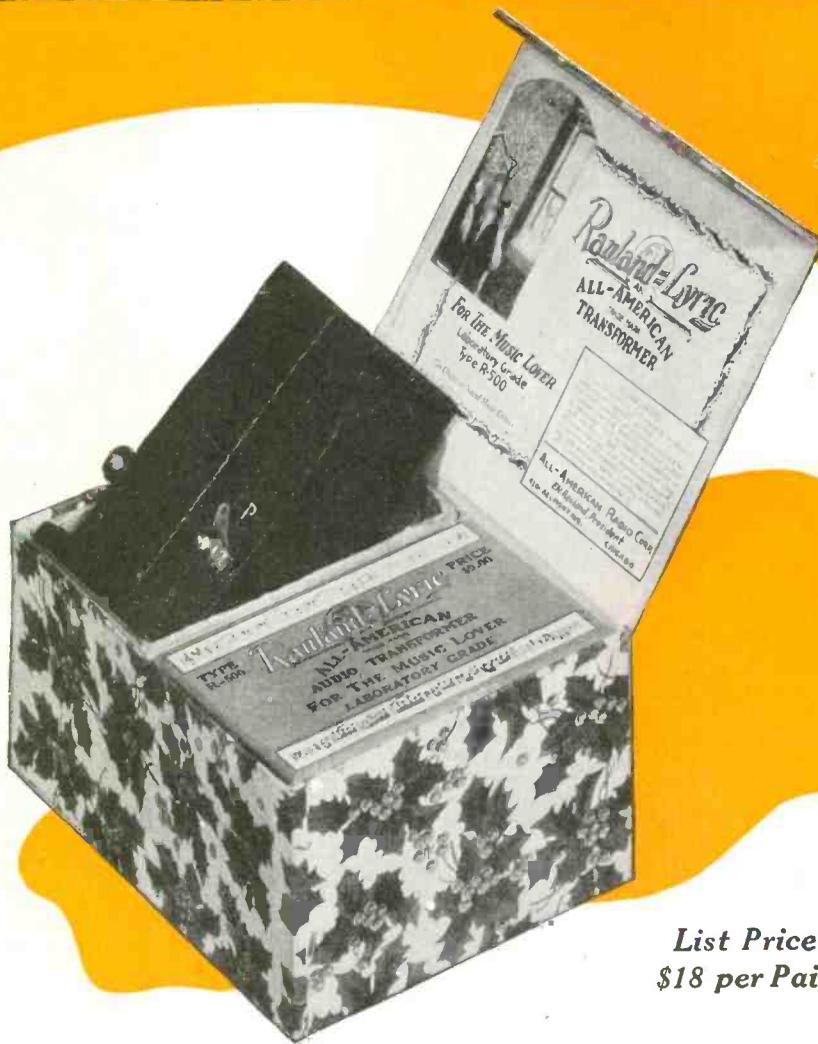
Rauland-Lyric
 AN
ALL-AMERICAN
 TRADE MARK
TRANSFORMER

**The Choice
 of
 Noted
 Music Critics**

Rauland-Lyric is the most profitable and satisfactory answer to the insistent demand for superlative tone quality. Without a peer among transformers, it is the best possible proof of the supremacy of transformer coupling. Two stages of audio, Rauland-Lyric equipped, will put new power and tone beauty into any loudspeaker.



Advertised in
**THE SATURDAY
 EVENING POST**



List Price
\$18 per Pair

**A New Gift
 For Every Radio Listener**

The Saturday Evening Post for December 12th, as well as all leading radio magazines for December, will carry an ad illustrating this Gift Box. Think of its possibilities!

The Gift Box is sent out free with all orders for Rauland-Lyric shipped to our jobbers starting November 15th. Insist on getting your share; if any difficulty, send direct to us. Two Rauland-Lyrics in the famous green box just fit into the Gift Box. If any remain unsold after Christmas, simply remove the outer box, throw it away and the Lyrics remain in the standard package.

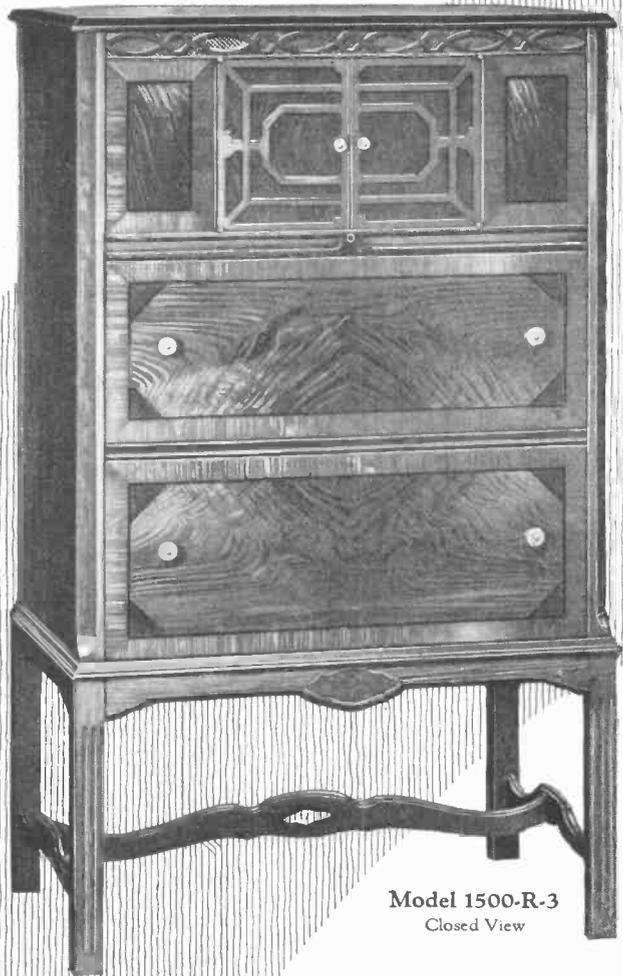
ALL-AMERICAN RADIO CORPORATION
 E. N. RAULAND, *President*
 4221 W. Belmont Avenue CHICAGO

MEMBER
RMA
ALL-AMERICAN
Pioneers in the Radio Industry
OWNING AND OPERATING STATION WENR—266 METERS

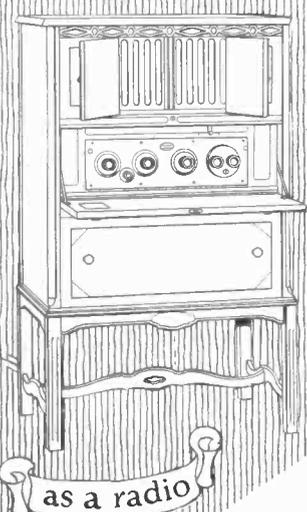
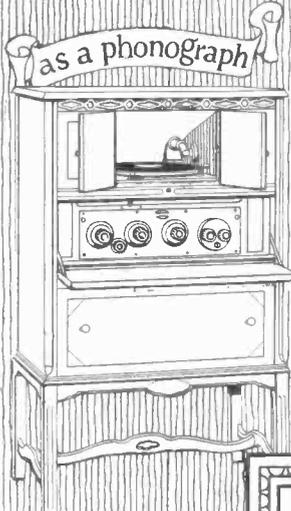
POOLEY
RADIO - PHONOGRAPH
with
ATWATER KENT
RADIO

Model 1500-R-3

Chinese Chippendale Style, American walnut or English brown mahogany, duo-tone. 50" high, 30" wide, 18" deep. Equipped with Atwater Kent Model 20 Compact, 5 tube Panel Type Receiver; built-in Pooley floating horn with phonograph in amplifying chamber, hidden by sliding grilles. Ample battery space and four shelves for record albums. Complete, less tubes and batteries, \$295.



Model 1500-R-3
 Closed View



The
Pooley
Radio-Phonograph

THE cabinet is beautiful. Women like it. It combines the two most modern means of entertainment at almost the price of one.

It sets free at will the wealth of entertainment stored in all the countless phonograph records. This Pooley model is a wonderful space saver to the thousands and thousands who want phonograph *and* radio. It is a particularly fine Pooley Cabinet equipped with Atwater Kent Radio. Where will you find its equal?

We can still take care of a few orders for December delivery — but you had better phone or telegraph your distributor immediately.

Radio-Phonograph Sales Department F

THE POOLEY COMPANY

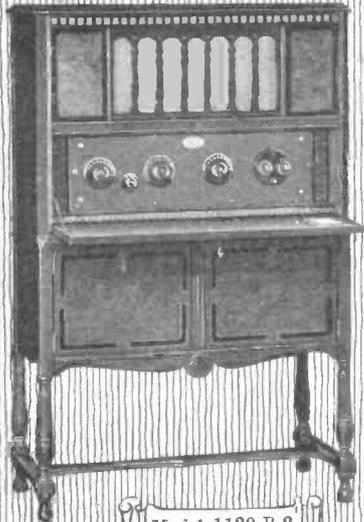
1602 Indiana Avenue
 Philadelphia, U. S. A.

Prices slightly higher west of the Rockies and in Canada

See our Exhibit at the
FOURTH ANNUAL
CHICAGO RADIO
SHOW
COLISEUM, CHICAGO
November 17th - 22nd
inclusive

Model 1600-R-2

Italian Style—mahogany or walnut, duo-tone. Height 41½", length 34½", depth 16¾". Equipped with Atwater Kent Model 20 Compact, 5 tube Panel Type Receiving Set and built-in Pooley floating horn. Complete, less tubes and batteries—\$200.



Model 1120-R-2



Model 1600-R-2

POOLEY
RADIO CABINETS
with
ATWATER KENT
RADIO

Model 1320-R-2-D

Stuart Style—mahogany or walnut, especially selected Oriental burl, rosewood and walnut inlays. Height 50¾", length 29¾", depth 15½". Equipped with Atwater Kent Model 20, 5 tube Panel Type Receiving Set and built-in Pooley floating horn. Complete, less tubes and batteries—\$265.

Model 1320-R-2 is the same but without doors covering grille, \$260

Model 1120-R-2

Stuart Style—mahogany or walnut, duo-tone. Height 52½", length 33", depth 15½". Equipped with Atwater Kent Model 20, 5 tube Panel Type Receiving Set, and built-in Pooley floating horn. Complete, less tubes and batteries—\$225.

Model 1110-R-2 is the same except equipped with Model 10 Atwater Kent 5 tube Open Set—\$220.



Model 1400-R-1

**Telegraph—
Your Orders**

IN June we announced the new Pooley models—all of them ready for immediate shipment.

In July we said "to be sure of enough Cabinets this fall—act now". In August we reported heavy orders from distributors—warning dealers again to prepare them for the big season to come. In September business took a leap and in October each day was a sales event.

It's surely a Pooley season. And now we say—be sure you have enough stock to cover your full share of November and December sales. We cannot urge too strongly that you phone or telegraph your Pooley distributor today.

Radio Sales Department F
THE POOLEY COMPANY

1602 Indiana Avenue
Philadelphia, U. S. A.

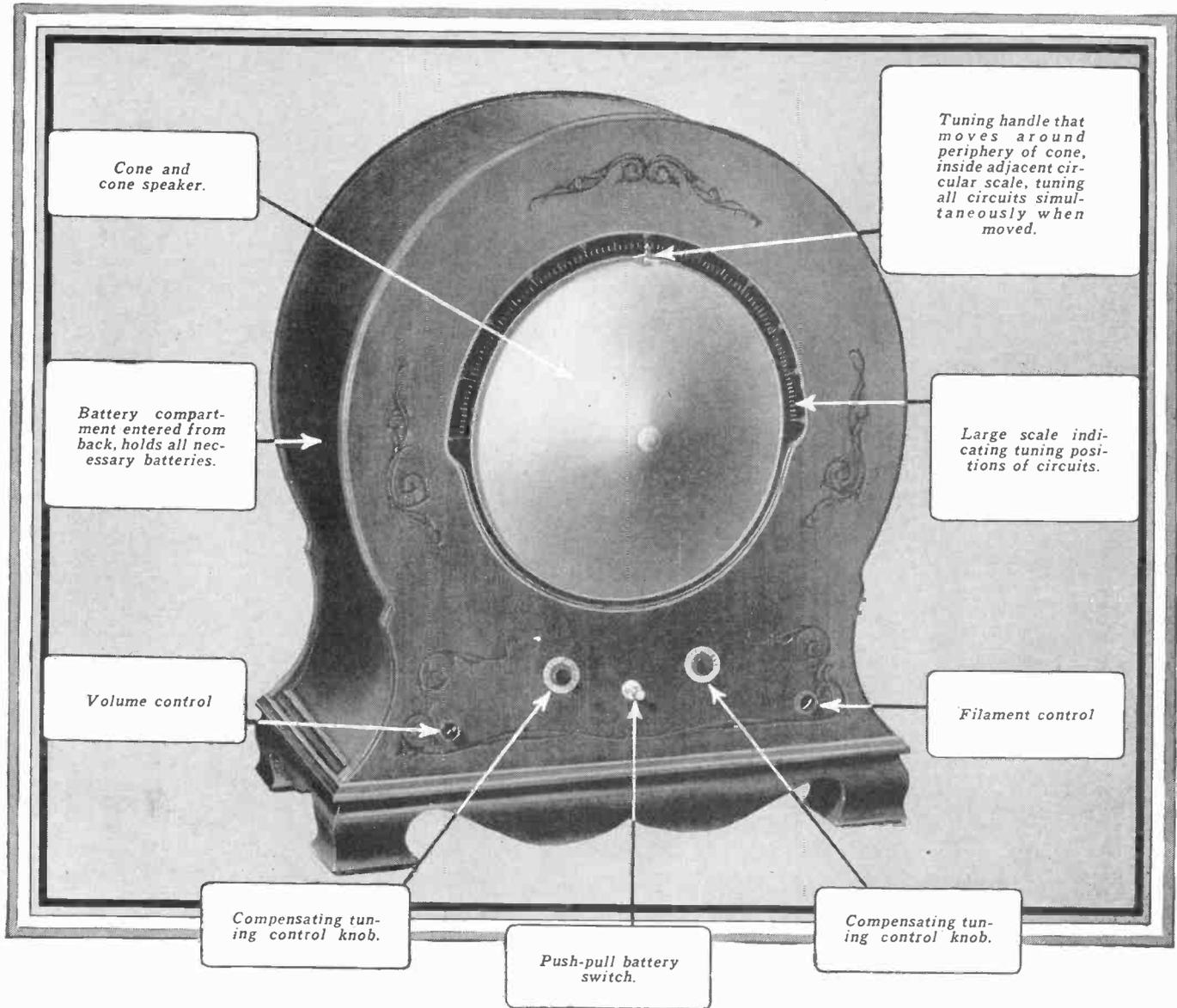
Prices slightly higher west of
the Rockies and in Canada



Model 1320-R-2-D

Console Model 1400-R-1

Louis XVI Style—mahogany only. Height 31½", length 34", depth 15¾". Has built-in Pooley floating horn with Atwater Kent reproducing unit. The top of Console accommodates any Atwater Kent Receiver. Price, less Set, tubes and batteries—\$75.



Far, far ahead of yesterday

BY LEAPS and bounds the radio industry has grown. But no progress has been greater than that of the Thompson laboratories, which have built over 116 different types of radio apparatus in 16 years. Among these, the Thompson Minuet today stands out as a leader. It brings new results to radio users. By combining a special receiver and cone speaker, built to co-ordinate with each other, this set reproduces voice and music with unrivaled accuracy. The deep, sonorous tones of the bass clef are faithfully rendered. The rich, reso-

nant tones, equivalent to the original, make broadcasting a new marvel. The unique design of the cabinet—employing acoustic principles new to radio—contributes largely to this result. The Minuet is far ahead of yesterday, maintaining Thompson's reputation for giving you "tomorrow's" receiver today. Other Thompson Receivers from \$125 to \$360. Thompson and Thompson-Fuller Speakers, \$28 and \$35. Inquiries invited from leading dealers. R. E. Thompson Manufacturing Company, 30 Church Street, New York City.

Thompson Minuet. Model R-81. A combined five-tube receiver and cone type speaker, built in special tone-amplifying chamber. Operates on dry-battery tubes, using either inside or outside aerial. Everything self-contained. All desired stations, one right after the other, brought in by moving one tuning lever. Surprising volume, distance and selectivity. Handsome and artistic mahogany cabinet, 21½ inches high, 18½ inches wide, 10½ inches deep. List price \$150, without tubes and batteries.

THOMPSON RADIO

BUILT BY MAKERS OF ARMY AND NAVY RADIO APPARATUS USED BY LEADING NATIONS

ATWATER
KENT
RADIO

IS THE
MOST
DESIRED
OF ALL

Every survey proves it

ATWATER KENT RADIO

is the
most desired of all

Every survey proves it

WHEREVER PEOPLE have been asked to specify the Radio they intend to buy, more of them have answered "Atwater Kent" than any other name.

For example:

The Meredith Publications, owned by E. T. Meredith, former Secretary of Agriculture, asked 100,000 readers throughout the United States what make they intended to buy. Atwater Kent led.

The Capper Publications, owned by Senator Capper of Kansas, asked the townspeople and farmers in Ohio, Kansas, Iowa and Texas what make they intended to buy. Again Atwater Kent led.

The Des Moines Register and the Tribune-News asked their readers, in more than 500 cities and towns of Iowa, what make they expected to buy. Once more Atwater Kent led.

These, so far as we know, are the only disinterested surveys in which preference has been reported.

Disregard, if you wish, our own national survey, although it was impartial and extended from Maine to Oklahoma—and had the same result.

Disregard, if you wish, the investigations disclosing Atwater Kent leadership in point of *present* ownership, in-

ATWATER KENT RADIO

cluding those of the New York American, the Daily News, and the MacFadden Publications.

Disregard, if you wish, the fact that owners of Atwater Kent Radio are so well satisfied that they hold our Receiving Sets at the highest re-sale value in the market.

Disregard, if you wish, everything except the one question so vital to dealers and prospective dealers: The people who have no Radio now, and those who expect to replace their present sets—what Radio do most of them intend to buy?

More of them, we repeat, intend to buy Atwater Kent than any other Radio. *Every* survey proves it.

Atwater Kent Radio is the most desired of all. Its reliability, simplicity, good looks and sensible price make it the Radio which most people want to buy and most dealers want to sell.

Hear the Atwater Kent Radio Artists every Sunday evening at 9:15 (eastern standard time) through stations—

WEAF New York	WSAI Cincinnati
WJAR Providence	WGR Buffalo
WEEI Boston	WWJ Detroit
WFI Philadelphia	WOC Davenport
WCAE Pittsburgh	WTAG Worcester
WCAP Washington	KSD St. Louis
WCCO Minneapolis - St. Paul	

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President

4733 WISSAHICKON AVENUE

PHILADELPHIA, PENNSYLVANIA

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

ATWATER KENT RADIO



Model M, with 9' flexible cord, \$28



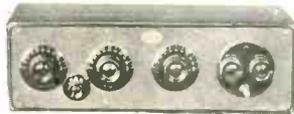
Model H, with 9' flexible cord, \$22



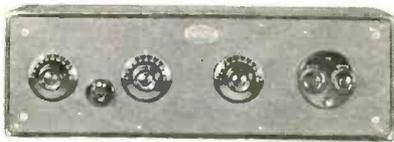
Model R, with 6' flexible cord, \$12



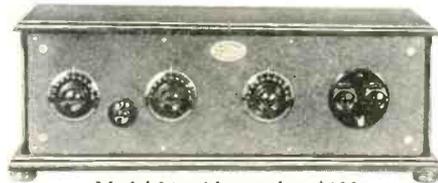
Model L, with 9' flexible cord, \$17



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



Model 20, without tubes, \$80



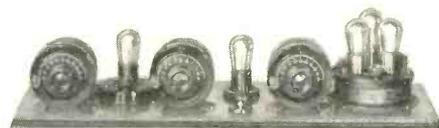
Model 24, without tubes, \$100



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



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



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

Prices slightly higher from the Rockies west, and in Canada

J. ANDREW WHITE,
Contributing Editor
S. J. RYAN,
Consulting Editor
E. E. WHITEHORNE,
Contributing Editor
L. E. MOFFATT,
Associate Editor
PAUL WOOTON, Washington

Radio Retailing

The Business Magazine of the Radio Industry

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Managing Editor
WILLIAM C. ALLEY,
Associate Editor
H. W. BAUKAT,
Assistant Editor
H. S. KNOWLTON, Boston
C. GRUNSKY, San Francisco
RAY SUTLIFFE, Chicago

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What Is the Editor's Responsibility?

Extracts from an address by E. J. Mehren, Vice-President of the McGraw-Hill Company before the annual convention of the National Industrial Advertisers' Association, Atlantic City, October 19, 1925.

THE editor's job, primarily, is to provide reading matter. His task is, first, to cover the field adequately so that all information of first importance gets into his pages, and, second, to build up such a reputation for the paper's integrity that the reader will persistently turn to it for information and guidance.

Strictly interpreted, the editor has no responsibility to the advertiser. It is with the reader, not the advertiser, that he makes a covenant, when his publisher takes the subscription money, to render comprehensive and disinterested service.

He does have, however, a responsibility to the manufacturer. The manufacturer is part of the industry. He supplies the material and tools with which the industry works. He is as much part and parcel of it as the consumer; without him the industry could not exist. What he does for the improvement of materials, machines, processes and services, is vital to the industry, and, therefore, to the executives and workers, who are the readers that the editor serves. It follows, then, that the editor is bound, in order that he may interpret to the reader the developments and progress made

in the manufacturing end of the industry, to keep close to the manufacturers and to record the progress they are making.

BUT that responsibility is to the manufacturers as a whole. The manufacturer who chooses to advertise does not thereby acquire a claim to reading space over and above that of any other manufacturer.

It necessarily follows that if the editor holds a special feeling of obligation to an advertiser because he advertises; if he would print something for the advertiser that he would not print for a non-advertiser who has an equally meritorious proposition, he would violate his covenant of honesty and truth with the subscriber. The bars once let down—the principle thrown to the winds—there is no reason why the editor, on behalf of his advertising department, should not freely trade reading space for advertising patronage.

If, then, editors and publishers jealously refuse to trade their reading pages for advertising orders, it is not because they want to erect artificial standards, or because they are out of sympathy with the efforts of a manufacturer to secure the widest possible dissemination of his story. It is because the very medium that the advertiser values would be destroyed if subserviency of the editor to the advertiser were to prevail.

McGraw-Hill Company, Inc., Tenth Avenue at 36th Street, New York, N. Y.

JAMES H. MCGRAW, President
ARTHUR J. BALDWIN, Vice-President
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Electrical World Journal of Electricity Ingeniería Internacional
Industrial Engineer Engineering and Mining Journal-Press
Chemical & Metallurgical Engineering American Machinist
Electrical Merchandising Power Electric Railway Journal
Bus Transportation Engineering News-Record Coal Age
Copyright, 1925, by McGraw-Hill Company, Inc.
Cable Address: "Machinist, N. Y."

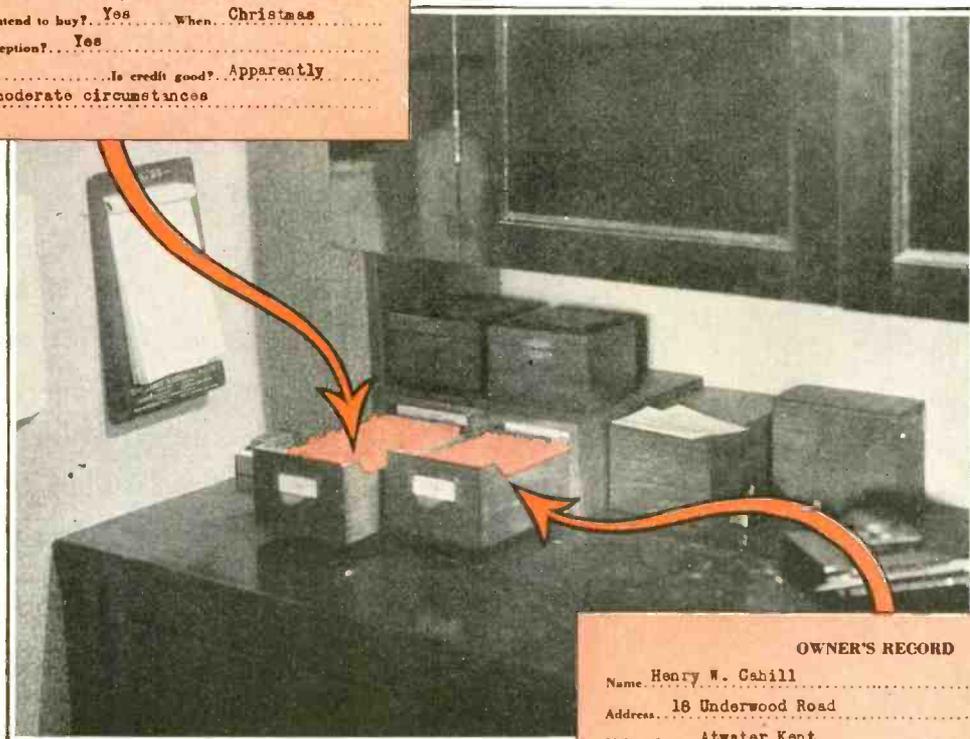
Annual subscription rate is \$2 in United States and Canada.

WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, Real Estate Trust Bldg.
CLEVELAND, Leader-News Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 883 Mission St.
LONDON, E. C., 8 Bourville St.

PROSPECT

Name... Robert R. Johnson
 Address... 44 Parker Boulevard
 Own a receiver?... No
 If so, manufacturer.....List price?.....
 Type and model.....
 When bought.....
 Number tubes.....Speaker enclosed.....
 If non-owner, do they intend to buy? Yes When Christmas
 Is location good for reception? Yes
 Married Yes Is credit good? Apparently
 Remarks Lawyer - moderate circumstances

At the left is the prospect card which Horton of Princeton, Ill., uses for recording sales information gathered from friendly customers and his "radio census."



When a prospect listed in the prospect file is sold, the card is transferred to the set owner's file shown at the right. In this file, Horton also keeps a check on every receiver which comes to his attention, whether he sold it or not.

OWNER'S RECORD

Name... Henry W. Cahill
 Address... 18 Underwood Road
 Make of set... Atwater Kent No. Tubes 5
 Model... 20- Circuit... T.R.F.
 When bought... April, 1925
 From whom purchased... Our own customer
 Intend buying new one? No When.....
 Location good for reception? Fair
 Remarks.....

Tomorrow's Radio Dealer Is Gathering Prospects' Names Today

The files for recording prospects' names shown above are the most important pieces of equipment in the radio store of G. A. Horton, of Princeton, Ill.

Horton built these "assets" by taking a "penny-a-card" radio canvass of his town and surrounding country. This canvass made entirely

by school children, netted 2,000 names, 1,500 of them being live prospects and 500 of them set owners.

During the present shopping season the store is made headquarters for getting names of prospects. The salesmen are instructed wherever possible to turn purchasers into

"friendly customers," as the friends of friendly customers will be the liveliest prospects to follow up after January. (See page 472 of the October issue of *Radio Retailing*.)

Today, however, Horton is compounding his profits, as he is getting his customers to help him enter "options" on tomorrow's business.

Radio Retailing

With Which Is Incorporated *Electrical Retailing*

VOLUME 2

NOVEMBER, 1925

NUMBER 5

Getting Leads Is a Science

Illinois Dealer Serving the Rural District Has Efficient and Thorough Methods of Securing and Selling Customers—Records All Prospects and Known Set Owners

By RAY V. SUTLIFFE

ON GETTING the names and addresses of prospects for future sales depends the success of many a radio store. Obtaining live "leads" is the goal and ambition of every man who sells radio. Some radio dealers are born with the ability to get new leads and turn them into sales and some dealers acquire it. But every dealer must have it if he expects to be selling radio this time next year—it is a very important and necessary adjunct to a radio salesman's personal requirements.

There is one radio dealer, at least, who has reduced the matter of getting prospects to a positive science. He is proprietor of a radio shop in Princeton, Bureau County, Ill. Bureau County is a farming territory with a population of 42,000. And "Horton's Radio Service," as this shop is called, is known personally to a good majority of the 42,000, due to the "scientific" methods of getting names and addresses developed and put into practice by the owner of the business, Grant A. Horton.

Horton is 24 years old and he has been selling radio—

profitably—for the past five years. This year he confidently expects his business to approximate \$45,000, or more than a dollar a head. This estimate is based on past performance, the present rate of sales, the effectiveness of his sales organization, and his sales promotion methods in which must be included his very thorough way of getting and recording leads and prospects.

The Science of Getting "Leads"

Horton depends on these three direct sources—they have never failed him:

- (a) The school children's "Penny-a-Card" radio canvass.
- (b) The County Fair "Radio Set for the Winning Number" drawing.
- (c) Direct-by-mail, personal let-

ters to residents. He uses the newspapers, the billboard and the auto delivery truck extensively. These might be termed his three indirect or supplemental sources.

The employment of children for promotional purposes is always fraught with the possibility of unexpected reactions. Mr. Horton's system has, however developed nothing but the best of good will between all parties concerned.

"Just as soon as school opened this Fall," he said, "I made it a point to get on friendly terms with the kids. I gave away advertising pencils and when I had a little 'gang' around I would tell them about a chance to earn a few pennies.

"Get the lady of the home to fill out one of these cards and we will give

you a cent for each card turned in with the questions all answered, provided, and this is important, the same name has not been turned in by some other child, I would say."

"How about assigning certain streets to each scholar?" he was asked.

"No, that is just the point," he replied, "I purposely let them go anywhere they wanted to and in this way

How Horton Gets and Sells the Farmer Prospect

1. Pays school children a penny a card to make "radio census"
2. Holds County Fair prize drawings
3. Has 400 advertising signs on well-traveled roads
4. Uses county newspaper advertising
5. Has a well-planned direct-mail campaign
6. Has a threshing-machine foreman, a bank teller, a grocery clerk and a mailman as part-time salesmen
7. Leaves sets on demonstration for a few days in farm homes
8. Has equipped his delivery car with a receiver and makes public and private demonstrations with it

got 'Horton's Radio Census' as they called it, before the same person many times.

"I also put up a prize of \$5 for the child who turned in the greatest number of unduplicated cards. I netted about five hundred good prospects who did not own sets and another three hundred who did, from this little stunt. It cost me \$35. And, by the way, it is an idea I gained from your own magazine."

The second source of names, naturally gathers in the farmer prospects. A booth at the County Fair and some sort of a radio prize contest is almost a necessity if a dealer is going after the farm market, in Horton's opinion.

What shall a dealer do with his time during the long summer months? Grant Horton answered this question by writing, during August, fourteen direct-by-mail letters to be released this Fall. Six of

them he calls his "owner series." These are now being mailed at ten day intervals to his card file list of rural owners of sets. Their purpose is two-fold; to sell parts, batteries or possibly a new set and to get a line on neighborhood friends who might be in the market. The others are sent to those who have never owned a receiver.

Supplemental Sources—Three Kinds of Publicity

Horton believes in publicity. He backs his belief with real money. He buys full and half pages in local newspapers. He uses special cuts and some very original copy.

One hundred and six special built poster boards and three hundred, 18 inch, "arrow signs" will carry the Horton name and message to the farmers of Bureau County this winter. Grant Horton's third publicity vehicle is his combined demon-

stration and delivery truck. Large signs painted on each side of this traveling advertisement supplement the publicity value he gets when he stages an evening of portable radio entertainment.

Four and One-Half per Cent for Publicity

"I do not consider my sales promotional budget a bit too high," continued Horton. Here is how it is divided, in annual figures:

The School Children's Plan....	\$35.00
The County Fair (includes the cost of the set given as a prize)	240.00
Direct-by-mail	470.00
Newspapers—Local	400.00
Newspapers—Rural	200.00
Billboards	370.00
Miscellaneous	200.00

Total\$1,915.00

With \$45,000 as the annual sales figure, \$1,915 amounts to just about four and one half per cent for advertising.

Using the methods as outlined above, Horton has accumulated a list of 1,500 live prospects, and 500 set owners. These he keeps in separate files, as illustrated with this article. In one file are recorded the 1,500 prospects, with complete information about them, their attitude toward radio, financial condition, length of residence in town, and any other information Horton is able to get is jotted down on the card.

In the other file, the record of set owners is kept. All possible information is also noted here, such as make and type of set, age, model, number of tubes, when bought, etc. When a prospect listed in the prospect file is sold, the card is, of course, transferred to the set owners' file. In addition, whenever it comes to Horton's attention that anyone in his territory has bought a set, no matter where, down he goes in the owners' file, and the fact noted that he is not one of Horton's customers.

What is he doing with this information? What are the methods he uses in order to sell the man behind the card file?

"I pick my salesmen from the rank and file of those who are in daily touch with the farmer," stated Horton. "One of the best men I have is foreman of a threshing crew during the harvest season. Inasmuch as these crews are hired by well-to-do farmers for miles around, you can see what an opportunity he has to talk radio. This gets him off to a flying start and about the time these

Would You go to a Plumber if you had a Toothache?

No that is the Dentists Specialty. We Specialize in

RADIO

We Can Supply You With Any Make Set You Desire And Give You Service

Type G N I
Giffilan Neutrodyne
5-Tube Neutrodyne Set, encased in two-tone walnut cabinet. This set is built upon good features of leading sets. Perfect as to clarity and selectivity. Complete with storage battery, loud speaker, bulbs, etc. \$255.00
Price of Set only \$175.00

Take your "Radio Tours" with De Forest

DO you know the joys of radio... (text continues describing the benefits of radio and the De Forest brand)

Crosley
Trydyne Special
Three-tube set employing tuned radio frequencies, reflex audio and regeneration, encased in mahogany cabinet with self contained "B" batteries. This is a go-getter for distance. Complete with storage battery equipment, loud speaker, etc. \$148.00
Dry Batteries Set complete \$125.00

Type G N 2
Giffilan Neutrodyne
Has same neutrodyne characteristics as G N 1 but smaller cabinet. Complete with essentials and installed. \$220.00
Price of Set Only \$140.00

DE FOREST RADIOPHONE
D 12 REFLEX

Crosley
Trydyne Regular
Has same characteristics and is identical to the special, except cabinet does not contain batteries, loud speaker, etc. \$120.00
Dry Batteries Equipment, complete and installed, \$114.00

Crosley 52
Three-tube set will provide loud speaker volume on distant stations. Complete with accessories and loud speakers and storage battery. \$95.00
Dry Cell Equipment, \$63.00

Crosley Type 50
One Tube Set, complete with all equipment. \$24.00

Crosley 51
Box, here is your chance! Two-tube Set, complete, \$37.50

DE FOREST RADIOPHONE
D 12 REFLEX

We carry the most complete line of Radio sets and parts in this part of the country.

You Can Buy Your Radio on Easy Payments From

HORTON RADIO SERVICE

"THE EXCLUSIVE RADIO SHOP"

Phone 2691 G. A. HORTON Princeton, Ill.

It is Horton's policy to use original cuts and copy in newspaper ads. He is not afraid to run a little well-placed humor or

to insert expressions the farmer uses. "They talk about my ads," he says. The one illustrated above is a good sample.



A total of 406 road signs in various sizes and forms, one of which is illustrated above, line all the well-traveled roads leading into Princeton for many miles. The total cost was \$370 and Horton says they have made his store known throughout the county.

leads give out we are ready with our revised card list."

Horton says that he came across this business-producing farmer-salesman one evening when he was giving a demonstration in a farmer's home. This man was boarding there. "The nature of his conversation soon convinced me that here was another man of the type I am constantly looking for," explained Horton. "He didn't know much about the theory of oscillating currents, but he did know

the way a farmer thinks and that is the big thing in selling to this class of buyer. During the busy months last year and so far this season he has brought in from two to four contracts a week."

Other examples of how Horton reaches farmers through their own channels is shown in his selection of three part-time representatives. Where does the farmer meet the outside world? At his bank, in the country store and through the rural

free delivery. These "points of contact" are the very ones that this far-seeing young business man has developed for his radio outlets.

He has a bank teller, a grocery clerk and a mailman on his staff. They are all producers. Then there are, of course, the regular salesmen who live in the smaller towns surrounding Princeton and who are in turn surrounded by prosperous corn and hog growers. His men are paid a commission based on a sliding scale. Ten per cent on the first thousand dollars per month up to 15 per cent for a monthly sales total of \$1,500 or over.

"This year the Indiana farmer is prosperous," Horton says, "and at this time of year, pays cash or gives us a thirty-day note. This is the difference between the town buyer on a weekly salary and the agriculturalist who gets most of his revenue in the Fall.

"Sixty-five per cent of my total sales volume comes from the rural dweller. I estimate that the farmer pays on an average of \$130 per set and the man in town close to \$150.

"Do farmers want radio? I'll say they do. It's a splendid market which, in my section of the country, has a present saturation of not over one out of every fifteen real prospects."

PROOF 0001 QUALITY WINE GRANT A. HORTON

HORTON RADIO SERVICE
"THE EXCLUSIVE RADIO SHOP"
PRINCETON, ILLINOIS

Dear Sir:

If you have had a radio set installed in your home it is useless for me to try and tell you of the pleasures that can be derived from it; if you have not, you are being deprived of one of the greatest mediums of entertainment and education known to-day.

Banish those lonesome nights and lonely days, and join the great unseen audience of silent listeners. Music, song and story are in the air—broadcast from hundreds of stations every day for the homes of America. A simple turn of the dial and performances are brought to you from Chicago, Los Angeles, New York City, Fort Worth, Texas, or any other stations located from coast to coast. The world's greatest artists perform for your approval.

Every member of the family benefits when you install a radio set in your home. The science of sound transmission and reception has been perfected to such a degree that, in the comfort of your own home, you hear the original voices or music with remarkable fidelity and clearness, broadcast from stations located hundreds, and even thousands of miles away.

Every day without a radio set in your home means that you and your family are missing some of the greatest enjoyments of life. The cost is little, and the upkeep next to nothing. The genuine pleasure and satisfaction you will derive with radio in your home will make your investment pay you dividends a hundred fold.

It is simply marvelous! Words are weak in giving adequate expression to the wonders of radio. No home should be without a radio receiving set—and we have the very set you want at the price you wish to pay. We have sets that cost but a few dollars as well as the more elaborate and pretentious sets.

A demonstration in your home will convince you. Come in to-day or as soon as you can; let your own ears be your judge. Hoping to see or hear from you soon, I am,

Very truly yours,
G. A. Horton

DAFORESST MUSIC MASTER CHORLISE

HORTON RADIO SERVICE
GRANT A. HORTON
"THE EXCLUSIVE RADIO SHOP"
PRINCETON, ILLINOIS

Dear Sir:

TEACH YOUR DOLLARS to have MORE CENTS.

I could go to a plumber and have a tooth pulled. He might not charge me a cent, but if something would go wrong after it was out, Oh Boy! The Dentist specializes in working with the teeth. This is a day of specialization. We specialize in Radio.

Now, listen, We are going to open more than a keg of nails. We are going to open this season with the most complete line of Radio sets, parts and equipment in this part of the country. It is for your convenience.

We have tested over one hundred and twenty different sets. We know where one set falls down and where another set is better. There is a set for your particular need and locality. You need not experiment, we have tested all of the leading sets and know what each will do, you can profit by our experience.

Although we have been enjoying a good business for the past five years, we want you to also be one of our satisfied customers.

Hoping we can be of service to you, I remain,

Yours for better Radio,
HORTON RADIO SERVICE.
By *G. A. Horton*

These two direct-mail sales letters are part of a series of sixteen which Horton prepared during the Summer for his Fall campaign. They contain some excellent selling hints and many dealers might find valuable hints for their own sales letters.

Christmas Is Coming — Prepare



Hire a "Santa Claus" and make use of your service car by sending them both out to patrol Main Street

Put Santa to Work

For a week or so before Christmas hire a jovial stout man, dress him as Santa Claus and send him out to parade Main Street, distributing cards or circulars advertising your store and the "Radio for Xmas" idea. If they are available, let him jingle a set of sleigh bells. If you have a service car, erect a small, decorated and illuminated Christmas tree on the top and send it out with "Santa" perched conspicuously on the car beside the tree and with plenty of advertising material to distribute. Also make use of the car's receiving equipment, if it is so supplied, by cutting a microphone into the circuit, allowing Santa to ballyhoo for your store through the loud speakers. The microphone may be cut in on the primary of the first audio frequency transformer by means of a double circuit jack, with twelve volts of A battery in series with the microphone. Sometimes a cone type speaker may be used as a microphone. The "make" connections of the jack should go to the 22½ volt positive B battery circuit and to the plate circuit. The "break" connections of the jack go to the primary of the first audio transformer.

Bonus for Salespeople

Figure out what your daily business was per salesman during last year's Christmas period and offer a small bonus to every salesman who beats last year's record, especially in parts and accessories. Sales effort is just as necessary during a rush period as it is in the so-called dull months. It may also be well to

offer a cash prize to the salesman who makes the largest gross sales in dollars during the month of December.

A "Radio Christmas Tree"

In the front of the store, and visible from the street if possible, erect a Christmas tree decorated solely with radio parts and accessories. Bus bar, spaghetti, aerial wire and annunciator wire can take the place of streamers, and condensers, rheostats, voltmeters, hydrometers, dials, tubes, sockets, small panels, switches, coils, small batteries, headsets, jacks, plugs and similar items may be used as decorations. Make sure they are securely fastened to the tree so as to prevent loss, and if practical, build a small fence around it. The tree should, of course, be illuminated with electric tree lights.

Christmas Advertising

The "Letters to Santa Claus" idea can be adapted easily to radio in December newspaper advertising. They can be of a general tone, to sell a particular item, or they can be addressed to some particular, well known prospect, suggesting a radio set for Christmas. A few samples follow:

Dear Santa:

My Ma and my Pa have an awful lot of arguments. Sometimes they talk at each other too much and sometimes they don't talk at all. So please send us a radio set for Christmas and give Pa something else to do besides fight with Ma.

Lovingly,

Mary Elizabeth Brown.

P. S. Please bring a pair of earphones too so Pa can shut his ears when Ma gets going.

With the Yuletide Buying Season but a Few Weeks Away, Radio Dealers Are Turning Their Thoughts Toward Preparations for the Annual December Rush

Dear Santa:

Our family is all upset because we haven't got any loud speaker for our radio set. As I always use our only pair of earphones, I can see that my husband is slowly drifting away from me. Every night he goes to see a tall blonde on the next block who has one of the new cone speakers. Won't you please leave us a brand new speaker on Christmas so I can keep my husband home nights and win back his love?

Gratefully,

Mrs. Hector Wanders.

Dear Santa:

I want to give my family a wonderful surprise on Christmas and I want you to bring it to them. For a long time now I have thought about buying a radio set but never quite got around to it. This Christmas, though, I am determined to give the folks an opportunity to hear all the fine programs that I have read about this Autumn.

Please leave a nice-looking console receiver in the library when you arrive Christmas Eve, and oblige,

Yours truly,

Dr. Bill Johnson.

These Christmas ads, addressed to individuals, should be followed up with personal letters sent to the prospect's home, written in this vein:

Dear Dr. Johnson:

Santa Claus has turned over to me your letter addressed to him in which you ask him to leave a radio set in your home Christmas Eve.

It would be a great privilege if you would come to our shop and let us demonstrate the latest developments in radio receivers and have it set up and working in your library Christmas morning. Or better still, let me bring a set to your home some evening and show you how it will look amid your own home surroundings.

Sincerely yours,

Mr. Radio Merchant.

Put the Boys to Work

One way of increasing pre-Christmas sales is to inaugurate a contest

Now for the Holiday Crowds

The Following "Things to Do" — Displays, Decorations, Special Counters, Newspaper and Outdoor Advertising Are All Practical Christmas Activities.



A "rest corner" for tired shoppers—with chairs and desks—will be appreciated by your customers

among boys under sixteen to sell sets and accessories, for a first prize of a small receiver and several smaller prizes, such as a loudspeaker or a storage battery. The boys take only orders for the items, and no deposit, and are paid a commission on all sales, as well as competing for the prizes. They are credited with so many points for each dollar sold and are given the commission and points only when the article ordered is delivered and paid for.

A great deal of interest can thus be aroused among the boys, especially if the appeal to "Earn some extra Christmas money" is made to them.

Decorate Unsparingly

Equip your store and window displays with all kinds of Christmas decorations and imbue your sales staff with the Christmas spirit. Have cheerful Yuletide signs printed for window and interior display, with the message, "We Wish You a Merry Christmas and a Happy New Year." On every sign, do not fail to say, also, "Give Him Something for His Radio."

"Oh, Boy, What a Girl!"

An effective and humorous window display may be made by using two dolls, a boy and a girl, kissing each other under a sprig of mistletoe, with a radio receiver at the side, from the speaker of which is issuing a large card with the lettering: "Oh Boy, What a Girl! Give Her a Radio Set for Christmas."

For Tired Shoppers

Of all the memories connected with holiday shopping, that of fatigue is the most outstanding in the mind of shoppers. A pleasing recollection, definitely associated with your store, may be planted in the mind of your women visitors who, as tired shoppers, find a comfortable chair a haven of rest. A corner in your store may be set aside and fitted with two or three small tables and the necessary chairs. A sign, "You Are Welcome to Rest Here" should be placed in a prominent location, readily visible to all entering the store. It might carry an arrow pointing to the direction in which the Rest Spot is to be found. Christmas Greeting Cards,

if these are used in your store, should be provided on the table, also ink and pens, for addressing packages and filling cards.

Join the "Spug"

Devote a number of newspaper advertisements and window displays to a campaign for membership in "The Society for the Prevention of Useless Gifts," and suggest the slogan, "Give Him Something for His Radio." The possibilities for a series of good-natured, humorous advertisements can be easily seen. Specific radio articles, such as a set of tubes or batteries, or a battery charger or eliminator, or a new speaker should be suggested.

For the Xmas Newlyweds

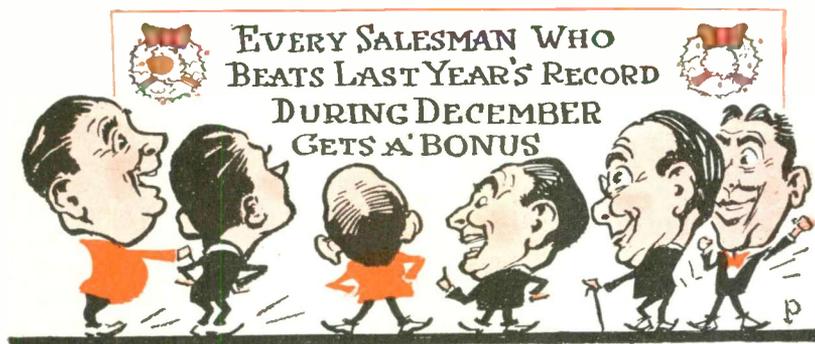
What better Christmas gift for the newly-married couple can be thought of than a radio set? Or, for that matter, what more appropriate gift for mother or father, or as a family gift? Spread the "Radio Gift" propaganda in every display and advertisement.

Get Names and Addresses

Every time you make a sale between now and Christmas, get the name and address of the buyer by making out a sales slip for each sale, and ask if the article is intended as a Christmas gift for some friend. If so, make note of his name and address also, "in case service is needed."

Two Christmas Windows

Two possible Christmas windows may be made at slight cost, each necessitating cutouts of Santa Claus. One may depict Santa going down



Give your salesmen an incentive—in the form of a bonus—to increase their December sales



"Give Him Something to Build"

A suggested slogan that will help sell parts this Christmas is "Give Him Something to Build." As long as we have a rising generation and public schools that include radio courses in their curriculum there will be a ready-made market for parts. Outside of the comparatively small group of experts who build their own sets, the boy of the family represents about the only possible parts buyer.

Make your copy appeal in newspaper advertisements and also in window displays and

store interior, to the man of the family to "give your boy something useful this Christmas. A kit of radio parts that the boy can put together and wire himself makes a useful and practical gift that gives the boy a working knowledge of radio. It is educational as well as pleasurable. He will appreciate it much more than an eventually useless toy."

A good variety of kit, and parts, blueprints, wiring diagrams and radio books should feature these "Give Him Something to Build" displays.

the chimney with a bundle of radio sets and accessories. Crepe paper, mounted on cardboard, and colored with crayons, can be made to suggest the roof and chimney. A small aerial, should, of course, be conspicuously placed. The other display would portray two large Santas holding up an aerial from which is suspended a card saying, "Are You Going to Catch the Christmas Message Over the Radio? Get a Radio Set for Christmas So as Not to Miss the Beautiful Yuletide Services and Carols That Are to Be Broadcast. And Remember—Radio Will Give You Pleasure Day In and Day Out, All Year 'Round."

Radio for Church Parties

Practically every church has a Christmas celebration for its members, particularly for the children.

Approach them with the idea of supplying a radio concert at that time for the privilege of distributing souvenirs to each child, advertising your store.

Mail Out Xmas Greetings

Have Christmas greeting cards printed and not only include them in every purchase from December first on, but send them to your mailing list, with the suggestion that possibly a new tube or battery is needed, or the set should be looked over so as to be in perfect condition for Christmas.

A Radio Set as a Prize

Last season a Fort Worth, (Tex.), dealer gave away a radio set as a Christmas gift to the person at the greatest distance from Fort Worth who turned in the most complete

record of a sentence regarding the set. A portion of the sentence was broadcast each night from the station of the Fort Worth *Record* until the sentence was completed. This not only gave advertising at the holiday season but helped to make an excellent mailing list of persons already interested in radio.

Issue "Gift Certificates"

Every radio store can use "gift certificates" to good advantage during the Christmas season. This is a form of making Yuletide gifts that has met with increasing popularity in recent years. It is simply a certificate (a model for which appears on page 665) which the customer purchases and receives from the store and which he presents as a gift to some friend. The friend may then make a purchase equal to the face value of the certificate at the store issuing it, or it may apply as part payment on a larger article.

The certificate must be attractive in appearance and appropriately worded. Seven by three and a half inches is the usual size. They should be numbered and made out in duplicate, the dealer retaining a carbon copy for checking up when the original is turned in.

When the purchase is made, the reverse side is signed by the recipient as a receipt for the goods delivered. A clause should be included making it non-transferable, except from purchaser to recipient, and void after a given date, say January 5th. They should be issued in denominations of \$2.50 and \$5 and multiples of \$5 up to \$25.

Telephone

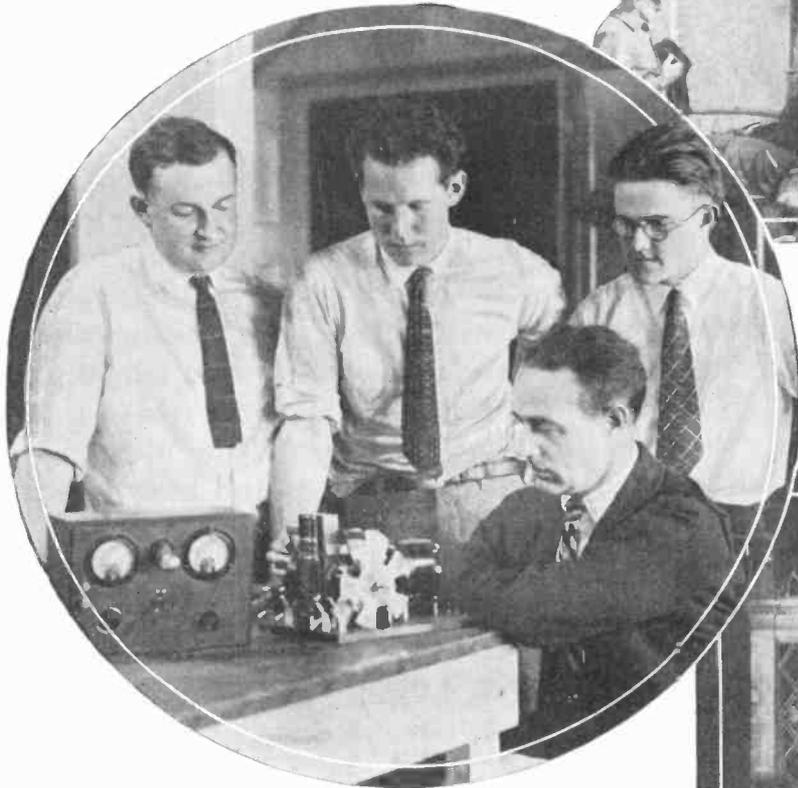
Many radio dealers have found the telephone most useful in closing Christmas sales.

One prominent New York dealer has worked out the telephone sales scheme to a degree of perfection. He puts one of his staff at the task of calling up by telephone every woman prospect on his prospect list, to ask her if he can't help her out with a Christmas gift suggestion for her father, husband, sweetheart or uncle. He attributes his success in obtaining orders in this manner to two facts—first, that almost every woman is worrying about a suitable and different gift for some one around Christmas time; second, that she is less likely to cut short a courteous sales talk over the telephone than she would be at the doorway.

Autumn Radio Events Pictorially Told

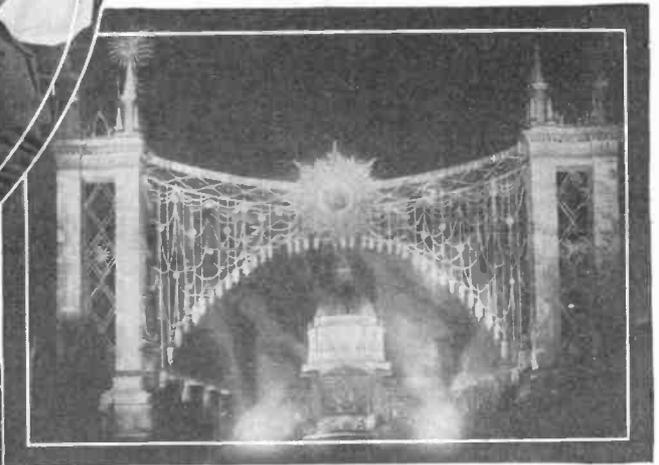
Taking the World Into the Canadian Woods

Radio is playing an important part in the hunting season this year. Hunting is in full swing in the Canadian wilderness and most of the parties are taking a radio receiver with them so that their isolation from the rest of the world will not be wholly complete.



Sends Eight Messages on Same Wave

John Hays Hammond, Jr. (seated), exhibits his new apparatus with which he recently successfully sent and received intelligibly eight different messages at the same time on the same wavelength. The secret lies in a system whereby eight different modulating waves are impressed and received on the same carrier wave.



"Radio Fountain" Is Latest Feat

The recent celebration at San Francisco, marking California's 75th anniversary as a state, was featured by a "radio fountain." Colored lights playing on the fountain, were changed in harmony with music from concealed speakers.

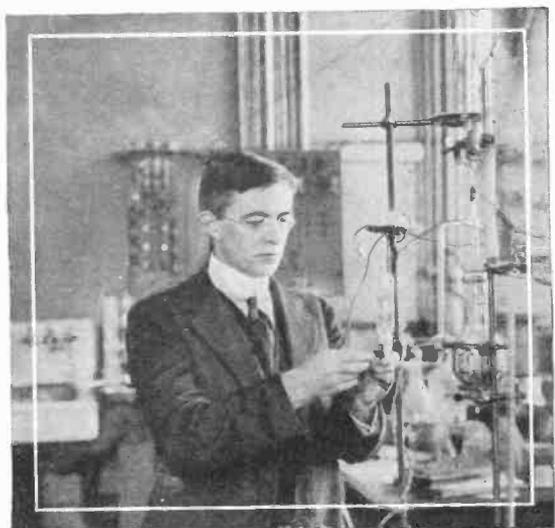


Broadcasting "Atmosphere"

At WOR, the Bamberger station at Newark, N. J., the studio was decorated in this Hallowe'en fashion on the evening of October 31, when a Hallowe'en party was broadcast. The "mike" is hidden in the face of the scarecrow.

Patent Granted on Langmuir Tube

A basic patent for the modern vacuum tube, used in radio, has just been granted the General Electric Company by the U. S. Patent Office. The tube was invented by Dr. Irving Langmuir (shown at right) in 1912, but the patent has been in litigation since that time. It pertains to the so-called "hard" type of tubes.





Who's to Why Are There So Many the Heart Out of the

Cortlandt Street, New York, is the Price-Cutters' Mecca where almost nothing is sold at list and the jobber and the manufacturer deal through "Carpet Baggers" so that their delivery trucks will not be seen trading with the enemy—Here's a heart to heart talk with Walter H. Nussbaum—the man they call "King of the Gyps"—in which he gives the low down on why he is a gyp and how—and he suggests the only remedy.

By EARL E. WHITEHORNE

CORTLANDT Street, New York City, is a thorn in the side of the radio industry. This thorn has made a running sore. And the patient is suffering and the family is all upset and the doctors are worried. But nobody seems to know what to do about it.

Who put this thorn into the young and tender flesh of the radio industry? It was a man by the name of Nussbaum—Walter H. Nussbaum—"W. H. N." For two years he has been selling standard radio merchandise at cut prices. He is selling nearly a million and a half dollars worth out of three little stores. One of them is called the Walthal Electric Company. The other two are run under other names and nobody knows which or where they are. But day after day the wild eyed commuters crowd into this store in response to cut price advertising and buy and buy. Nussbaum sells them out of

his Walthal store—for that's the only one I know anything about—he sells them 5,000 tubes a week and 3,000 "B" batteries and many standard sets and everything in parts—almost anything you want—standard stuff but way under the market price. Parts are 75 per cent of his business.

And these commuters travel uptown and out to all the suburbs and show the stuff and spread the glad tidings and every dealer in the New York district has had these prices thrown at his head and the whole radio market in this section is being constantly demoralized. Here is the greatest concentration of radio fans in the world, with the finest broadcasting service. But one man and the imitators that have flocked around him has put the whole situation on its ear. The fans are quarreling with their neighborhood dealers, the dealers are jawing at their jobbers and the jobbers and the manufacturers are wrangling back and forth all because Nussbaum and the rest of Cortlandt Street are stealing everybody's trade by selling everybody's standard line at a cut price.

"Where does he get the stuff?" they all ask. "How does he keep it

up?" Into each life some rain must fall, but they can't just understand why Nussbaum should be allowed to go on playing the hose on the whole radio industry.

Scene of the Gyping

So I went down to Cortlandt Street the other day to see if Nussbaum would tell me his story. I deplore this thing he is doing as much as any other man. It is destroying values. It is hurting the prosperity of countless radio dealers. "It isn't cricket" as they say in dear old Lunnon. But it is clear enough that the man who builds up any kind of a retail business to such a size is no dumb fool. What are the conditions that make it possible for him to gyp on such a scale? That's what I wanted to know.

I found the Walthal place a small store about 16 ft. wide by 60 ft. long—with one window—but inside as bustling a radio store as you ever looked at. It was late afternoon. The place was literally packed—a crowd two and three deep before the tube counter with five men clerks standing elbow to elbow handing out standard tubes. Another crowd quite as big stood before the battery counter and there five clerks were

Blame?

You—Mr. Manufacturer?

You—Mr. Jobber?

You—Mr. Dealer?

Gyps Cutting Radio Market?

handing out standard batteries standing side by side. Four men were behind the parts counter waiting on another crowd. There were three men selling complete sets and one chap acted as floor man. In all there were eighteen salesmen in that little hole in the wall and every one was as busy as the justly celebrated one-armed paper hanger. The walls were all shelves and the shelves were all loaded and everything was whirling like a merchant's dream and the bell on the cash register smoked.

I found Mr. Nussbaum in a little back office. He is a man of about thirty-five. He used to be a wireless

operator. He apparently knows radio. I put my question to him, not sure how much he would want to tell, but I found him no less interested than any other radio man in the economic problem that the gyp presents. He was ready to talk.

"I don't see why the gyp's side of this story shouldn't be told," he said. "Plenty has been written about him. But I want to get one point clear at the start. If the term 'gyp' means just a price cutter then I'm a gyp. But if gyp implies shady business methods, I'm not a gyp. The Waltham Electric Company is a notorious price cutter but no price cutter can build up any such volume as we have here and stay in business for two years unless he plays fair with the customer. Get that straight. For service, courtesy, guarantee of satisfaction and everything else that

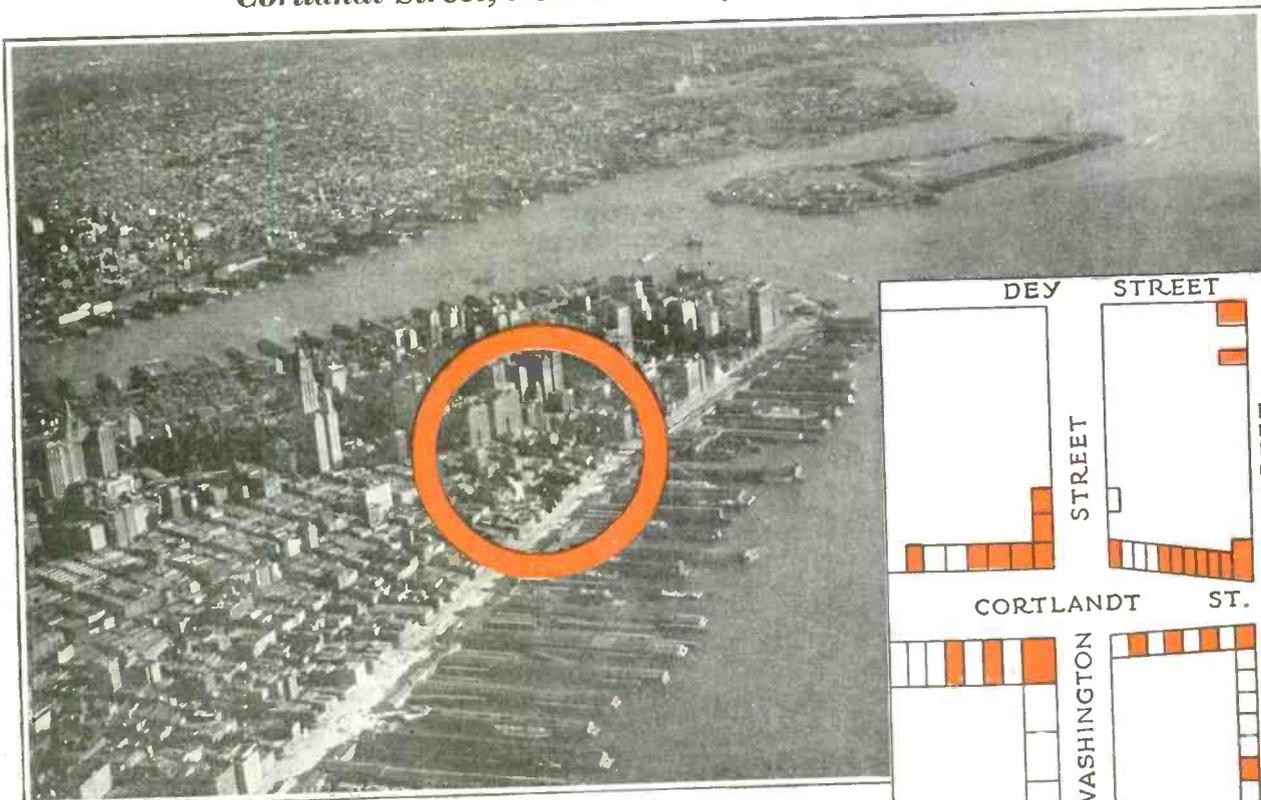
goes with good retail merchandising our concern will challenge anybody.

"You ask why I am a gyp. I am a gyp because the radio industry is full of cut price goods unloaded by the jobber and the manufacturer. The public wants to buy those goods if they can buy them in a store that will stand behind them. There is a lot of money to be made in selling them with a quick turnover, so I sell them."

What "Gyp" Means

"Where do I get the goods? That's easy. A manufacturer of an article gets overstocked and dumps. Or he unloads some other standard item which he handles, gives it to his dealers cheap to bribe them not to cut his own product. Or a jobber overstocks on an item and comes to us and offers it for a song, and gen-

Cortlandt Street, New York City—the Sore Spot in Radio



In the neighborhood of these four blocks there are over fifty gyp radio stores—some of them marked red in this diagram—all selling standard radio materials and

sets at prices that demoralize the industry for miles around. How will the problem be met? The Supreme Court suggests one way.—See page 684.

erally before we're through we sing our own song and in a low tone too. We organize a special sale that creates havoc in the market, but who is to blame for this? We buy and sell. That's our business."

I asked him how he got in touch with these bargains. He said, "Two ways—direct and through the carpet bagger. Some of the manufacturers walk right in when they want to dump. I could buy all the stock I need without leaving this chair from jobbers' salesmen who come and come again. But there are other jobbers and other manufacturers who are too large and dignified to sell a price cutter because they don't want their wagon seen in front of our store so what do they do when they are hit heavy on stock surplus? Why they call in Mr. Carpet Bagger. He buys it and generally pays cash, for no transaction is recorded. He loads some samples in a nice black Ford with no name on it and comes and parks outside my door and offers the material often as low as five cents profit on the dollar. But one of these birds cleaned up \$48,000 last year. We naturally purchase if the article is saleable and these purchases sometimes run up into thousands of dollars. Last December we bought nearly \$20,000 worth of merchandise in one week in this manner. Every article was brand new, in good condition and fresh from jobbers' stock. Why, look at this set here!"

His Idea of Holding Trade

Nussbaum had on his desk a well known standard set, a fine up-to-date cabinet that has been extensively advertised and sold at around \$100. This manufacturer has refused to sell Waltham or any price cutter. But the manufacturer is in some trouble and the day I talked to Nussbaum a carpet bagger had called and arranged to sell him \$7,000 worth of these sets and he had paid the carpet bagger a price so low I could hardly believe it! There the sample sat upon his desk. "They offer this for sale," said Nussbaum. "My customers will be glad to buy them cheap. I'll sell them at a good profit and make some money. It will help me hold my trade. Why shouldn't I?"

He told me a lot about the things he does to hold his trade in competition with the other gypts that are all around him—for there are forty stores along four blocks of Cortlandt Street that are all fighting tooth and toe nail for this cut price trade. It

"The Gyp Will Go"

Mr. Nussbaum says: "It can't last forever. It will all work itself out under the force of competition. As the line is more and more stabilized the supply of merchandise will be shut off and reduce the gyp's volume. As his volume comes down he will have to get more profit on what he sells. When he sees the handwriting on the wall, the gyp will know that he must quit price cutting and he will sell at list."

The first move toward stabilization, he believes, will come when radio manufacturers and jobbers stop dumping excess stock.

isn't all beer and skittles by a long shot. He sells 5,000 tubes a week—standard tubes at prices from \$2.25 to \$1.95. Nussbaum says their motto is—"It can't be done, but here it is!" They have two machines for testing tubes and every tube is labeled and dated. A sales slip goes with each sale and there is an adjustment clerk who handles all defective material.

His salesmen compare well with any other store. They are courteous. The floor man met me with a smile. Everybody seems to be alert.

He says he spends \$50,000 a year in advertising and gets a lot of mail order business in addition to the daily rush. The forty Cortlandt Street dealers spend \$200,000 a year advertising and the crowd comes. If customers call for a set that the manufacturer won't sell a gyp, Nussbaum sends out and gets some. In which case, he said, he feels "under no moral obligation not to cut as far as he likes." There are some high grade sets, however, that he buys from a local jobber and sells at list—but he makes no charge for interest on time sales and so gets a good edge under the market. He calls this his "honor list."

Nussbaum carries his own time sales and gets one third down and allows not more than six months. He offers two appeals, he says—"low price and good goods"—and he works for turnover. He would rather make five sales at \$2 profit than one sale at \$10 profit because these five customers will also buy something else. He keeps a want list and enters every

call for something he does not carry or every complaint from a customer that some other store is selling some article for less. Then he sends out a scout to get the low down and meets the price and stocks the goods his trade calls for. There is constant price warfare between the Cortlandt Street stores.

But Nussbaum says that service and guarantee count for more than a few cents on price. The radio fan is a shrewd buyer. He wants a bargain but most of all he wants standard stuff and to know that when he brings back a defective tube the clerk won't laugh. Nussbaum calls his guarantee "radio insurance."

So there is the story. That's the way this cut price king of radio does his "gypping." But here's the part that interests me and puts a note of hope into the situation. Nussbaum is making a lot of money—he must be—but he isn't happy. "Do you like the gyp game?" I asked him. "Wouldn't you rather run a regular store?"

He Wants to Quit Gypping

"No one would be more happy than me if I could sell at standard prices," he replied, to my surprise. "The cut price dealer is under a constant strain. He is turning over enormous sums of money, buying and selling under high pressure for small margins with a chance to drop a lot on any deal. It's unhealthy. But everybody is cutting prices in radio today and why not do it openly and get the business? The average manufacturer is a hypocrite—not personally but in his business—for as long as things run his way he does clean merchandising, but when it goes against him, he cuts. The jobber is between the devil and the deep sea. If he doesn't give the 'gyp' an inside price he can't sell him and if he doesn't move the line, the manufacturer cuts him off. He has to tell both sides that he maintains prices but when he gets overloaded he sends for the carpet bagger. At times I can buy out of a jobber's stock cheaper through a carpet bagger than I can direct from the house whose goods I am getting. Why should I maintain prices if they do not?"

"How is it all going to work out?" I asked Nussbaum.

"Well," he said. "It will. It can't last forever. Radio is still in the invention stage and you can't stabilize prices till circuits are stabilized.

(Continued on Page 692)

Two Words Tell the Story of Friendly Customers, Profits and All
Year Round Business—

"Personal Contact"

It Takes More Than Free Service to Make a Success in Retailing Radio—Namsal of New Rochelle Has Fourteen "Merchandising Philosophies" and He Never Loses Sight of One of Them

By WILLIAM C. ALLEY

WHAT constitutes a perfect radio store? Ever since radio became a recognized trade it has been an ambition of the editors of *Radio Retailing* to seek out "the perfect radio store" and write an article on its methods.

The nearest approach to the ideal store encountered so far is the Namsal Radio Corporation, New Rochelle, N. Y., and there are many reasons why. First and foremost is the fact that Namsal, last year, did a \$60,000 radio business at a good, substantial profit. It may or may not be easy to do a \$60,000 annual radio business. But it was done at a profit, and last year—notoriously a poor one for radio—in a suburb of New York City not twenty miles from the happy hunting grounds of

"gyp" radio stores, cut-price department stores, and bankrupt manufacturers, in a town of 45,000 where business generally, because of its proximity to the Metropolis, is not so brisk as in other cities of similar size, and in a town where radio stores have come and gone with a rapidity that is amazing.

This store has for its slogan, "Service that Satisfies," and that was given by B. Lassman, the president of the corporation, as the outstanding reason for the success of his organization. But that is so old and so obvious that the interviewer set out to find some other fundamental factors in its success. And he found so many, all so adroitly woven into a complete, successful radio merchandising fabric, that he

came to the conclusion no one thing can be pointed out as the main factor in any radio store's success. Success in retailing radio is achieved by a combination of policies and selling methods. Namsal proves it and is therefore entitled to be called the nearest approach to a perfect radio shop.

In a nutshell, Namsal's plans and policies are as follows:

1. Service until the customer is satisfied.
2. Making service calls pay for themselves through accessory sales and getting new leads.
3. Employing trained, experienced radio salesmen on a commission basis for outdoor campaigns.
4. Routing the outside salesmen each day before they leave the shop.
5. Spending five per cent of current sales for advertising, and using local



Personal contact with customers is one of the main points in the merchandising philosophy of B. Lassman, president of the

Namsal Radio Corporation of New Rochelle, N. Y. "No dealer," says Lassman, "who sits behind a desk in the back of the store

and waits for customers to come in is going to be a successful radio merchant." Lassman is in the center background.

newspapers backed up by direct mail letters.

6. Stocking only standard lines that have been proven, by experience, to be quality merchandise, and never cutting a price.

7. Keeping the investment in parts down to 20 per cent.

8. Supplying a complete radio service.

9. Arranging store interior tastefully and making an attractive window display, changed weekly.

10. Selling on time payments and carrying his own paper.

11. Using trade-ins as sales incentive.

12. Using broadcast features and home demonstrations to boost sales.

13. Keeping a steady, personal contact with every customer.

14. Personally managing every detail of his business.

Those are Lassman's "Fourteen Points" and he has found his success by conscientiously carrying out every one of them.

Starting out with "Service that Satisfies" as his sales philosophy, Lassman can now boast that every customer sold brings in at least one, and often two, more sales. Every set installed, he says, acts as a demonstrator. Installations are made with painstaking care and no extra charge is made. Careful, perfect installation reduces the number of subsequent service calls.

Very little servicing is found necessary on the sets themselves, most of the calls coming because of deteriorated batteries, resulting in battery sales. The service men also get names and addresses of friends of the owner who have heard and liked the set.

For those who have purchased their set elsewhere, Namsal has a monthly service call plan for \$10 yearly. Many set owners who bought their receivers at "bargain sales" and "\$1,000,000 dumping cleanouts" have gone to Lassman for service, and much to their surprise, received as efficient, prompt and courteous treatment as if they had made their purchase at Namsal's. This, Lassman says, has resulted in winning many new friends and made any number of additional sales.

Lassman has an interesting theory about the qualifications his salesmen, particularly the outside salesmen, must have. The first requisite is pa-

tience. A good radio salesman must have the patience and even disposition of a saint. The second qualification is a thorough knowledge of human nature. Third, the ability to meet people on their own level—the best of mixers. Fourth, he must be fully trained as to the store's policy and, fifth, he must be able to answer any question concerning the receivers he is selling. His salesmen were secured by advertising for them and employing only those who combined those human qualities with a practical background of radio selling experience.

The salesmen get an average commission of ten per cent and they are not "bell ringers." A feature of the outside selling methods of Namsal's is that each salesman is routed every

however, never exceeding five per cent of the current sales, except during the first year, when an appropriation of twenty per cent of the capital investment was expended in advertising. All ads always strike the keynote of quality sets and satisfactory service.

Uses Advertising Stunts

One of the advertising stunts recently used by Namsal was the distribution of a thousand lapel buttons to older school children. Each button was an advertisement for Namsal's and each one was numbered, there being ten duplicate numbers. Prizes were offered the boy who discovered and brought in two similarly numbered buttons. This created great interest, the parents of the children evidencing as much eagerness to get duplicates as the children did. As only ten prizes—ranging from radio books to a loud speaker—had to be given, the stunt was an economical way of getting the store talked about.

Although the investment in parts is kept down to twenty per cent of the total stock, the store provides a complete radio service, a representative and comprehensive stock of parts and accessories being always on the shelves, so that, with the exception of charging storage batteries, a customer need go to no other type of store for any radio article. And in the matter of charging batteries, a working agreement has been made with a local battery station.

Namsal's also proves the value of an attractive store interior and tastefully arranged window displays. When the store first opened, parts were still the leader, so the parts counter occupied one side of the store and the set display the other. But when parts started going down and sets went up—when the market changed from a builder's to a set buyer's, Lassman met the new conditions by completely remodelling and redecorating the interior.

The parts department was moved to the rear of the store and both sides of the front were lined with set demonstration booths similar to those found in music stores to demonstrate phonographs. The color

How Many of These "14 Points" Do You Use?

Here are the "Fourteen Radio Selling Points" of the Namsal Radio Shop, New Rochelle, N. Y. They might be the Fourteen Commandments so far as Namsal is concerned, for each one is rigidly obeyed. How many of them do you use in your own business?

1. "Service that Satisfies."
2. Service calls that are self-paying.
3. Outside salesmen on commission.
4. Routing the salesmen each day.
5. Five per cent for advertising.
6. Standard lines at standard prices.
7. Twenty per cent in parts.
8. Supplying a complete radio service.
9. Attractive windows and interior.
10. Carrying own time-payment paper.
11. Accepting trade-ins and re-selling them.
12. Making home demonstrations.
13. Personal contact with customers.
14. Personal management of his business.

day before he leaves the shop. When a salesman goes out each morning, he has a list of the places he is to visit, so that a definite schedule is maintained. Advance, direct mail notice is sent to a selected list of prospects, gleaned mostly from club membership lists, telling them to expect a call from the salesman, so that it is not a case of the salesman ringing the bell and introducing himself. No home is visited until the way has been thoroughly prepared.

Direct mail letters, supplementing extensive and continuous advertising in local papers within a twenty mile radius, has always been a Namsal feature, the advertising expenditure,

—where
"Service that Satisfies"
 shines!—

THAT "Our Radio isn't working" is an
 excuse often offered when guests arrive.
 To avoid any such embarrassment—

**New Rochelle's Largest Exclusive Radio
 Store Offers 12 Months' Radio
 Service for \$10**

The largest and most experienced staff of radio
 service men in Westchester County is at your
 beck and call for the infinitesimal sum of less
 than 3c a day.

WHAT THE SERVICE INCLUDES

- 1—A guarantee on our part to keep your radio in efficient operating
 order at all times.
- 2—A complete inspection of your equipment at least once every thirty
 days. This inspection includes a thorough test of your set, condition
 of batteries, tubes, etc.
- 3—Free delivery to your home of all necessary new batteries, tubes, etc.
- 4—The privilege of calling one of our service men any time between
 8:30 A. M. and 6:30 P. M. should any trouble develop between the
 inspection periods.



NAMSALE RADIO CORP.
 Service that Satisfies
 262 Huguenot Street
 The Largest Exclusive Radio Store in
 New Rochelle
 OPEN EVENINGS Telephone 2783

SEND IN THIS COUPON IF YOU
 CANNOT CALL

Namsal Radio Corp.,
 262 Huguenot Street,
 New Rochelle,
 I am interested in your Yearly
 Service.
 Name

Persistent newspaper advertising, stressing the "Service that Satisfies" policy, has made Namsal the outstanding radio dealer in his home town.

scheme was made a light gray and just inside the entrance, before the booths begin, a small foyer is fitted out to appear like a parlor in a private home. Wicker furniture, a rug and several console models, with a plant or two make an attractive impression as the customer enters.

Waxing Shakespearean for a moment, Lassman believes that, as the eyes are the windows of the soul, so a store's window displays reflect the store. Lassman's radio windows have often attracted widespread comment and are invariably interesting, because they always manage to put across an idea, and are not merely displays of so many parts and so many sets. Namsal's was the first radio store in its home town to use wax figures in connection with radio displays, and usually the displays are arranged to present a home scene, to depict the usages and pleasures of radio in the home.

An unusual display planned for the near future is one with framed testimonials from prominent and satisfied customers, with their photographs—people who mean something in the community and who are numbered among the shop's customers. Streamers will be run from each testimonial to a card on which will be lettered, "Service That Satisfies Did It." Along the same lines, a recent display contained photographs of well known broadcasters and an-

nouncers, obtained from the nearby stations.

Now we come to an interesting part of Lassman's sales policies. Those pessimists who say the time payment plan is something to be shunned by all dealers and that trade-ins will be the ruination of the industry need read this story no further

Because—

Seventy per cent of Lassman's business is done on time payments and he is making money on trade-ins!

He carries his own paper, gets one-third down, and the balance in six to ten months, making a six per cent carrying charge on the unpaid balance. Re-possession, he states, have been practically negligible, as each time payment customer's credit references are carefully checked.

Trade-ins Profitable

And in the matter of trade-ins, an equally careful policy has led to a successful handling of this problem. No trade-ins are considered unless the new set lists for at least \$150. Allowances cannot be based on the value of the old set, because, as Lassman says, at present they have no market value whatever. The allowance must be figured on the amount of the new sale, in order to show a profit on the transaction. On home-made sets the maximum allowance is fifteen per cent of the total new sale, and on factory-made receivers, no

more than twenty per cent of the new sale is given.

The sets taken in trade are put in the window and honestly advertised as "seconds" with the price plainly marked, a slight mark-up usually being made over the allowance. So far, every one has been turned over in a short while. Another sales boost used by Namsal is home demonstrations, usually done when some unusual feature is being broadcast, such as operas or concerts by prominent artists, and these he has found of invaluable aid in closing sales. Known music lovers—as well as laymen—are invited to hear a concert in their own home at Namsal's expense, and almost invariably the receiver remains. The percentage of people who take advantage of the dealer is so negligible that it by no means constitutes an argument against the practice, Lassman declares. Where a home demonstration is contemplated, the salesman can usually tell whether the prospect is on the level, or whether he just wants to have a good time at the store's expense. Experience is a good teacher and the salesmen soon become adroit at sensing the "radio poachers."

Program tie-ups are also made when special features, such as the World Series, inter-college football games, election returns, or a talk by President Coolidge, are broadcast. On every similar occasion and whenever possible, the store is thrown

(Continued on Page 692)

Gift Certificates Help Customers Decide What to Give



Christmas Gift Certificate
 John W. Blank and Company
 Radio Sets and Supplies
 421 Main Street Chicago, Ill. Phone Orchard 8976

To Christmas Greetings

From

With this Christmas Gift Certificate I wish you all the happiness the Yuletide Season and New Year can bring. I know you would much rather have the pleasure of selecting your own gift, so my Christmas present to you this year takes the form of this Certificate, which will be honored by the undersigned store to the extent of

..... Dollars (\$

*For merchandise to be selected at any time before January 5, 1926. That means that this Certificate is exchangeable at its face value for any article or articles carried by the store.

No. Salesman

..... (Signed)

This certificate is not transferable and must be exchanged before January 5, 1926.

Pictured above is a sample "Gift Certificate" such as is described on page 658. It may be used as a model to show to your printer if you decide to issue "Christmas Gift Certificates"

this year. The certificates not only solve the "What shall I give him?" problem but are particularly adaptable to radio, as they enable the recipient to select whatever article he wants

Six Suggested Christmas

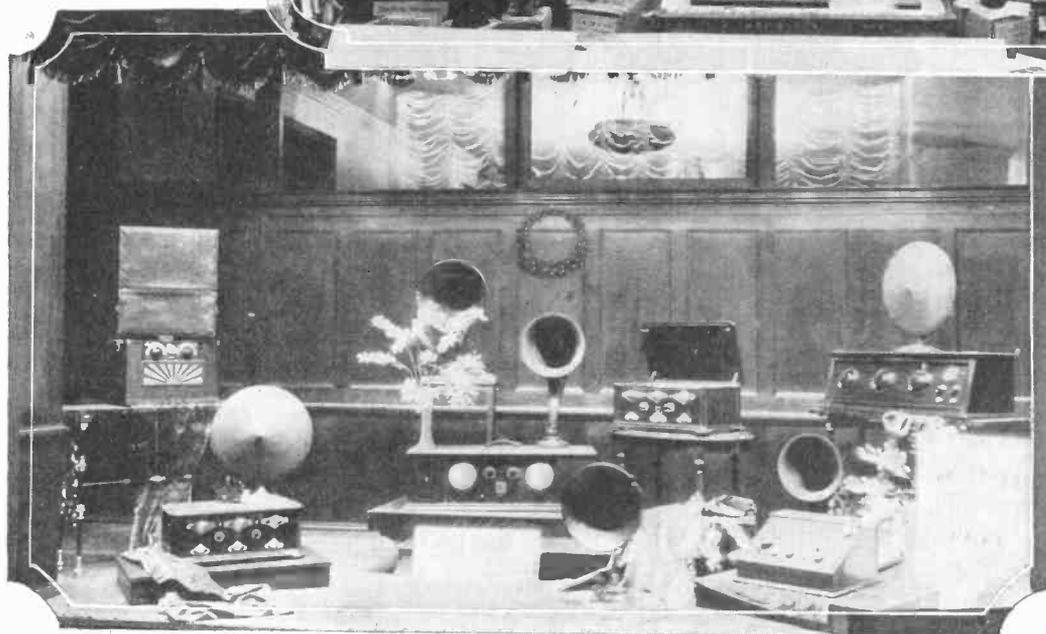
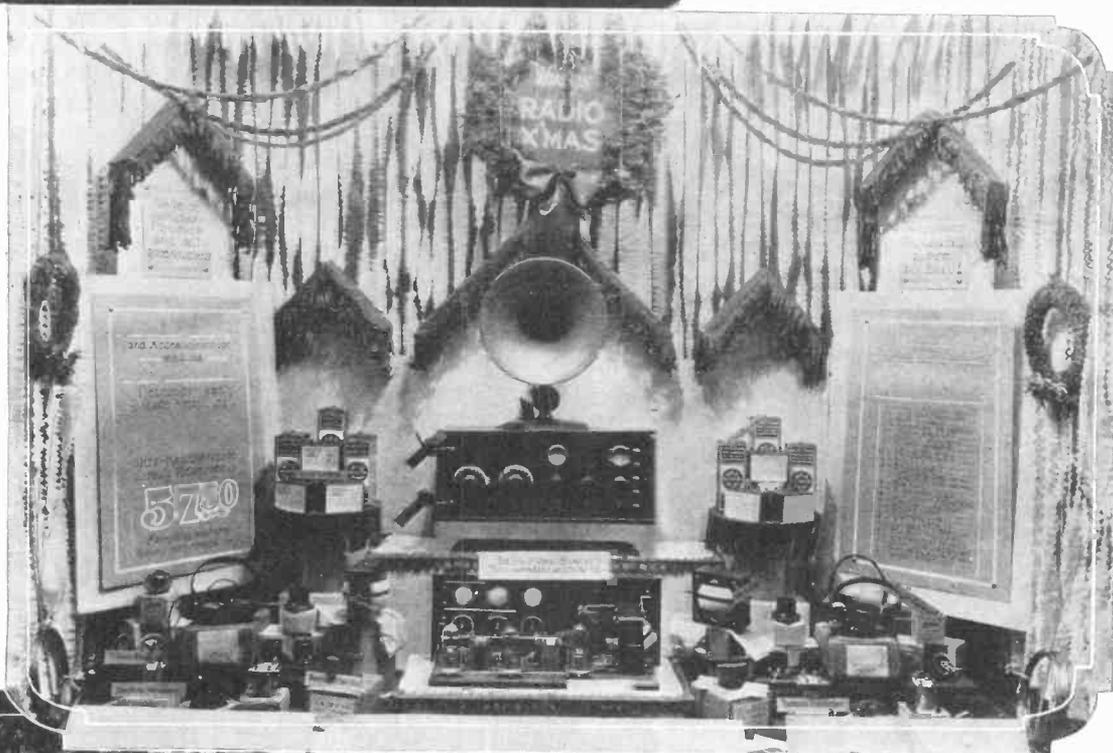


A Christmas Tree in the Window

The Ludwig Hommel Company, jobbers, Pittsburgh, Pa., last year presented the Christmas window at the left. A radio receiver was the center of the setting, with a decorated and illuminated Christmas tree at the left and electrical and radio appliances on the floor and at the right.

Using Wreaths and Streamers

One of the Liberty Radio Chain Stores, New York City, presented this radio parts window last year. The Christmas spirit was conveyed by streamers and wreaths, and a wreath in the center surrounding a sign, "This Is a Radio Christmas." This display was devoted to a specific circuit, with the parts necessary to build it, and an interior view of the completed set.



What Flowers and a Holly Wreath Can Do

Just a few flowers and a holly wreath effectively put over the Yuletide atmosphere in this tastefully arranged Christmas radio window of the Commonwealth Edison Company, Chicago.

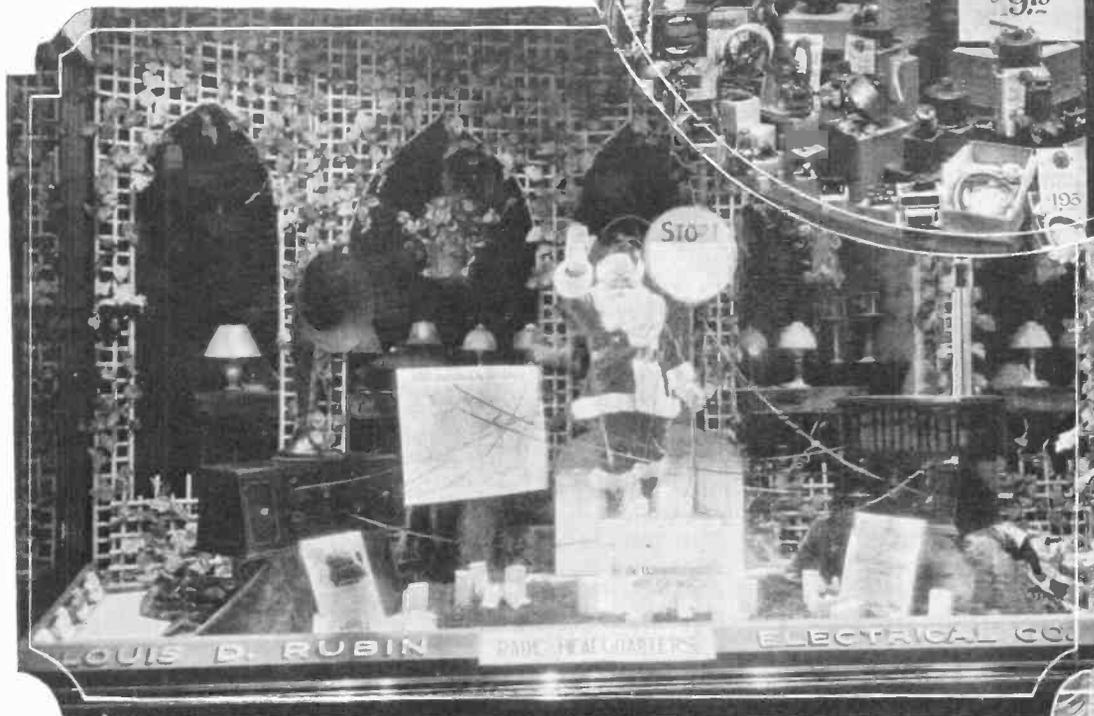
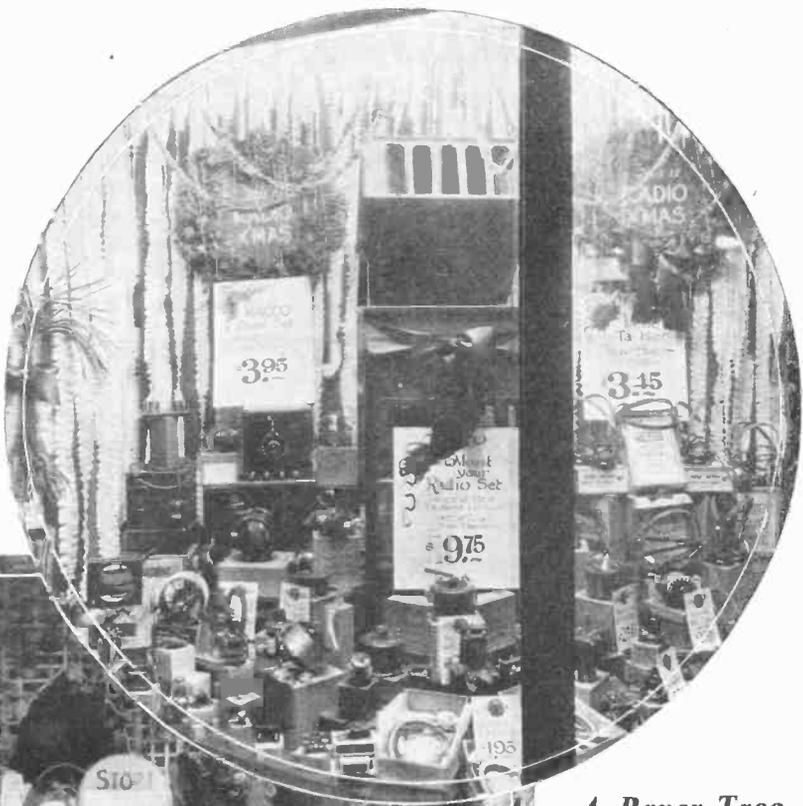
Displays for Your Windows

Christmas Background for Parts

Here is another parts window that was given the Christmas touch by using wreaths and streamers as the background. The foreground was taken up by a large display of parts, which gives the window a crowded appearance. Had an attempt been made to give the viewer a lesser number of points of interest, the display would have been greatly improved.

Santa Claus As a Traffic Cop

Santa Claus as a traffic cop, holding up one hand in a warning attitude, with the other supporting a "Stop" sign, made an arresting Christmas display for the Louis D. Ruben Electrical Company, Charleston, S. C. Streamers from various cities on a large map to radio receivers on either side also presented a visualization of the distant cities it is possible to hear.



A Paper Tree

A Christmas tree cut out of green paper and pasted on cardboard made an inexpensive Christmas display for the store that dressed the window seen below. An added touch of holiday atmosphere was achieved by outlining two loop aerials with silver tinsel and placing them in each corner, thus serving to liven up the background.



Know Your Selling Costs

"Know your selling costs" should be every merchant's first commandment. The studies made by this publication of the cost of selling radio at retail in exclusive radio, music and department stores may be used as models when you begin to

figure out your own sales expenses.

On this page are the costs of the *average* radio store, reprinted from the June issue, pages 540 and 541; of the *average* music store, reprinted from the April issue, pages 356 and 357, and of the *average* department

store, reprinted from the February issue, pages 132 and 133.

Check these up with the selling costs of your own business, and find out where your expenses are too high, and where your organization is weak.

	1	2	3	4	5	6	7	8	9	10	11
	Net Retail Sales	Merch- andise Cost, Per Cent	Gross Margin, Per Cent	Occu- pancy Expense, Per Cent	Selling Expense, Per Cent	Pub- licity Expense, Per Cent	Adminis- trative Expense, Per Cent	Other Costs, Per Cent	Total Expense, Per Cent	Net Profit, Per Cent	Annual Stock Turn, Times
Radio Stores.....	Figure in Dollars and Cents	74.0	26.0	4.1	3.8	1.8	8.7	2.1	20.5	5.5	7.8
Music Stores.....		75.2	24.8	3.5	8.1	5.1	4.4	1.1	22.2	2.6	3.7
Dept. Stores.....		73.3	26.7	3.7	9.1	4.4	4.3	3.3	24.8	1.9	5.0

"Let's All Talk the Same Merchandising Language"

There are certain terms in business administration that have come to be recognized as "standard merchandising language." For proper and accurate bookkeeping, it is desirable that these terms be universally used and understood.

Therefore, for the information of its readers, *Radio Retailing* publishes on this page, definitions of the various "cost" phrases and what they are supposed to include; and, for purposes of illustration the cost figures and column headings above may be referred to.

1.—*Net retail sales* are arrived at by taking the gross retail sales and deducting therefrom returned merchandise and any discounts given on retail sales. Inasmuch as the only constant factor present in any operation is the amount of business done, the net retail sale is designated as 100 per cent and all other factors are rated proportionately.

2.—*Cost of merchandise sold* is arrived at by taking the inventory at cost at the beginning of the year, adding thereto purchases at cost during the year and deducting therefrom the inventory at cost at the end of the year.

3.—*Gross margin*, or as it is sometimes mistakenly called, "gross profit," is secured by subtracting from the *net retail sales* the amount of merchandise sold at cost. This becomes the gross revenue, out of which all expenses of operation must be met.

4.—*Occupancy expense*. In occupancy expense is included the amount expended for rent, light, heat, power, water, portorage, etc. In short, all expenses incurred in occupying the premises whether store, warehouse, etc., (but not any rent or other expenses incurred in garage for delivery equipment, etc. This is included in

selling expense). If you own your own premises rent is computed on the basis of an annual charge of six per cent on the cost of land and buildings plus a depreciation of two and one-half per cent a year on buildings, plus all real estate taxes.

5.—*Selling expense* includes all expenses incurred in selling merchandise such as salaries and commissions paid to the sales force, the cost of sales books, price tags, wrapping paper, twine and other miscellaneous expenses of a similar nature. It also includes demonstrating expenses, salaries or commissions, and delivery expenses, such as the salaries of drivers, cost of running and maintaining equipment, a depreciation on equipment of twenty per cent a year, and service.

6.—*Publicity expense* includes the amount spent for advertising merchandise in newspapers, printing and postage expense for all direct mail publicity, the amount, if any, spent for outside help and material in trimming windows, and any similar expenses that are incurred for the sole purpose of advertising merchandise for sale.

7.—*Administrative expense* includes the amount you paid yourself or some one else as manager of the business, salaries of office force, collection expenses, and the expenses incurred for office supplies, etc.

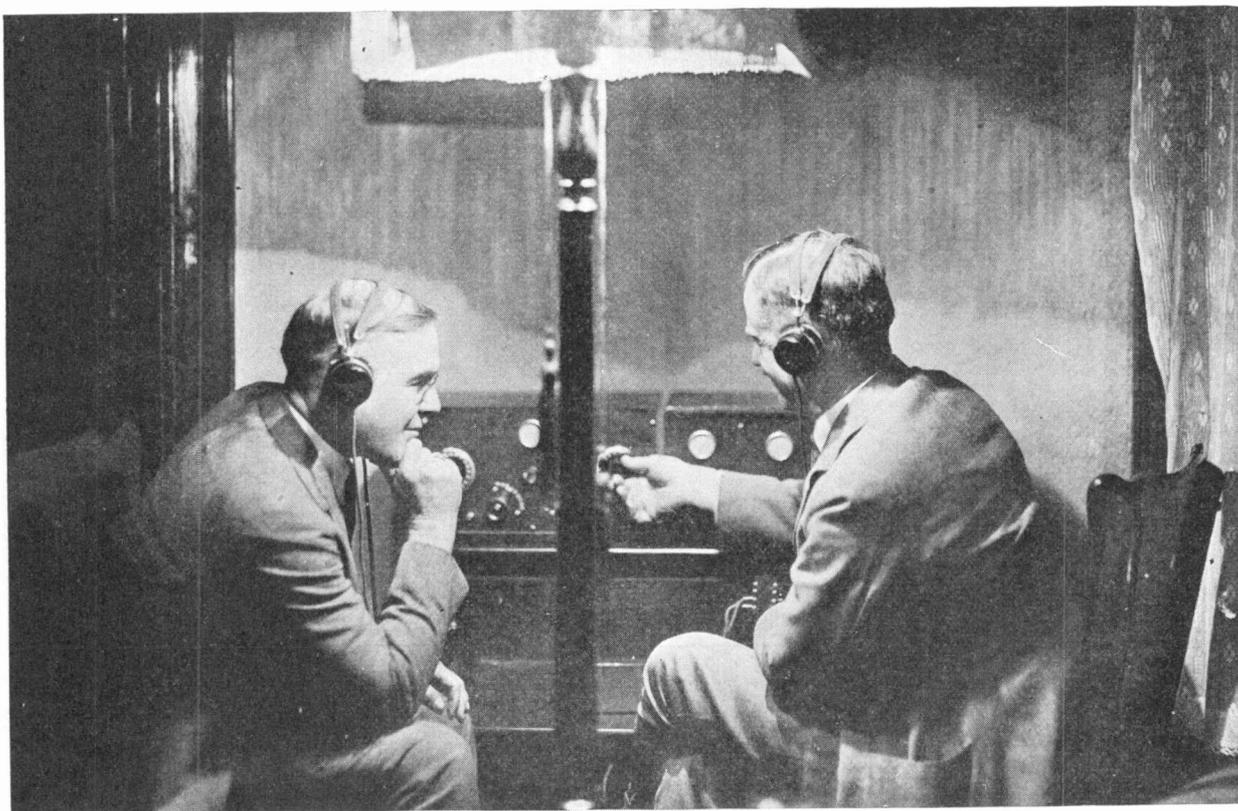
8.—*Other costs*. We have grouped under the heading "Other Costs" a number of items such as taxes (other than real estate taxes where premises are owned), insurance on stock and fixtures, depreciation on fixtures, and all other costs not previously defined, such as buying expense, if any. This grouping is made solely in the interest of simplicity. It would be advisable to break this division up into various sections but it was not considered essential to do so for the purposes of this survey.

9.—*Total cost* is simply the sum of the costs previously defined. *Profit or loss* is arrived at by deducting the amount of the total costs from the gross margin.

10.—*The Percentage of profit* is found simply by subtracting the total expense from the gross margin.

11.—*Stock Turnover*: Probably greater confusion exists in the use of this term than any other in retail store accounting. There are several methods of computing turnover, each of which is correct. Some divide the net annual retail sales by the cost inventory figures at the end of the year, thus securing a large number of turns; others divide the retail sales by the retail inventory at the end of the year; still others, who inventory more than once a year, divide the sales by the *average* cost inventory. For purposes of comparison, the value of turnover lies in our ability to compare an operation with operations of other stores and other lines of business. The method of computing turnover used by the largest number of retailers today, and the one most generally accepted, is to divide the net annual retail sales by the *average retail* inventory. For example, if you inventory only once a year, add your first-of-year retail inventory and your end-of-year retail inventory, divide by two and then divide your sales by this result. This is the method we have used and the one we advocate in the interests of uniformity.

Mark-Up: Selling for \$1.50, costing \$1.00, has a 50 per cent mark-up on cost and a 33½ per cent mark-up on selling. It has been definitely demonstrated that the simplest, most practical and most satisfactory method of inventorying and accounting for a retail operation is the modern "retail system" (in which all values are considered at retail), on account of the constant retail sales factor referred to above. To avoid misunderstanding, therefore, merchants generally are dropping the use of the mark-up percentage on cost and *mark-up* is understood to be the difference between the cost and the selling price (*margin*), and *mark-up percentage* is that *percentage of the retail price* represented by the margin. Inasmuch as all other percentages used in retail accounting are a per cent of the retail sales, the same rule should apply to mark-up.



Broadcast Tie-Ups This Month

With this issue, *Radio Retailing* inaugurates a monthly department of broadcast features which dealers should keep in mind as possible sales helps.

DURING November, the biggest national holiday is Thanksgiving, which falls this year on the 26th. If nothing further is done on this, at least one or two window displays should be devoted to a Thanksgiving theme.

November 11 is Armistice Day and many stations are preparing patriotic programs. WJZ, New York, WRC, Washington, and WGY, Schenectady, will tie up at 9 p. m., with a program by the U. S. Army Band, and addresses by General Charles P. Summerall and Reverend Francis P. Duffy.

At 10.35 a. m., Armistice Day, WEA, New York, will broadcast a special program, with addresses by General Bullard and Reverend S. Parkes Cadman.

The week of November 16 has been designated as "National Education Week" and broadcasting stations have been requested by the Government to prepare programs of special significance to schools, colleges, and other educational institutions. This is an excellent time to approach your local Board of Education, School Associations and similar organizations with the idea of a radio installation. It is also a good time to stress the instructive and utility value of radio, in addition to its entertainment service.

November 9, at 3.30 p. m., WEA, New York, will send out the proceedings at the cornerstone laying of the additional portion of the Cathedral of St. John the Divine, New York City. The speakers will include Bishop Manning of New York, Governor Smith of New York, Hon. Elihu Root, Bishop Freeman of Washington, and Reverend S. Parkes Cadman.

Football Schedule

Broadcasting of football games makes every sports lover a prospect for the sale of a receiver, as well as every alumnus of the colleges participating. These may be appealed to through newspaper advertising.

November 7, 2 p. m.—Harvard vs. Princeton, WEA, New York; WJZ, New York; WGY, Schenectady; WRC, Washington.

November 14, 2 p. m.—Yale vs. Princeton, WEA, New York; WJZ, New York; WGY, Schenectady, and WRC, Wash.

November 21, 2 p. m.—Yale vs. Harvard, WEA, New York; WJZ, New York; WGY, Schenectady, and WRC, Wash.

November 26, 2 p. m.—Cornell vs. Pennsylvania, WEA, New York; WJZ, New York; WGY, Schenectady, and WRC, Wash.

November 28, 2 p. m.—Army vs. Navy, WEA, New York; WJZ, New York; WGY, Schenectady, and WRC, Washington.

November 8, at 8.30 p. m., another of the Steinway concerts will go out through WJZ, New York; WGY, Schenectady; WRC, Washington, and WBZ, Springfield, Mass. Walter Damrosch, pianist, and Paul Kochanski, violinist.

November 14, 9 p. m., Vice-President Charles G. Dawes will speak through WJZ, New York; WGY, Schenectady, and WRC, Washington.

November 18, at 8.30 p. m., also through WJZ, WGY and WRC, Maximilian Rose, violinist, will give a recital.

On November 25, at 8.30 p. m., through the same three stations, there will be broadcast a concert of chamber music from Hunter College, New York City.

December 5 at 8.30 p. m., Schumann-Heink will be starred in a song recital through WJZ, New York; WRC, Washington; WGY, Schenectady, and WBZ, Springfield.

Atwater Kent Artists

Every Sunday evening, the Atwater Kent concert stars appear at 9.15 through the following stations: WEA, New York; WJAR, Providence; WEEI, Boston; WCAB, Pittsburgh; WSAI, Cincinnati; WTAG, Worcester; WWJ, Detroit; WCCO, Minneapolis-St. Paul; WOC, Davenport; WCAP, Washington; WGR, Buffalo; KSD, St. Louis, and WFI, Philadelphia, alternating with WOO, of the same city.

The schedule for November follows:

November 8—John Powell, the famous American pianist, and Eva Gauthier, Canadian soprano.

November 15—Mabel Garrison, soprano.

November 22—New York State Symphony Orchestra.

November 29—Kathryn Meisle, contralto of the Chicago Opera Company and Allen McQuhae.



In endeavoring to bring the "Women's Club" hour idea to a successful conclusion, the dealer's first step is to secure the consent of the broadcasting studio director to a trial of the programs prepared by prominent local women.



Then he goes to the leader of the women's group and presents the proposition to her, saying the station will co-operate, and outlining the type of program that her fellow club members will have to prepare for the weekly hour.

Broadcasting Stations Say "We Will

Project to Broadcast Programs by Local Groups of Women Meets with Enthusiastic Response from Radio Dealers, Women's Organizations and Broadcasting Stations—National "Women's Radio Forum" Planned

AT THE top of these pages is a visualization of this publication's plan to create a greater degree of interest in radio on the part of American women.

Radio Retailing has taken the first step in a nationwide campaign to bring women's organizations and broadcasting stations into closer contact with each other, for the direct, material benefit of radio dealers. But it is the radio dealer himself—the one who will profit—who must take the next steps up the ladder.

Dealers everywhere have been quick to see the advantages of the plan and are grasping the opportunities made for them by it. But it is up to the individual dealer to profit on the project by first approaching his local broadcasting studio director and securing his consent to a trial of the "women's hour" program. Then the dealer goes to the president of the most prominent women's organization in his town, explains the "women's hour" program idea and ascertains if there are enough

talented members of the club to present an hour of talks and music as suggested in *Radio Retailing* for October. (Page 492.)

After "selling" the idea to the president, it remains for the dealer to bring her and the studio director together for a conference as to the type of program to be presented.

Ask Radio Editors to Help

The radio editors of local newspapers will also play an important part and they must be asked to co-operate not only by giving publicity to the plans and programs, but by giving actual aid in preparing the programs. For the sake of "more and better publicity" keep the radio editors fully informed as to your progress and ask them to help.

There's a saying to the effect that Heaven helps those who help themselves and that holds true in this instance. The dealer who will benefit will be the one who goes out and helps himself to the benefits.

Every member of the organization that broadcasts the programs

immediately becomes a ready-made prospect for the sale of a receiver. And the "radio tea" idea offers unlimited opportunity to make home demonstrations and also to install a receiver in the meeting place of the club and invite non-radio-owners to hear the program by their fellow-members at your expense.

The "radio tea" idea is also one which local newspapers should be asked to present in the columns of their radio pages, as well as giving publicity to the whole scheme of broadcasting by women. A great majority of the daily newspapers which have weekly radio sections are devoting an entire page to programs designed especially to appeal to women and a newspaper story or two explaining the idea of the women's club programs with radio teas to hear them will help put the idea over.

The first organization approached by *Radio Retailing* on the subject of preparing special programs for women was the League of Women Voters, which has given its whole-



After consultations between the dealer, the studio director and the club president to complete arrangements, the first program goes out over the air, in this instance from WOR, Newark, with C. Feland Gannon, assistant studio director, at the microphone.



Then, to hear the programs, every club member has a "radio tea" at her home, giving the dealer an opportunity to put every woman in town on his prospect list and to make a series of demonstrations at the homes of interested club members.

Help" in Plan to Interest Women

Fine Spirit of Co-operation Shown by Broadcasting Stations in Response to "Radio Retailing's" Inquiry—Some of Those Agreeing Include WJZ, WMAQ, WGBS, WHAP, WOWL, WKAA, WJR, WHBG, WLS, WEAR, and Many Others

hearted support and co-operation. Mrs. Caspar Whitney, national vice-president of the League, has been appointed to supervise its radio programs, and has made the suggestion that the League's programs for women be called the "Women's National Forum." Plans are now being made whereby the local branches of the League of Women Voters, of which there are thousands throughout the United States, will be urged to seek the co-operation of their nearest broadcasting station director and consult with him concerning the broadcasting of the "Women's National Forum" hour, and find out just what type of material would meet with the station's requirements.

It should be understood that these programs will not interfere with any other programs for women which the station may be sending out. The point of the whole idea is to permit prominent local women and artists to personally appear before the microphone under the auspices of the most progressive local women's group.

It should also be understood that the League of Women Voters is only one of many women's organizations in every town that are possible sponsors of programs by their members. It was considered first because it has been broadcasting talks from a number of stations for some time and is in a position to supply not only talented artists for the musical portion of the "Women's National Forum," but also, because of its international interest in world affairs, can provide excellent speakers on current events and their significance to American women.

Interest Other Women's Groups

The Federation of Women's Clubs is also active in broadcasting, and local Women's Clubs, branches of the Red Cross and musical groups may be persuaded to sponsor programs under their auspices.

The program directors of broadcasting stations have open minds on this subject, as correspondence between them and *Radio Retailing* has shown. A week or so ago, this pub-

lication asked a number of stations if they would consider such a weekly hour under the auspices of local women's groups, and the answers received at the time of going to press show, in every case, a fine spirit of co-operation. WMAQ, the Chicago *Daily News* station, at Chicago, Ill., has been broadcasting for some time a weekly hour under the auspices of the Illinois Federation of Women's Clubs, and this year, in co-operation with the Federation, this station is offering \$500 in prizes for the Women's Club which performs the greatest civic service for its community. In New York City, such stations as WJZ, WEAFF, and WGBS have broadcast programs by the Federation of Women's Clubs and the League of Women Voters.

Up to date, the following stations have expressed their willingness to take the "programs by and for women" idea under consideration:

WHBG, the Skane Electric Company, Harrisburg, Pa., J. Edward Gantz, program director.

WKAA, the Denecke Company and

the Iowa Mutual Liability Insurance Company, Cedar Rapids, Ia., Charles A. Hayner, director.

WGBS, Gimbel Brothers' Department Store, New York City, Terese Rose Nagel, director of women's programs.

WJZ, the Radio Corporation of America, New York City, Charles B. Popenoe, director.

WHAP, 393 Seventh Ave., New York City, Alvin Simmons, director.

WTIC, the Travelers' Insurance Company, Hartford, Conn., H. S. Billings, manager.

KFPW, St. John's Methodist Episcopal Church, Cartersville, Mo., Lannie W. Stewart, manager.

KOCH, the Omaha Central High School, Omaha, Neb., C. O. Thompson, manager.

WMAQ, the Chicago *Daily News*, Chicago, Ill., Judith C. Waller, director.

WOWL, Owl Battery Company, New Orleans, La., Allan Wolff, president.

KFMQ, University of Arkansas, Fayetteville, Ark., A. M. Harding, program director.

WLS, Sears-Roebuck Company, Chicago, Ill., Ellen Rose Dickey, director of women's programs.

WEAR, the Goodyear Tire and Rubber Company, Cleveland, Ohio, Olive L. Hodges, assistant manager.

WHAT, the Twin Cities Business Men's Broadcasting Station, Minneapolis, Minn., E. A. Cooper, manager.

WCAJ, Nebraska Wesleyan University, University Place, Neb., J. C. Jenson, director.

KOB, New Mexico College of Agriculture, State College, N. M., R. W. Goddard, director.

KLDS, Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo., Arthur B. Church, director.

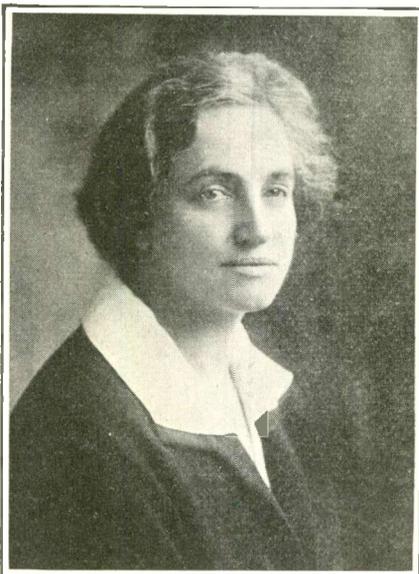
WJR, the Jewett Radio and Phonograph Company, Detroit, Mich., Corley W. Kirby, program director.

KWSC, the State College of Washington, Pullman, Wash., H. V. Carpenter, director.

WBT, the Charlotte Chamber of Commerce, Charlotte, N. C., C. O. Kuester, manager.

WMBB, the Trianon Ballroom, Chicago, Ill., (music only), J. B. Lampe, director.

WSBF, Stix, Baer and Fuller Co., St. Louis, Mo., Helen Hatfield, director.



Mrs. Caspar Whitney, national vice-president of the League of Women Voters, has been appointed by the League to supervise its radio activities. Mrs. Whitney is one of the most widely-known women in America and is the originator of the "radio teas" idea, holding the first one in her home at Irvington, N. Y., to hear an address by Mrs. Carrie Chapman Catt through WEAJ.

Dealer Clears Up Reception Interference

It is becoming more and more the radio dealer's job to clear up interference with radio reception in the district in which he is located. The Louis D. Rubin Electrical Company, Charleston, S. C., was recently instrumental in eliminating a serious source of noise in the neighboring town of Walterboro that had brought radio sales in Walterboro almost to a standstill.

The Rubin company sent its repair man to the town with a receiver and loop and a thorough survey was made. Finally, a leaky transformer in the electric light lines was found, which, when repaired, put a stop to the interference and started radio sales again on the up curve.

Trade Association Suggests Ten Selling Rules

A set of rules for radio dealers has been approved by the Wisconsin Radio Trade Association, of Milwaukee, Wis. The rules were printed on cardboard and sent to every dealer in the State. They were offered merely as a creed, not as a set of laws, which may help the dealer in conducting an ethical and profitable business.

Installation Charge \$10

1. No radio receivers will be sent out on approval, but we are ready at any time to make a demonstration in your own home at such time as you may choose. If necessary to install antenna equipment, a charge of ten dollars or more covering the actual cost will be made, the antenna to remain your property.

2. Sets on demonstration will be considered sold if not returned within _____ days. Antenna equipment is not returnable.

3. Any material on demonstration not returned in good condition must be paid for.

4. If a radio receiver is purchased on the deferred payment plan, an initial payment of at least twenty-five per cent must be made and a carrying charge on the balance.

5. No free operating instructions or service will be given on any receiver after 30 days. Any service after that period will be charged for at the rate of \$1.50 per hour and expenses. The minimum charge for service will be \$1.50.

6. All tubes and batteries are tested before delivery. No exchange will be made, except for actual defects in material, and such exchanges will be made after replacement to us by the manufacturer himself.

7. Don't ask us for discounts. Our goods and our service are worth the price we ask.

8. No radio merchandise is returnable for credit.

Get Two Names with Every Christmas Purchase



Every purchase made in your store during the Christmas period should be productive of two names for your mailing list—the name and address of the

buyer and the name and address of the person for whom the item may be intended as a Christmas gift. Instruct your salesmer. to ask for names.

What Will Victor's Entry Into Radio Mean to Present Radio Trade?

Thousands of Established Victor Dealers Will, After Dec. 1, Handle Victor Radio Outfits, Probably Doubling Number of Experienced Musical Merchandisers in Local Radio Competition

By S. J. RYAN

IT IS understood that on or about December 1 the Victor Talking Machine Company will place on the market a complete new line of combination radio outfits under the Victor name and trademark. This will automatically inject into local radio situations 6,000 established Victor dealers—dealers who are in many cases the most active musical merchandisers in their communities. It is estimated that at least two-thirds of these Victor dealers have not handled radio to any extent heretofore.

The new Victor radio line, it is rumored, will comprise a complete range of outfits, retailing from \$200 up to at least \$600. These will be combination outfits, incorporating with the new improved Victor phonograph element the super-heterodyne catacomb and panel as licensed by the Radio Corporation of America. These radio parts will be made in the RCA factories, but will be installed in the phonograph cabinets at the Victor plant. From the Camden factory they will be distributed to the Victor dealers through the 53 Victor jobbers.

According to trade gossip, the regular Victor discounts—as high as 40 per cent and 10 per cent, and possibly even 50 per cent—will be granted on the new line.

Has Prestige of Established Name

Here is a new element entering the field of radio—a manufacturing organization with the prestige of years of successful merchandising coupled with an efficient corps of expertly trained purveyors of home-entertainment devices. What effect will the entry of this new force have upon local radio situations?

Certainly it means that hundreds and hundreds of music merchants who are not handling radio now, will do so in the near future, and that

additional hundreds who have been handling radio in a desultory way heretofore, will become active competitors of present radio retailers.

Undoubtedly the presence of these trained merchandisers in the field of radio will be felt. For the music merchant brings to radio certain advantages and certain disadvantages.

He has an established prestige and clientele in his community, built up through years of contact. He is thoroughly experienced in home entertainment. And in the final analysis what is radio but home entertainment? He usually possesses a finely equipped store, strategically located. He has a highly trained organization, trained in selling the kind of merchandise to which radio is kin. He already has the financial structure through which to finance his business and carry time payments, and he has the system to collect accounts.

Less than one-third of the music dealers handle radio today. The music and phonograph man is not, therefore, known as a radio outlet. He is not experienced or equipped

to properly service radio in its present stage of development. He will undoubtedly be faced with a serious trade-in problem by present customers. Lack of a technical knowledge of radio upon the part of phonograph-store principals is a handicap.

The belated entry of those music merchants not handling radio at present, into the radio business will also make it difficult for them to secure the most desirable purely radio lines, for they will undoubtedly want to carry complete assortments of "straight" radio as well as combination phonograph sets if they are to effectively compete with other radio merchants.

New Dealers Coming In

There are some 27,000 music dealers, large and small, in the country today. Somewhat less than 7,000 are retailing radio at the present time. This number will be largely increased with Victor's entry. On the whole the music merchant's advantages outweigh the drawbacks

(Continued on Page 691)

The Victor Dealer in Radio

His Advantages

Established prestige and clientele
Experienced in home entertainment
Attractive store
Trained organization
Has financial structure to finance business and time payments; and to
Collect accounts.

His Drawbacks

Not known as a radio outlet
Not experienced or equipped to properly service radio
Will be faced with serious trade-in problem by present customers
Lack of technical knowledge on part of principals
Belated entry into radio will make difficult the securing of most desirable purely radio lines.



Van Staagen of New Rochelle, N. Y., gives his formula for the counter-less radio shop shown above. Take one carpet, couple of chairs, same amount of tables and a few parchment lamps. Mix tastefully. Result, one beckoning salon. At right and on opposite page are examples of highboys, consoles and radio desks—style furniture which won't thrive in many of the parts stores.

*The Store with "Home Atmosphere," Courteous Salesmen,
Specialized Service and a Prospect List Will Be*

Tomorrow's Radio Dealer

By J. ANDREW WHITE

This Business of Ours

THOUSAND-DOLLAR radio sets. I suppose you saw them at the shows.

Something to think about.

First off, I figured as most of the dealers did, that the manufacturers who put out this super-priced stuff had their eye on getting some publicity; that these were show pieces and not to be taken seriously as stock model jobs. And the real truth of the matter is, that guess is not far from being right. But the public showed real interest and the thing swung around to a point

where some dealers placed actual orders. Which made the intended gesture something different, and, well—there you are; a trade wind is blowing from a new direction. The wide-awake dealer doesn't overlook these things.

Furthermore, don't forget that the price level has been raised very materially this season on what we must look upon as the standard makes of receivers, those which represent the bulk of our sales, and the particular model which is the leader giving prestige to the line in each case is a more expensive proposition at retail than it was last season or the season before.

My point is, we have had our attention focussed upon the manufacturers' announcements of increased production or bettered facilities resulting in lowered cost of the popular priced models, almost to the exclusion of everything else. And the story has been interesting and the trade tendency of the utmost importance—we should have thought about it seriously, as we have been doing—but this other matter; let's not overlook that; there is food for more than casual reflection in the fact that the public is willing now to pay a whopping big price for the opportunity to hear broadcast entertainment at home. A tendency of this kind may change the course of our whole future business.



On the other hand, it may affect it very little. Yet, either way, certainly here is a situation which if nothing more than new, for that very reason justifies enough examination to find out what makes it tick.

THIS business of graduating the radio business into the high-grade luxury class is something for which we have had little preparation. And while I would like to write on the subject with at least the germ of elucidation, I don't feel especially well equipped for the task despite the fact that the retail stores with which I am associated have steadily catered to what the advertising man terms a discriminating public. Up to this time, that is, I have felt that I could speak common sense and with some measure of authority on the matter of handling the buyer who is willing to pay two or three hundred dollars for a receiver, but a thousand dollars is something different, and so too is five hundred dollars.



Not that I haven't actually sold sets at these prices, for I have; but they were not routine transactions; they were special cabinet jobs and assemblies of power amplifiers and current supply units along with the set, the type of thing the salesman on the floor turns over to someone higher up to take care of and put across. I have had just enough experience with this type of customer to wonder a bit how our present stores and sales forces, taking them by and large throughout the trade, are going to function if it becomes a common and ordinary occurrence for a buyer to turn up who thinks that five hundred dollars or better is a fair price to pay for the entertainment he expects to get from radio. These prices in themselves put our business into a different classifica-

Trend Is to the Salon Type of Store

Today's radio set is an article of furniture in the musical instrument class. The normal buying habits of the intending purchaser should more and more lead him away from the "warehouse" type of store with its confusing assortment of "machinery supplies" and direct him to the class of showroom which reflects the atmosphere of the rooms in which the family gathers nightly at home.

tion from what it has been, for it is undeniable that radio retailing for the most part still wears the aspect of the electrical supply store, dressed up in Sunday clothes in some cases but generally recognizable for what it is nevertheless. Now, this higher price level situation calls for something different, if we are to take it seriously, and it is not too early to give thought to our capabilities as steersmen of the unfamiliar vehicle in which our business is likely to ride along.

A discussion of this kind must necessarily be academic, incidentally—for who has had the actual experience?



Undertaking this task, I feel somewhat in the position of a certain taxi driver—there it goes again, another story coming on—but anyhow, this particular driver was racing wildly down the street and narrowly missing collision with innumerable things at each successive corner, when the terrified old lady passenger inside thrust her head through the open window and in a

high and tremulous treble said to the chauffeur:

"Please be careful; I am very nervous. This is the first time I ever rode in a taxi!"

Over the driver's shoulder came the shouted reply:

"You've nothing on me, ma'm. This is the first time I ever drove one!"

The story is not particularly new, but it fits the situation.

IT'S a new business vehicle, this one that carries five-hundred and thousand-dollar customers for radio sets; most of them will be taking their first ride at the price, and we as dealers will feel equally strange in attempted steersmanship of the venturesome ones.

In that whimsical taxi ride we must of course give thought to the passenger, and yet give equal heed to the pedestrian. The fellow who customarily walks is one we know all about, we have had lots of experience with him and we have suited our gait to his thus far in the process of making a living. And he'll be there; we can't ignore him, forget him or push him aside. Yet there is the new responsibility of the more luxuriously inclined person who wants our service too and is willing to pay for it—but who will hop out and leave us flat if he loses confidence in us.

So—dropping the analogy—the retail radio trade as a whole has a new responsibility added to the necessity of looking out for the great mass of the public.

There will be dealers who will come to an instantaneous decision



to stick to the buyers of the cheaper sets and cater to them exclusively, for many retailers will not want to tie up their capital in single merchandise units which cost hundreds of dollars apiece, and many too will figure that they haven't the type of store or class of trade which calls for the high-priced stuff. The price-cutting sharks—we'll leave them out, but the type of dealer who depends almost entirely upon the policy of lopping off a few cents to attract buyers, we can't ignore. But that class of business seems to take care of itself on this question; the bargain hunters don't go in very strong for stuff that runs into big money.

There remains then the general radio dealer, the merchant who conducts his business on a policy of giving satisfaction to the customer, not only in the sense of service and guarantees, but by catering to all needs whether large or small; which is another way of saying, having in stock what the customer wants.

HOW is this dealer going to dodge the issue of handling the higher priced models if the public takes to them in the degree which the advance interest indicates?

Rapid changes have taken place in buying tendencies within the past year, to a point where the parts business is about one-fourth of what it once was, and sales of sets now represent as a general average about half again as much as the totals rung up in the cash register for the customers who roll their own. Well, the answer is, since the principal business of the radio retailer today is the sale of completely assembled sets, the store which caters to a general trade must have on hand a comprehensive assortment of what the market offers, even if certain of the models run into big money.

That goes for the smaller towns as well as the larger cities. Human nature is the same the world over, and the man who wants the best—indicated most often by the altitude of the figures on the price tag—that fellow will not be satisfied with anything else.

Whether or not he will continue going to the store of the radio retailer to buy the stuff that runs into big money, or will turn to the music dealer, department store or the specialists in home furnishing—that's our question.

It seems to me that when a man

has reached a decision to spend five hundred or a thousand dollars for a radio set he will approach the purchase in about the same frame of mind as he would the buying of a piano. The lady of the house will be very much in on the selection, for one thing, and appearance and tone quality of the instrument will be the deciding factors.

It must be assumed, too, that the customer who is ready to pass out a sizeable sum for broadcast reception can have no doubts in his mind about radio's reliability and dependability.

In other words, he will walk into the store to select a set which will best harmonize with his home furnishings and give quality of reproduction approaching the standard of cultural appreciation reached by the members of his family. The things on the air he wants to hear he will expect to get by merely pulling out a switch and turning a dial each evening and every evening that he cares to listen, with about the same ease as he manipulates his player piano or automobile and with as little thought to dependability as these two possessions require.

NOW, that fellow is not going to be sold under the old method of talking to him about rheostats, 201A's, U.V.199's, verniers, plate potentials, radio and audio frequencies and transformers, variable condensers, and all the other strange and weird jargon the average radio salesman has been weaving into his sales talk since the beginning of the industry.

It is equally difficult to picture him walking into a store which looks like an electrical warehouse and where shirt-sleeved salesmen behind counters are passing out all sorts of strange-looking devices of electrical aspect or hardware lineage to customers who state their needs in terms of capacities and voltages and throw about an atmosphere of making radio reception appear to be a highly technical and hazardous way of seeking entertainment.

The high-priced musical instrument is sold in a salon, and it is toward such surroundings that the prospective customer for de luxe radio should naturally turn—unless this business of ours proves to be an upsetter of all precedent in sales psychology, which is something I don't look for, even though our industry has followed few beaten paths otherwise.

Install a "Gift Table" with Price Ranges



Suggest that all worry about "what to give him for Christmas" be eliminated by getting him something for his radio set. Accordingly, lay out a large "Gift Table" in the center of the store traffic, divide the table into four sections, and group radio articles on the table according to price range. Have four neatly lettered signs made and hang one over each section of the table, the signs reading,

Under \$5; \$5 to 15; \$15 to \$25;
Over \$25

Over all, hang a sign to this effect:

THE RADIO GIFT TABLE

"Give Him Something for his Radio"

In the section marked "Under \$5," may be grouped such items as headphones, tubes, B and C batteries, dry cell A batteries, condensers, trans-

formers, coils, time clocks, set of dials, sockets, the new power tubes and adapters, plugs, extension cords, radio books, wiring diagrams, panels, voltmeters, hydrometers, aerial equipment, etc.

In the section marked, "\$5 to \$15," place such articles as one-tube receivers, small speakers, small storage batteries, gang sockets and condensers, resistance coupled amplifying units, push-pull amplifiers, headphones, set of tubes, loop aeriels, tube testers, tube reactivators, small kits of parts and similar items.

In the "\$15 to \$25" section, group kits of parts, loud speakers, small receivers, storage batteries, battery chargers, etc.

In the "Over \$25" section, put speakers, table type receivers, battery eliminators, power units, large kits of parts, etc.

ARE we not then approaching the time when either a new type of salesman will be the most effective, or the methods of the forces be radically changed? I feel that we are, and that they too should be polished up mentally and materially.

The same thing for stores. A radio set goes into the living room; it has become in classification a piece of furniture, and if the transfer is not 100 per cent yet, at least the tendency is all that way, and the customer seeking a musical instrument—which the radio set is, fundamentally—is more likely to classify the object in his mind as furniture than he is to rate it among the electrical supplies and hardware in his home, which as a general rule he knows little about.

The business started off in the electrical store largely because radio was something for amateurs in electricity who were riding a hobby, who knew little and asked much, or knew enough to be one step ahead of the manufacturers and were constantly wanting something special which only the electrical dealer could understand. Broadcasting brought about a marked change, but still the electrical store held on to the bulk of the business, because other types of merchants looked upon radio as new and untried and hesitated about taking the plunge. Then along came thousands of stores specializing in radio, too many of them of course, but that is a situation which is rapidly taking care of itself. But today we have the channels of trade broadening out until radio is sold in combination with many other types of merchandise and the public no longer looking upon it as a novelty but something that can be bought with every assurance that money's worth will be obtained.

By now you must see what I am driving at, that these higher prices they are tacking on to radio may, and probably will change the channels of retail distribution somewhat. Dismissing department stores, for they carry just about everything anyhow, the new swing should be toward dealers in any line who have the "salon" type of store. I don't look for an immediate swing away from the electrical supply store, but its sales in radio are more likely to decrease rather than increase; and the same, too, goes for the hardware man. The stores which carry radio exclusively will remain in business, naturally. But I feel that they must furnish up

Thanksgiving Day Offers Window Display Opportunities



Thanksgiving occurs this year on November 26. It offers unusual opportunities for window displays and there are many which may be easily and inexpensively put together. Cutouts of turkeys and pumpkins are obtainable from stationary stores. The "First Thanksgiving" display illustrated in the accompanying cartoon is offered as a suggestion and similar displays may be made from

paper cutouts and cardboard figures. In presenting a setting of this sort, the floor of the window should first be covered with cotton or artificial snow. The cabins may be made with cardboard with crepe paper coverings sketched to represent logs. The figures may be represented by small dolls dressed in Pilgrim clothes. Each cabin in this setting should be topped with a miniature aerial.

a bit, both in the matter of fixtures and personnel.

IT IS a serious thing for the radio retailer to contemplate, this proposition of laying out a sizeable sum of money in remodeling his store and adding on decorations. A material investment is called for there, and the additional prospect of a more expensive type of salesman being needed is not exactly alluring to those who frankly recognize that seven-eighths of the business is done in eight months of the year. What about those four painfully dull months—are the salesmen who can sell high-priced stuff to be laid off or carried along on the payroll? It's a new problem which hasn't come up before, because the all-around man who has been successful enough with customers willing to spend up to two hundred dollars has had the necessary knowledge to sell accessories satisfactorily—and these I'd say represent fully one-half of the average store's total business. Parts sales should total about one-fifth of the business of a well-run store, and here again the salesman with some technical knowledge is required. And then realizing that Summer business is largely confined to parts and accessories, those wise in radio are essential in the selling forces of the merchant who conducts a year 'round business. Which, incidentally, is every radio merchant, for we haven't yet reached the point where doors are voluntarily closed in the heated term as they do with the theaters.

And so, looking rather far ahead to say the least, those who are han-

dling the bulk of the business now are due to change their methods of merchandising or see others make serious inroads on their business. The real reason for the existence of the store handling radio exclusively is the confidence it inspires in the intending purchaser. There should always be a place in the picture therefore for the strictly radio dealer. But if the trade is to be held it must be because of the special advantages offered, and one of these is comprehensiveness of the stock on display. Inclusive of course of the high-price sets about which the discussion started.

THE stores which don't carry a full line of radio sets—well they won't last; anyone can see that. A few years more and they will be through, for the fellow who is staking everything on price appeal can be beaten at his own game just so soon as organizations with great cooperative buying power take up radio merchandising seriously and add it to the various items handled in retail outlets in which there is no such thing as a woeful slump and near-cessation of business in May, June, July and August—the bugaboo that faces every dealer.

As I said initially, the advent of high-priced sets may change the whole course of our business. Personally, I am inclined to think it will. You may think otherwise. One of us is right and the other wrong. And that seems to matter less than the very apparent thing, that here is something to think about—seriously.

Kinks from a Service Man's Notebook

Most Sets Fail to Give Satisfaction for Reasons That Are Fundamental to All Makes—Following Are General Methods That May Be Applied to Any Receiver*

By W. E. GARITY

Failure of Tubes To Light

This condition may be brought about by a defective A battery or a defective A battery connection. It may also be due to a faulty battery switch, that fails to make proper contact. In the same way a rheostat that does not make proper contact will cause the same effect. Any loose connection in the A battery circuit of the set may cause the failure of the tubes to light. If this condition exists only on one or two tubes, it is in all probability due to a burned out filament. A dirty contact on the tube will sometimes cause the failure of the tube to light. If the contact springs of the socket do not make a firm contact to the tube pins this condition might also occur. If dry cells are used, check to see that the individual cells are connected in the circuit with the proper polarity.

Where to Look for Trouble in Coils

The common practice in radio frequency circuits today is to use the air core type of transformer. These coils are generally wound on some form of tubing, a few manufacturers depending on the adhesive quality of the binder to hold the wires in shape do not use any type of tubing for support. These coils are generally wound with a relatively heavy wire, and are not subject to electrical failures. They may be connected into the circuit improperly, but as a unit are not subject to any service. Trouble is sometimes experienced with the transformers of this type that have no supporting tubing due to mechanical collapse. In some cases the windings may be wound on cardboard or fibre tubing, which has not been made impervious to moisture and during the periods of humid weather will absorb enough moisture to cause high resistance short circuits of the winding.

Variocouplers and Variometers

Variocouplers and variometers are constructed along the same lines, and are subject to similar defects. However, because of the fact that a variocoupler or variometer has a moving element in it, some form of flexible connection is generally employed to bring out the connections of the moving coil. These flexible connections, because of mechanical movement, are

subject to fracture. If no flexible connection is employed, and the contact is made through the friction of the rotor to a bushing on the stator, after long periods of use the friction may decrease, and reduce the effectiveness of the connection. These movable parts should be inspected for mechanical failure. The primary or fixed coil of the coupler is sometimes tapped, and leads taken off. Check to see that these leads are properly soldered, and are not short circuiting.

Construction and Testing of Transformers

Audio frequency transformers are similar in their general construction to the radio frequency transformers. The resistance of the primary winding is about 1,000 ohms, and the resistance of the secondary average is from 2 to 6,000 ohms. In order to get the required terms in a limited physical space the wire used as a rule is very fine. Because of the relatively high currents passing through these windings, they are more subject to failure than is the case with the radio frequency transformers. Failures generally occur at the point where the lead wire is soldered to the end of the winding. This is particularly true when a corrosive flux is used in soldering.

Transformers may be tested by measuring the resistance of the individual windings. A quick check may be had by connecting a 22½-volt battery to the windings and noting whether or not the circuit is continuous by the spark at the contact.

Short Circuits in Variable Condensers

Variable condensers are the principal cause of trouble in a radio set. In this case it is particularly true that the troubles increase as the quality decreases. Most condensers use an oil or grease to reduce the friction in the bearings. This oil or grease as the case may be, accumulates dirt and dust very rapidly and in condensers where the electrical contact is made through the friction of this bushing these dirt and dust accumulations cause poor contact.

In order to test for a short circuit in a variable condenser it is necessary to disconnect it from the circuit. The quickest test and the most satisfactory is to connect a source of 110 volts in a series with an electric light across the condenser. Rotate the condenser to its entire range and note the points of contact. Any short circuit will cause the lamp to light and the exact point of short will be indicated by sparking.

Should the rotor assembly for any reason get out of alignment so much as to cause the rotor plates to touch the stator plates, it will be necessary to adjust the end thrust bushings so as to re-align the rotor assembly. We have made mention of the fact previously that any loose metallic body such as vernier drive shafts and vernier plates that are not making good contact to the remainder of the condenser assembly, causes the set to operate noisily when the circuits are tuned to resonance.

Fixed Condensers Subject to Temperature

Fixed condensers of good quality rarely go bad or break down as the potentials generated in a radio receiver are as a rule far below the breakdown potential of the condensers. Cheap fixed condensers, particularly those using fibre in their construction are subject to climatic conditions and absorb moisture very readily, which causes high losses in the circuits. To test a fixed condenser it is generally necessary to free one side of it from the circuit, then connect a 90 volt B battery in series with a pair of head phones and make a contact across the terminals of the condenser. The first contact should cause a loud click to be heard. Remove the contact and count ten slowly, and make a second contact. If on the second contact little or no click is heard in the phones such a condenser may be considered as perfect. If the second contact gives the same volume click as the first contact, there is a high leakage in this condenser and it should be replaced. We might say in this connection that the contactors of the test just outlined should be properly insulated so that they do not come in contact with the hands or any part of the circuit. In testing a grid condenser it is necessary to remove the grid leak as in most cases the grid leak is connected directly across the condenser forming a permanent leakage pass. The foregoing test is applicable to the testing of variable condensers; the same procedure may be followed. In making such a test the variable condenser should be set at maximum capacity.

Watch Out for Weak Springs on Jacks

Telephone jacks, filament control jacks, and battery switches constructed along the lines of a telephone jack are often sources of trouble. The contact springs may become weakened and dust and dirt accumulate on the contact points causing the failure of the jacks or switch, as the case may be to close

*Extracts from a paper prepared by W. E. Garity of the National Service Bureau of the Radio Corporation, and read before the Institute of Radio Engineers last month.

the necessary circuits. Faulty jacks are the cause of a large percentage of the failure of amplifiers to operate properly. To check these plug the telephones in and out of the jack very slowly and observe just how the springs should function. If the springs do not close the circuits as they should bend the offending spring down or up as required to insure firm contact. It would be well to draw a fine piece of emery cloth across the contact points to brighten them up.

Crystal Detectors Fail Frequently

Crystal detectors, which are used principally today in the so-called reflex type of circuit generally fail because of dirt accumulations on the surface of the crystal. Occasionally the crystal may be burned out by an accidental short circuit. To restore a dirty crystal, use a non-alkaline soap and a tooth brush. Scrub the surface of the crystal thoroughly and rinse in cold water, removing all traces of soap.

In this connection we might say that considerable service is experienced on reflex sets that fail to give results, and the crystal is generally found to be the cause. Fixed crystals have never been proven entirely satisfactory.

Adjust Contacts on Resistances

The principal difficulty which may be experienced with rheostats is that due to a faulty contact between the contact and the resistance winding. Burn outs of the rheostat are very rare.

Potentiometers are subject to the same difficulty in the matter of contact as is the rheostat. In making any

adjustments on receivers in which a potentiometer is used it is well to set the potentiometer at the half way mark while making these adjustments. Potentiometers are subject to burn outs and in order to check for burn out place a pair of head phones in series with a battery and connect one side of this test lead to the center terminal of the potentiometer which is generally connected to the contact arm. Place the contact arm at the center of the winding and make contact to each of the other binding posts in turn.

Binding post will sometimes cause trouble due to the loosening of the screw. All binding post screws should therefore be tried and if found loose, should be firmly seated.

Ringing Sound When Panel Is Touched

This is invariably due to a microphonic tube and may be eliminated to a certain extent by interchanging the tubes until the best combination is had.

Continuous Squealing In Set

This condition may be caused by a defective tube, one that has become soft or gassy. This may also be due to a defective B or C battery that has dropped in voltage more than 25 per cent. A burned out primary winding of a transformer or an open telephone jack in the audio frequency circuit will cause squealing also. Another cause may be the result of the heterodyning of two transmitting stations, or it may be the effect of a nearby receiver interfering with the one in use; however, under the last conditions the squeal will be present at certain definite places on

the dial whereas in the case of a defective battery, tube, transformer or jack, it is continuous throughout the entire scale reading.

Buzzing Sound Like a Motor Boat

This is a general indication of an open grid circuit. The frequency may vary from one click a minute to a very high pitched note. If the grid leak should become loosened from its clips this sound will generally result. If a C battery is used a poor connection or broken connection to this battery will give the same result. If none of these conditions appear to be the difficulty it will be necessary to make a continuity test from the grid contact spring of each socket to the filament circuit.

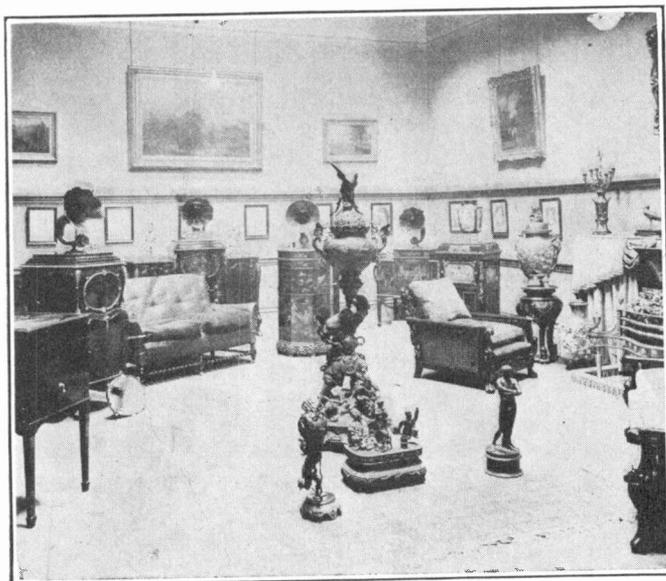
Jarring of Set Kills Signal

This is caused primarily by a loose connection either in one of the tubes or in any connection of the circuit. Investigation of every connection and friction contact in the set should be made. It is well to replace the tubes with tested ones in order to eliminate the tube as a factor. A loose shield or a loose vernier shaft will give these results.

First or Second Stages Inoperable

If the A battery connections to the amplifier are properly made this condition is probably due to a defective telephone jack in the detector circuit or a burned out primary winding of the audio frequency transformer connected in the detector circuit.

London Home of Lord Byron Becomes Radio Sales Salon

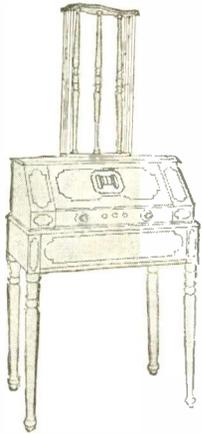


Over in England they have learned that radio receivers are best sold by demonstration in a home atmosphere. The picture at the left shows the London radio showrooms of Alfred Graham and Company, known as the Louis Salon, and situated at 225 Savile Row, Regent Street, West, the original home of Lord Byron. The furniture is all of the Louis XIV period and in addition to the radio display the salon contains many art treasures from Mr. Graham's personal collection.

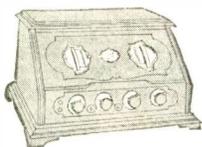


The radio department of Selfridge's, London, is one of the outstanding English retail radio selling organizations. The photo above is an excellent representation of the display methods used by Selfridge's in the sale of parts. Features of this particular display were boards about a foot square, covered with black felt, on which were mounted the parts necessary to build a set. Stood upright on top of the counters, the parts stood out in sharp contrast to the dark background.

Plan now for Christmas



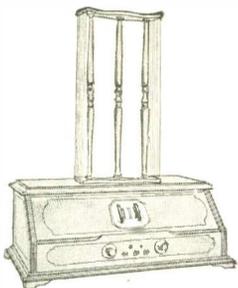
Radiola 28, list \$260.00



Radiola 20, list \$102.50
With 5 Radiotrons, list
. \$115.00



Radiola 30, list \$575.00



Radiola 25, with 6 Ra-
diotrons, list \$165.00

RCA has spent the better part of 1925 in research and development—to raise the standard of the radio art. New principles have been uncovered—and every new product has been the object of untiring research, to be sure that every piece of apparatus put out would be absolutely right—and would meet the most critical demands of the public. The new RCA line fills, today, the demands of tomorrow—with:

A uni-controlled five-tube set that outdoes all previous tuned radio frequency sets;

. . . .

A six-tube Super-Heterodyne and an eight-tube Super-Heterodyne that can either be used with dry batteries or adapted for A. C. drive;

. . . .

A de luxe Radiola, with power speaker and complete A. C. drive—no batteries at all;

. . . .

Radiotrons and loudspeakers to bring up-to-date the sets you sold last year, and to make the new sets greater in performance.



RCA-Radiola

MADE BY THE MAKERS OF RADIOTRONS

and 1926

RCA backs up every dealer for the long pull!

The "Selective Dealer Policy" which goes into effect on January 1st, is a tremendous step forward in dealer protection. If you have not yet had full details, write to the nearest RCA office for the booklet explaining it. Every dealer who earns the RCA franchise next year will have:

A *complete* line of Radiotrons—the standard tubes of radio;
 . . .

A *complete* line of Radiolas—the most popular as well as the most advanced radio receivers—ranging in price from \$15 to \$575;
 . . .

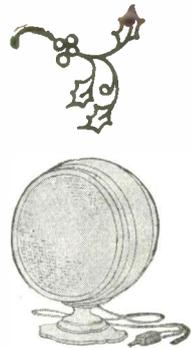
A *complete* line of Loudspeakers, achieving new tone quality and unheard-of volume—ranging in price from \$18 to \$245;

And all these backed by the tremendous prestige of RCA and its associates—General Electric and Westinghouse—supported by a great nation-wide campaign in magazines, newspapers, billboards and sales helps—and protected by sound merchandising and a definite dealer policy.



RCA-Radiola

MADE BY THE MAKERS OF RADIOTRONS



Radiola Loudspeaker, Model 100, list \$35.00



Radiola Loudspeaker, Model 102, list \$140.00



RCA Duo-Rectron, list \$65.00



Radiola Loudspeaker, Model 104, list \$245.00

National Better Business Bureau Answers the Question—

What Do Superlatives Net Advertisers?

Exaggerations and Absurd Claims in Consumer Advertising Cause Distrust and Dissatisfaction—In Trade Papers Such Copy Gets a Laugh, Not Profits—Advertising Clubs of the World Gives Suggestions to Manufacturers and Dealers on How to Get Maximum Returns from Advertising Space

ONE writer has attributed the prevalence of superlative claims in radio advertising to laziness.

"Originality calls for thought," he explains, "and a lot of writers of advertising copy are content to rely on common phrases and methods of expression instead of developing something new and distinctive, which would appeal by reason of its novelty. They are content to use the old hackneyed and bombastic expressions."

This may account for the frequency with which readers of radio advertising, that put out by both manufacturers and retailers, find their interest dampened by such claims as "World's Greatest," "Most Spectacular Sale," "Fastest Selling Set," "Supreme Instrument of the Age," "Most Stupendous Value of the Year," and "Never Before Equalled."

Just a moment's thought should convince any manufacturer or retailer interested in obtaining a maximum return from his space that such claims have lost practically all of their force, by reason of the fact that so many other advertisers indulge in them also. When the prospective purchaser of a radio set and accessories scans the pages of his newspaper or magazine and finds each concern among a large number of advertisers boasting that its products are the best, the greatest, or the most perfect, and then, turning to advertisements of sales, notices that several stores each refer to their offerings as the most sensational, the one big stupendous event of the season, or the greatest opportunity to save money in the history of radio, he is almost certain to feel that a great deal of radio advertising space is consumed by words that pretend to say a great deal, but in reality mean very little. *Superlatives* in advertising lost their kick years ago and it is surprising that any writer of important selling copy should still

rely on them today. Quite probably the writer who attributes the persistence of their use to laziness is correct. But in any event, superlatives do little damage because few people pay any attention to them. Their use tends to create skepticism concerning all of the other statements in any advertisement in which they appear and the advertiser, rather than the public, really is the loser.

"DX" Worst Offender

There are more serious misrepresentations in radio advertising, however, that result in dissatisfaction because they actually defraud or deceive to the damage of the purchaser. Most important among this class are the claims for extreme distance reception. Experienced radio operators are not misled by a variety of promises that are impossible of fulfillment, but the greater number of the uninitiated, purchasing sets for the first time, see their radio Utopia become a shattered dream when the performance of radio reception, as advertised, fails to materialize.

Claims that a set will bring in any station desired at any time, instantly

and without distortion, are incapable of fulfillment, as any radio man knows, regardless of the set or where it is located. To say, as one advertiser did recently, that a crystal set will give you your choice of stations, without interference, clear and loud, winter or summer, is even more absurd. Then, when a little farther on a certain advertiser states that with his appliance you can get stations two thousand miles away in broad daylight, the condition becomes amusing if it were not for the fact that the advertiser is paying good hard cash for the use of the space to sell his product and the public its money for the merchandise offered.

Any experienced radio manufacturer or dealer knows that there really is no such thing as consistent, long distance reception in the sense that any station once logged may be brought in again at will. Possibly a set may be able to bring in the extreme in distance once or twice during the winter season, but steady repetition of a record performance is a goal not attained as yet.

In this connection, the experience of the National Better Business Bureau is that the use of distance records in the sale of sets causes more dissatisfaction than probably any other one method of radio advertising. Much the same principle is involved here that is found in the advertising of any mechanical device in which successful operation depends on human skill, or outside influences such as atmospheric. One man might be unusually successful in the operation of a radio set, by reason of his personal skill, conditions surrounding the set, including location, quality of accessories, etc., while another man with the same set, but under different conditions, would experience only mediocre results. Average performance should be the basis of radio advertising. There is no objection to the use of extreme distance records in helping to sell a product, but the prospective

Let's Soft Pedal the Adjectives

in radio copy. Superlatives in advertising lost their kick years ago. They do little damage and are boomerangs in trade paper advertising because dealers don't pay any attention to them. Their use in an appeal to the public creates skepticism. The brilliant discoveries in radio engineering are the results of originality and thought. Why can't we use these two tonics in preparing advertising copy for radio?

purchaser should understand from the wording of the advertising that such records are extreme and exceptional and that their duplication should not necessarily be expected, at least as a steady radio diet.

Radio advertising this year also continues to exhibit a misuse of list prices. Sets that formerly sold for in excess of \$100, but the manufacture of which is being discontinued by the factory are now being offered as low as \$15 and \$20. They are represented as still having the original list price, thus conveying the impression that an unusual bargain is afforded. No doubt the values in many of these instances are exceptionally good, but they are not as good as the advertisements represent, and the purpose of any advertisement is to tell the truth and represent values correctly.

In the same way claims that particular devices will completely eliminate distortion, whistles and squeals are unwarranted. Static eliminators, now much in vogue, also are advertised in many instances as producing results impossible of performance. An article may be good, but if it is not as good as it is represented to be, dissatisfaction on the part of purchasers is bound to result.

Then we see a lot of advertisers



Above—Edward A. Schwab, who directs fraud investigations in the radio advertising field for the National Better Business Bureau. For eleven years he was a postoffice inspector.

Below—Byron L. Shinn who is in charge of general case work, involving deceptive radio advertising, for the National Better Business Bureau. He is a lawyer of many years' experience in the field of unfair competition.



these days who give more consideration to knocking competitors than they do to the sale of their own products. A story used to be told about Willie Hoppe, the billiard player, well illustrating the boomerang that usually reacts to the detriment of the advertiser who knocks his competitors. When somebody asked Hoppe's manager why he was so successful as a billiard player, the manager replied, "That is easy. While Hoppe's opponents are playing Hoppe, he is playing billiards." In the same way, the advertiser of batteries who infers that all other makes contribute to noisy reception, and the retailer who tells his customer that the tubes he doesn't happen to have in stock produce weak volume and are short lived, are quite likely to be called upon later to ex-

plain some of the deficiencies in the products they are pushing for larger profits.

Use only illustrations of the product advertised and actually on sale; have plenty of merchandise in stock to satisfy a reasonable public demand; make clear whether the price quoted for a set means stripped or completely equipped — these are some of the points to watch in radio advertising, if it is to be truthful and worthy of that public confidence which builds permanent

good will for manufacturer and retailer.

If you observe radio advertising that you consider to be deceptive or fraudulent, forward a copy to *Radio Retailing*. The matter will be referred to the National Better Business Bureau for attention. There will be no charge for the service and your name will not be used. In this way, you can assist materially in curbing those practices which, if permitted to go unchecked, will tend to impair the standing, integrity and business building policies of the legitimate radio industry.

This is the fifth of a series of articles prepared exclusively for "Radio Retailing" by the Associated Advertising Clubs of the World. Other articles appeared in May, July, August and September issues.

What Do You Do With Interference Complaints?

What do you do when the customer complains of interference? Do you blame it on the power company and send the customer away no better off than when he came, and a bit more dissatisfied? Or do you suggest where the trouble may be in the customer's own home, tell him of the effort the power company is making to clear up leaks and ask his aid in urging Congress to make an adequate appropriation for the radio inspection service?

Few of the public know that the government maintains a service for the especial purpose of supervising radio conditions and clearing up interference. This would answer the problem very satisfactorily were it not for the fact that the money provided for this work is insufficient in most districts to so much as provide an automobile for the use of the inspector.

One Western dealer has suggested that a printed form be drawn up, of which every dealer should have a number on his counter. This form would be in the nature of a petition

to Congress to increase the appropriation for this service and would be addressed to the local congressman. A neat placard in the window should urge those with interference troubles to come in and register them. When they did, they would be given a form to sign and forward to Washington. Not only would this be likely to bring results from Congress, but it would satisfy the customer that something was being done about remedying his own trouble and would gradually educate him toward an understanding of his own responsibility in the matter.

Your Editors Have

"If He Hasn't a Service Man He Isn't a Radio Dealer"

ABILITY to service" seems to be the measuring stick which in the future is going to be applied to radio dealers by those manufacturers and jobbers who are inclined to pick and choose their retail representatives. "No dealer who does not have a competent service man or service department is going to stay on my books in 1926" is the frank statement of a jobber who is determined to build a strong future distribution. He is one of an increasing number of distributors who is ready to "count out" any radio dealer who does not employ a capable service man or men who can make thoroughly efficient installations and who, when called upon, can diagnose troubles and make the necessary adjustments.

Simply shipping a perfectly operative set back to the jobber's warehouse or manufacturer's service station, because no one on hand can correct a trifling misadjustment, is not taking care of the customer. Such a course instead works injustice on user, jobber and set-maker. The best and cheapest way to shoot radio trouble is by skilled service talent *on the customer's premises.*

A Business Magna Charta for Stifling Price Cutters

GYP-FEEDING jobbers and price cutters are busy again in the larger cities playing football with manufacturers' suggested list prices. The exclusive franchise, hailed last summer as a merchandising panacea, has evidently been chucked. Dealers who know that full margins are needed in order to carry on a year 'round business are asking if this indiscriminate price cutting can't be stopped. Broadly speaking the United States Supreme Court says it can. In the Beech Nut Packing Company case the Court ruled,—

By these decisions it is settled that in prosecutions under the Sherman Act a trader is not guilty of violating its terms who simply refuses to sell to others, and he may withhold his goods from those who will not sell them at the prices which he fixes for their resale.

Contracts for enforcing the suggested resale price are unlawful. The manufacturer can, however, announce in any form he pleases the resale price. If the dealer slashes such resale price the manufacturer can throttle him by refusing to deal with him further.

Programs by Women's Clubs Will Interest the Women

HOW best to interest women in radio? This year, more than ever before, there is on foot among the trade a determined movement to create feminine interest in radio reception. Receivers are being designed to appeal to women, and radio advertising is being directed at them. But, as yet, there has been nothing done of

a definite nature to bring about a personal contact between women and radio.

Therefore, the plan of this publication, inaugurated in *Radio Retailing* for October, is offered in the hope of establishing just such a direct, personal relationship between women and radio. The plan consists merely of local radio dealers taking it upon themselves to approach their prominent women's groups and organizations with the idea of broadcasting a weekly hour's program by members of that group. The co-operation of broadcasting stations, of course, must also be secured.

Radio Retailing is helping the idea along, getting it started, paving the way. But the individual dealer, who will be the one to profit, must act on his own initiative, bringing the women's clubs and the broadcasting stations together. The dealer who is foresighted enough to get started on it will find a vista of sales opening up before him, not only to members of the group of women supplying the talent, but also to all women who are interested in the activities of their sex.

Five Homes Out of Six Still Have No Radio

THE General Federation of Women's Clubs has just completed a check-up of 445,987 average American homes, and has found out some interesting things about what women have and want in their dwelling places. For example, 68 per cent of these half million homes have telephones, 87 per cent have electric light, 73 per cent have electric irons, and 70 per cent have automobiles. But only 17.6 have radio sets!

And in contrast with the radio figure of, roughly, one radio set per six homes, it is of interest to note that there were pianos and also phonographs in at least 50 per cent of the homes,—or one piano and one phonograph for each two homes. These recent figures of the Women's Clubs thoroughly confirm our own former estimates that only one home in six yet has a radio set, and that the radio trade has still to sell three times its present accumulated output, before it will reach even the saturation already achieved by pianos and phonographs.

Greater Purchasing Power and Further Receiving Range for the Farmer

THE outlook for the farmer is more promising than any time since 1920 according to facts gathered by the National Industrial Conference Board, in an exhaustive study of the country's agricultural situation. The present momentum in the implement industry is regarded by the Board as reflecting both increasing purchasing power of the farmer and increased confidence on his part in his immediate future. As set sales in the larger cities have kept pace generally with the construction of local broadcasting stations, there is every reason to believe that the new super stations with their extended range will be the biggest factor in helping rural dealers to get their share of this increased purchasing power.

This to Say—

Observation, Good Taste and Patience Will Trim Windows

THERE is nothing mysterious or difficult about arranging a pleasing, profit producing window display, especially in these days when manufacturers and trade publications are constantly offering practical suggestions. Even a few hours' trip of inspection of other windows will give you many good ideas.

A window display should be a sales tool. It should also be timely, harmonious and neat. It should be changed frequently.

Observation, good taste and patience will trim windows. Good merchants have good windows; poor merchants think they can "get by" without them.

Proving that "Free Service" Pays

THE survey of the service plans and costs of one thousand radio stores, made by this publication and reported in detail in *Radio Retailing* for October, proves one thing definitely and conclusively—and that is that "free service"—for a limited time averaging five to six months—is a self-paying proposition.

It also proves that the service man must acquire the knack of selling accessories to and getting names of prospects from the customers he visits, if the store is to make its service pay its own way. In this respect, it is significant that those stores where the proprietor himself made the service calls attributed the greatest percentages of their total sales to their service policies.

Satisfied Customers Bring in More Business

A SUCCESSFUL radio merchant recently said that by keeping a record of radio-set purchases and taking care to know that those customers were satisfied customers, nearly one third of his total volume has originated from old customers, either in repeat business or through enthusiastic boosting upon their part.

Show your customers that your interest has not ceased with the initial sale. They are constantly needing something you sell, or they know someone who is. And people will actually go out of their way to trade with the thoughtful, courteous merchant because they appreciate the unusual.

Shall Advertised List Prices Be Abandoned?

AGAIN there come from the ranks of the dealers protests against the setting of retail list prices by manufacturers and the advertising of these prices through widespread publicity. "How can the manufacturers in their wisdom set retail prices fairly, when

these manufacturers do not know how much it costs the retailer to sell his goods?" is the way a metropolitan distributor puts it. "And who will say that a margin can be equitable among a dozen different dealers when it costs those dealers widely different amounts to handle their sales," he continues.

List prices, that is, "advertised retail prices," are a device of the manufacturer to stabilize his product. But in setting that retail value, he also fixes a *high-water-mark* which both the dangerous dealer and the skilled merchandiser can undercut,—with consequent demoralization worse than if there had been no list price. In other industries somewhat comparable to radio, net price plans seem to be giving satisfaction to both dealers and public. But their drawback—and advantage—is that, to employ them without disaster, the retailer must know more about his costs of selling than most radio purveyors yet do!

A Factor for Stabilizing Prices

TO THE student of distribution the jobber's "place in the sun" requires no justification. But if the distributor of radio sets also maintains a retail department or store he then places himself naturally, in a slightly different light before the eyes of some of his near-by dealers. There is one steadying influence, however, that such an action is bound to exert upon the entire retail radio trade within the territory served by such a house.

Jobbers who retail must price their goods at the recommended "list." To do otherwise would be suicidal as far as holding their dealer patronage is concerned. This public display of the catalog price ticket goes a long way toward encouraging the dealer to do likewise.

Price maintenance is quite apparent this season. It is, moreover another encouraging sign of the swift and satisfying progress we are making in the direction of placing the industry on a sound economic basis.

"Service" That Anticipates Trouble

WHEN a man buys an automobile he demands, and receives, efficient transportation service. When he buys a radio set he expects satisfactory radio reception. It is the dealer's duty to see that he gets it. When a set gives trouble, four times out of five it is due to something which *was within the dealer's power to anticipate* and to prevent. We refer specifically to these four prolific sources of unsatisfactory reception: the aerial installation, the ground connection, weak batteries and ineffective tubes. Fortunately, it so happens that these sources of over 80 per cent of all radio troubles are also the very ones that lie within the control of the dealer to eliminate—*before* they occur.

What the Trade Is Talking About

More Famous Artists to Broadcast

Through the co-operation of the Radio Corporation of America and Steinway and Sons, a series of radio concerts by some of the foremost artists will be broadcast from the stations controlled by the Radio Corporation, including WJZ, New York, WGY, Schenectady, and WRC, Washington. The artists will include Josef Hoffman, Mme. Schumann-Heink, Walter Damrosch and others equally as prominent. The studio from which these programs will be sent out is in the new Steinway Hall, New York City.

The first concert was broadcast October 27, and the program was under the direction of William Mengelberg, guest conductor of the New York Philharmonic Orchestra, and included the noted pianist, Josef Hoffman, and a special Festive Hymn, composed by Mr. Mengelberg, and sung by Fraser Gange, with orchestra accompaniment.

Four other programs are scheduled for early November, on the 2, 4, 6 and 8 at 8.30 p.m. A feature of the November 8th program will be a performance of the Kreutzer Sonata for piano and violin, with Walter Damrosch at the piano, and Paul Kochanski at the violin.

On Friday evening, December 4, Mme. Schumann-Heink will be featured in a song recital. Other programs will be broadcast at intervals this season.

Secretary Hoover's fourth national radio conference will meet in Washington, D. C., for three days starting No-

vember 9, and representatives of radio interests are invited to attend. No special invitation from the Department of Commerce is necessary, the only requirement being a connection with some branch of radio and communication with the Department advising it of your attendance. The meetings will be open to the public, it is announced.

One of the matters of major importance to be discussed will be the classification of broadcasting stations according to power rather than wavelength, and the need for adequate legislation to prevent further overcrowding of the broadcast bands, with consequent "heterodyning" between two almost conflicting stations. It is hoped, also, that a satisfactory solution of the difficulties between broadcasting stations and the Society of Authors, Composers and Publishers will be found.

The Victor Phonograph Company sponsored a concert last month from Station KGO, Oakland, Cal., at which several of its most prominent artists "appeared," including Tito Schipa, Marcel Journet and Josef Pasternack. Mme. Schumann-Heink has been broadcasting from Los Angeles, so the Pacific Coast is evidently not neglected in the matter of programs by prominent artists.

Courses in radio are being included in the curriculum of the public schools of Oakland, Cal. The teachers who are to give their classes radio lessons are themselves undergoing a course of instruction under the tutelage of radio experts and recently started off their lessons by a tour through Station KGO, at Oakland.

Wisconsin Radio Show Scheduled This Month

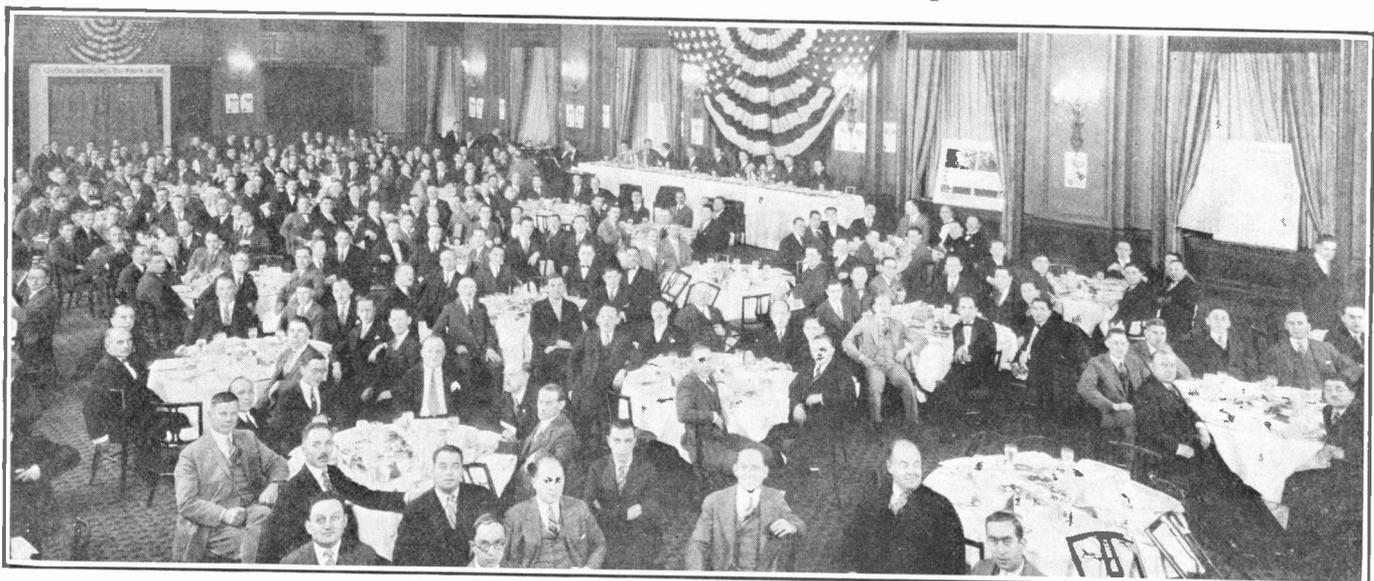
Plans for the Third Wisconsin Radio Exposition, to be held November 11 to 15, inclusive, in the Auditorium, Milwaukee, Wis., have been completed. There will be more than 100 exhibits of manufacturers, jobbers, distributors and dealers.

The Wisconsin show is claimed to be the first in the United States to be managed and financed entirely by a radio trade association, independent of assistance from newspapers or manufacturers. N. C. Beerend, business manager of the Wisconsin Radio Trade Association, is manager of the exposition.

A dealers' convention will be held on Friday and Saturday of the exposition week. At the morning business sessions, nationally known authorities will speak on the various phases of the radio business, as applied directly to the dealers' problems. Topics such as merchandising, servicing, advertising, window displays, time financing and relations between the banker and the dealer will come up for discussion by the speakers. Ray V. Sutcliffe, Chicago editor of *Radio Retailing*, is scheduled to speak at one of the meetings.

Station NSS, the most powerful in the United States, operated by the U. S. Navy at Annapolis, Md., has been closed and may be torn down. The traffic previously handled by NSS is now going through NAA at Arlington, Va., which has just been supplied with a 20 kilowatt vacuum tube transmitter.

Freed-Eisemann Starts Fall Campaign with Banquet for 500 Dealers



"A hilarious time was had by all" might describe the banquet given for more than 500 dealers by the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., and its Metropolitan jobbers, the Greater City Phonograph Company and the Wholesale Radio

Equipment Company. The dinner was held at the Hotel Pennsylvania, New York City, October 15. The program of entertainment was featured by the "Happiness Boys" and was broadcast by WGBS. Officials and representatives of the Freed-Eisemann Cor-

poration explained their Fall line of receivers, merchandising and advertising policies and dealer help material with which Freed-Eisemann dealers will be supplied this season. An active and profitable season was forecast for all concerned.

San Francisco Show Opens Pacific Coast Radio Season



The Pacific Radio Exposition, held the last week in August at the Civic Auditorium, San Francisco, was a phenomenal success, according to reports from the Golden Gate. No "stunts" were featured during the week,

so the crowds that attended the exposition were able to devote their undivided attention to the exhibits. Despite the lack of "attractions," the attendance was satisfactory from every standpoint. The morning

hours were open to dealers without charge, upon presentation of their business cards. A list of over 400 names of radio dealers who took advantage of these hours was compiled.

Trade Association Sponsors Radio School

The Radio Trade Association of Michigan has instituted a radio school, primarily for dealers, service men, salesmen, and others actively engaged in the radio industry, but open also to those of the general public interested in obtaining a more thorough knowledge of radio. Two tuition plans are in force, one requiring a down payment of \$20, then \$5 per week until the total fee of \$75 has been paid, the other providing for a cash payment of \$67.50 to cover all tuition charges for the full course of twenty weeks.

Studies will be made of the various physical and electrical phenomena—static electricity, magnetism, wave motion, etc., encountered in the broader study of the subject of radio telephony, and the natural laws governing such behavior explained. The theories of ether wave motion, light, heat and radio waves will be discussed. Function and design of the various elements of a radio set will be explained and defined, in addition to which attention will be given to the commercial aspects of radio—selling, servicing, testing, installing and operation. The school, which is under the direct supervision of the Radio Trade Association of Michigan, through its technical committee, will open November 11 at 7 p.m., at 4463 Cass Avenue, Detroit, and classes will be held every Monday, Wednesday, and Thursday night thereafter.

The Fourth Annual Chicago Radio Show, the official exhibit of the Radio Manufacturers' Association, will open at the Coliseum, Chicago, November 17, and close on the twenty-second. All indications point to the success of the show, judging by the number of exhibi-

tors and the elaborate displays they are planning. The directors of the show are U. J. Hermann and G. Clayton Irwin.

The Eighteenth Annual Electrical and Industrial Exposition, held the week of October 19th at the Grand Central Palace, New York City, was featured by a display of radio apparatus that traced the development of radio from the first equipment used, down to the present day.

Radio Expositions Ahead

November 2-7: Second Annual Toronto Radio Show, King Edward Hotel, Toronto, Canada.

November 3-8: Detroit Radio Show, Arena Gardens, Detroit, Mich.

November 7-14: Second Columbus Radio Show and Electrical Exposition, Memorial Hall, Columbus, Ohio.

November 7-15: Cleveland Radio Show, Public Auditorium, Cleveland, O.

November 11-15: Third Wisconsin Radio Exposition, Milwaukee Auditorium, Milwaukee, Wis.

November 17-22: Fourth Annual Chicago Radio Show, Coliseum, Chicago, Ill.

January 25-30: International Radio Exposition (tentative) Rickard-Ringling Garden, New York City.

Five New High Power Broadcasting Stations

Five new broadcasting stations of 500 watts or more, have recently been licensed, according to the October Radio Service Bulletin issued by the Department of Commerce.

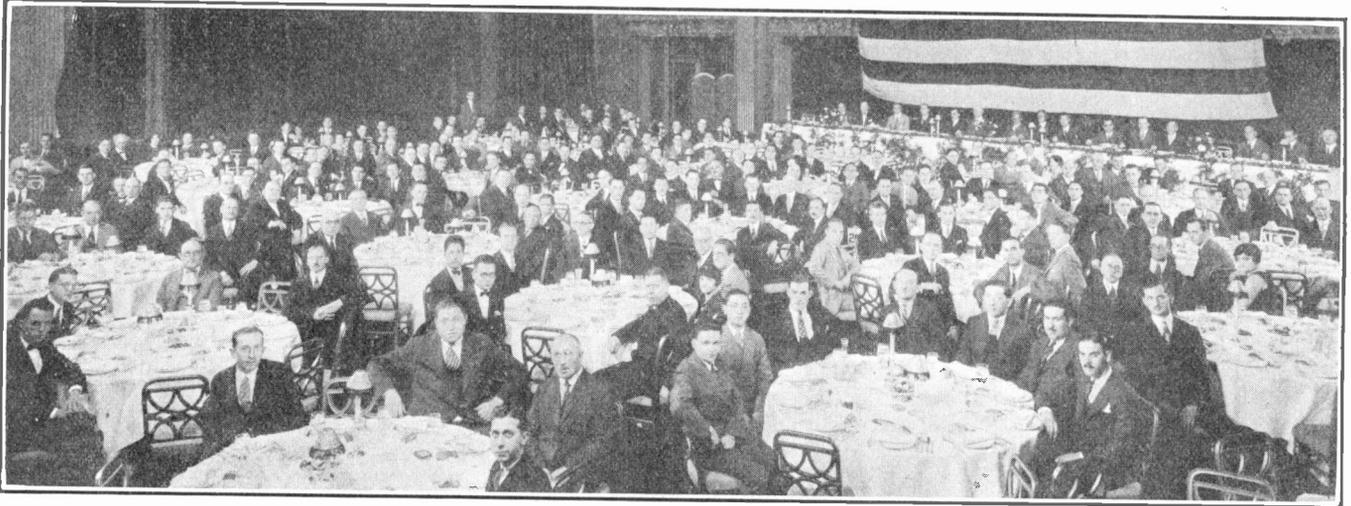
The new stations are: KFBU, The Cathedral (Bishop N. S. Thomas), Laramie, Wyo., 500 watts, 270 meters; NAA, U. S. Navy, Arlington, Va., 1,000 watts, 434.5 meters; WBNY, Warner Brothers' Theater, New York City, 500 watts, 209.7 meters; WJAZ, Zenith Radio Corporation, Chicago, Ill., 1,500 watts, 322.4 meters; and WJBL, William Gushard Company, Decatur, Ill., 500 watts, 270 meters.

Thirteen other stations, of power ranging from 10 to 250 watts, were also licensed. During the same period, eight stations were deleted.

Station WGY, of the General Electric Company, at Schenectady, N. Y., has been one of the steadiest stations, so far as adherence to its wavelength is concerned. The reason for this, it is announced, is because it has been discovered that a certain type of thin crystal quartz possesses what is known as Piezo-electric effect, that is, it will oscillate at a constant frequency when electrical energy is applied to it. For some time, the crystal has been used as a wavemeter to calibrate signals, and is now being used successfully as an oscillator to steady the frequency of the transmitted signals.

The Sunbeam Radio Corporation, New York City, recently gave a banquet at the Hotel Empire, New York City, to its distributors. Julian Jacobs, sales manager for Sunbeam, was toastmaster. The principal address was made by Al. Bloom, president of the corporation.

Three Hundred Dealers Attend DeForest Dinner in New York City



The opening gun in the Fall sales campaign of the DeForest Radio Company, Jersey City, N. J., was the "pep" dinner given October 2 at the Waldorf-Astoria Hotel, New York City. Three hundred dealers attended the banquet, which was given jointly by the

DeForest Company and its five Metropolitan distributors.

Addresses were made by H. L. Lanphear, general manager of the DeForest Company; Samuel H. Darby, general counsel; Robert E. Rinehart and E. H. Roberts, of the

Rankin Advertising Agency; J. M. Blackman, a DeForest jobber; A. G. Nordholm, DeForest Eastern sales manager; and Roy C. Weagant, chief engineer of the DeForest Company and designer of the circuit used in DeForest sets.

Ray V. Sutcliffe, Chicago Editor of "Radio Retailing"

Ray V. Sutcliffe, who has just been appointed Chicago editor of *Radio Retailing* and *Electrical Merchandising* with headquarters at the McGraw-Hill offices, 7 South Dearborn Street, Chicago, comes with a broad background of radio and electrical experience preparatory for his work on these publications.

Mr. Sutcliffe is a 1905 graduate of Pratt Institute of Technology, with the degree of B.S. in M.E. From 1906 to 1911 he was factory manager for the Dayton Electric Manufacturing Company, Dayton, Ohio, makers of automobile and farm-lighting plants. In 1916 he opened his own office as the Sutcliffe-Madsen Company, New York City, manufacturers' agent for the sale of electrical specialties, and distributors for Hoyt switchboard instruments, Henderick magnetos, and Sampson telephones and ignition systems. During this period the Sutcliffe-Madsen company also built and sold radio sending sets for aeroplane use in the War. In 1918 he went to the Winchester Repeating Arms Company as superintendent of sales promotion, in charge of merchandising contacts with the vast Winchester distributing organization of 4,000 retail dealers. In 1922, Mr. Sutcliffe resigned this position to become advertising manager for the Syracuse Washing Machine Corporation, Syracuse, N. Y., where he remained until he joined the McGraw-Hill staff.

The National Radio Exposition and Allied Radio Congress held at the Furniture Mart, Lake Shore Drive, Chicago, closed on October 3 after a six-day run. Attendance at the show is estimated to have been over 197,000, not including 5,000 or so dealers and jobbers. Features calculated to add to public interest were not lacking. Amateur set-building contests, a Radio

Revue, broadcasting direct from the show, and a window trimming contest afforded much pleasure and profit to participants. Due to a strong sentiment in favor of radio shows early in the season, next year's National Radio Exposition and Allied Radio Congress will probably be scheduled for the third week in September.

The Institute of Radio Engineers is destined to have a Canadian section if plans made at a meeting in Toronto October 2 materialize. The purposes of the new organization are in all respects similar to those of the American Institute, viz., standardization of apparatus, encouragement of communication between radio engineers throughout the Dominion, and the advancement of technical radio knowledge among the general public. It is intended that membership will be open only to engi-



neers and technical men with at least four years experience in the radio field. Members with seven years of service in radio to their credit will be eligible for a Fellowship in the Institute. Election of officers took place at the meeting and will be followed by an application for a charter. Results of the election are as follows: Chairman, C. L. Richardson; honorary chairman, Prof. P. R. Rosenbaugh; vice-chairman, D. Hepburn; secretary, W. J. Hevey; assistant secretary, Allen Oxley; treasurer, G. Eaton.

Yachting seems to be a popular sport among radio manufacturers, and George E. Brighton, president of the Brighton Laboratories, Inc., makers of True Blue tubes, is among the most ardent sailors. His yacht, the "Penguin," headed the 51-foot class for 16 years, due to Mr. Brighton's skill. He holds a master mariner's license and has always sailed his own boat, winning many regatta prizes.

The Port Morris Electric and Radio Shop has opened a branch at 310 Willis Avenue, New York City. Alex Mogall will be in charge at the new establishment.

The Second Columbus Radio Show and Electrical Exposition will be held November 7 to 14 at Memorial Hall, Columbus, Ohio. The Columbus *Dispatch* and the Ohio Radio Show Company are sponsoring the event.

The Blackman Talking Machine Company, New York City, one of the oldest Victor distributors, has taken on the DeForest radio line for wholesale distribution in the New York territory.

The Imperial Molded Products Corporation is the name of a new company formed to mold products out of bakelite. The company is controlled and financed by the officers of the Imperial Brass Manufacturing Company. The officers are: Paul Tietz, president; James T. Greenlee, secretary, and Frank McNellis, treasurer.

The Pacent Electric Company, New York City, has been granted a patent license by the U. S. Navy, enabling the Pacent Company to make use of valuable radio patents held by the Navy, including important German patents acquired during the War, pertaining to the radio frequency and reflex principles. In return, the Pacent Company has given the Navy permission to use several patented devices of the Pacent Company.

Colin B. Kennedy, president of the Colin B. Kennedy Corporation, St. Louis, has been elected chief executive of the newly-organized "Voice of St. Louis, Inc.," a community broadcasting station. Members of the board of directors include E. Lansing Ray, president of the St. Louis Globe-Democrat, chairman; Colin B. Kennedy, Clifford Corneli, Spyros P. Skouras, A. G. White and Thomas P. Convey, managing director. The offices of the organization are at 737 Frisco Building, St. Louis.

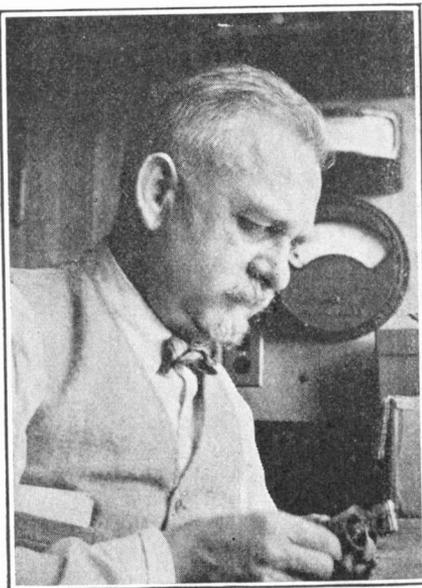
The Benwood-Linze Company (exclusively radio jobbers of St. Louis, Mo.), has marked a further step in its development by the announcement of a "wholesale only" policy simultaneously with the acquisition of new quarters at 1700 Olive Street, and the disposition of its retail store at 1129 Olive Street. The present company is a consolidation of the Linze Electric Supply Company, founded in 1886, and the Benwood Company, founded in 1920 as an exclusive radio house. The Alexander Radio and Electric Company, formerly of 1003 Pine St., St. Louis, has purchased the retail business of the Benwood-Linze Company at 1129 Olive Street.

R. B. Clark, W. K. Fleming and A. M. Baehr announce the formation of a manufacturer's agency to be known as Clark, Fleming & Baehr, with offices at 1400 West Twenty-fifth Street, Cleveland, Ohio. Their organization will cover intensively all of the various classes of trade in northern and central Ohio, as well as the distributing or jobbing trade in the surrounding territory. Their operations will not be limited entirely to this area as they are prepared to handle sales contracts for national distribution. They are in the market for a limited number of additional lines.

Ludwig Hommel and Company, radio jobber of Pittsburgh, was the host at a luncheon given at the William Penn Hotel, September 23 to radio dealers in western Pennsylvania, eastern Ohio and northern West Virginia. J. R. Newman, secretary of the Ludwig Hommel Company, was toastmaster and welcomed the visiting dealers. Addresses were made by Ludwig Hommel, president of the company, Harry E. Sherwin, sales promotion manager of F. A. D. Andrea, Inc., New York City, and James H. Weir of the *National Stockman and Farmer*, Pittsburgh.

The Philadelphia Storage Battery Company has just moved into a five-story concrete addition to its plant at Ontario and C Streets, Philadelphia, Pa. An increase of 45,000 square feet of floor space provides room for the manufacture of the recently introduced Philco Radio "A" and "B" Socket Powers. The general offices of the company occupy the fourth floor of the new building.

The Talking Machine and Radio Men, Inc., New York City, held its October meeting on the fourteenth at which Dr. Wallace, inventor of the "Power Electric Radio," manufactured by the Argus Radio Corporation, explained in detail the development and operation of the set. The electrolytic rectifier,



Conrad Schickerling, president of the Schickerling Products Corporation, is here shown as he was snapped by a member of our editorial staff on a visit to this company's laboratories at Newark, N. J. Mr. Schickerling, we understand, forswears the golfing "science" in favor of the more exact one of developing vacuum tubes.

which is the feature of the set, was shown in detail and demonstrated. Announcement was made that the General Phonograph Company, and the Pathé Company will soon jointly broadcast a series of concerts in an effort to stimulate phonograph record sales. Henry E. Weisert, president of the National Music Merchant's Association of Chicago, delivered a talk on "Manufacturers Should Not Fix Retail Prices." A resolution was passed in favor of forming a committee which will take up this problem with manufacturers. The next meeting will be held November 18.

The Mohawk Corporation of Illinois, Chicago, Ill., formerly the Mohawk Electric Corporation, announces the change was made in its name because of confusion between this firm and the Mohawk Electric Corporation, 15 Kirk Place, Newark, N. J. The Mohawk Corporation of Illinois will continue the manufacture of the Mohawk line of radio apparatus.

The Harry Alter Company, radio jobbers of Chicago, Ill., has added George Windmiller to its sales department. Windmiller was formerly connected with the Mohawk Corporation of Illinois.

The Electrical Products Manufacturing Company, Providence, R. I., makers of the Dymac line of radio apparatus, has acquired the services of Charles V. Logwood, as technical director of its radio division. From 1911 to 1921, Mr. Logwood was associated with Dr. Lee DeForest and is credited with the discovery of the audion amplifier. Recently, he was research engineer of the DeForest Radio Corporation.

Broadway is soon to have the privilege of listening to radio programs from the auto trucks of KFWB. This is a Hollywood, Cal., station operated by the Warner Brothers, motion picture producers. The trucks made a special trip across the continent to New York and will co-operate with WGBS, the Gimbel Store station in New York City in giving White Way walkers a series of concerts, the trucks being equipped with receivers and amplifying equipment.

L. A. Nixon and Associates is the name of a new organization formed to give merchandising and publicity counsel. Offices have been established at 1133 Broadway, New York City, and 35 South Dearborn Street, Chicago. Nixon is a well known radio editor and publisher.

"—— to Tame the Savage Beast"



The truth of the saying about "Music Hath Charms," etc., was demonstrated on a recent hunting trip participated in by J. A. Poppler (right), president of the Poppler Piano Company, music and radio dealers of Grand Forks, N. D., H. K. Grist (center), and their Sioux Indian guide, Ignatius Cort (left). They took a portable super-set with

them and tuned in a station broadcasting canary solos. They found it unnecessary to use their guns, as the wild ducks flew right up to the loud speaker and died of broken hearts when they couldn't catch the canaries. It was the Indian's first hearing of radio, Poppler says, and he still thinks there's some kind of a trick to it.

The Mohawk Electric Corporation through its sales organization, the Zinke Company, has appointed the Electric Supply and Equipment Company of Albany as a distributor of Mohawk products. F. T. Chase, vice-president of the Zinke Company, has also completed arrangements with the Waite Auto Supply Company of Providence, R. I., to handle Mohawk equipment.

The Farrand Manufacturing Company, formerly located at Newark, N. J., has moved to a new factory at Long Island City, N. Y., which will give it larger quarters to manufacture the Farrand cone-shaped speaker.

The Music Shop, Niagara Falls, N. Y., opened in its new location, 203 Falls Street, on September 12. J. A. Goldstein, proprietor, has equipped a modern and tastefully decorated music store for the retailing of music merchandise.

The Uhalt Electric Company, 614 Fannin Street, Houston, Tex., has just opened as jobbers of radio sets and parts and electrical material and is interested in receiving information from manufacturers desiring a wholesale outlet in that territory.

The Gray Sales Company, Philadelphia, Pa., manufacturers' representative, has added Milton Herold to its sales staff. Mr. Herold will cover the territory of Delaware, Maryland, District of Columbia, and Eastern Pennsylvania. He was formerly general manager of the Hetroplex Manufacturing Company.

The Distantone Radios, Inc., Lynbrook, L. I., N. Y., is now establishing

Putting Oakland on the Map



Previous to this year, Oakland, Cal., has been famous only as the home of Station KOA and the Magnavox Company. But an Oakland girl, Fay Lanphier, won the Atlantic City beauty contest and the right to be called "the most beautiful girl in America." She is shown here listening to her home

town station through a Magnavox which was also "Made in Oakland." The good looking young fellow doing the demonstrating is none other than Heckert Parker, formerly with the Pacific Radio Trade Association and now with Magnavox as travelling representative.

distributors for its new line of radio receivers which it is marketing. Not more than one distributor will be established in any limited territory. Two models will be made.

The Charles A. Etem Company, manufacturers' representatives of Los

Angeles, Cal., has moved into new quarters at 3733 South Western Avenue, where increased space will permit them to handle several additional radio or electrical lines in the Southern California territory, according to an announcement by the company.

Michigan Dealers Define "Trade-In" Values

The Radio Trade Association of Michigan has promulgated among its members the following definitions and recommendations for the handling of "trade-ins," delivery, installation and servicing.

Trade-ins

Classifications—Current models to mean all factory-made sets which are in production and listed by the manufacturers at the time of the transaction.

Obsolete models to mean all sets no longer produced or listed by a manufacturer, and all home-made sets or sets built up from "kits."

Trade-in Values—On current models the dealer will allow a maximum of 50 per cent of the published list price.

On obsolete models the dealer will allow \$5.00 as a minimum value, and on such sets as have a recognized value and on which the manufacturer's former list price is known the dealer will make a maximum allowance of 20 per cent of such manufacturer's last published list price.

Installation and Service

Delivery—That delivery of the radio set and parts may be made to the customer free and that this delivery shall mean delivery to the residence or to where wanted only, and shall not include any work done on the set or in setting it up.

Installation—That a uniform charge of \$1.50 per hour be made for installation, with a minimum charge of \$3.00 per set. Materials used to be charged at dealer's regular and usual retail prices. Installation meaning all work connected with placing the set in operation, such as setting up and connecting battery, charger, aerial and ground wires, as well as instruction to the user.

Service—That a uniform charge of \$1.50 per hour be made for all service calls, with all materials charged for at dealer's regular and usual retail prices.

Victor in Radio

(Continued from page 673)

with which he is faced. He is a logical outlet for a home entertainment device.

Radio has not appreciably hurt the piano business—nothing ever does for long. And pianos form the foundation of the music merchant's business. But radio certainly played hob with his phonograph business, as everyone knows. This constituted a substantial percentage of his volume. Now he is out to regain this lost ground and the phonograph manufacturers are providing him with the means of doing so.

The phonograph, as we knew it a short time ago, is virtually obsolete. Of course thousands of the old type will be sold this season on a purely price appeal, but that will be the last gasp. It is through. But new phonographs are arising to take its place—greatly superior mechanical phonographs, and also electrically-equipped phonographs utilizing the tube-amplification principle used in radio sets. So you have the Big Three of radio-electrical home entertainment: (1) Phonograph with electrical amplification; (2) Combination phonograph-radio outfits; and (3) Radio.

I believe that the time is not far distant when the music merchant will have turned to radio merchandise as the most important factor in his business. Conversely, other radio stores will have to adapt their policies to meet the higher type of competition these new Victor-radio dealers will bring.

Federal Trade Commission Probes Radio Corp.

Charged with conspiring to create a monopoly of the radio business the Radio Corporation of America and associated companies, representing an aggregate capitalization of \$2,000,000, are being investigated at a hearing of the Federal Trade Commission, now in progress at 45 Broadway, New York City.

The Companies are charged with striving to create a monopoly by acquiring control of patents covering all devices and apparatus used in radio work, pooling these rights and dividing their exclusive use among themselves.

The respondents named are the General Electric Company, The Western Electric Company, Inc., the American Telephone and Telegraph Company, the Westinghouse Electric and Manufacturing Company, the International Radio Telegraph Company, the United Fruit Company, the Wireless Specialty

Apparatus Company and the Radio Corporation of America.

John P. Cotton, one of the respondents' attorneys, argues that the case should be tried before the Interstate Commerce Commission. He further said that the acts charged represented a purely voluntary combination of supplementary and non-competitive units for the purpose of creating an industry which otherwise would never have grown to important proportions. He said the acts cited in the complaint were not only approved by other departments of the Federal Government but were entered into with their full co-operation.

Harkness Against "Silent Night" in N. Y. C.

W. H. Harkness, assistant vice-president of the American Telegraph and Telephone Company, in charge of its broadcasting activities, says that the present agitation for a silent night in New York City comes primarily from the younger element of radio listeners.

"The best programs in the country are given right here in New York," said Mr. Harkness, "and it is not necessary for listeners to go outside this area to hear their favorite features. We believe at WEAf that the majority of local radio fans tune to a station at the beginning of their listening period and allow the receiving set to continue on that station. Furthermore we have found that the percentage of people interested in distant stations is less than ever before and is composed principally of youngsters."

Supreme Court Rules Copyrighted Songs Cannot Be Broadcast

The law in relation to the use of copyrighted music by broadcasting stations has been definitely settled by the decision of the United States Supreme Court on October 12 denying the petition of the Crosley Radio Corporation for a writ of certiorari to bring to trial in the Court of Appeals the appeal of a broadcaster that the copyright law be not construed to apply to the broadcast renditions of copyrighted music.

From the outset of broadcasting the owners of musical copyrights, speaking through the American Society of Composers, Authors and Publishers, have contended that renditions by radio constituted a "public performance" within the meaning of the copyright law and that broadcasts by commercial stations were "for purposes of profit." Under the copyright law the owner of a copyrighted work has the exclusive right to "publicly perform for purposes of profit" the copyrighted composition and may therefore compel any other person desiring the same privileges to secure a license authorizing such use.

The National Association of Broadcasters is seeking enactment of legislation in Congress placing radio broadcasting of songs on the same royalty payment basis as mechanical reproduction—that is, payment to the publisher of a stipulated sum amounting to several cents, each time a song is sung.

Broadcasting stations and the radio industry as a whole seem to agree that the latter plan will work out for the benefit of all concerned.

Radio Stock Quotations

Stock	1924		1925		Current Market Oct. 23
	High	Low	High	Low	
American Bosch Mag.	38 ⁷ / ₈	22 ¹ / ₄	54 ¹ / ₂	26 ¹ / ₈	35 ¹ / ₂
Apco Manufacturing Co., A	26	22	24 ³ / ₈
Brunswick-Balke Col. Co.	50 ¹ / ₄	48 ¹ / ₈	49 ³ / ₈	24	32
De Forest Radio	28 ⁴ / ₄	21	34	18 ¹ / ₄	22 ³ / ₄
Dubilier Condenser	33 ⁷ / ₈	32 ¹ / ₂	35 ¹ / ₄	11	15 ¹ / ₂
Duplex Condenser	12 ³ / ₈	11	17	2 ¹ / ₂	6
Freed-Eisemann	33 ¹ / ₄	27	33 ¹ / ₄	7	13 ¹ / ₂
Freshman Co., Chas.	23 ¹ / ₈	21 ¹ / ₂	28	9 ¹ / ₂	18 ³ / ₄
Garod Radio	17 ³ / ₄	2	14 ⁷ / ₈
General Electric, Comm.	322	193 ¹ / ₂	337 ¹ / ₄	227 ¹ / ₄	299
Grimes Co.	26 ³ / ₄	8 ¹ / ₈	8 ¹ / ₈
Hazeltine Corp.	48 ¹ / ₄	13	51 ³ / ₄	14 ¹ / ₂	20
Inter Ocean Radio	16 ³ / ₄	6 ³ / ₄	14	1 ¹ / ₂	8 ⁵ / ₈
Jones, Jos. W. Co.	.95	.15	9	1	2 ¹ / ₂
Liberty Radio	8	5 ³ / ₈	10 ¹ / ₂	6 ³ / ₄	9 ³ / ₈
Manhattan Electric Supply	49 ³ / ₄	33 ¹ / ₄	59	42 ¹ / ₄	52 ⁷ / ₈
Mu-Rad Radio	6 ¹ / ₂	4 ⁵ / ₈	5 ⁵ / ₈
Music Master	21 ¹ / ₂	8 ³ / ₄	12 ¹ / ₂
Pathe Co., A.	49 ³ / ₄	38 ³ / ₄	92	42 ¹ / ₄	83 ³ / ₄
Radio Corp. Comm.	66 ⁷ / ₈	19	77 ⁷ / ₈	48 ³ / ₈	54
Rova Radio	18	9 ¹ / ₈	14 ¹ / ₄	1 ⁵ / ₈	2 ⁷ / ₈
Sleeper Radio	17	15	19 ³ / ₈	4 ¹ / ₂	5 ⁴ / ₈
Stewart-Warner	100 ⁷ / ₈	48 ¹ / ₂	84 ⁷ / ₈	55	82
Thermodyne Co.	19 ¹ / ₂	12	22 ¹ / ₄	6 ¹ / ₂	10 ¹ / ₂
Thompson Radio	21	7	25	6	11
Tower Manufacturing Co.	28 ⁷ / ₈	18 ¹ / ₂	24 ¹ / ₂	5	9 ¹ / ₂
Victor Talking Machine Co.	117	65	105 ¹ / ₂
Ware Radio	39 ¹ / ₂	13 ³ / ₄	40 ¹ / ₂	8	13
Weston, A.	28 ¹ / ₂	19 ⁵ / ₈	27 ¹ / ₄

"Personal Contact" Is Key to Success

(Continued from Page 665)

open and the public invited to come in and listen.

It would not be fitting to omit a little personal reference to Lassman himself. Briefly, his merchandising philosophy is simply this—Personal contact and personal management. Personal contact with his customers and personal management of the major details of his business—his presence as much as possible on the floor of the store itself, meeting his customers, studying them, making them his friends.

Keeps in Touch With Customers Via Telephone

This personal contact with those who keep him in butter and eggs is the radio dealer's greatest mission, according to Lassman's way of thinking, and he practises what he preaches. When a customer comes to mind who hasn't been in lately, he goes to the phone and calls them up, evincing a personal interest in their radio welfare.

"When someone comes into the store," Lassman says, "and states he is 'just looking around,' I get into casual conversation with him about radio and first try to sell him on the general idea of radio. Then I try to find out what his likes are, if he has formed any, and how much he wants to spend. Then I can pick out a set best suited to his taste and pocket-book and concentrate on it, rather than waste time demonstrating a receiver that may be the last one he would buy.

Makes Personal Calls on Customers

"And after the sale is made, it doesn't stop there, so far as I am concerned. I make frequent phone calls to see if everything is O. K., and have often made personal calls as well. This makes an excellent impression and makes them boosters for Namsal and Namsal service. I am proud to be able to say that I have made many friendships among my customers.

"It pays not only in good will but in actual dollars and cents, as is proven by what my service man accomplished last summer. I sent him out to visit every customer and set owner to inspect the set and sell accessories and he averaged \$20 a day in supply sales all summer long.

"I make it a point, also, to write the name and address of every purchaser on the sales slip, a duplicate of which I keep and put on my mailing list, no matter how small the sale. And even those who just casually drop in to look around are asked to leave their names and addresses 'for future reference in case they intend to buy later on.'

"On the back of every sales slip, there is expressed the hope that the customer is pleased with Namsal's service and asking him to suggest improvements. None has as yet been made, but the words leave a good impression, anyway.

"As for personal management, it is absolutely necessary. For many years before it became an industry, radio was my hobby, and before I decided to open a radio store, I made retailing radio a serious study, so that when the time came I had formulated certain definite ideas on the subject which I put into practice. I had a campaign all mapped out and knew exactly what I was going to do and how I was going to do it. There was nothing hit or miss about my plans for selling radio. When I decided to make it my lifework I also decided there were going to be as few mistakes as it was humanly possible to make.

Warns Dealers Against Careless Buying

"As I look back, there is only one thing I did that I want to warn radio dealers against. And that is, don't let a salesman sell you your stock. Buy it out of your own knowledge and judgment. Buy what you know to be good, not what a glib salesman tells you is good. If it's a new article or line of receivers, try them out first and if they pass the test, all right. If not, shut your mind to them immediately. Don't let the salesman talk you into anything against your own judgment."

Lassman has carried out most of the known and accepted ways of selling radio, and a few of his own invention. If anybody else has a good idea about how to sell radio, Lassman would appreciate hearing about it and if it meets with his own sound merchandising principles, he'll do it. He's that kind of a merchant. Progressive and aggressive.

The Electric Service Supplies Company, with Chicago offices formerly in the Monadnock Building, has moved its Chicago branch to the Illinois Merchant's Bank Building, 230 South Clark Street.

Who's to Blame for Price-Cutting?

(Continued from Page 662)

Suppose all the Cortlandt Street gyps got together and agreed to stop cutting straight line frequency condensers this year. Pretty soon a new condenser will come out and the other condenser will become obsolete and the price will be cut. There are too many overnight changes. But that's going to gradually stop and the manufacturers won't be getting so overstocked. And the carpet baggers don't last long—any one of them. A jobber's salesman who can't make good sets up as a carpet bagger. He flourishes for a while until somebody steps on him and out he goes."

"The present mania for 'authorized dealer contracts' isn't going to help much either," he continued. They go too far and the dealer when he finds himself long on stock will cut just the same and move the goods. But it will all work itself out under the force of competition. As the line is more and more stabilized the supply of merchandise will be shut off and reduce the gyp's volume. As his volume comes down he will have to get more profit on what he sells. When he sees the handwriting on the wall the gyp will know that he must quit price cutting and he will sell at list. Meanwhile, you tell the manufacturer and the jobber to clean up their own house and stop blaming the whole mess on the gyp."

The telephone rang. Nussbaum's stenographer turned to him and said, "So-and-So Radio says can you let him have some tubes."

"Tell So-and-So to get his own tubes," said Nussbaum.

It's dog eat dog on Cortlandt Street among the radio gyps, but somehow I think that the dogs would rather live on a regular diet and have a little less excitement. And I believe they will when the industry stops tossing fresh bait into the pack.

The National Association of Broadcasters will hold a meeting at the New Washington Hotel, Washington, D. C., on Sunday morning, November 8, prior to the opening of the Hoover Conference.

The Bureau of Standards, Washington, D. C., has completed a two-year study of conditions affecting the distance range of broadcasting stations and the information obtained will be released as Paper No. T.297 in about one month. Copies may be purchased from the Superintendent of Documents, Bureau of Standards, Washington, D. C.

How Manufacturers Promote Dealer Sales

New "Dealer Helps" Offered to the Radio Retailer by the Manufacturer to Increase the Merchant's Radio Profits

"Master Salesman" Released by A. C. Electrical Mfg. Co.

"The Master Radio Salesman," a 36-page volume prepared for dealers by the A. C. Electrical Manufacturing Company of Dayton, Ohio, might well be regarded as a handbook of radio retail merchandising methods. It represents an effort on the part of the compilers to effect a more direct contact with its prospective consumers through the dealer.

A resumé of the main subjects treated of in the book follows: Choosing the Line. Building the Prospect List. Telephone Canvassing. Preliminary Saleswork on Established Prospects. The Sales Demonstration and Close. Suggested Procedure. Securing the Customer's Co-operation. The Difficult Question of Service. A Further Builder of Goodwill. Selling Radio to the Farmer. Newspaper Advertising and Publicity. Improving Merchandising Methods. Training Salespeople. Proven Sales Ideas. Proven Advertising Ideas. Newspaper Advertising for Your Use.

All the above subjects are given adequate, even painstaking, treatment, and are copiously sub-headed, an arrangement that facilitates reference.

"White Magic" and "Wondrous" are the titles of two of several mailing pieces done in three and four colors designed to supplement, in conjunction with a number of carefully planned form letters, the course of procedure treated in "The Master Radio Salesman."

The France Manufacturing Company, 10321 Berea Road, Cleveland, O., is supplying its dealers with sales helps such as window streamers, counter cards, folders and envelope stuffers.

The Northern Manufacturing Company, 365-371 Ogden Street, Newark, N. J., is issuing a broadside, in which it offers retailers free circulars, counter pamphlets and counter display signs. A complete window display is also available which is in keeping with the new merchandising plan for the "Marathon" radio tube, manufactured by this company.

The Operadio Corporation, South Dearborn Street, Chicago, Ill., has a 4-page folder which is available to dealers, describing the advantages and applications of the "Operadio" convertible receiver. The center spread has a series of photographs, featuring this receiver in summer camping scenes. Some pasters are also furnished in order that the dealer may use this either on his window or on the wall.

The Apex Electric Manufacturing Company, 1410-1420 West Fifty-ninth Street, Chicago, Ill., is issuing a display card on which may be mounted three different types and sizes of dials. This makes an interesting display for a corner of the window, or for the counter.

"Blot Out Your Radio Troubles" is the appropriate inscription used for a blotter distributed by the Giant Clamp Works, 331 West Madison Street, Chicago, on its "Giant" ground clamp.

Around the Clock with Stewart-Warner

An excellently conceived booklet just issued by the Stewart-Warner Speedometer Corporation, Chicago, is doubly interesting in that it supplies the dealer with several hitherto unstressed selling points.

The fact that radio can be regarded as a source of pleasure and profit to the whole family for sixteen hours daily could not be more neatly or more convincingly expressed.

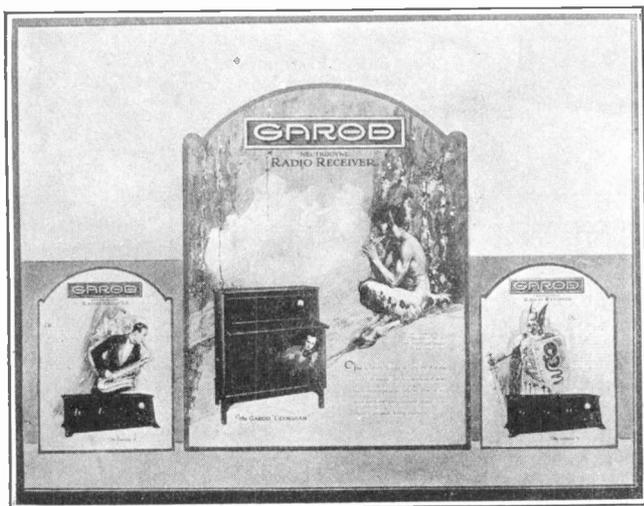
Harry Alter Company, Ogden Boulevard at Carroll Avenue, Chicago, Ill., has issued a radio retail catalog for dealers. The dealers imprint is placed on both the front and back cover and the catalog contains not only a list of all radio products, but also some helpful hints on radio. The price of this book ranges from \$5 a hundred to \$40 a thousand. This is an advertising medium that dealers may well use to advantage, not only in selling parts but also in making the name of their store known. A free copy may be had upon request.

The Atwater-Kent Manufacturing Company, Philadelphia, Pa., has sent to its dealers a giant print of a single advertisement appearing in seven different magazines in order that the dealer may display it in the window or salesroom to associate the store and his sales efforts with the extensive national advertising campaign being carried on. A strip of stickers is furnished with each ad.

The R. E. Thompson Manufacturing Company, 30 Church Street, New York City, has issued an 8-page, 12-in. x 18-in., booklet illustrating its complete line as well as cuts, booklets, displays and other dealer help material available free to authorized Thompson dealers. Many specimens of co-operative newspaper advertisements are shown and stress is laid on the Thompson dealer policy.

The Dayton Fan and Motor Company, Dayton, O., in issuing its new 24-page booklet has given the dealer not only a complete catalog of all the new models, but also a synopsis of its entire advertising campaign, with many valuable window display suggestions. The company's policy, the protection afforded the dealers, as well as a comprehensive comparison of prices, are also included.

Garod Has New Window Display



Three new window displays are being furnished dealers by the Garod Corporation, 124 Adams Street, Newark, N. J. The display consists of easel back show cards, the largest of which is 22 in. in height while the smaller cards are 17 in. high. They are executed in eight colors by lithographic process, made from original paintings. The Garod Corporation is also issuing a booklet entitled "How to Select a Radio Set," illustrated with photographs. The cover is in eight color offset process.



What's New in Radio and

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



Five-Tube Receiver

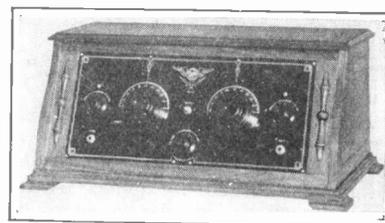
Radio Retailing, November, 1925

A five tube tuned radio frequency receiver with built-in Magnavox reproducer, enclosed batteries and known as the "7-5" is being manufactured by the Magnavox Company, Oakland, Cal. The cabinet is of mahogany with a hand rubbed finish. The intended retail price without tubes or batteries is \$200. Another model is the "25," which is a table model, with a built-in reproducer, and has an intended retail price without accessories of \$145.

Five-Tube Receiver

Radio Retailing, November, 1925

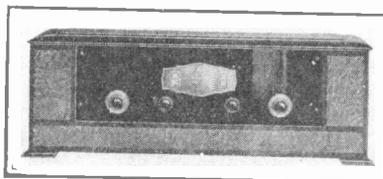
A five-tube, two dial control radio receiver is being manufactured by the Stiles Manufacturing Company, 125 East Quincy Street, St. Louis, Mo. Straight line frequency condensers are used and the set has a range of from 200 to 600 meters. Volume without distortion, tone quality and faithful reproduction are qualities claimed for this receiver. The panel is of highly polished bakelite engraved and filled in with white. A genuine American walnut cabinet with two-toned finish, measuring 21 in. x 13 in. x 10½ in. houses the electrical unit. A complete wiring diagram is also furnished with each set. The intended retail price, less accessories, is \$97.50.



Six-Tube Receiver

Radio Retailing, November, 1925

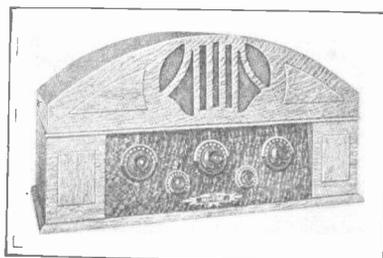
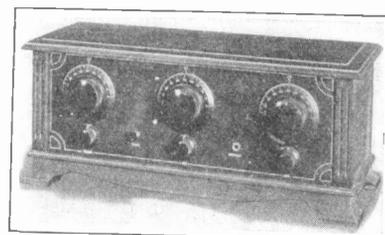
The "Amborola" is a six-tube receiver, being manufactured by the American Bosch Magneto Corporation, Springfield, Mass. The radio frequency coils of this set are air-wound and an antenna tap switch is provided which separates the antenna input into four values. Automatic filament control is used for all tubes and a battery switch is also provided. The cabinet is of finest wood and the metalware has a satin bronze finish. Two indicators are used for tuning purposes. The intended retail price is \$145.



Five-Tube Receiver

Radio Retailing, November, 1925

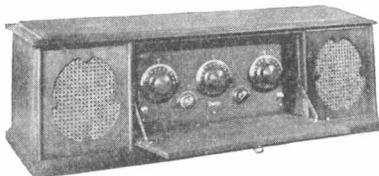
"Orpheus" type F is the illustrated five-tube tuned radio frequency receiver, manufactured by the Roth-Downs Manufacturing Company, St. Paul, Minn. Some of the features of this receiver are, new design of radio frequency transformers, full rheostat control, and a new and improved method for the regulation of grid return on the radio frequency tubes. Overall dimensions are 8 in. x 9 in. x 21½ in. and the total weight is 14 lbs. Three major tuning controls are used with two stages of radio frequency amplifications. The intended retail price is \$65.



Five-Tube Receiver

Radio Retailing, November, 1925

The above illustrated five-tube tuned radio frequency receiver is made by the Nu-Tone Radio Company, 505 Atlas Building, Salt Lake City, Utah. It is equipped with three 3-in. micrometer control dials, two small dials for filament control and a head phone connection. There is also a push-and-pull switch for turning on or off the battery current. The intended retail price, less accessories, is \$175.



Five-Tube Receiver

Radio Retailing, November, 1925

"Dominare" is the name of the five-tube radio receiver, being manufactured by The MacLaren Manufacturing Company, 26-28 Park Place, N. Y. This receiver uses three tuning controls in connection with an outside antenna and has over all dimensions of 38½ in. x 14 in. x 12 in. The total weight is 65 lbs. The intended retail price complete with tubes, aerial equipment, etc., is \$250.

Five-Tube Receiver

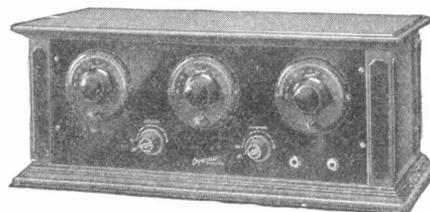
Radio Retailing, November, 1925

The "Rhapsody" is one of the latest five-tube tuned radio frequency receivers, being manufactured by the Splittorf Electric Company, 392 High St., Newark, N. J. It is equipped with an electric lighted enclosed dial type of panel, built in reproducer and has space for concealing the batteries. The cabinet is of American Walnut, finished in the natural grain. In October "Radio Retailing," the "Nocturne" model was described in error for this model. The intended retail price is \$410.

Five-Tube Receiver

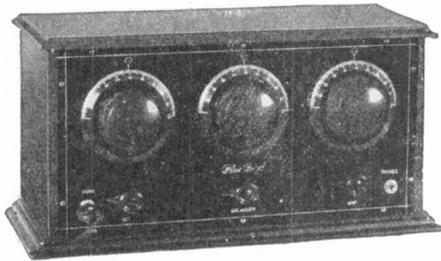
Radio Retailing, November, 1925

The five-tube receiver illustrated is manufactured by the Electrical Products Manufacturing Company, Providence, R. I. Three major tuning controls are used which have vernier adjustments. The cabinet is equipped with a full length piano hinge and cover stop. A wide opening in the back permits the attachment of battery, antenna and ground wires. The shipping weight is 25 pounds. Intended retail price without accessories is \$75.



Where to Buy It News of Latest Products Gathered by the Editors

It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Five-Tube Receiver

Radio Retailing, November, 1925

The "Blue Bird" radio receiver is being manufactured by the Automatic Radio Manufacturing Company, Inc., 28 Cross Street, Boston, Mass. Three tuning dials are used and the circuit incorporates two stages of radio frequency amplification and two stages of audio frequency amplification. Either an indoor or outdoor antenna may be used with this receiver, which is said to possess an unusual degree of selectivity. The unit is housed in a highly polished walnut finished cabinet. The intended retail price without accessories is \$42.50



Five-Tube Receiver

Radio Retailing, November, 1925

The "B-35" five-tube tuned radio frequency receiver made by the Federal Radio Corporation, Buffalo, N. Y., is shown illustrated above. This set will operate on either dry cell or storage battery tubes, is housed in a genuine mahogany cabinet, and finished in a rich brown tone. The overall dimensions are 35 in. x 43 in. x 21 in. The intended retail price, less accessories, is \$250.

Five-Tube Receiver

Radio Retailing, November, 1925

The illustrated console model five-tube radio frequency receiver, is manufactured by the Adroit Tool Company, Incorporated, New York. The electrical unit mounted behind a bakelite panel is incased in a mahogany cabinet. This console contains a built-in reproducer with a special unit and compartment for batteries, charger and other accessories. Overall dimensions are 42 in. x 23 in. x 17 in. Intended retail price less accessories is \$125. Other models of receivers manufactured by this company have intended retail prices of \$60 and \$75.



Five-Tube Receiver

Radio Retailing, November, 1925

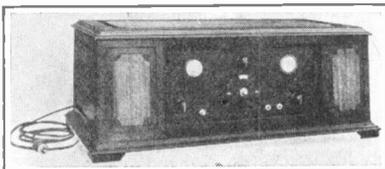
The "Art Model" Console Type five-tube tuned radio frequency receiver, shown in the illustration, is manufactured by the Sunbeam Radio Corporation, 1834 Broadway, New York. Two main tuning controls are used and the set has a wave length range of from 200 to 600 meters. The cabinet is finished in two-tone dark walnut, contains the "Akratone" reproducer, and also has a compartment for A and B batteries and charger. The overall dimensions are 42 in. x 35 in. x 17 in. and the shipping weight is 145 pounds. Intended retail price \$215.



Six-Tube Receiver

Radio Retailing, November, 1925

The Dictograph Products Corporation, 22 West Forty-second Street, New York, is manufacturing a six-tube receiver, which operates from 110 volts, 60 cycle current. The rectifying mechanism and receiving set are all contained within a two-tone mahogany cabinet. By means of a rheostat the varying currents from 100 to 125 volts are readily controlled, thereby insuring a steady flow of current to the tubes at all times. Intended retail price, \$225, less tubes.

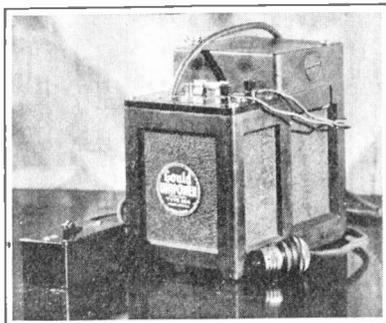


Console

Radio Retailing, November, 1925

The Crescent Chair Company, Plymouth, Wis., is offering a console designed to house the Atwater-Kent No. 20 compact radio receiver. This console may be had in either mahogany or walnut, with over-all dimensions of 42 in. x 26 in. x 13 in. It contains a built-in wood horn which is said to have very fine reproductive qualities. The intended retail price of this console is \$50.

What's New in Radio and Where to Buy It



A Power Unit

Radio Retailing, November, 1925

The Gould Storage Battery Company, 250 Park Avenue, New York, is now placing on the market a highly perfected "A" power unit which they term Unipower. It is a single compact unit, enclosed in a beautifully finished gas-tight case that fits comfortably and safely inside most radio cabinets. There are no tubes, bulbs, lamps or working parts that require frequent and expensive replacement. A single master control switch operates both the radio set and Unipower. When the radio set is on, the house current is off—when the set is off, the house current is on. Unipower is supplied in two models for 60-cycle, 110-125 volt A.C. Each model is equipped with a Balkite charger of special design. The four volt type is for UV-199 tubes or equivalent and retails for \$35; the six volt, for UV-201-A tubes or equivalent, retails for \$40. Special models, 25-50 cycle, are also being manufactured.



Coils

Radio Retailing, November, 1925

The "Doubletoroid" is a radio frequency inductance said to be without an external magnetic field, being manufactured by the Radio Foundation, Incorporated, 25 West Broadway, New York City. These are for use in the regular five-tube tuned radio frequency receiver and take up very much less space than the ordinary type of coils. Interference is reduced to a minimum due to the winding of these coils which also makes it possible to neutralize a set with a greater degree of uniformity. They are to be used with tuning condensers of approximately .0003 mfd. maximum capacity and have intended retail prices of \$2.75 each.

Power Control

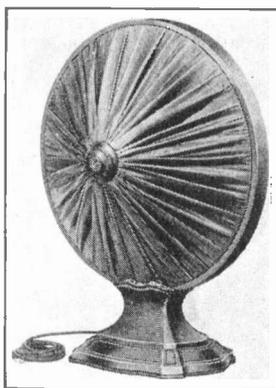
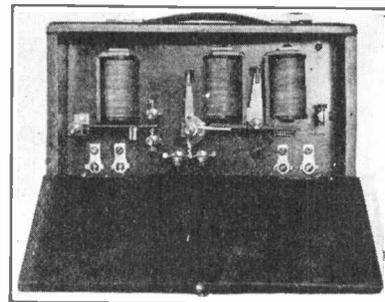
Radio Retailing, November, 1925

The L. F. Brach Manufacturing Company, Newark, N. J., is marketing a power control which is to be connected up to the batteries, set and power line. Once this is installed, all batteries, chargers, etc., may be placed in the cellar or any other place and controlled from the set. By turning the control knob in one direction the radio set is operated, while a turn in the other direction turns on the charger and connects the batteries to the charger. The overall dimensions are 4½ in. x 2½ in. x 2½ in. The intended retail price is \$3.50.

Automatic Battery Charging Regulator

Radio Retailing, November, 1925

The "Regostat" is an automatic battery charging regulator, being marketed by Louis C. Eltzen Company, 280 Broadway, New York. The storage battery, battery charger, and a.c. power line are connected permanently to this device, which operates and charges the storage battery automatically when the voltage of the battery has dropped below a certain point. When the battery is fully charged the charger is automatically cut off. Once this device is connected and regulated no further attention need be given it and the storage battery will be kept charged at all times.



Cone Shaped Reproducer

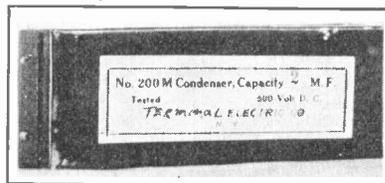
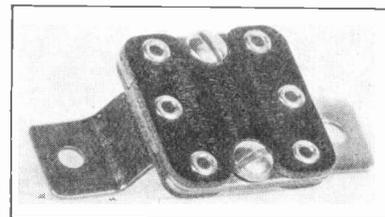
Radio Retailing, November, 1925

The Jewett Radio & Phonograph Company, Pontiac, Mich., has recently added to its line of radio products, a cone shaped reproducer. Hidden in this form is a horn and a standard type of reproducing unit, which may be adjusted to the power of the receiver used. Its over all dimensions are 17½ in. x 14 in. x 7½ in. and it is furnished with a die metal base. The finish is crystal with green wipe out. Intended retail price is \$18.

Lightning Arrester

Radio Retailing, November, 1925

The illustration shows the latest air-gap type lightning arrester, made by Gray Products, Incorporated, 218 Union Street, Poughkeepsie, N. Y. This arrester, which is made of bakelite, mica and metal, is approximately 1 in. square and has been approved by the National Board of Fire Underwriters. Intended retail price, 50c.



Condensers

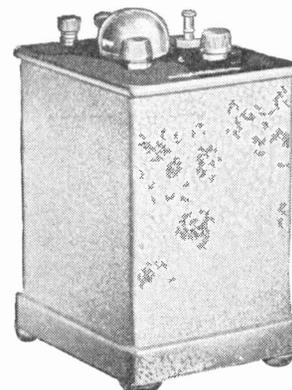
Radio Retailing, November, 1925

The Powerola Radio Corporation, 1845 Broadway, New York City, is marketing by-pass filter condenser units designed for use in B battery eliminators. These condensers are hermetically sealed in metal containers and equipped with patented quick soldering eyelet lugs. They are made in capacities ranging from ¼ to 10 M.F., are tested on 500 volts D.C. and said to have a capacity variation of not more than 10%. The intended retail prices range from 75c. to \$6.10.

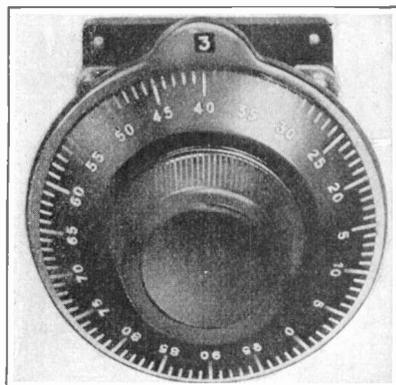
B Battery Eliminator

Radio Retailing, November, 1925

The "Aero-B" B Battery Eliminator is being manufactured by the Glenn L. Martin Company, Cleveland, O. It has two knob adjustments permitting voltage regulation and employs an ordinary 201A type radio tube for rectifying purposes. The detector voltage is variable from 0 to 75 while that of the amplifier is from 90 to 150. It is said by the manufacturer that an ordinary tube will have a life of from 600 to 1,200 hours used in this eliminator. The overall dimensions are 5½ in. x 4½ in. x 8½ in., and it will operate with equal efficiency in any position. In the October issue of Radio Retailing this was misquoted at a price of \$4. The correct price is \$42.



News of Latest Products Gathered by the Editors



Variable Condenser

Radio Retailing, November, 1925

A spiral variable condenser known as the "Helicon" is being manufactured by the Kapaciton Company, Incorporated, 26 Elliott Place, Jersey City, N. J. This condenser has two plates, one fixed and one rotary. Both are in spiral form, and the operation of the condenser may be likened to a screw entering a nut. This condenser has an operating range of 1,800 degrees instead of the usual 180 degrees. The intended retail price of .00035 mfd. size is \$6.75.



Cone Reproducer

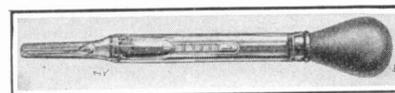
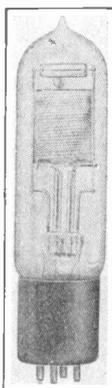
Radio Retailing, November, 1925

The cone-type reproducer shown in the illustration is manufactured by the Herzog Radio Corporation, 718 Atlantic Avenue, Brooklyn, N. Y. An adjustment is provided which compensates for atmospheric conditions. The stand is also provided with an adjustment in order that the cone may be tilted to a horizontal position, if so desired. The push rod has a special feature which centralizes a rod that operates the cone and keeps it in perfect alignment at all times. The cone proper is green with a gold border and a gold cord edge. The bases can be had in either statuary bronze or verdigris. Intended retail price, \$28.50.

Photo-Electric Cell

Radio Retailing, November, 1925

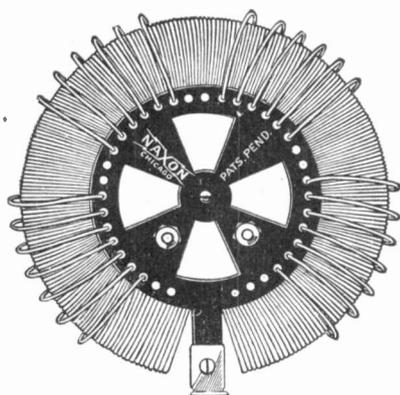
The "Phototron" is an alkali metal photo-electric cell, manufactured by the Photon Electric Corporation, 247 Park Avenue, New York. This device is sensitive to light in the whole range of the visible spectrum, and responds immediately to variations in light intensity. It will not deteriorate while in use, has no wearable parts, fits the standard radio tube socket and should last indefinitely. A few of the uses to which this device may be put are: pictures by radio and telegraph, radio detection, television, radio "movies," etc. The intended retail price is \$20.



Hydrometer

Radio Retailing, November, 1925

A "Non-Drip" hydrometer is being manufactured by the Robert Bosch Magneto Company, Incorporated, 123 West Sixty-fourth Street, New York. Its non-drip feature prevents acid from dripping on clothing, furniture and carpets, and the bulb, which is made of high grade ruby rubber will give long service without leaking or cracking. The scale is marked clearly and accurately and the float is of a type which cannot stick. An additional feature is a sturdy well constructed box that each hydrometer is enclosed in which insures it against breakage during transportation and also provides a handy place to keep it. The intended retail price is \$1.



Radio Frequency Transformer

Radio Retailing, November, 1925

The Naxon Electrical Laboratories, 4526 Cottage Grove Ave., Chicago, Ill., are manufacturing Toroidal Transformers. The characteristics of these transformers make them more desirable in reflex circuits. They may also be used to advantage in any circuit in place of the usual coupling transformers, a periodic transformer, antenna coupler, etc. A set of three coils for a five-tube tuned radio frequency receiver has an intended retail price of \$12. These coils may also be purchased separately at an intended retail price of \$4 each.

Underground Antenna

Radio Retailing, November, 1925

The Sub-Antenna Corporation, 1415 South Michigan Avenue, Chicago, Ill., is now marketing an underground antenna. This consists of a special cable intersected in two places by inductance coils. To put the sub-antenna into operation it is buried about 18 in. in the ground for the entire length. It is to be placed in as straight a line as possible. It is claimed that interference, static, danger from lightning, etc., is entirely eliminated by the use of this system. Lengths of 60 ft., 75 ft. and 100 ft. may be had at intended retail prices of \$7.50, \$8.50 and \$10.

B Battery Eliminator

Radio Retailing, November, 1925

The "Amoret" Type 3 is a B battery eliminator being manufactured by H. R. Smith, Keizersgracht 6, Amsterdam, Holland. The instrument is mounted on an ebonite panel equipped with a voltmeter and a rheostat control. The two rectifying tubes are mounted on the face of the panel. At the base are binding posts where the output may be taken from. On short circuit the rectifier delivers 60 milliamperes. The intended retail price complete and ready for use is 13½ pounds which is equivalent to approximately \$67.

Reproducer

Radio Retailing, November, 1925

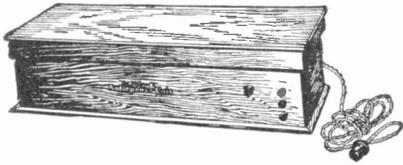
The "Ethovox," an English made horn type reproducer, is being distributed in America by the Burndep Wireless Corporation of America, 52 Warren Street, New York. This is a new product made with European skill, neatness and precision. The magnets are of English cobalt-chrome electric steel and the hand assembled coils are wound with high grade silk covered wire. By means of a micrometer adjustment the distance of the magnet from the diaphragm may be controlled. The horn is made of a special non-resonant alloy metal, finished in heavy baked enamel of a rich mahogany color. A guarantee for a period of one year accompanies each instrument. The intended retail price is \$45. A second type is made which has an intended retail price of \$30.

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

Plate Current Supply Device

Radio Retailing, November, 1925

The Wilson "B" Radiopower-unit being manufactured by the Radio Units Incorporated, Maywood, Ill., consists of a dry storage battery, together with a trickle charging arrangement which automatically keeps it charged. Built in a walnut finished case, it is provided with plug and cord for connecting it to lighting socket, also three binding posts for plate current connection with receiver and a switch for turning it on and off. It requires no attention after installation, measures approximately 25 in. x 10 in. x 7 in. and has an intended retail price of \$35.



Window Lead-in

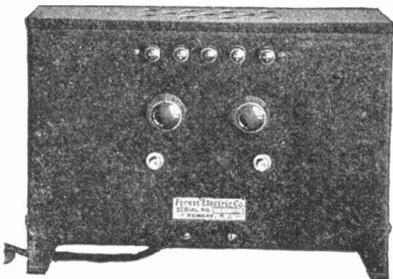
Radio Retailing, November, 1925

The Tridot Electric Company, Incorporated, 16 Hudson Street, New York City, is making a window lead-in, using copper strips whose cubical contents are equal to No. 10 B & S copper wire which is of the proper size, as specified in the underwriter's rules, for lead-in purposes. Mitchell-Rand electrical waterproof insulation is used as a cover and a copper rivet fastens the Fahnestock clip to the end of the lead-in. The latter is a feature not to be found in other lead-ins according to the manufacturer. The strip is flexible enough to take the shape of the window frame and will not prevent locking the window. Intended retail price is 30c.

A Battery Charger and B Battery Eliminator

Radio Retailing, November, 1925

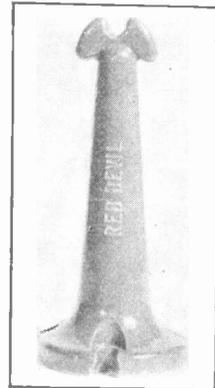
The Forest Electric Company, Newark, N. J., has a new device called the "Unitron Combination." This device embraces in one compact unit, the Unitron A battery charger and the Unitron B battery eliminator. After it has been connected to the set it is only necessary to operate a switch, conveniently located at the front of the machine, for supplying the current. When it is desired to charge the storage battery another switch is turned on and the A battery can be charged at any time regardless of whether the set is operating or idle. As the charging rate is only 2½ amperes, no harm can be done by leaving the charger on for a long period of time. The intended retail price is \$45. This company also makes the B eliminator alone, known as the "Unitron No-Bee," which has an intended retail price of \$28.



Insulator

Radio Retailing, November, 1925

The "Red Devil" insulator is made by the Cook Pottery Company, Trenton, N. J. It is to be mounted by means of two screws in the base, as can be seen from the illustration. This makes a very good insulator for holding all wires away from the house and may also be used for inside aerials if so desired. Wires may be securely fastened to the head of the insulator by wrapping it around the knobs. It is made of brown glazed porcelain in two sizes, 2½ and 5 in. The intended prices are 15c. and 25c. respectively.



Insulated Screw Driver

Radio Retailing, November, 1925

The "Ra-Driver" is an insulated screw driver made by the Miller Rubber Company, Akron, O. It is insulated to within one-quarter inch of the tip with a rubber composition of high dielectric strength, capable of withstanding 1,000 volts or more. The shaft, which is of best quality tempered steel, is moulded into the insulation and handle in one process. The handle is especially designed for both delicate and heavy work and cannot turn or work loose. Intended retail price is 35c.



Socket

Radio Retailing, November, 1925

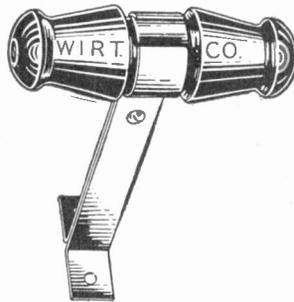
The King Quality Products, Incorporated, Buffalo, N. Y., is bringing out two new styles of sockets which are shock proof and made of bakelite. Contact on the tube is made by having springs clasp the prongs of the tube from the side instead of pushing up against them from below. Stops are provided to prevent twisting of the springs or pulling them out of shape. The springs are made of heavy phosphor bronze in order to insure perfect contact.



Lightning Arrester

Radio Retailing, November, 1925

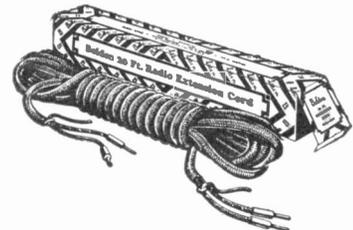
An air gap type lightning arrester is being manufactured by the Wirt Company, 5221 Greene Street, Germantown, Philadelphia, Pa. This arrester is made of brown bakelite and brass, and is provided with a petticoat to insure ample insulation. Brackets are also provided in order that it may be rigidly fastened with the heavy brass screws that are furnished. The intended retail price is \$1. Another addition to the line manufactured by this company is a wall insulator made of brown glazed porcelain. This is to be used for bringing the lead-in wire down the side of a building and is equipped with a bracket and screws for fastening. The intended retail price of this is 35c.



Extension Cord

Radio Retailing, November, 1925

An extension cord is now being manufactured by the Belden Manufacturing Company, 2300 South Western Avenue, Chicago, Ill. It is furnished in 20-foot lengths and any desired distance may be obtained by splicing these together. They are equipped with solid tip, nickel-plated brass terminals at both ends, and the conductors are 18 strands of copper tinsel, twisted into three cords in order to obtain maximum flexibility and service.

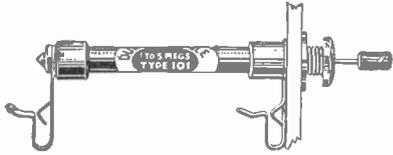


News of Latest Products Gathered by the Editors

Variable Grid Leak

Radio Retailing, November, 1925

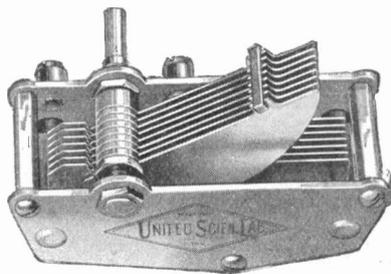
A panel mounting variable grid leak unit is now being manufactured by Durham and Company, Incorporated, 1936 Market Street, Philadelphia, Pa. It can easily be included in any set by simply drilling a 1/4-in. hole in the panel, and attaching leads to the grid of the tube by means of Fahnestock clips. These units are made in three sizes, ranging in size from 1000 to 100,000 ohms, 0.1 to 5 megohms, and 2 to 10 megohms and are numbered correspondingly, 100, 101 and 201A. The intended retail price is \$1.



Variable Condenser

Radio Retailing, November, 1925

The United Scientific Laboratory, 80 Fourth Avenue, New York, is manufacturing a straight line frequency condenser in sizes of .00025, .00035, and .0005 mfd. The insulation is of radion, the frame of heavy aluminum construction, the bearings a combination of ball and cone, and the rotor and stator are of heavy aluminum plate.



Fixed Condensers

Radio Retailing, November, 1925

The Tobe Deutschmann Company, Cornhill, Boston, Mass., is manufacturing filter condensers. These are for use in both battery eliminators and in receiving sets. They are said to operate on voltages up to 700 d.c. without breaking down or overheating and do not have a variation of more than 5 per cent from rated capacity. They are made in a very compact form and have capacities of from 1 to 5 mfd. The intended prices range from 70c to \$4.50.



Crystal Receiver

Radio Retailing, November, 1925

A small crystal receiver is being made by the Howe Auto Products Company, 120 North Green Street, Chicago, Ill. A cat-whisker crystal is mounted on the top while the control pointer is on the side. This pointer is connected to a coil which is enclosed in a metal case. The set is said to receive stations operating on from 200 to 600 meters. The binding posts are riveted and recessed in the back of the case so they cannot pull out. They are plainly marked for aerial ground and phone plugs. The intended retail price is \$1.75.



Crystal

Radio Retailing, November, 1925

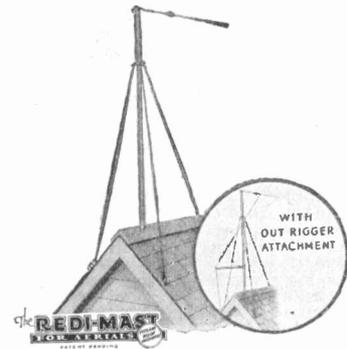
The Dixie Crystal is manufactured by the Dixie Distant Crystal Company, 214 West Eighth Street, Covington, Ky. This crystal is quite sensitive over the entire surface and gives good quality of tone reproduction. The crystal comes furnished in a mounting of soft metal so that it may be placed in any standard cup as found in the common type of crystal detector. Intended retail price is 25c.



Radio Mast

Radio Retailing, November, 1925

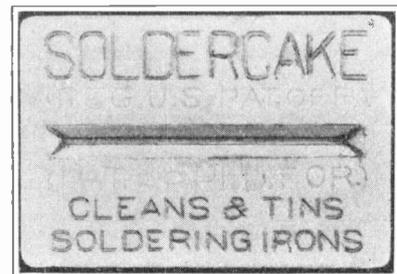
The "Redi-Mast" is manufactured by Pressed Metal Manufacturing Company, Waukesha, Wis. Use of this device saves time and makes installation of aerial on house tops much easier. The mast is made of tough, weather-proof, round timber, 5 ft. high and 1 1/4 in. in diam. The tripod guides are 1/2-in. steel rods with baked enameled finish. An aerial pulley is also furnished. The intended retail price is \$3.50.



Soldering Iron Cleaner

Radio Retailing, November, 1925

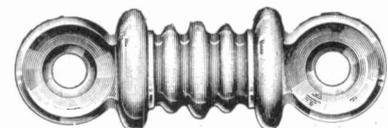
"Soldercake" is the name by which the soldering iron cleaner made by C. De P. Field Company, 110 East Forty-Second Street, New York. A groove is made in the center of the cake in which the heated soldering iron is to be rubbed. This will clean the copper of all dirt and impurities, and it is claimed that the composition of the cake is such that no pitting or abrading results. This is specially recommended for radio use where acids and corrosive pastes should not be used. Each cake has directions stamped on it and it is claimed by the manufacturer that it will last an average user several months. The intended retail price is 25c.



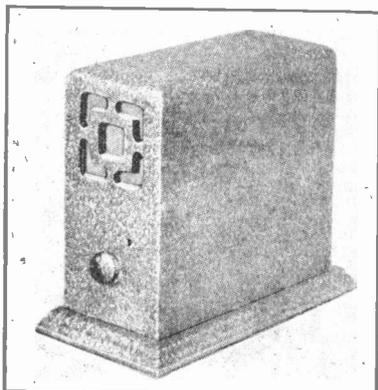
Glass Insulator

Radio Retailing, November, 1925

The "Vitox" glass insulator is a recent production of the Hartford Metal Products Company, Hartford, Conn. It is 3 1/2 in. long, well molded, and flanged as shown in the illustration. It has a high tensile strength and will undergo changes of temperature without cracking.



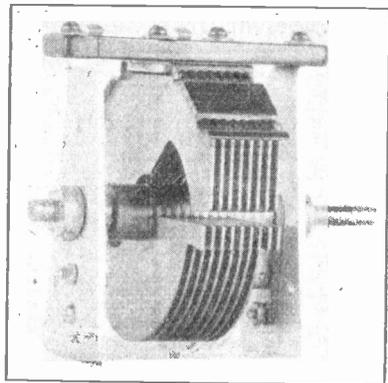
What's New in Radio and Where to Buy It



Reproducer

Radio Retailing, November, 1925

The "Bel-Canto-Mite" made by the Bel-Canto Radio and Telephone Equipment Company, 872 Broadway, New York, is now on the market. This reproducer, which is only 2½x6½ in., has the same length of tone column as a large size cabinet speaker. There is a guarantee of one year against mechanical, electrical or material defects. Finished in polychrome gold. The intended retail price is \$12.



Variable Condenser

Radio Retailing, November, 1925

"Syncrodenser" is the name of the new variable condenser being made by the Precise Manufacturing Corporation, 254 Mill Street, Rochester, N. Y. As usual, the design of Precise instruments differs radically from the forms commonly found on the market. This condenser, with a coil of proper induction, will produce straight line frequency characteristics from 0 to 50 on the dial and then capacity characteristics on the remaining portion of the dial, which gives ideal separation of all stations. This condenser can be had in sizes .0005 and .00035 mfd. capacity and intended retail prices are \$4.50 and \$4.00 respectively.

Tube

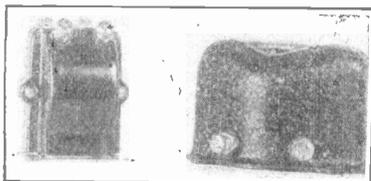
Radio Retailing, November, 1925

A new tube known as the "Sea Gull" is being manufactured by the Aberdeen Specialty Company, Incorporated, 1640 North Hutcheson Street, Philadelphia, Pa. This is a 5-volt tube drawing one-quarter of an ampere, and takes a plate voltage of from 20 to 110 volts. This tube is manufactured primarily for use as an amplifier tube, having a high emission factor, but it may be used as a detector. The tube is guaranteed against defects and will be replaced providing the filament lights up.

Resistance Amplifier

Radio Retailing, November, 1925

Leslie F. Muter Company, Seventy-sixth Street and Greenwood Avenue, Chicago, Ill., has recently added the illustrated resistance amplifier to its products. It is mounted on a black bakelite base, fitted with highly nickel-plated brass tube sockets and resistance mountings. Double spring tube contacts insure proper connection. All wiring connections are made with soft copper lugs which are securely fastened with screws and lock nuts. Each amplifier is put through a rigid factory test which insures that true tone amplification will be obtained. The intended retail price is \$8.



Audio Frequency Transformer

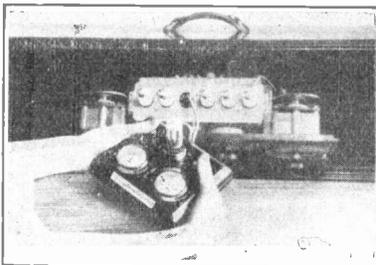
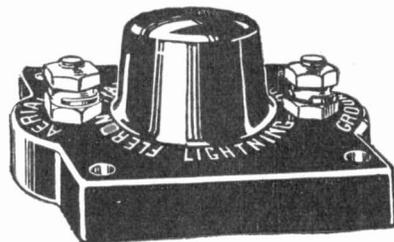
Radio Retailing, November, 1925

The audio frequency transformer No. 480, made by the Precise Manufacturing Corporation, 254 Mill Street, Rochester, N. Y., is designed for radio reception in a concert hall or other places where large volume is desired. It is said to bring forth the deep rich tones as well as the high clear tones with perfect amplification and is made in extra large size in order that increased volume may be obtained. Two ratios are furnished, either 2½ to 1 or 5 to 1 at an intended retail price of \$7.50 each.

Lightning Arrester

Radio Retailing, November, 1925

M. M. Fleron & Son, Incorporated, 113 North Broad Street, Trenton, N. J., is now manufacturing a compact, sturdy weatherproof porcelain lightning arrester. This device replaces their former refillable type, and meets with the latest requirements of the Board of Fire Underwriters. Mounting is accomplished by means of four screws, holes for which are provided in the corners of the arrester. The intended retail price is \$1.10.



Tube Tester

Radio Retailing, November, 1925

"Universal, type R-406" is the latest tube tester manufactured by the Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, O. This tester, as its name indicates, is for use with all types of tubes and can also be used for testing A and B batteries, transformers and wiring circuits. It is light, quick and sure in its determinations. Weighs 2½ lb. and has overall dimensions of 7-in. x 5½ in. x 2 in. The finish is black frostline, with nickel trimmings, the dials being silver etched with raised figures. A 28-in. green flexible cord with plug and also a 199 tube adapter come with the instrument. The intended retail price is \$18.

Resistor Mounting

Radio Retailing, November, 1925

The Micamould Radio Corporation, 1087 Flushing Avenue, Brooklyn, N. Y., is making resistor clips which are moulded in Bakelite under a pressure of 50 tons per square inch. This makes the resistor mounting a one piece unit and eliminates any possibility of losses when the mounting is connected directly to the socket terminal. The intended retail price is 30c.



The wonderful performance of these CROSLEY Radios will be duplicated this year—and with these New Prices they should be Radio's best sellers!

Low Power Stations Heard Across the Country With the Crosley 3-Tube 52

"One big asset of Crosley '52' is its ability to pick up low powered broadcast. I have picked up KFON, Long Beach, California, and KFUM, Colorado Springs, Colo., both stations using only 100 watts and KPFL, a 50-watt station in Denver."

Phillip S. Williams, Bristol, Pa.
Lives in California—Lists 35 Stations East of Rockies Heard on Loud Speaker

J. F. McGintley, living in Hallister, Calif., sends us a list of stations in the East, including Ohio, Pennsylvania and New York, whose broadcasting he enjoys constantly on his loud speaker. He emphasizes the fact that he owns no car phones.

"Coast to Coast" Reception With a Crosley 3-Tube 52

"I have a record of reception of practically all the large radio stations in this country and Canada from WBZ, New England, to WMBF, Miami; from Fort Worth, Texas to CURT, Toronto, and from CXL, Mexico City to KGW, Portland, Oregon, and KFI, Los Angeles."

Walter Hagerty, Burlington, Iowa
Spruce, Michigan, is Within Earshot of Europe With a Crosley 3-Tube 52

"During the International test last year I heard the following stations clearly and distinctly: 'Paris, Berlin, London, Honolulu and Porto Rico.' 6 and 8-tube sets in my neighborhood don't begin to compare with my 'Little Wonder.'"

Ellis C. Martin, Spruce, Michigan
Lives in Lawrenceburg, Ind.—Listens to U. S. With a Crosley 2-Tube 51

"I received program under normal conditions from New England States, including Canada, the Western Coast, and as far South as Florida and Texas."

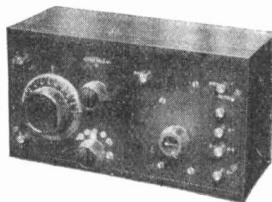
Edgar F. Feist, Lawrenceburg, Ind.
Vermont Man Appreciates Selectivity of Crosley 2-Tube 51

"KOA, Denver, Colorado, as you know, is very close to WGB of New York City. Come in on my dial only one point from each other, yet I get no interference."

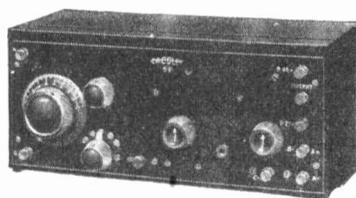
Alton D. Farrington, Putney, Vt.

Crosley 2-Tube 51 Regular

This efficient little set uses any make of tubes. Nearby stations on loud speaker, long range on head-phones.



Now \$14.75 was \$18.50



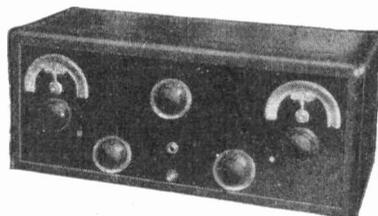
Crosley 3-Tube 52 Regular

For a less expensive 3-tube set the Crosley 52 Regular cannot be surpassed at the new low price.

Now \$25 was \$30

Crosley Super-Trirdyn Regular

In the Super-Trirdyn, 3 tubes do the work of 5. Matchless performance. Beautifully finished solid mahogany cabinet.



Now \$45 was \$50

These prices do not include accessories. Add 10% to all prices West of the Rockies.

Lives in the Heart of Chicago—Gets the Country's Best in Radio With a Crosley 2-Tube 51

"E. W. Plauk, of 5130 Sheridan Road, Chicago, sends a list of 46 stations he hears regularly, outside of Chicago, from New York City to Los Angeles, California, to which he adds 'all praise and credit to Crosley Radio.'"

Vancouver to Torrington, Connecticut, is a Short Distance For the Crosley 2-Tube 51

"Following are only a few of the stations I have received: WBAI—Fort Worth, Texas; 6 KW—Cuba; KOA—Denver, Colorado; WTG—Manhattan, Kansas; KPO—San Francisco; Manchester, England, and Vancouver, for which I can furnish sworn statement if desired."

Harris C. Rodsefellow, Torrington, Conn.

Crosley Trirdyn Has Brought Him 178 Ekko Stamps and KZKZ Manila, Philippine Islands

"In all I have logged 208 stations and received 178 EKKO stamps. The farthest I have received is 7,000 miles, which is Manila, Philippine Islands (KZKZ). I have received one Alaska Station and four California stations."

Leo Cassell, Indianapolis, Ind.

Easy Tuning is Feature of the Crosley Trirdyn

"My little daughter, two and a half years old, is a real radio fan. For an honest fact, she can tune in the most powerful stations and get some music."

L. F. Infanger, Rome, N. Y.

Hot Weather Did Not Keep This Crosley Trirdyn Owner Home

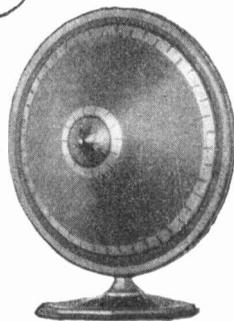
"During hot weather I bring in New York, Schenectady, Detroit, Omaha, Cincinnati, Cleveland, New Orleans, Denver, St. Louis and Atlanta on any night. No matter how many stations are broadcasting in Chicago I can always pick up 10 to 20 outside stations on my set."

Orville G. Daily, Chicago, Ill.

35 States in the Union Report to This Crosley Trirdyn Owner

"Here is a list of States from which I have received verification stamps—from one or more stations in each state. I have also heard Scotland during international test."

John H. Puthoff, Akron, Ohio



The Famous MUSICONE

This marvelous loud speaker—well on its way to REPLACE HALF A MILLION HORN TYPE SPEAKERS by January 1st—is substantially reduced because of assembly improvements developed by Crosley engineers. Reproduces all tones—without distortion. Crosley patented unit, not cone, secret of its amazing perfection.

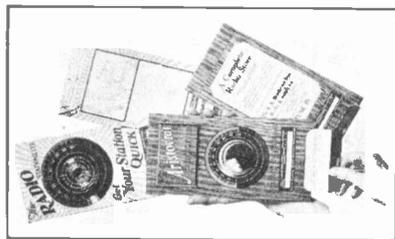
Now \$14.75 was \$17.50

CROSLEY RADIO

BETTER COSTS LESS

THE CROSLEY RADIO CORPORATION, Department 130, Cincinnati, O.

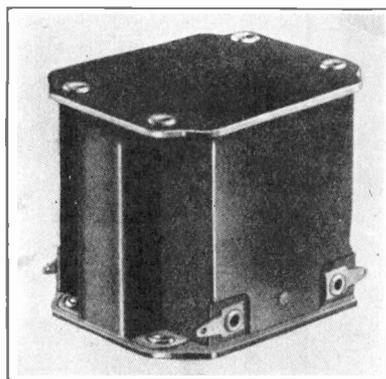
What's New in Radio and Where to Buy It



Station Log

Radio Retailing, November, 1925

The B.F.T. Service, 307 North Pennsylvania Street, Indianapolis, Ind., has recently placed on the market a station log. The illustration shows the several different styles which are manufactured and which have over-all dimensions of $4\frac{1}{2}$ x 9 in. This article takes up only flat space and yet contains 104 listings of the principal stations. It is manufactured that it may be changed at any time, so that the user never has an article that is out of date. The envelope part is of pure jute, and the insert of a quality of 6-ply bristol that will bear erasing and will also take pen work. The back is left free so that the dealer or manufacturer may imprint whatever he desires. It is so put together that the log cannot be removed from the advertisement without practically destroying it, thus the advertisement is always kept in plain sight. The intended retail prices range from \$27.50 for 250 up.



Audio Frequency Transformer

Radio Retailing, November, 1925

The American Transformer Company, 178 Emmet Street, Newark, N. J., has developed a new audio frequency transformer, whose curves actually show a gain of about three octaves below that previously obtained. It is a transformer of moderate size and weight, enclosed in a strong metal case, with mounting holes at both top and bottom so that it may be inverted, thus affording simplified connections. Intended retail price, \$10.

Three-Tube Receiver

Radio Retailing, November, 1925

Tidmarsh's Radio Supply, Elwood, Ind., is the manufacturer of a balanced tuning unit, and three and four tube radio receiving sets. The tuning unit has a one-dial control, and covers a wave band of from 220 to 550 meters. The unit consists of a special wound coil, balanced, mounted on a high grade condenser and used in a special circuit which is furnished with each unit. The intended retail price of a standard unit is \$18. Orthometric balanced unit with dial \$15. Intended retail prices of receivers range from \$60 to \$250.

Tube Eliminator

Radio Retailing, November, 1925

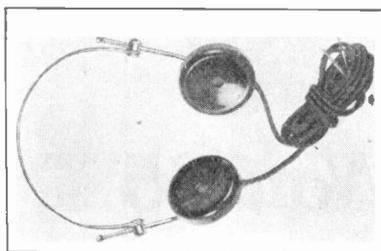
A tube eliminator which may be inserted in first radio socket or last audio socket is being manufactured by the Cleartone Radio Electrical Supply Company, 70 Audubon Ave., Providence, R. I. This device draws no A or B battery current, has no movable parts, and is said to operate indefinitely if not broken. The advantage of the use of this device is the fact that it has a low initial cost, low operating cost, and eliminates the use of one tube on most ordinary five-tube receivers. It is designed primarily for use in connection with local stations, but under favorable conditions in certain localities will be found efficient on more distant stations. The intended retail price is \$2.



Head-Phones

Radio Retailing, November, 1925

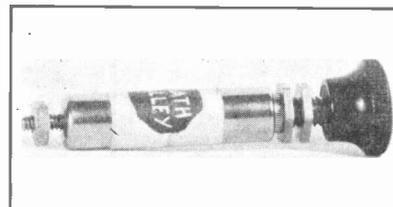
The General Radio Company, Ltd., Radio House, 235 Regent Street, London, W. 1, England, manufactures the headphone shown in the illustration. These are very light weight, sensitive and made with European precision. The intended retail price of these headphones is 20 shillings, which is approximately \$5.



Crystal Detector

Radio Retailing, November, 1925

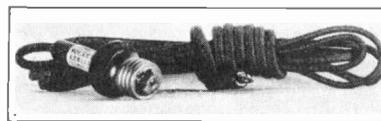
The "Sematect" semi-fixed crystal detector is a product of the Pacific Radio Specialty Company, 17 South Orianna Street, Philadelphia, Pa. It is mounted by means of a single hole and has a small knob with a double action for adjustment. Sterling silver contacts are used which will not burn out under a heavy plate voltage. It is fool-proof and carries an absolute guarantee. The intended retail price is \$1.25.



Socket Antenna

Radio Retailing, November, 1925

A socket antenna is being made by the Magnus Electric & Radio Manufacturing Corporation, 787 East 138th Street, N. Y. This device allows for radio reception over any electric lighting circuit ranging from 30 to 110 volts d.c. or a.c. This device is said to be absolutely shock proof, as the wires do not carry any current from the circuit. Inasmuch as lighting circuits are amply protected by the power and light companies, no lightning arrester need be used with this equipment. It is also claimed that static is greatly reduced. Intended retail price is \$1.60.



Tube

Radio Retailing, November, 1925

Tubes known as "Diatrons" are being manufactured by the Diamond Vacuum Products Company, 4053 Diversey Blvd., Chicago, Ill. Both the standard type 201-A and 199 are made. The latter may be had with either a small or large base. Type 240 is a special tube designed for radio frequency use. All tubes are guaranteed and any which will not bring in signals for any reason whatsoever will be replaced if returned within 45 days from date of purchase from dealer. Intended retail price of all types is \$2.50 each.

Variable Condenser

Radio Retailing, November, 1925

The Signal Electric Manufacturing Company, Menonimee, Mich., is manufacturing a spiral cam condenser, which is said to separate uniformly over the entire 360 degrees of the dial, all broadcast wave lengths from 150 to 600 meters. The resistance losses are claimed to be extremely small, and the dielectric is out of the condenser field. This condenser may be had in capacities of .00035, .00025 and .0005 Mfd., at an intended retail price of \$3 each.



6-VOLT "A" BATTERY
Here is the rugged, good-looking Exide 6-volt "A" Battery. One-piece case.



2-VOLT "A" BATTERY
Compact Exide for low-voltage tubes. Also made in 4-volt size.



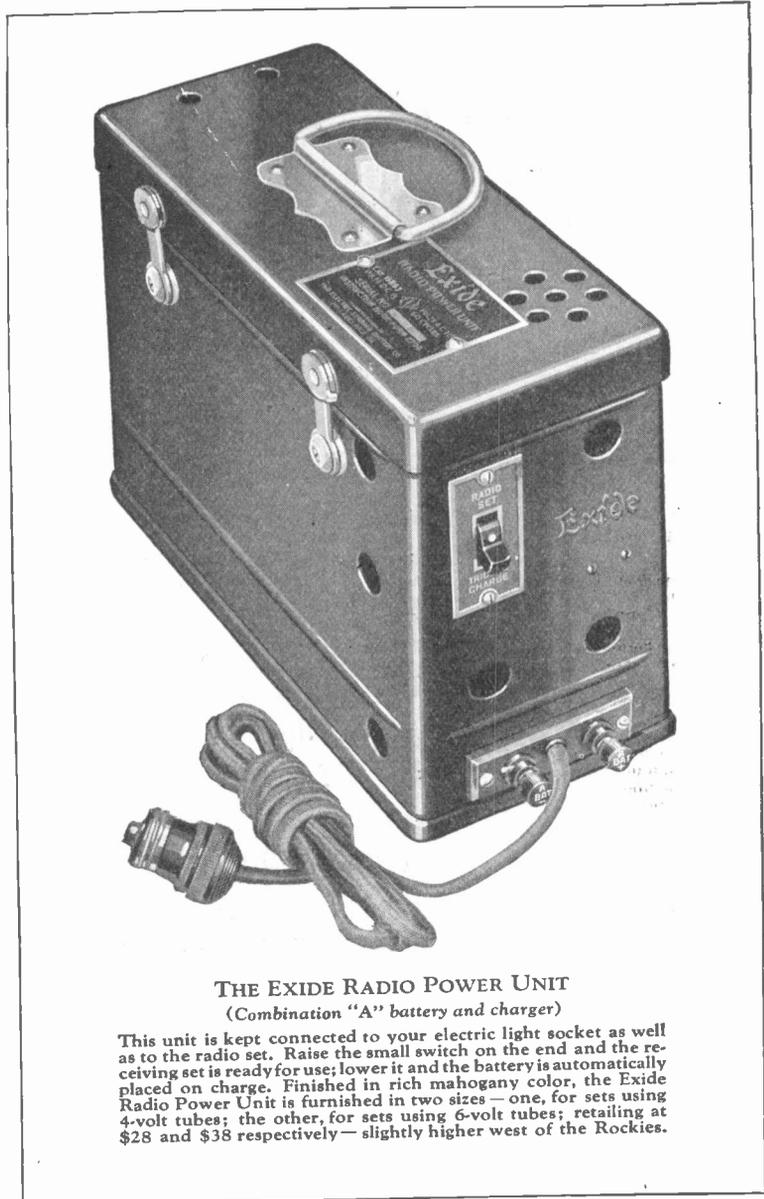
24-VOLT "B" BATTERY
In glass cells, 6000 milli-ampere hour capacity. Also in 48-volt size.



RECTIFIER
Exide Rectifier for economical recharging of "B" Battery from your own house current.

Exide

RADIO BATTERIES



THE EXIDE RADIO POWER UNIT
(Combination "A" battery and charger)

This unit is kept connected to your electric light socket as well as to the radio set. Raise the small switch on the end and the receiving set is ready for use; lower it and the battery is automatically placed on charge. Finished in rich mahogany color, the Exide Radio Power Unit is furnished in two sizes — one, for sets using 4-volt tubes; the other, for sets using 6-volt tubes; retailing at \$28 and \$38 respectively — slightly higher west of the Rockies.

The name that boosts battery profits

The radio fan who insists upon clearest reception and uniform current throughout a long period of discharge, finds the greatest satisfaction, gets the best results, with Exide Batteries

THE merchant who is building soundly for future business as well as immediate sales, finds prestige and profit in the Exide line.

For every type of home receiving set there are capable Exide Batteries. For years people have been reminded by Exide advertising that the name Exide is the standard of value for judging storage batteries for every use.

Trouble-proof service given to the user, freedom from service hazards for the dealer, means satisfaction and profit on every Exide sale.

The experienced fan and the novice in radio will both respect your judgment when you convince them that the more they expect from their radio sets the more they need Exide Radio Batteries.

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia
Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto

FOR BETTER RADIO RECEPTION, USE STORAGE BATTERIES

Are You Waiting for Consumer Demand?

Here it is!

Associate Manufacturers

All-American Radio Corp.
 Alden Manufacturing Co.
 Radiall Company (Amperites)
 Carter Radio Co.
 Union Radio Corp.
 International Resistance Co., Inc. (Durham Resistors)
 Westinghouse Micarta
 Hammarlund Mfg. Co., Inc.

Advertising

Colliers
 American Boy
 Popular Science
 Radio News
 Popular Radio
 Radio Broadcast
 Radio Age
 Q. S. T.
 Radio Retailing
 Radio Engineering
 Radio Dealer
 Radio Doings
 "How to Build" Book sold by mail and through dealers
 Consumer Literature

HUNDREDS of letters are arriving daily at Hammarlund-Roberts New York Office—orders for the "How-to-Build" Book. Every one of these letters is a potential sale, almost ready-made, for the wide-awake dealer who has ordered his stock of Hammarlund-Roberts Foundation Units early. A big, ready, sure-fire public demand—and that demand, under the spur of heavy national advertising, is growing every minute like a snowball rolling downhill! ABSOLUTELY THE BIGGEST STIMULANT THE PARTS BUSINESS HAS EVER RECEIVED! It's up to you to cash in on it by ordering now!

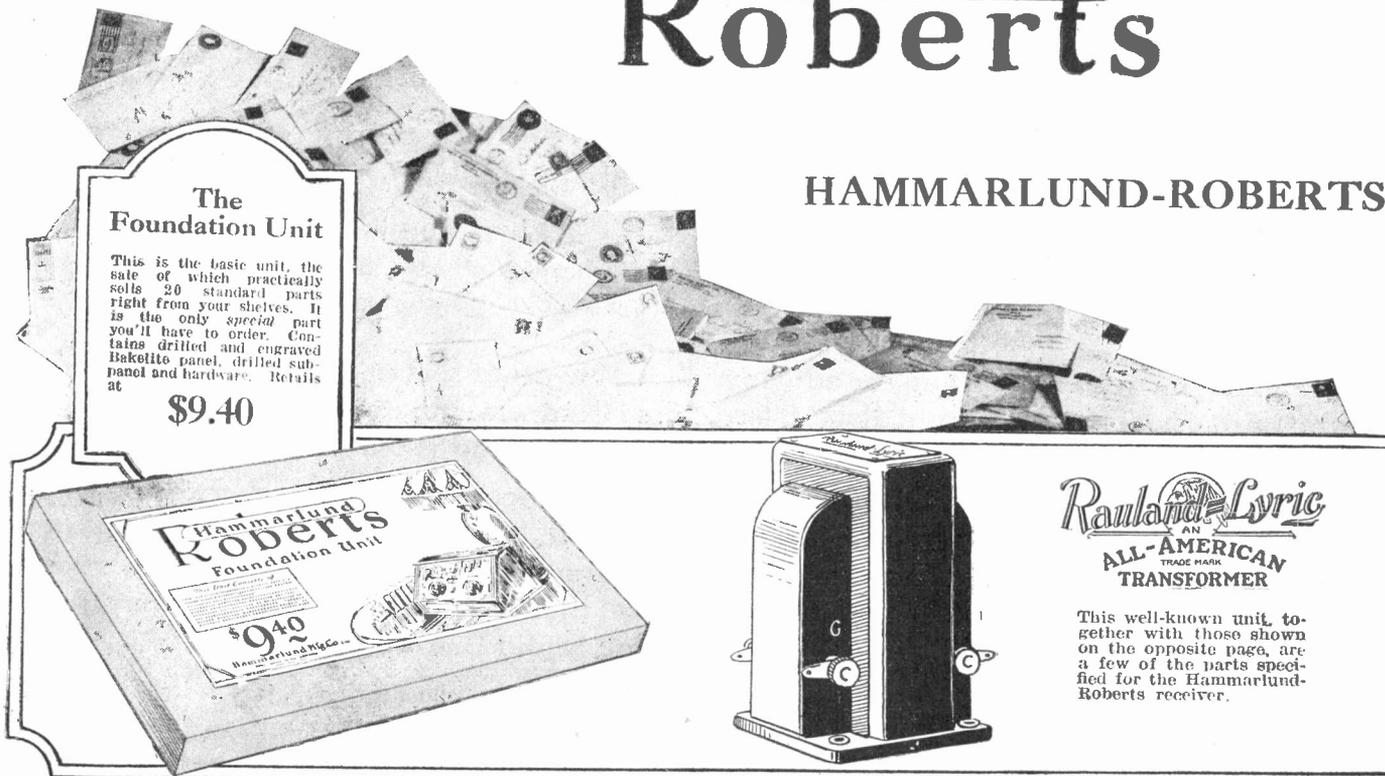
Hammarlund Roberts

HAMMARLUND-ROBERTS,

The Foundation Unit

This is the basic unit, the sale of which practically sells 20 standard parts right from your shelves. It is the only special part you'll have to order. Contains drilled and engraved Bakelite panel, drilled sub-panel and hardware. Retail at

\$9.40



Rauland-Lyric
 AN
ALL-AMERICAN
 TRADE MARK
TRANSFORMER

This well-known unit, together with those shown on the opposite page, are a few of the parts specified for the Hammarlund-Roberts receiver.

Most of these Parts Are on Your Shelves Now This Plan Will Move Them

The Finished Receiver

Ten leading radio engineers designed this circuit and ten nationally known parts manufacturers are backing it. It is a five-tube receiver, based on the Roberts circuit; if properly constructed, it is guaranteed to equal any standard eight tube set on the market in selectivity and volume.

THE really big feature of Hammarlund-Roberts merchandising is the fact that while it involves no large cash outlay for a dealer, it offers him PROFITS EQUIVALENT TO A "SET" SALE. The parts that go with the Hammarlund-Roberts receivers are already on his shelves; the purchase of a Foundation Unit automatically sells these parts for him. \$60.85 worth of them! There's no question of a customer wanting to substitute cheaper parts; all the advertising and guarantees warn him against it. Be sure you've got all these standard parts in stock — chances are you have — then order Foundation Units from your jobber. Watch your parts stock move!

The "How-To-Build" Book

This is the book sold by mail and through dealers, that gives directions for building the receiver and specifies the list of parts. Every one sold by you is a potential sale later on for the full list of parts.

25c

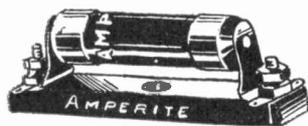
Less usual discount.

Hammarlund Roberts

1182-J Broadway, New York, N. Y.



Carter
New "Imp"
Rheostats, Jacks
and Switches



AMPERITE
An Automatic
Filament Control



NA-ALO
Bakelite Dials
and Sockets



DURHAM
Resistors



UNION
Phone Tip
Jacks

Tungar

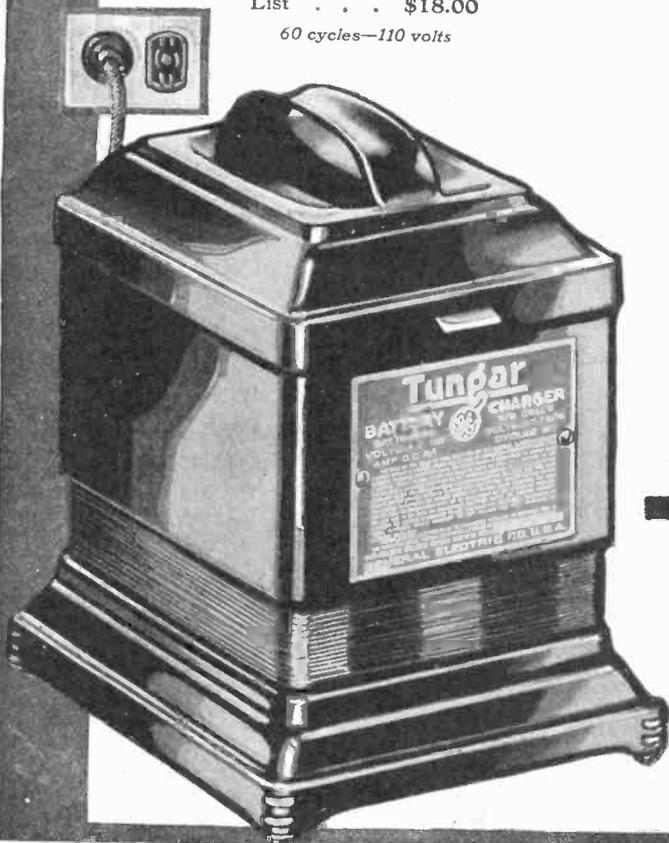
The original bulb charger



The Tungar is a G-E product developed in the great Research laboratories of General Electric.

Two ampere Tungar (East of the Rockies)
List . . . \$18.00

60 cycles—110 volts



THE Tungar is not only known as the *original* bulb charger—but holds the lead in performance. It is being studied unceasingly in the G-E laboratories, and each new improvement is at once built into it. Three new points of advance now place the new model Tungar, which charges all makes of storage batteries, further than ever in the lead.

1. The Tungar is more silent than ever.
2. It has a transformer that means absolute protection against blowing out Radiotrons.
3. It cannot create radio interference in a neighbor's set.

You can sell a Tungar to every man who owns a storage battery.

Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

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

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DIVISION

BRIDGEPORT, CONNECTICUT

Another WESTON Quality Radio Product

506 RADIO PANEL VOLTMETERS

WHEN you sell the new Model 506 or any other Weston Radio Product you sell more than an instrument or plug as the case may be. Weston Instruments are so distinctive in quality and performance; so highly regarded internationally throughout electrical and radio circles; so well advertised in both national and trade advertising mediums that the name is known as the "hall mark" of quality and performance. To the dealer this means immediate "sales acceptance" instead of "sales resistance."

When you sell a Weston product you sell "service" and "good will."

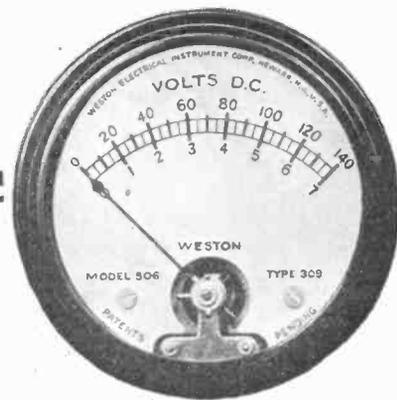
When you sell a Weston product there are no come-backs.

In these critical days of radio merchandising do not be misled by extravagant sales arguments. Do not be enticed by false profits offered by concerns here today and gone tomorrow.

To those who desire to build up a permanent radio business on sound foundations and policies—the career of over 37 years enjoyed by Weston products is assurance; the Weston line is an asset of proven character.

For further information address

WESTON ELECTRICAL
INSTRUMENT CORPORATION
25 Weston Avenue, Newark, N. J.



Two-Inch

MODEL 506 is a wonderful piece of instrument design and construction. It is a thoroughly high grade product, developed especially to meet the particular requirements for radio sets in the most efficient manner. It has been simplified by high engineering talent and through simplification, carries a reduced manufacturing cost and consequently a reduced sales price, without sacrificing the well-known Weston quality.

Model 506 Voltmeters are made in single and double range combinations for the measurement of filament voltages, "A" & "B" battery voltages and for checking all circuit conditions within the radio set. It has a remarkably high internal resistance of 125 ohms per volt which causes an insignificant drain on the batteries. (This is an especially noteworthy feature when sets are operated with dry cells.)

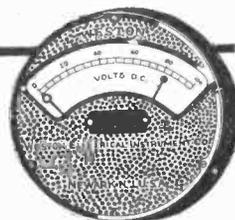
Model 506 is made in three styles to meet the individual requirements of any radio hook-up. Our new edition of Radio circular "J" clearly shows the type of Model 506 Voltmeter suited to each particular type of hook-up.

Copies sent free on request.

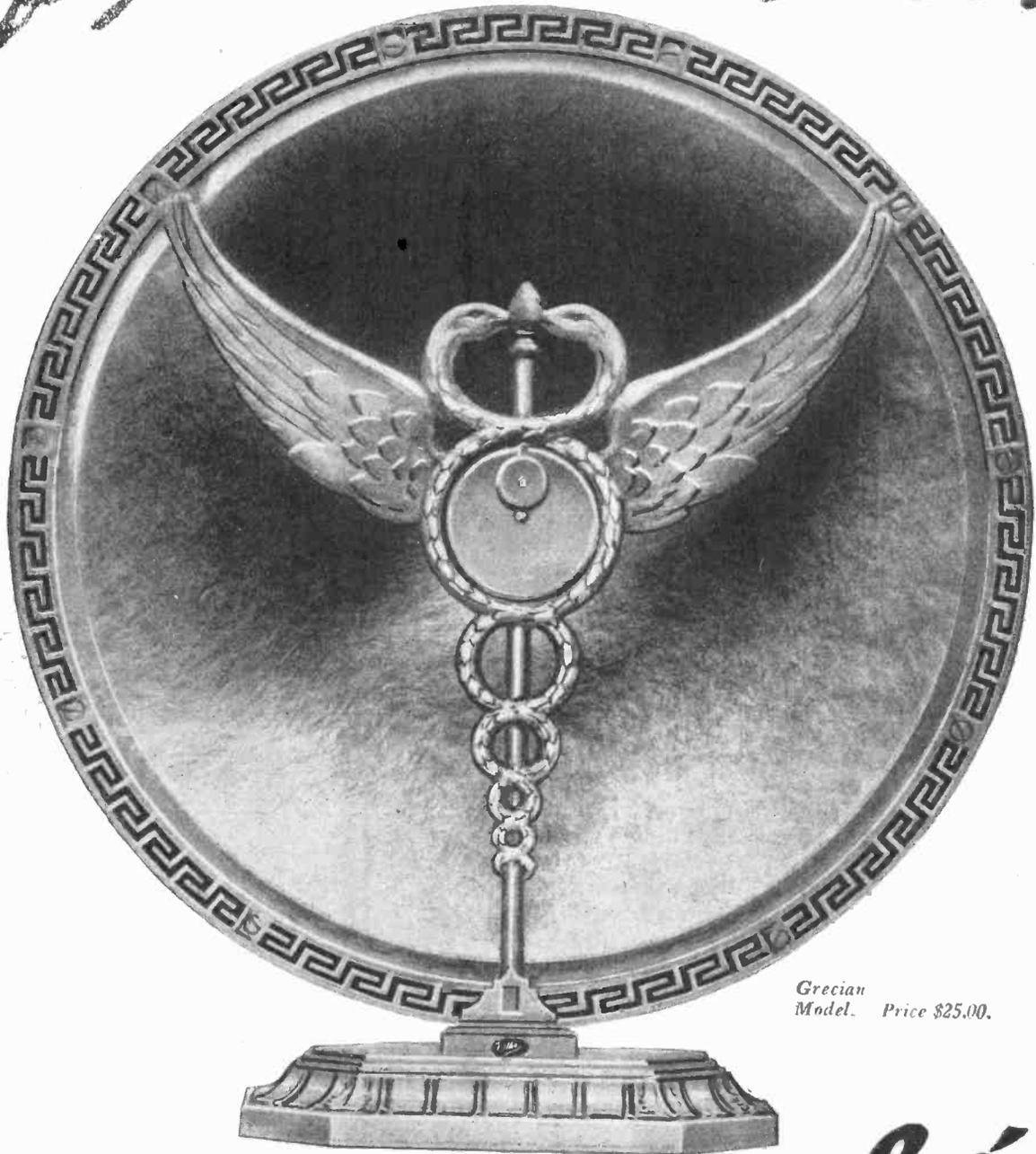


STANDARD THE WORLD OVER
WESTON

Pioneers since 1888

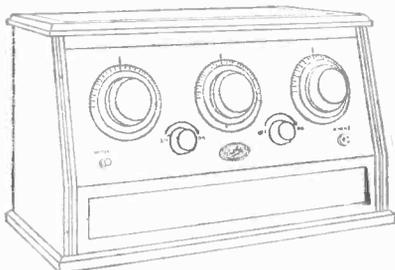


If you want the best!



Grecian Model. Price \$25.00.

The new Pathé sets operate on house current



Some territories for jobbers and retailers still open. Write.

Pathé
REG. U.S. PAT. OFF.



CONE LOUD SPEAKER

Exquisite in tone
Exquisite in design
Exquisite in workmanship

PATHE PHONOGRAPH AND RADIO CORPORATION
DEPT. 59
20 GRAND AVENUE, BROOKLYN, N. Y.

FADA

Radio

Messrs-Tom, Dick,
and Harry
are out of luck



THE FADA MARK OF SERVICE

This Mark of Service is our *guarantee to you* of permanent satisfaction.

The dealer who displays this Mark knows radio—inside and out. That's why he's selected to sell FADA RADIO.

He stands ready at a moment's notice to *service* your set and see that you get consistently the full measure of Fada standard performance.

You can rely on his judgment and his eagerness to satisfy you and keep you satisfied.

Look for the Fada Mark of Service.

F. A. D. Andrea

President

The Fada Authorized Dealer Franchise is no mere gesture—it is a very real and vital thing.

And it is *not* granted to Tom, Dick and Harry.

As a result, the FADA RADIO Sales and Service Sign displayed in a store is more than an announcement that FADA RADIO is on sale within.

It means that the proprietor of that store is *the* radio Authority in his neighborhood—it means that he has standing in the community, that his ability, courtesy and efficiency may be relied upon without question.

We are genuinely proud of the men who sell and serve FADA RADIO, and we are broadcasting our pride to the public 60 million times during the present season through magazines and newspapers.

The FADA RADIO Sales and Service Sign means guaranteed satisfaction to the radio purchasing public.

It means the cream of the radio business to the merchant who displays it.

Your territory may be open—write us today for our Franchise plan.

F. A. D. ANDREA, INC.
1581 Jerome Ave., New York



Manufacturers of TUNED RADIO FREQUENCY receivers using the highly efficient NEUTRODYNE principle.

DIS-TON



Employs no fluids of any kind. Uses only one rectifying tube. Separate adjustment for detector and amplifier tubes. Handsomely finished in rich velvet-green Duco with solid walnut, satin finish top and bottom. Ample continuous "B" current for one to ten-tube sets

Provides a Generous, Legitimate Extra Profit with Every Set You Sell

DIS-TON fills a real need in radio selling. It does more than enable your customer to replace "B" Batteries with a sturdy, trouble-free electrical instrument that uses ordinary AC from his light sockets. DIS-TON adds to the overall efficiency of any set and assures maximum customer satisfaction. It gives exactly the proper detector and amplifier voltages for each particular layout, enabling the user to secure utmost tone quality, selectivity, volume and distance. DIS-TON parts are sealed in against tampering and deterioration. It won't add to your "free service" (free to the customer, not to you). None is required for DIS-TON.*

Diston

List Prices—Complete
Ready for Operation
(including Rectifier Tube)

110 volt, 60 cycle AC..... \$40.00

Other voltages and cycles
on application.

Diston Kit

Essential Diston Parts for the Set
Builder, Experimenter and the man
who "wires his own." Covered by
regular Diston Guarantee.

110 volt, 60 cycle AC..... \$28.50

Other voltages and cycles
on application.

DIS-TON is Furnished to You and Your Trade on a Demonstration Basis

The fairest selling plan in radio is back of DIS-TON. It is sold on performance! No "customer beware"—no "dealer take care." Write today for full details of the DIS-TON plan whereby the dealer can't lose. There are worthwhile profits waiting for you. Get yours!

RADIO PRODUCTS, Inc.

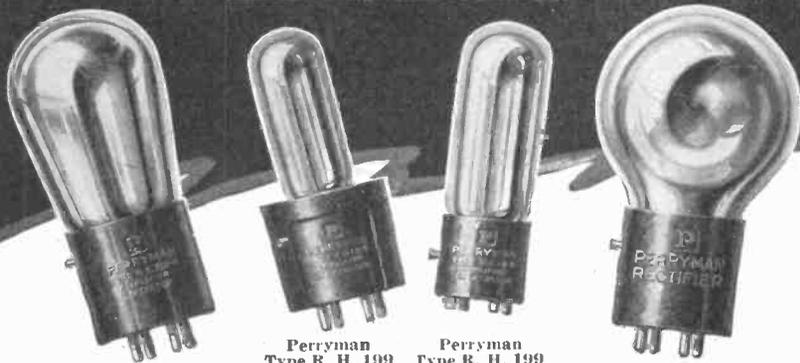
Dept. RR

Richmond, Ind.

**DIS-TON can't make a "super-het" out of a "one tuber," nothing can. DIS-TON will pep up the old sets to an amazing degree. It furnishes an additional profit from set owners to whom you have formerly had little additional to offer.*

PERRYMAN RADIO TUBES

DISTANCE
WITHOUT DISTORTION



Perryman
Type R. H. 201-A
Amplifier and Detector

Perryman
Type R. H. 199
Standard Base
Amplifier and
Detector

Perryman
Type R. H. 199
Miniature Base
Amplifier and
Detector

Perryman
Rectifier

\$2.50 All Types

Common Sense Construction

When radio tubes go wrong it is usually because the grid, plate or filament get out of alignment or break. That's why you hear all this caution about "treat them gently."

Perryman Tubes are built to stand the gaff. They deliver uniform efficiency day in and day out, because we make them so they will. Read about the tube assembly on the right.

Common Sense Selling Methods

Every dealer who handles Perryman Radio Tubes gets a generous discount and real selling co-operation.

Here are some of the sales helps. They are as good as the tubes and that's saying a lot.

We want to hear from aggressive dealers and jobbers. We are willing to earn their support.



The attractive
Perryman Container.



Folders with
dealer's imprint



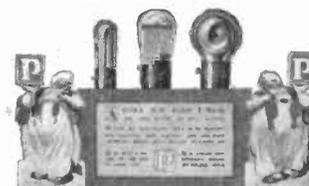
Pat. applied for

Tube Assembly of Perryman Type R. H. 201-A

The filament, plate and grid are held in permanent parallel alignment at the point of greatest efficiency by two bridges, top and bottom. You can't shake them apart. You can see at a glance that this tube will deliver the best results obtainable for the longest possible period of time.



Window Display, Size 10 1/2 x 25 1/2.
Lithographed in six colors.



Counter Display, Size 7 x 13. Lithographed
in six colors. Holds three Perryman
Radio Tubes, one of which is a clear
glass demonstrating tube furnished free
of charge.



Set of Figures,
Size 7 x 14.
Lithographed
in six colors.

PERRYMAN ELECTRIC CO.

Incorporated

Laboratories and Plant
NORTH BERGEN, N. J.



Sales and Executive Offices
33 WEST 60th ST., N. Y. C.

Music Master RADIO PRODUCTS



TYPE 250
Music Master-Ware

The ultimate in radio. Seven tubes. Self-contained, rotative loop eliminates antenna and ground. Wonderful range. Exquisite tone. One major control operates wavelength indicator. Mahogany cabinet with battery compartment. Price (without equipment) **\$250**

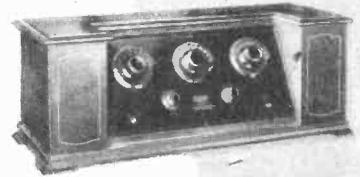
PUSH MUSIC MASTER for Christmas Profits

MUSIC MASTER— Quality Radio Products—will allow you to reap a harvest on your Christmas trade.

Ten new cabinet models, with all the latest refinements of mechanical ingenuity and tone quality, will draw the best trade to you for Christmas, and assure you profitable business *all the year.*

Everybody knows Music Master. Its story has been told—is being told—to millions of radio enthusiasts through national magazines, weeklies, newspapers, and “fan” papers.

Music Master Franchise gives you real protection, and our long line gives you the merchandise. Write or wire now for details about Music Master.



TYPE 100

Five tubes. Resonant reproduction, exceptional range. Massive mahogany console cabinet. “B” battery compartments in cabinet. Price (without equipment) **\$100**

TYPE 400

Five tubes. No batteries. Unexcelled performance. Self-contained battery eliminators. Richly carved mahogany cabinet. No ground or outside antenna required unless the set is situated in a locality of poor radio reception, or if great distance is desired. Without equipment.

\$400

Model XIII
Reproducer
\$40 additional

MUSIC MASTER
*Resonant Wood
Insures Natural
Tone Quality*

MODEL VI
14 inch
Wood Bell **\$30**

MODEL VII
21 inch
Wood Bell **\$35**



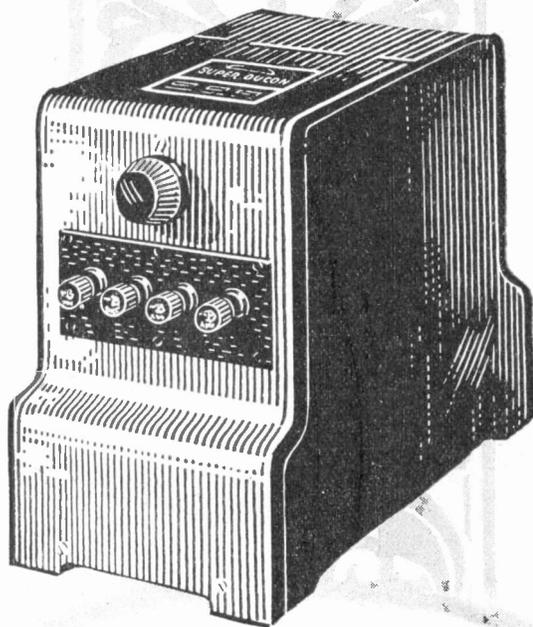
Music Master Corporation

Makers and Distributors of High-Grade
Radio Apparatus

128-130 N. Tenth St., Philadelphia, Pa.
CHICAGO NEW YORK PITTSBURGH

Ten Models — \$50 to \$460 — Unconditionally Guaranteed

Music Master RADIO PRODUCTS



A.C. Type 800—\$35.
(60 cycles—110 volts)
For use with any set requiring a "B" potential of approximately 90 volts.

A.C. Type 800A—\$47.50.
(60 cycles—110 volts)
Especially adapted for use with any set requiring a "B" voltage of approximately 135 volts and the new UX Radiotrons.

SUPER-DUCON

Eliminates "B" Batteries

—permanently

The Super Ducon plugged into the house-lighting current delivers a steady "B" voltage for radio sets—and *does it permanently!*

Equipped with the new RCA tube, UV 196, the Super Ducon rectifies both sides of the incoming 60 cycle 110 volt A.C. lighting current, delivering to your set a constant D.C. voltage free from all power line noises.

The "B" voltage supply for the detector tube may be varied to any voltage from 10 to 50 volts.

Sell Super Ducon and keep your customers *permanently pleased.*

Listed as standard by Underwriters' Laboratories

Dubilier

CONDENSER AND RADIO CORPORATION

BAKELITE



Tube bases of Bakelite improve tube performance

The radio public quickly discovered the improved performance secured through using tubes with molded Bakelite bases.

Manufacturers soon realized that the use of Bakelite tube bases helped sales, and the majority have now adopted it as standard.

Why not take advantage of this consumer preference for Bakelite and offer your customers only those makes of tubes provided with the new and better base made of Bakelite.

Write for Booklet 39

BAKELITE CORPORATION

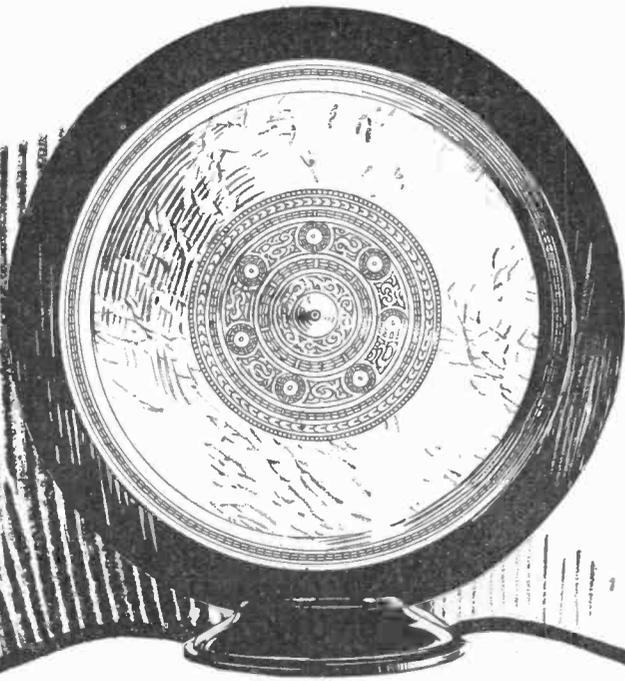
247 Park Avenue, New York, N. Y.
Chicago Office: 636 West 22nd Street

Bakelite is an exclusive trade mark and can be used only on products made from materials manufactured by the Bakelite Corporation. It is the only material which may bear this famous mark of excellence.

B
BAKELITE is the registered trade mark for the phenol resin product manufactured under patents owned by the Bakelite Corporation.

THE MATERIAL OF A THOUSAND USES

**BOSCH
RADIO**



BOSCH JUNIOR AMBOTONE

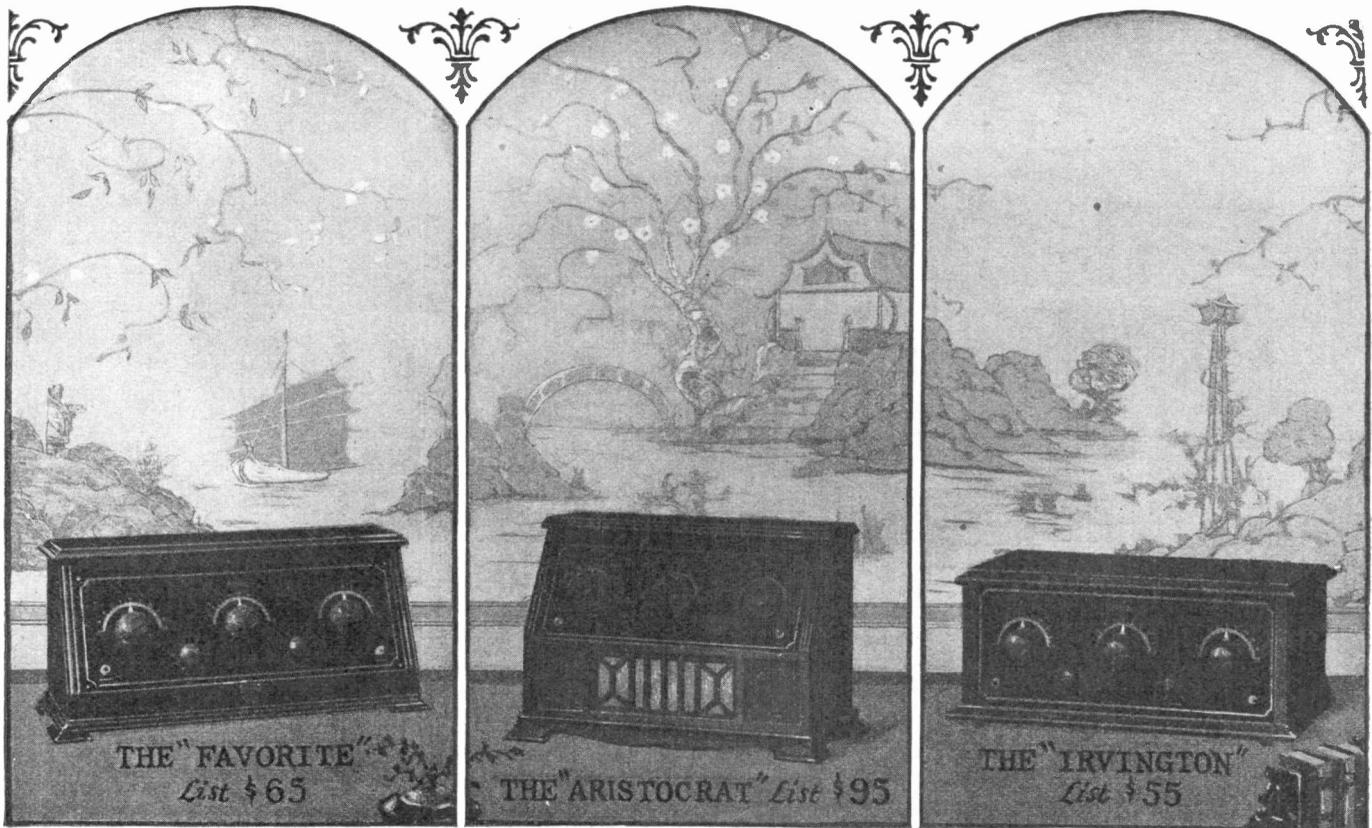
Another Bosch Radio triumph—a Radio Reproducer at an extremely low price with unusual tonal quality, purity of reproduction and remarkable range.

The Bosch Junior Ambotone is manufactured by an organization whose reputation for the production of precision electrical equipment has been supreme for years. The Junior Ambotone is beautifully designed and is smaller than the usual type, taking up about half the room—an important sales point.

The Bosch Junior Ambotone will lead sales in reproducers—the greatest value in Radio, in quality, and price \$14.50

\$14.50

**AMERICAN BOSCH MAGNETO
CORPORATION**
SPRINGFIELD, MASS.



Build Your Radio Business on the Irving

A nation-wide demand for a moderately priced, quality receiving set that jobbers and dealers can conscientiously get behind and push to the limit, has resulted in the Irving line of receivers which is proving successful against the stiffest kind of competition.

Quality—performance—price—these three factors make the Irving line highly desirable by those progressive jobbers and dealers who are looking for a line of radio receivers which will bring sales results from the very outset. In dollar-value to you the Irving stands head and shoulders over the field. A permanent, profitable business awaits jobbers and dealers who desire a sales-pulling, customer-winning line of receiving sets.

The Irving Radio Corporation has experience, reliability and integrity behind it and you can be certain that every receiving set is up to our high standard.

The Irving must undergo severe tests for range, volume, tone and selectivity under actual conditions, and is carefully examined for faulty workmanship and defective parts before it leaves our factory.

Our jobber and dealer policies, founded on such sound business principles as will aid them in building up a substantial radio business on the Irving, assures square dealing, a profitable and permanent line, and our full co-operation.

We invite inquiries regarding an exclusive sales franchise for you. We will be glad to show you how you can build a substantial business on the Irving and why you will be pleased to represent the Irving Radio Corporation in years to come. A letter to us today is the first step toward a permanent, money-making business.

IRVING RADIO CORPORATION

143 East Broad Street, Columbus, Ohio

I R V I N G





Sold!

to the Radio World

Benjamin Radio Products have set New Standards of Tonal Quality and Dealer Profits

The sale of a good product need never be forced. It sells itself. Easily! That explains the present unusual demand and nation-wide market for Benjamin Radio Products. For Benjamin has a place all of its own in the radio world. To dealers who critically judge the value of radio products by turnover and the size of the profits, there are no substitutes. This exceptional prestige in the radio world has sold the worth of Benjamin Products to all who deal, work or play with radio.

Benjamin Tuned Radio Frequency Transformers

Even in what has been considered an excellent set, it is astonishing what an improvement in tone, quality, volume and selectivity the introduction of these coils produces. Low Resistance. Low Distributed Capacity. Uniform both in inductance and distributed capacity. Space wound, air core; double green silk insulation—the nearest approach to an all-air dielectric construction and the highest type of inductance possible. Coils are coupled so as to reduce capacity coupling to a minimum.

Benjamin Low Loss, Long Range Condensers

First of all a wonderful low loss condenser. The shape of the rotor blades spreads the broadcast range on the lower wave lengths, eliminating bunching of stations on the lower side of the dial and makes tuning very easy. A beautiful instrument, in unpolished silver plate finish. Friction disc on rotor shaft adjusts turning tension without loosening or throwing plates out of alignment. Made in three sizes: 13 plate for .00025 Mfd., 17 plate for .00035 Mfd., and 25 plate for .0005 Mfd. Drilling template furnished with each condenser.

Benjamin Cle-Ra-Tone Sockets

Benjamin Cle-Ra-Tone Sockets prevent the transmission of outside vibrations into microphonic disturbances. Four delicately adjusted double springs support the socket—"float" it above the base—and absorb all jars and shocks. Handy lugs makes soldering easy. Furnished also in gangson Bakelite sub-panels for compact set building. *Now ready*—the new "Push" type Cle-Ra-Tone Sockets for Standard UX "Push" type tubes.

Benjamin Electric Mfg. Co.

120-128 South Sangamon Street
Chicago

247 W. 17th Street
New York

448 Bryant Street
San Francisco

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



Ten King Cole Receivers

Sold in Five Days at Churubusco, Indiana

THE WEAVER ELECTRIC CO. made these sales in this town of 1000 population from Oct. 5th to Oct. 10th

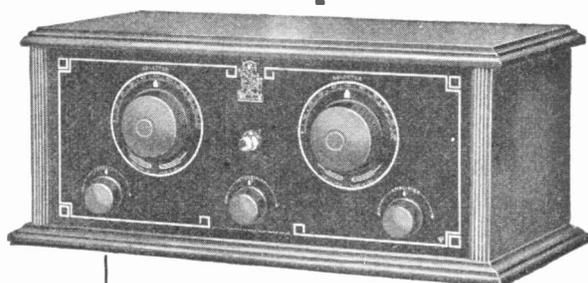
These sales were made at the beginning of the retail radio season on the performance of the King Cole Receiver. To the best of our knowledge no competitors sets were sold in Churubusco during that period.

What the Weaver Electric Co. can do so can any other live King Cole dealer. And in larger places more sales can be expected.

The King Cole is a distinctly new departure in receiving sets that will give every customer highly satisfactory and dependable reception, along with simplicity of operation.

Offered on a franchise selling plan to THE progressive dealer in each community it gives you a good selling quality receiver at a good profit with absolute protection to you and your customer.

Look over features of the King Cole Receiver—get one now, test it in any way under your conditions and your requirements—also get the details of our sales franchise. Isn't that a fair offer? And let us remind you that the active retail season is here—there is no time to lose.



Features—

Two dials—easy to operate.

Quality of reception but NOT at a sacrifice in range.

Excellence of appearance.

Economy of operation—four tubes.

Covers all broadcasting wavelengths including new low waves recently allotted.

Designed to work with storage battery, dry battery, or the new A.C. tubes.

Unqualifiedly guaranteed in every particular.

List price \$80.00

Parts Dealers

Investigate the King Cole line of quality parts—S.F. transformers, reactance amplifiers, antenna wire, square and round bus bar and magnet wire in fractional pound packages.

For best results from any set use
King Cole enamel aerial wire

Anylite Electrical Company

Fort Wayne

Since 1914

Indiana

It's a Great Christmas Gift for Every One

ITS pure tone production promises entertainment for the whole family every day in the year. Four beautiful models (three horn and one cabinet) priced from \$15 to \$30 meet practically every taste and every purse. Make the Bristol Loud Speaker prominent among your Christmas offerings this year.

Our Big Holiday Advertising Campaign Is Already Under Way

Generous space in the Saturday Evening Post, Literary Digest and leading Radio Magazines is bringing Bristol Loud Speakers to the attention of millions of radio fans all over the country. Interesting literature and an unusual store or window display enable you to center interest on your store.

Write For Free PLAN BOOK

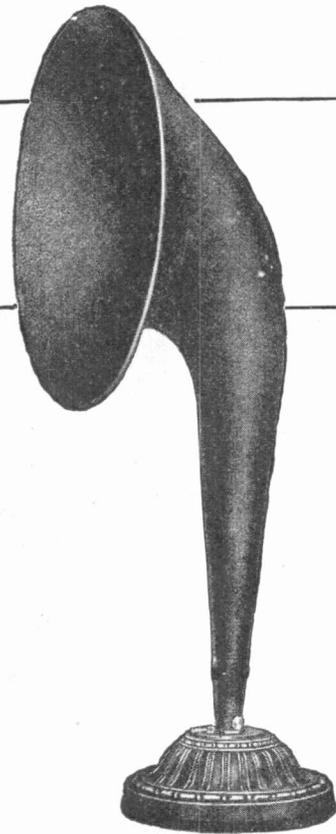
Tells us about Bristol advertising and how you can make it work for you.

The Bristol Company (Radio Div. AL) Waterbury, Conn.

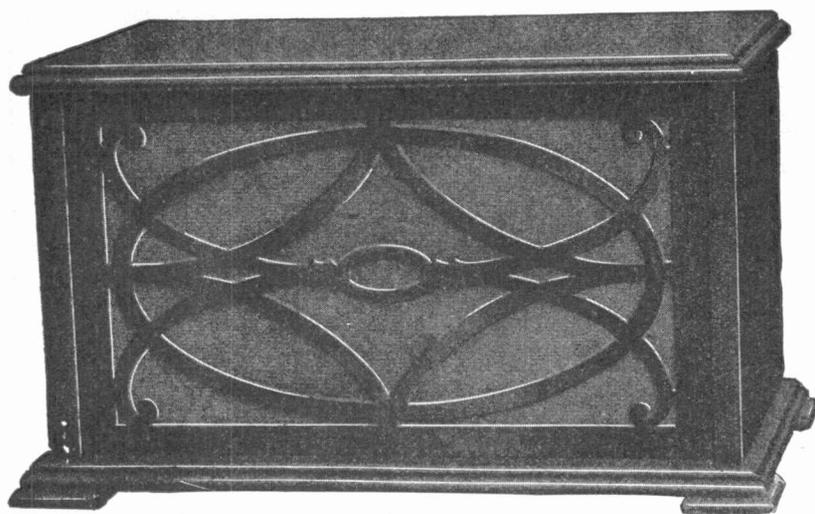
Represented by Branches in Nine Principal Cities

Boston, Old South Bldg.
Philadelphia, Widener Bldg.
Birmingham, Age-Herald Bldg.
Chicago, Monadnock Block
New York, 114 Liberty St.

Pittsburgh, Frick Bldg.
Detroit, Book Bldg.
St. Louis, Boatman's Bank Bldg.
San Francisco, Rialto Bldg.



Model "S", \$25.
Rubber horn 14 1/2 in.
diameter. Black mat finish
with silvered base dec-
oration.



Cabinet Model "C", \$30.

The New SUPER-UNIT *A Special Selling Point*

The Super-Unit opens a new delight to the listener of radio. It is a diaphragm of broad pitch range, especially designed by Bristol Engineers, that brings in the deep bass and the high tenor or soprano tones with the same truthfulness. It is equally effective in bringing in clearly every word of speeches and lectures. It is the final reason why you should feature Bristol Loud Speakers this Christmas.

Both Models "S" and "C" have the new Super Unit.

BRISTOL TRADE MARK **AUDIOPHONE** REG. U.S. PAT. OFFICE **Loud Speaker**

The finest Console Speaker at any price

The Greatest Loud Speaker Value Today

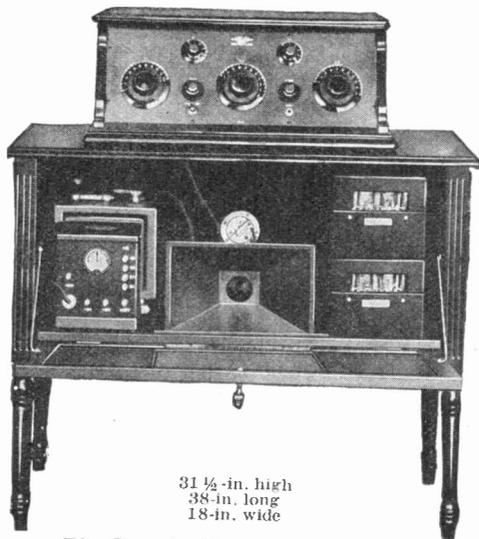
Considered only as a piece of furniture or only as a loudspeaker the Console Master Speaker is worth the money. But as a combined cabinet and speaker it is the greatest loudspeaker value today. The loudspeaker is concealed behind the silk covered grill and has a beautiful natural tone of great volume.



An Unusual and Exclusive Feature

The Console Master Speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This is our own exclusive origination, and strong patent claims protect it.

In Walnut or Mahogany. Either way a fine piece of furniture.



31 1/2-in. high
38-in. long
18-in. wide

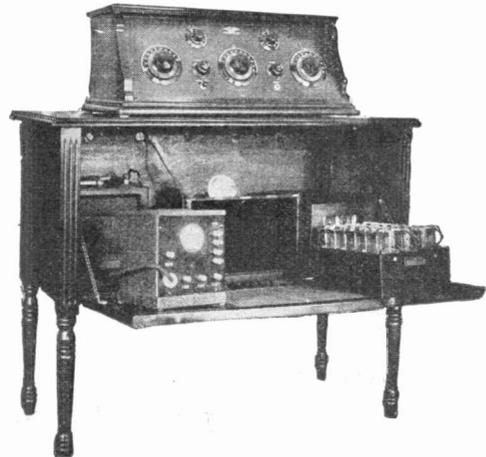
The Console Master Speaker

with the opening front, showing the exceptionally spacious battery compartment, which will hold an "A" battery, a charger, and 2 dry or wet "B" batteries, besides the built-in loudspeaker.

Retail Price \$49.50
Complete with Loudspeaker
(Adjustable Unit)

The Console Master Speaker

for any
Radio Set



The Console Master Speaker

showing the front let down, allowing convenient and quick access to batteries and speaker, using the front as a shelf or tray.

THE MOST PRACTICAL CONSOLE SPEAKER

Just a pull of the handle and ALL the batteries, charger, and loud speaker unit are within immediate reach.

ORDER FROM YOUR JOBBER

FULL TRADE DISCOUNTS

CONSOLE MASTER SPEAKER CO.

15 East 40th Street, NEW YORK

New colored dials create new sales opportunities

Bring back old customers for additional sales and speed up sales of sets now in stock

THEY will sell because they're a novelty"—that was the verdict of dealers when Na-Ald colored dials were recently announced. But the important thing about them for you to remember is that you can sell them in attractive boxed sets of three matched dials and two knobs at \$5.00—a worth while sale.

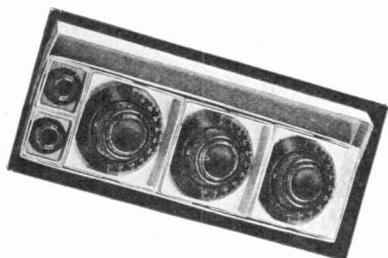
Sales of individual colored dials will also prove profitable.

Na-Ald colored dials are again making customers of radio owners to whom you thought you'd never sell anything more except tubes.

Putting colored dials on a set makes it look like a new one.

Colored dials have drawn many women into radio stores. In color they see a way to relieve their home of the sombre dull hued cabinet which has always been a bug-a-boo to them. You've already sold many people black dials—now sell them a colored set; and double your dial profits.

Another way to profit on the new colored dials is to make them sell sets for you! Brighten up a set with colored dials and see how quickly it moves! On repair work, too, in your shop or in the set owner's home; when you have made the repair, slip on a set of colored dials—and make an additional \$5.00 sale.



Na-Ald Dials Are Made in the Following Colors:

Brilliant tortoise, malachite-green, garnet, and grain mahogany.

The New Na-Ald 5-inch Dial Is Also Made in Colors

Here is another new Na-Ald product proving popular with "fans"—the 5-inch Dial. They like the man-size grip the double knob provides. They like the two-hundred graduations.

Many prefer this dial to the Vernier on sets that do not have critical tuning, such as the neutrodyne. With the big knob and clear graduations they can swing from station to station surely, quickly and accurately. This massive dial is the biggest on the market—5 inches in diameter. Obtainable in any of the colors listed above.



A New Vernier to Complete Your Dial Equipment

Let a radio user turn the knob of this Na-Ald Vernier. If he has any need of Vernier accuracy he will put it on his set. The beauty of this Vernier, besides its simple mechanism which eliminates backlash and provides extremely smooth and positive operation, is that it *looks* like the standard Na-Ald dial. Of Alden processed Bakelite; no "live" metal; can be used on a condenser with one hole mounting.

Standardize on Na-Ald

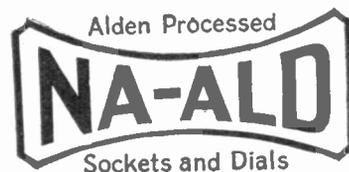
The colored dials—a step ahead; the 5-inch dial—a step ahead; the new Vernier—a step ahead. Typical of



Na-Ald products! One of the reasons why it pays to standardize on the Na-Ald line—the complete line always kept up-to-the-minute.

The coupon below is for a rush order shipment of the latest Na-Ald products. Your jobber will recognize it as such.

ALDEN MANUFACTURING COMPANY
Dept. A10, Springfield, Mass.



A-10

Jobber's Name

Street

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

Send us boxes Na-Ald 4 in. colored dials (3 dials, 2 knobs); 5 in. dials, Verniers. Assorted colors.

Name

Address

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



Talk is cheap—especially radio talk. What you want is PROOF. And the one certain proof is PERFORMANCE.

If you are using URECO Radio Tubes on your own set, you are already selling URECOS because you've had all the proof you need. Otherwise make this test. Tune in on any station you wish. Listen closely. Then change to URECO tubes and listen again. Note the amazing improvement in power and tone.

That's because URECOS are made to pass the severest of all tube tests in the factory.

And try the new URECO GOLDENTONE Power Tube in your last stage. It kills every last trace of distortion and increases range marvelously.

The United Radio & Electric Corporation
418 Central Avenue Newark, N. J.

You'll prefer URECOS in your own set

Real Progress in Radio



We established Station WJR as the Jewett contribution to general Radio welfare. We are content to maintain it on this basis alone.

But our dealers everywhere report that it is further stimulating the demand for Jewett Quality Products.

And our resourceful young engineers have made of WJR a two-hundred-thousand-dollar piece of laboratory equipment with which, after midnight, they test and perfect Radio equipment, present and to come.

With broadcasting to their own order, these clever youngsters have learned new secrets of quality reproduction.

These secrets are today applied to Jewett Quality Products. They increase the value of every authorized Jewett Dealer Franchise.

Can you longer afford to do without the best money-making line in Radio? Write for full details today.

"There Is No Substitute For The Best"

JEWETT RADIO & PHONOGRAPH CO.
 5684 TELEGRAPH ROAD PONTIAC, MICHIGAN
 Factories: Allegan, Michigan—Pontiac, Michigan
 In Canada: Jewett Radio-Phonographs, Ltd., Walkerville, Ontario
 Export Sales Offices: 116 Broad Street, New York City

Special Wednesday
 WJR feature—The
 Burroughs Hour, 9
 to 10 p. m.



The Jewett Receiver

—Three simple controls provide distortionless reception and eliminate all receiver noises—The most richly beautiful Receiver you have ever seen.

The Jewett Superspeaker

—All that the name implies. Recommended by experts everywhere.

The Jewett Superspeaker Console

—A handsome cabinet with Superspeaker performance.

The Jewett Cone

—Faithful in tone and pitch regardless of heat, cold, or dampness. Semi-adjustable.

The Jewett Vemco Unit

—Makes a loud speaker out of your phonograph.

The Jewett Parkay Cabinet

—Puts the amateur on a par with the most exclusive cabinet worker.

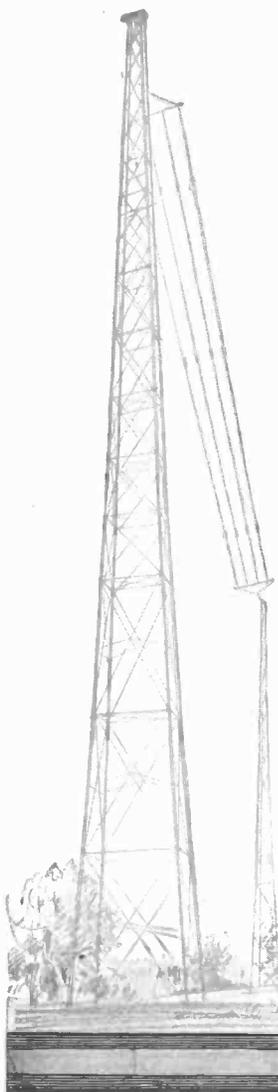
The Jewett Micro-Dial

—Makes tuning 50 times as accurate. Fits any standard receiver.

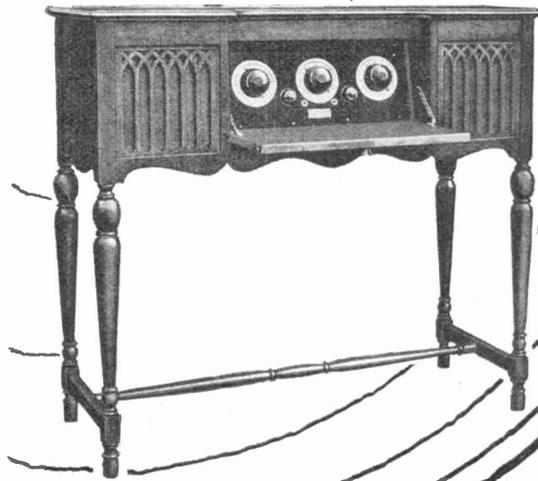
The Jewett Superspeaker Highboy

—Houses any standard Radio set and all batteries. Superspeaker built in.

"Quality Broadcasting to Match Quality Products—Station WJR"



The BEAR CAT
Model 55
Price \$160.00
with built-in loud
speaker and battery
space.



A Complete Unit

All-in-one package, Dry Tube Radio Receivers

The WELLS BEAR CAT does all that a radio set is expected to do. It gives complete customer satisfaction and gets complete customer approval as well as that of the dealer. It is a complete unit—sold as an all-in-one package.

Designed and perfected to save dealers assembly and servicing costs

Here is a dry tube success that obtains in an exceptional way, tone, selectivity, long range and volume. The assembling is done completely in your place of business. The customer simply connects antenna and ground and tunes in. As simple as selling a phonograph.

To The Experienced Radio Dealer

You have sold sets requiring storage batteries. You know what it means then to both yourself and customer when we tell you that the WELLS BEAR CAT does away with the inconvenience and service costs of the storage battery. This means much, especially in rural communities.

No storage battery set operates better—none requires less service cost, because the WELLS BEAR CAT set being an all-in-one-package can be brought to the dealer for any service required.

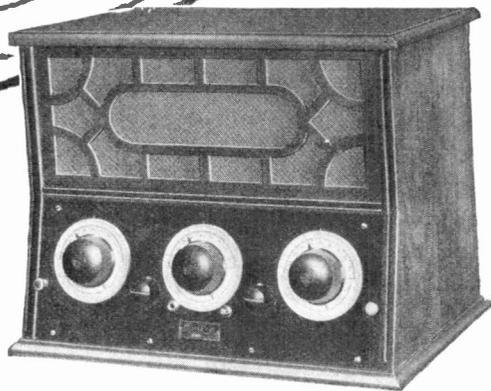
We request that you make comparisons with the best makes of storage battery sets—we want you to see the difference—to see the real value of this "dry tube success"—to see the advisability of selling the WELLS BEAR CAT.

Write today for details

Our exclusive franchise to Jobber and Dealers is an attractive one and proves very advantageous to every one concerned.

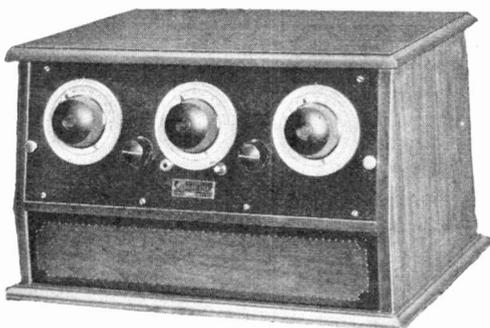
The Wells Radio Mfg. Co.
2710-12 N. Ashland Ave., Chicago, Ill.

The BEAR CAT
Model 5
Price \$110.00
with built-in loud
speaker and battery
space.



The BEAR CAT
Model 50
Price \$95.00

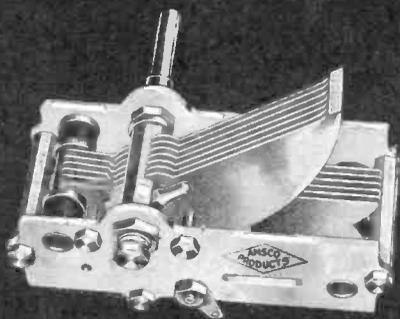
Same as Model 5,
except without built-in
loud speaker. Ample
space for batteries.



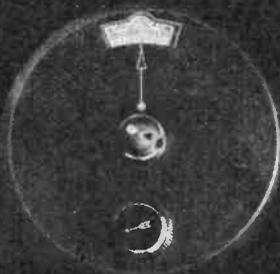
The Wells
BEAR CAT

THE DRY TUBE SUCCESS

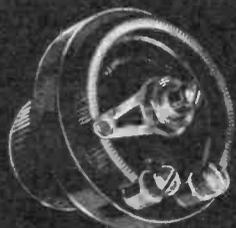
To unscramble
the stations



To get the
Finest Tuning



To
save your Tubes
and Batteries



The new **AMSCO** ALLOCATING CONDENSER

(STRAIGHT LINE FREQUENCY)

SPREADS the stations evenly around the dial according to their frequency in kilo-cycles. Eliminates the crowding on low waves and simplifies tuning.

And unlike previous S. L. F. designs, its "half-a-heart" rotor plates save space in the cabinet. Three sizes—single or Siamese.

The new **AMSCO** VERNIER DIAL

AS easily installed as an ordinary dial—and as easily manipulated. *But*—each turn of the dial is translated to 1/13th the motion—giving finesse to your fingers. A precision instrument, without momentum or back-lash. There is no vernier like it for distance-getting. Low in price.

The new **AMSCO** RHEOSTATS AND POTENTIOMETERS

NOTHING saves tubes and batteries like correctly designed, electrically efficient resistance instruments in the radio circuit.

Stromberg-Carlson, Freed-Eismann, Priess Radio and other builders of the highest type receivers have selected AMSCO. It will pay to investigate. Ask your dealer or write to the makers:

AMSCO PRODUCTS, Inc., Dept. N.
Broome and Lafayette Sts., N. Y. City
Makers of the Melco Supreme Radio Receiver

The New WAVE MASTER-a Radio Set Worthy to Bear the KELLOGG Name



The Wave Master Console Model

A handsome genuine mahogany design with battery compartments and inbuilt horn. Price, **\$275.00**

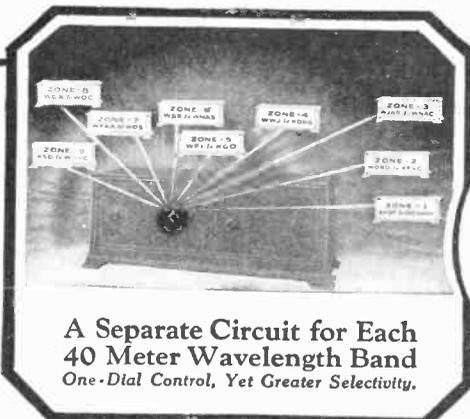
Without battery table, price - - **\$225.00**

Also made in the beautiful Console model, genuine mahogany, price, **\$235.00**



A Year Ahead! The WAVE MASTER, 5-Tube Standard Model

Cabinet of solid, Genuine Mahogany, beautifully finished, 28 inches long, 11 inches high. Price, **\$125.00**



A Separate Circuit for Each 40 Meter Wavelength Band
One-Dial Control, Yet Greater Selectivity.



Kellogg Symphony Reproducer
\$25.00

Wave Master Dealers Take No Risk

CONSIDER how much simpler is the selling problem for Wave Master dealers. In every part of the world the guarantee of the Kellogg Switchboard & Supply Company is as good as a gold bond—the most powerful of all sales helps.

No Kellogg product will ever be "orphaned"; no Wave Master dealer fears that he will ever be left "holding the bag," compelled to make good at his own expense any fault or defect in order to satisfy a customer.

Your NEXT year's profits depend upon not merely the quality of the radio set you select to handle but the reliability and experience of the firm that produced it.

The WAVE MASTER franchise, backed by our tremendous resources of scientific knowledge, equipment and capital and our powerful advertising campaign is a valuable asset to any retailer.

The remarkable success of this great new type receiving set is surpassing the highest expectations of ourselves and our distributors. We are again able to guarantee prompt deliveries.

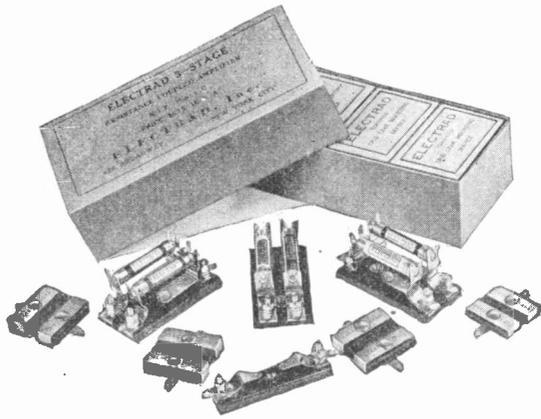
Write today for our attractive proposition. Ask for Folder No. 1

Kellogg Switchboard & Supply Company
1066 West Adams Street, Chicago, Illinois

KELLOGG WAVE MASTER

SWITCHBOARD & SUPPLY CO.

ELECTRAD Dealers Make Money



"Electrad" 3-step Resistance Coupled Amplifier Kit No. 1-C—A big \$6.75 seller. Contains the necessary Resistor Couplers, Certified Mica Condensers, Condenser mounting, Certified Grid Leaks and Resistors. Nothing else needed except sockets, rheostat and busbar. Sales helps FREE.



"Electrad" Lamp Socket Antenna—Always a good seller. Simplest, neatest, most effective on the market. No outdoor aerial needed. List. 75c.

EVERY radio enthusiast needs some of the "Electrad" Products. Many of them are prospects for all of the "Electrad" Radio Accessories.

This is the big profitable market to which "Electrad" essentials appeal. They will draw the cream of the business to your store.

DEALERS and JOBBERS: Send for our profitable proposition, samples and literature.

ELECTRAD INC.

428 Broadway
New York City

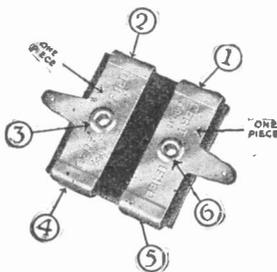
Also makers of Audiohms, Variohms and Lightning Arresters.

FREE TO DEALERS—"Electrad" Lead-In mounted on display card. Write for yours today. Nothing to buy—no strings attached.

"ELECTRAD" LEAD-IN. A tremendous market for this efficient accessory. Water-proofing and insulation of superior quality. Made to meet "Electrad's" high standard—there *is* a difference. List 40c.



ELECTRAD



"The Six Point Pressure Condenser"

We're telling your customers, in their favorite magazines, about the features of the new "Electrad" Certified Fixed Mica Condenser. Ingenious, rigid binding and firm riveting fastens parts securely at six different points, insuring positive electrical contact. Can't work loose. Accuracy and quietness assured always. Value guaranteed to remain within 10% of calibration. Standard capacities, 3 types. Licensed under Pat. No. 1,181,623, May 2, 1916, and applications pending. List 30c. to 75c. in sealed dust and moisture proof packages.

Cash in on the big demand that this national advertising is creating.



\$25

West of Rockies, \$26.50
In Canada, \$35

The SAAL

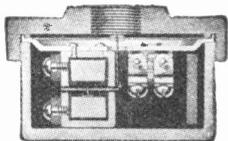
Soft SPEAKER

with the Bakelite Bell

SAAL Jr.

The same in every respect as the Saal Soft Speaker except it measures 18½ instead of 21½ inches in height.

\$20 West of Rockies, \$21
In Canada, \$27.50



The Saal Soft Speaker Unit has no springs, no rubber gaskets, nothing to deteriorate. The diaphragm is connected to the armature by a pin which pushes and pulls the diaphragm. The action is extremely precise, reproducing all consonants and overtones, yet the unit can't get out of order. This unit is used as standard in built-in reproducers by many leading radio manufacturers.

THE bell of the Saal Soft Speaker is of genuine Bakelite, the most perfect and resonant of all radio materials. The neck is of aluminum. There is no wood, no tin, no composition. 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.

When your customer has bought the Saal he has bought once and for all. He has bought a speaker built to last a lifetime, one that will render permanent service and satisfaction and build up good will for you. It has nothing to wear out or deteriorate. It is guaranteed to give satisfaction to the user.

The Saal Soft Speaker does not choose between volume and tone quality. It combines volume with a velvet tone. It is not a fad. It is not a trumpet. It is a faithful reproducer of radio programs, properly constructed and shaped for the accurate reproduction of sound. It removes the objection to loud speakers. It has no blare, no blast, no metallic ring.

In appearance the Saal, with its 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 with years of experience in the music business. A large plant insures prompt delivery. It is thoroughly advertised. Order from your jobber. Jobbers write to us.

SAAL *Soft* SPEAKER

VOLUME WITH TONE QUALITY

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.

Daven

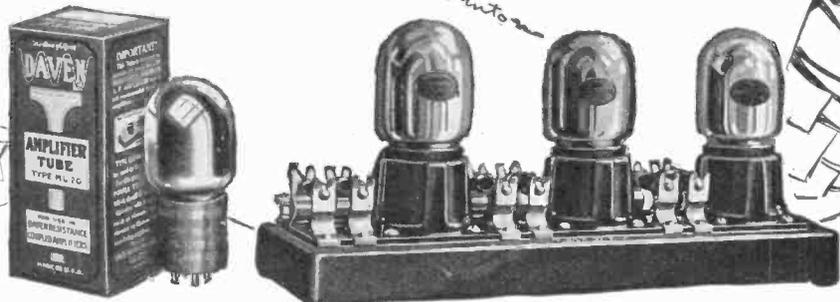


Daven Radio Corp'n
 8227 NORTH SIXTEENTH STREET
 PHILADELPHIA, PA.

April 20 - 1925

Gentlemen:
 Amplifier & manual received - thanks
 a few days before your letter came, I found
 my cause for the trouble I mentioned, and
 now that that is cleared up, I am very
 highly elated with my set
 The volume is terrific and I am
 convinced that Quality and Daven are
 synonymous. The Quality is a revelation.
 As I am an inveterate fan of Daven
 from now on, you can use my letter and
 name for any testimonials.
 I am through with experimenting

Very Sincerely
 Earl Haines Thomsen



"Quality and Daven are Synonymous"

"The Quality is a revelation." "Man!—of all the beautiful, round and full tones, this is the cat's pajamas." "The volume is terrific." "Unnecessary to use high voltage to get all the volume I want." These are actual phrases Daven quality radio fans have written us.

Ask any good dealer to show you the Daven Super-Amplifier. It is for set owners who want more volume without distortion, and set builders who want Resistance Coupled Amplification without the labor of assembly. The price is \$15.00.

For greater amplification in resistance coupled amplifiers, use the new Daven Tube Type MU-20—\$4.00 each. Type MU-6 (for last or output stage of any set.)—\$5.00.

Know all about Resistance Coupled Amplification. Read the authority, the *Resistor Manual*. At best Radio dealers 25c. By mail 30c

DAVEN PRODUCTS ARE SOLD ONLY BY GOOD DEALERS

"The Sine of Merit"
DAVEN RADIO CORPORATION
Resistor Specialists

Newark

Reg. U. S. Pat. Off.

New Jersey



Get the Handbook of Resistance Coupled Amplification. At Dealer's 25c. By mail 30c.

DAVEN RADIO CORPORATION
 158-160 Summit St., Newark, N. J.

C-11-25

Please send me the following on Resistance Coupled Amplification:

Check Resistor Manual. 30c is enclosed.
 Here: Complete Catalog (free).

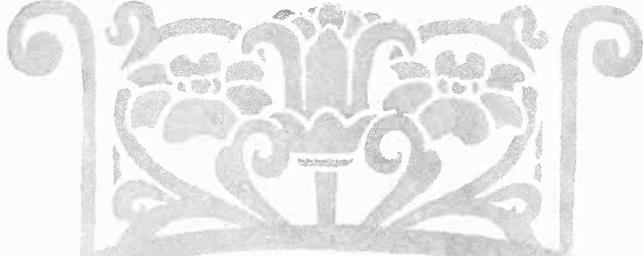
Name

Address

For Dealers:

Send your letterhead or card, or this coupon and you will have our nearest distributor communicate with you.

THE BIG LITTLE THINGS OF RADIO

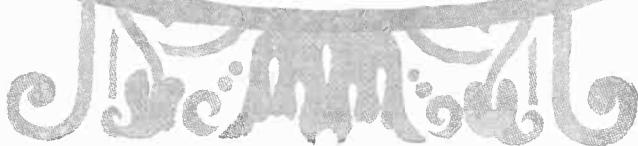

25**MILLION MICADONS**
now in use!

Wherever radio is known, Micadons are recognized as the standard fixed condensers. In good receivers the world over fixed condenser efficiency is assured—by Micadons.

Expert engineers make them—expert manufacturers use them in their sets. Look for Micadons in receiving sets of established reputation.

Amateur set builders know Micadons and demand them. They are guaranteed accurate within 10% of their marked capacity.

Stock Micadons—always in demand.

DubilierCONDENSER AND RADIO CORPORATION


Are You Ready-NOW-to Sell Standardized Radio?



LEARN "what's what" in radio from what happened in the motor field.

Look over current automobile advertising. Look into the cars themselves. You'll find that while the advertising "plays up" refinements of model and improvements in equipment, the basic appeal to the motor-car buyer is the fully arrived, settled-down, *standardized* chassis of the car itself.

How about the radio business? How about *your* sales and profits on an invention that has won immediate success through the sheer wonder of its accomplishments? The world is now ready to buy *standardized* radio in volume, and promises *this year* to bring Radio very near the top of leading national industries.

Give a Thought to THERMIODYNE,
for This is THERMIODYNE Year

THERMIODYNE'S Three-Stage Thermionic circuit is several jumps ahead of any "hookup" on the market—and it cannot be superseded by anything short of a red revolution in radio research.

THERMIODYNE'S Master Control makes it a really-truly *home* entertainer. For with the Master Control women and children are as much in command of the air as the "radio expert."

Put a THERMIODYNE in Every Home!

To say that THERMIODYNE is today's outstanding example of standardized radio reception means that the THERMIODYNE purchaser of today will be a satisfied THERMIODYNE owner for years to come.

THERMIODYNE is as radio-staple as a Packard chassis is motor-car staple. Each is a standardized product. The purchaser of either owns something that will "stay put" and "go strong" for years to come.

When new accessories and improved equipment come along

—as come they will—there will be no worry about "obsolete models" and "discarded types" from either THERMIODYNE public or THERMIODYNE trade. For THERMIODYNE is **standardized** to discount the future of research and invention—and while tubes and batteries, equipment and accessories will assuredly come and go, each and all of them will "hook up" to THERMIODYNE like new friends in an old home and merely bring out better performance than ever on the same wonderful standardized THERMIODYNE radio "chassis" of 1926—and after!

We Say This to You

THERMIODYNE'S sales policy is backed up by what we believe to be the most comprehensive, most complete and most co-operative merchandising franchise offered to responsible radio merchants in the whole radio field today. Write or wire us for illustrated literature on the full THERMIODYNE line and for information regarding exclusive Dealer Franchise, together with details on the surest and easiest ways to make radio sales—*oftentimes with two profits on a single sale*. DO IT TODAY! Simply say: "Send Full Information."

This is THERMIODYNE Year

Write or wire your nearest Distributor—or us direct—**TODAY**—while good territory may be open to you. Tomorrow may be too late. "Do it NOW!"

Canadian Sales Offices:
Dominion
Thermiodyne Radio, Ltd.
425 Phillips Place
Montreal, Quebec

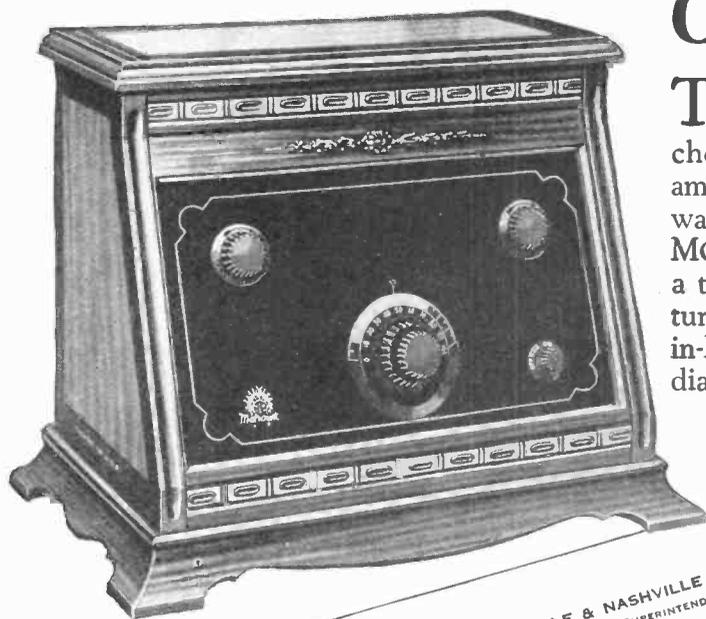
The Famous Master Control

Thermiodyne

Reg. U. S. Pat. Off. [Ther·mī·odyne]

THERMIODYNE
Radio Corporation
1819 Broadway
NEW YORK CITY

"The Sensation of Radio"



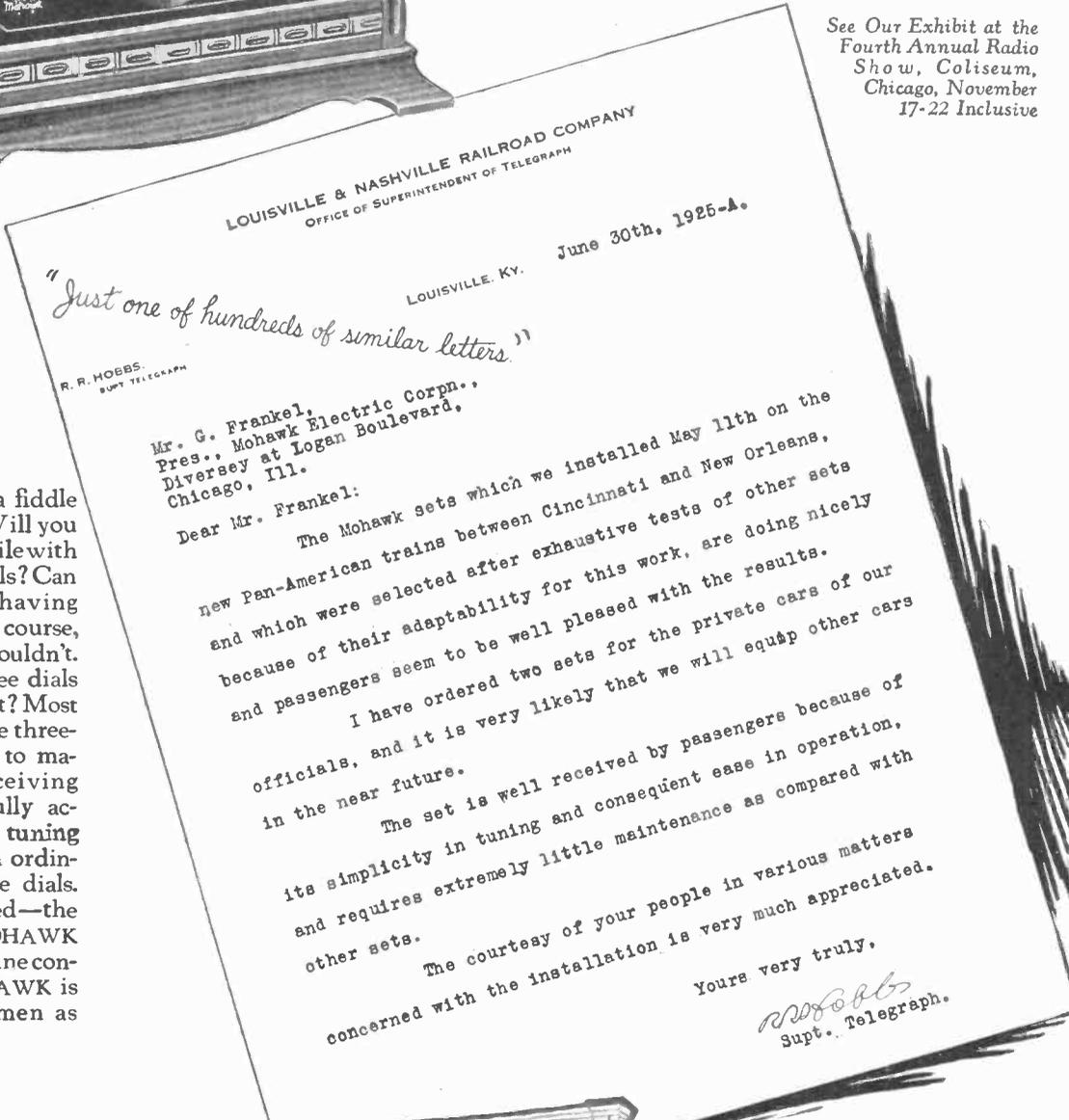
The Mohawk Table Model No. 100, five tubes, just ONE dial to tune. Retail price, without accessories, \$100.00

Chosen by Experts—

THE Louisville & Nashville Railroad, after exhaustive tests of about 47 various receivers, chose the MOHAWK. Overcoming the large amount of interference caused by a moving train was an achievement of which we are justly proud. MOHAWK, the pioneer one-dial radio has blazed a trail that is being followed by many manufacturers. But only MOHAWK has the balanced three-in-line condenser. And only MOHAWK gets three-dial results with only one dial.

See Our Exhibit at the Fourth Annual Radio Show, Coliseum, Chicago, November 17-22 Inclusive

Would you play a fiddle with three bows? Will you operate an automobile with three steering wheels? Can you steer a ship having three rudders? Of course, you couldn't, or wouldn't. Then why use three dials to operate a radio set? Most people do not have three-handed operators to manipulate their receiving sets. We successfully accomplish with *one* tuning control, that which ordinarily requires three dials. Nothing is sacrificed—the secret lies in the MOHAWK balanced three-in-line condenser. The MOHAWK is the radio for women as well as men.



LOUISVILLE & NASHVILLE RAILROAD COMPANY
OFFICE OF SUPERINTENDENT OF TELEGRAPH

LOUISVILLE, KY. June 30th, 1925-A.

"Just one of hundreds of similar letters."

R. R. HOEBS,
SUPT. TELEGRAPH

Mr. G. Frankel,
Pres., Mohawk Electric Corp.,
Diversey at Logan Boulevard,
Chicago, Ill.

Dear Mr. Frankel:

The Mohawk sets which we installed May 11th on the new Pan-American trains between Cincinnati and New Orleans, and which were selected after exhaustive tests of other sets because of their adaptability for this work, are doing nicely and passengers seem to be well pleased with the results. I have ordered two sets for the private cars of our officials, and it is very likely that we will equip other cars in the near future.

The set is well received by passengers because of its simplicity in tuning and consequent ease in operation, and requires extremely little maintenance as compared with other sets.

The courtesy of your people in various matters concerned with the installation is very much appreciated.

Yours very truly,

R. R. Hoebs
Supt. Telegraph.



Observation Car with Mohawk RADIO Operated by Child

The Pan-American Train
OF THE L&N RAILROAD

with the **Mohawk RADIO**

AS STANDARD EQUIPMENT

Mohawk Electric Corporation
2220 DIVERSEY BLVD. CHICAGO



Just **ONE Dial**
To Tune

Complete descriptive literature on request

Manufacturers
MOHAWK CORPORATION OF ILLINOIS
Independently Organized in 1924
2222 Diversey Parkway Chicago, U. S. A.
Sales Department
THE ZINKE COMPANY
1323 So. Michigan Ave. Chicago, U. S. A.



ACME WIRE RADIO PRODUCTS

Celatsite Wire



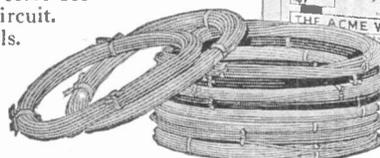
(Single Strand)

Tinned copper bus bar wire with a non-inflammable "spaghetti" insulation, for wiring radio sets. It can be stripped of its insulation easily for making connections and can be bent and re-bent without cracking. Moisture proof. High insulation value. Colors: red, yellow, green, brown and black—one for each circuit. Supplied in 30 inch lengths. Write for Folder "E".

Flexible Celatsite Wire

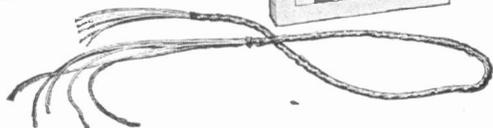
Latest development of Celatsite. Flexible, stranded, tinned copper wire in a non-inflammable, moisture-proof "spaghetti" insulation. For sub-panel and other "point to point" wiring of radio sets. Red, yellow, green, brown and black—a color for each circuit. 25 ft. coils.

Write for Folder "E"



Celatsite Battery Cable

A neat, multiple cable, 5 feet long, for connecting A and B Batteries, or other current supply, to your set. Composed of five Flexible Celatsite Wires, red, yellow, green, brown and black—enclosed in a brown silk braid, a color for each terminal. No chance of short circuiting wires and "blowing" tubes. Adds greatly to the appearance of a set. Write for Folder "E"

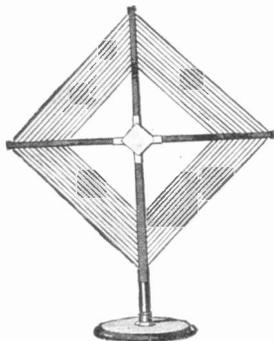


Stranded Enamel Antenna Wire

Seven twisted strands of enameled copper wire. This greatly increases signals by presenting greater surface to incoming waves. Enameling each strand prevents corrosion and resulting weak signals. 100, 150 or 200 foot coils, boxed. Write for Folder "E"



Wire for Loop Antenna



Make your own loops with Acme loop wire from instructions in the magazines. Made of 65 strands of fine copper wire insulated with green silk. Neat; non-stretching; flexible for folding. Write for Folder "E"

"Spaghetti"

Flexible Varnished Tubing



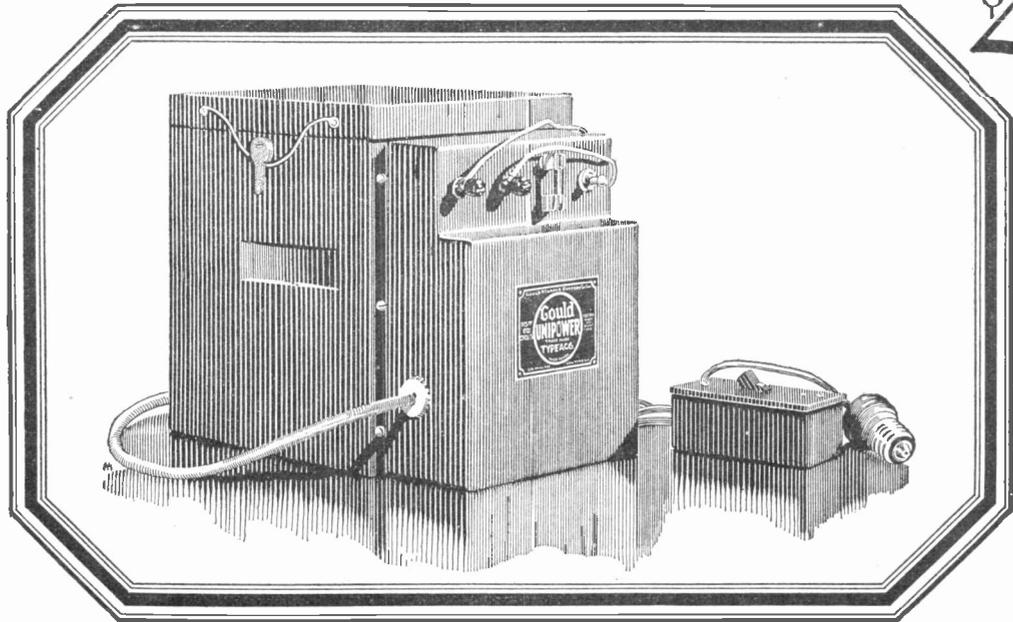
An insulated covering to be slipped over bus bar wire to protect it from contact with other wires. A perfect protection for all "danger" points. Costs a little more, but worth a LOT MORE than the ordinary grade offered. 30 inch lengths. Red, yellow, green, brown and black for wires No. 10 to 18. Write for Folder "E"

THE ACME WIRE CO., Main Office and Works, NEW HAVEN, CONN.

BRANCHES: New York, 52 Vanderbilt Ave.; Chicago, 427 West Erie St.; Cleveland, Guardian Bldg.; Boston, 80 Federal St.

This new "A" Power—a new sales-success

Thousands of dealers report that our national advertising is bringing many prospects into their stores for quick easy sales with large profits.



UNIPOWER is supplied for use with 110-125 volt A. C. only. Standard models are for 60-cycle. (Special models 25-50 cycle are available at slightly higher prices.) The 4-volt model is for UV-199 tubes or equivalent and retails for \$35; the 6-volt for UV-201-A tubes or equivalent, retails for \$40. (West of the Rockies, prices are \$37 and \$43.)

OUR national advertising campaign is now in full swing and is fast educating radio enthusiasts to the superiority of Unipower. It is telling the millions a proven sales story that makes them want and buy Unipower.

This is a scientifically designed "A" power service that automatically supplies radio power of the highest quality from the house lighting current. It is a single

compact unit, enclosed in a beautifully finished gas-tight case that fits comfortably and safely inside most radio cabinets.

Unipower is not a so-called battery eliminator and should not be confused with any other radio power device. It is a triumph in radio engineering—not a hopeful experiment.

Unipower sells easily, steadily and your profit on each sale is large. In addition to the mil-

lions who have already bought multi-tube sets, every new purchaser is a prospect. Be prepared to meet the demand from prospects in your territory.

Order Unipowers at once—your jobber is supplied! Then send for our "Special Dealers' Folder," which explains how you can put Unipower to work for greater Fall and Winter profits.

The Gould Storage Battery Co.
250 Park Avenue
New York Chicago Kansas City San Francisco

Unipower

Off when it's on ~ On when it's off



No Signed Contracts!

No "scrap of paper" is needed to strengthen the bonds between Federal and its trade

If you ask an old Federal customer why he doesn't insist on a signed contract he is likely to answer, "From Federal? Why, no one needs a contract from that house. Their word is the best guaranty I know of."

And that faith—built upon years and years of honorable business methods—is the most priceless asset this firm possesses.

A contract never kept a customer *with* you. A contract fulfilled under pressure never can be profitable. Therefore we do not have any. Federal's word is Federal's bond. And Federal never forfeits its bond. That is why we are proud to have the implicit faith of the finest class of wholesalers and retailers in the radio industry.

The new, simplified Federal line is off to a glorious start. Ortho-sonic meets the growing demand of the public for lifelike tone production. Our powerful national advertising is putting the message over. Sales plans—sales helps—are at your command.

The Federal proposition gives you a nationally advertised line that is widely and favorably known—a name that will bring you prestige and profit—a discount proposition that allows you to make money—and an agreement based only upon mutual satisfaction.

If you haven't read the details of this unusual proposition, write us. We will promptly send you a copy.

FEDERAL RADIO CORPORATION, *Buffalo, N. Y.*

(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

Federal

ortho-sonic

Radio

"Rivaled only by Reality"



Sell 'em Radio

on the Meyer-Kiser Plan



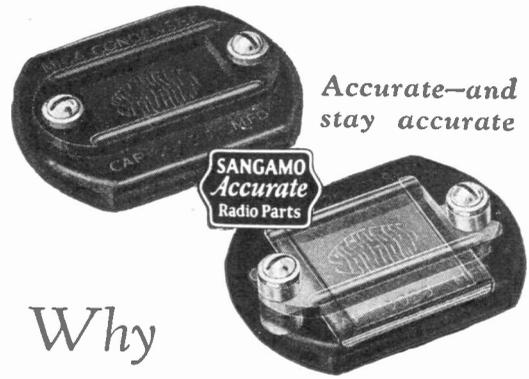
We Finance Your Radio Credit Sales

DO NOT RESTRICT your sales possibilities by insisting upon cash sales. Today is the day of time payment selling, and more and more substantial people are buying necessities and luxuries in that manner. The shrewd radio dealer will apply the time payment plan to his own business and sell equipment to hundreds of people who otherwise could not make a purchase if the terms were cash.

The Meyer-Kiser Plan provides the dealer with an ideal financing service which is simple in operation and easily handled from every viewpoint.

This plan is available to all good dealers and we solicit correspondence from such dealers.

MEYER-KISER CORPORATION
Meyer-Kiser Bank Building
INDIANAPOLIS, INDIANA



Accurate—and stay accurate

Why Sangamo Condensers have sealed edges

FOR protection—as well as neatness—Sangamo Mica Condensers are solidly molded in one-piece jackets of velvety-smooth brown bakelite, without a crack or crevice even on the edges. No matter how accurate a condenser may be when made, exposed edges permit moisture to creep in and change the capacity. There are no exposed edges on the Sangamo.

Official testing laboratories have proved that a condenser may increase its equivalent series resistance twenty times over in a few weeks, because it is injured by moisture, absorbed through the edges, from humidity or salt air. Then it no longer acts as a condenser, but as a resistance unit, causing distortion noises that are often mistaken for static.

When you sell a customer a Sangamo Mica Condenser, you are selling him better reception with all other parts that go into his set. Good results will bring him back. He will get them with Sangamo Condensers. They are accurate—and they stay accurate. The genuine Sangamo is made by secret processes that cannot be successfully imitated.

Waterproof Heatproof Fumeproof



NOW READY!
Sangamo By-Pass Condensers
1 Mfd.— \$1.25
½ Mfd.— .90

Ask any first class wholesaler for stock and display card

Sangamo Electric Company
Springfield, Illinois

RADIO DIVISION, 50 Church Street, New York

OFFICES IN
PRINCIPAL
CITIES

For Canada—Sangamo Electric Co. of Canada, Ltd., Toronto
For Europe—British Sangamo Co., Ponders End, Middlesex, Eng.
For Far East—Ashida Engineering Co., Osaka, Japan

These Dealers Are Already Under Way!

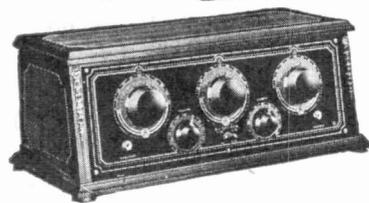
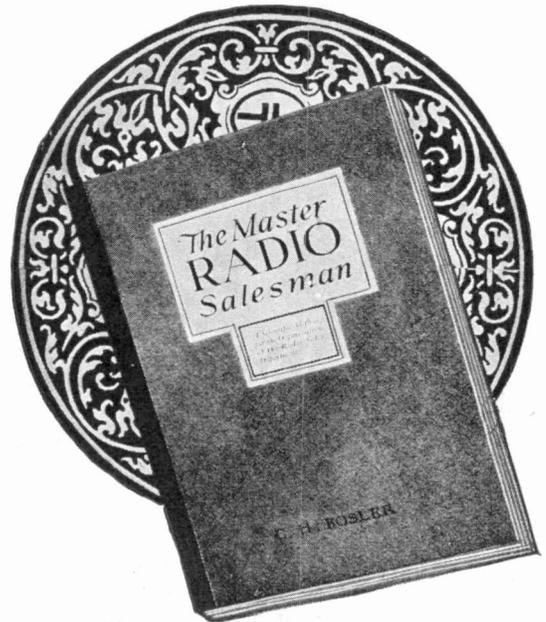
The thousands of dealers who make up the A-C Dayton distributing system are not only ready now for the big radio buying season, but *already under way on active selling work.* These dealers are equipped with "The Master Radio Salesman"—and with that as their guide, they are well started toward a fully successful season.

"The Master Radio Salesman," prepared only after thorough study of radio selling methods, is the most forward step yet taken in radio merchandising. It is the key to success in this field—a complete, practical, workable plan for developing retail radio business,—and holding it. With this work, advertising material provided to the dealer doubles in value—and A-C Dayton dealers are prepared with plenty of such

selling helps in addition to extensive factory advertising.

A-C Dayton dealers will make records this year. They have, first of all, the right merchandise. Added to that, they have not only selling help in the form of advertising material, but constructive guidance in using that material.

Remember these dealers when you go to take on a radio line. Remember that selling is your only road to profit, and remember that general advertising cannot do the whole job. With the A-C Dayton you will have these things—plus that which no other line can give you—actual, concrete, scientific selling plans, ready for you to apply. Write direct or to any A-C Dayton distributor asking to see "The Master Radio Salesman."



The Standard Cabinet, without accessories, \$115; west of Denver, \$120.

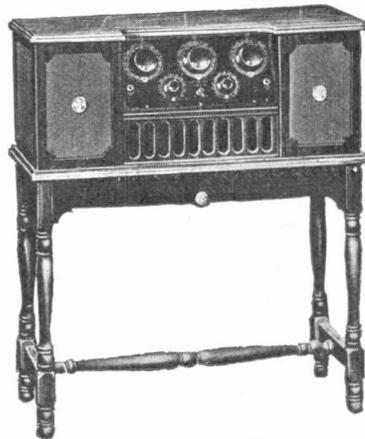
THE A-C ELECTRICAL MFG. COMPANY
DAYTON, OHIO

Manufacturers of Electrical Devices for More Than Twenty Years

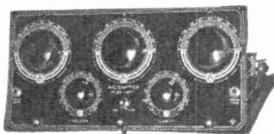
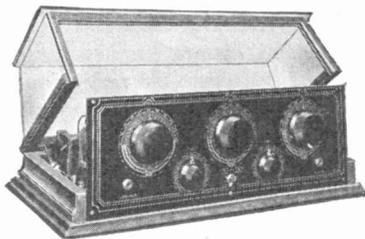
5 good reasons

1. A-C Dayton performance sells for you. The entire line is built to sell on its own merits; demonstrate and you will sell.
2. The AC Dayton line is complete yet compact. Four models provide sufficient variety of style and allow most rapid turnover; one circuit insures equal performance from all receivers, uniform satisfaction and simplified selling problems.
3. A-C Dayton stands for complete price protection—maintenance of list through carefully selected outlets and full protection against price slashes, stock dumping and bargain basement sales.
4. A-C Dayton price is honest price—sufficient to permit good workmanship and good materials—yet no more than is necessary for fully satisfying performance.
5. A-C Dayton dealer-assistance is real assistance. "The Master Radio Salesman" shows you how to sell, and points the way to the fullest realization on all A-C Dayton superiorities.

The Console (only thirty-eight inches high) \$185; west of Denver, \$190.



The Glass Set plate glass cabinet \$125; west of Denver, \$130.



The Phono Set, for installation in practically any phonograph—cabinet or console—without accessories, \$95; west of Denver, \$100.

A-C DAYTON RADIO



A-C Electrical Mfg. Co., DAYTON, OHIO.
Gentlemen Please send me full information concerning the A-C DAYTON line with details of your Selling Service for 1925-26.

Signed

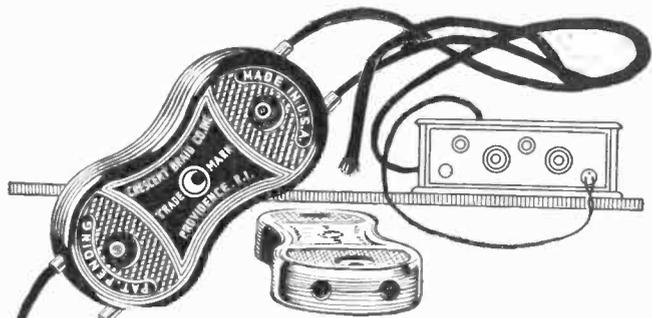
Street

City

State

RR-11

For the Man Who Believes His Own Ears



Premier
20 ft.
Extension Cord
LIST PRICES

65c without plug, in bulk.
 \$1.25 for Premier Jr., with connector plug.
 (Premier Jr. is a serviceable light weight cord.)
 \$1.75 for Premier Sr., with connector, beautiful combination of black and gold cord. Also a display card of unusual design for window and counter display.
 Premier Jr. in longer lengths—
 25 ft...\$1.50 35 ft...\$1.75 50 ft...\$2.00
 Nationally advertised, yet competing with unknown cords in price and far ahead in quality, packing and service as well as dependability.

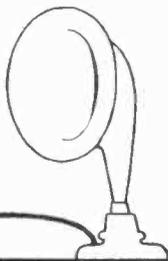
Premier Battery Cables

\$1.00 with clips for "A" storage batteries and lugs for "B" batteries.
 75c with lugs for "A" dry batteries and lugs for "B" batteries.
 60c with leaded terminals for convenient connections everywhere. One to a box and 12 in a counter display carton.
 Also 5 wire cable in 100-ft. lengths—10c per ft. list.
 If your jobber should be out of Premier Products tell us. We will have you supplied in 24 hours thru our nearest and most convenient distributor.

Service is our watchword.

Crescent Braid Co., Inc.
Providence, Rhode Island

Makers of Extension Cords, Battery Cables and Phone Cords for headsets and loud speakers.



**QUIET
 FAST
 SAFE**

\$22.00
 Complete with 2 bulbs, \$14.00 without bulbs east of Rockies.

Points to Remember When Stocking Battery Chargers

THERE are several vital factors to consider.

- (1) Select an up-to-date charger that is guaranteed by a reliable company.
- (2) That will charge quietly
- (3) at a fast rate
- (4) with no danger of overcharging or discharging the battery.
- (5) That is safe
- (6) dependable
- (7) easy to use
- (8) economical
- (9) and attractive in appearance.

The new Twin Bulb **HANDY CHARGER** is the latest improvement in battery chargers, made and guaranteed by the largest exclusive manufacturers of battery chargers—the Interstate Electric Company. It charges without the slightest noise and cannot overcharge or discharge the battery. A very economical and fast rate of charging is assured by the advanced "push-pull" principle that uses *both* halves of the AC wave at a speed of from 4 to 5 amperes. Adapted to "A" batteries of from 2 to 12 volts. "B" batteries from 24 to 120 volts in series. No extra attachments necessary. It charges them all, is easy to use and is practically trouble proof.

Order several from your jobber and see how quick they move.

The New **TWIN BULB
 HANDY CHARGER**

INTERSTATE ELECTRIC CO.

4349 DUNCAN AVE., ST. LOUIS, U. S. A.

Where can you find a sales proposition like this?

The first essential to big sales is a price that enables the biggest number of people to buy, and performance which will give satisfaction to the eventual consumer.

The "Distantone Five," Model A and Model B, at the remarkably low price of \$37.50 and \$47.50, are without question the biggest radio value out of the entire field.

Yet price is not the only dominant factor behind Distantone's vast sales.



This is the new Model "B" **\$47⁵⁰**
A five-tube radio frequency receiver List price **\$47⁵⁰** without accessories

Light colored Mahogany cabinet, ebony edges, three-ply veneer walnut front panel 7 1/4 in. x 19 in.

The Distantone Five
 A FIVE TUBE TUNED RADIO FREQUENCY RECEIVER

The "Distantone Five" gives the radio public a receiver that is sensitive and selective. A receiver that meets the modern demands to bring through programs of distant stations, while local stations are in full operation. Clarity, tone and volume are also major considerations in the modern receiver. The "Distantone Five" reproduces with equal beauty, the bass rumble of the organ, the blare of the brass, and the harmonic of the violin.

The Distributors' and Dealers' propositions behind these models are attractive. These receivers are built upon a foundation of Responsibility to our customers.



Model "A"

Richly finished mahogany cabinet, polished control panel 7 in. x 14 in. with interior apparatus shelf, arranged so that only the vacuum tubes and tuning condensers are visible.

List price **\$37⁵⁰** without accessories

Distributors wanted in some territories

DISTANTONE RADIOS, INC.
 LYNBROOK, LONG ISLAND, N. Y.

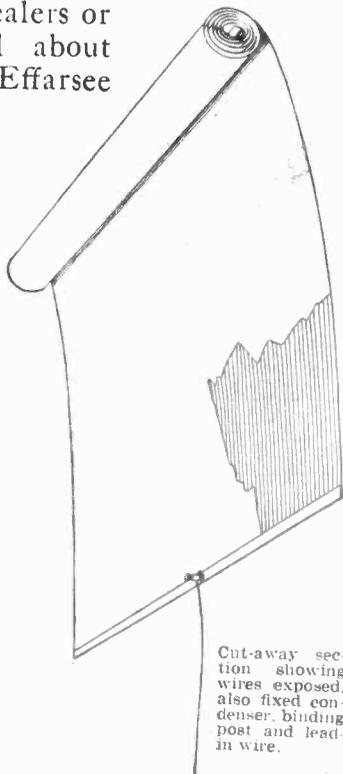
Effarsee

ANTENNAE
REG. U. S. TRADE MARK
PATENT PENDING

A Big Hit at the New York Radio Show

No longer are dealers or jobbers skeptical about our claims for the Effarsee Antennae — **THEY KNOW** Now that it operates *better* than an outside aerial — that it is a *big success*.

At the Commodore Hotel, headquarters of Atwater Kent, two Effarsees were used *exclusively* to demonstrate these sets to dealers and the public. They wanted to use only the **BEST** available aerial. That's why they picked the Effarsee and it came thru with flying colors.



Cut-away section showing wires exposed, also fixed condenser, binding post and lead-in wire.

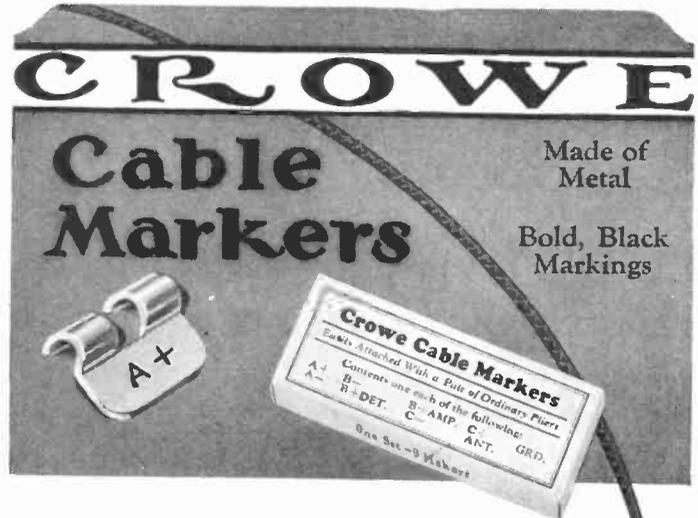
Reduce Your Prices Without Cutting Your Profits

This sounds impossible—but it can be done by using Effarsee as standard equipment with every set you sell. No installation cost—anyone can hang an Effarsee on the wall, in the attic or put it under a rug. That's all there is to be done—and don't forget that it ends your aerial service problems, which are the cause of most radio "troubles." Once installed Effarsee is foolproof—cuts down static and is more selective, gives longer range and better volume than any other aerial. We **GUARANTEE** it and thousands of users have voluntarily told us so.

IXL (large) \$4.00
BXL (small) \$2.50

Write for discounts and literature.

FISHWICK RADIO COMPANY
135 West Central Parkway
CINCINNATI, OHIO



Now Available in Packages!

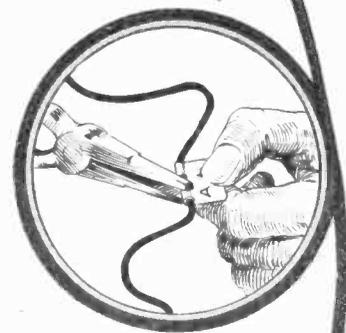
Nine Standard Markings

Retailing at 25c

Every set owner appreciates the safety and convenience afforded by these markers. Advertised in leading dailies and radio journals. Packed for the retail trade in display cartons, containing twenty-five packages.

Write, wire or telephone your jobber today, or—better still—take advantage of the introductory offer to dealers.

Crowe
Name Plate & Mfg. Co.
1749 Grace St. Chicago



Easily attached with a pair of ordinary pliers

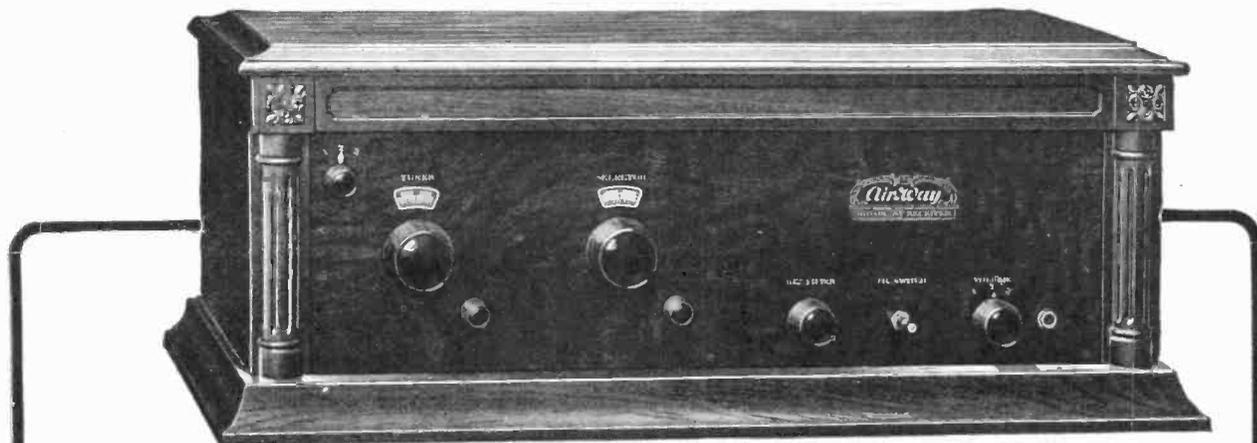
Introductory Offer to Dealers!

This display carton, containing 25 packages or sets of Crowe Cable Markers (retailing at \$6.25) sent postpaid for

\$4.00

Cash with order, accompanied by name of your jobber.





A Clean-Cut Path to Profit

The more the customer shops around the more certain is the Air-Way dealer to make the sale because Air-Way unmistakably reveals its superiority in a parallel test with any other receiver whatsoever the price or the conditions of the test.

When the Air-Way dealer makes a sale the Air-Way Certificate of Satisfaction gives him a definite and valuable advantage over any other dealer in the further sale of supplies and service. The Model 61 Air-Way—\$98.50—shown above is the most radio per dollar of price in today's market. Get the facts on Air-Way.

AIR-WAY ELECTRIC APPLIANCE CORPORATION

618 Broadway
TOLEDO, OHIO

Export Department, 220 Broadway, New York, N. Y.

LIST OF AIR-WAY REPRESENTATIVES

MR. RALPH BRITZNER,
128 West 42d St.,
New York City.
Tel. Wisconsin 2777.

MR. E. H. SMITH,
755 Boylston St.,
Boston, Mass.

MR. H. E. McKENNEY,
997 Forest Ave.,
Portland, Maine.

MR. J. H. LYTB,
Box 917,
Narberth, Pa.

MR. C. M. CUTTING,
1217 Bainbridge St.,
South Richmond, Va.

THE CARROLL COMPANY,
1323 Wall St.,
Dallas, Texas.

THE JACKSON SALES CO.,
308-20 E. Jackson Blvd.,
Chicago, Ill.
Tel. Harrison 3744.

MR. J. D. PALMERLEE,
Armada, Mich.

MR. JAMES M. SULLINS,
Knoxville, Tenn.

ELECTRIC POWER
MAINTENANCE CO.,
1101 Monroe St.,
Toledo, Ohio.

MR. C. L. TITUS,
430 U. S. National Bk. Bldg.,
Denver, Colo.

MOTOR ELECTRIC CO.,
3320 Broadway,
Oakland, Calif.

MR. FRANK A. BRADY,
215 N. Manhattan Place,
Los Angeles, Calif.

For detailed information communicate directly with the factory or the nearest representative.



Model 62 Air-Way \$137.50 with built-in Air-Way speaker.



Model 63 Air-Way \$197.50. Compare this Air-Way console model with any other at twice the price.



AIR-WAY ELECTRIC APPLIANCE CORP.,
618 Broadway
Toledo, Ohio

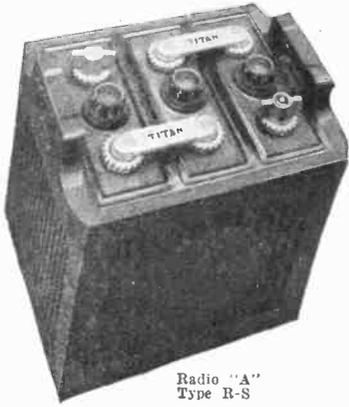
Please send me data and prices covering the new Air-Way Radio Receivers.

Firm Name

Address

Your Name

Here is the Battery the Whole Trade has been waiting for



Radio "A"
Type R-S

TITAN Radio "A" Type R-S

*A Quality Battery
at a bargain
sale price*

YOUR customers don't care what is inside of the battery they buy. They buy largely at your word—then other than keeping it charged and watered—they forget it. But you know the important part that the storage battery plays in successful reception. You know the best way to "sell" a man off radio is to sell him a bad battery. You know that you can't sell the so-called "gyp" batteries that carry a good mark-up without paying the price later, over and over again. That is why we ask you to consider the TITAN Battery. It is well-made, honestly rated and it sells at a price that gives you good profit and volume sales.

Write today for the TITAN Dealer Plan. It illustrates the TITAN line and tells you how you may make profits on batteries—safely. Sell a man a TITAN and you will have all of his battery business.

The Titan Line
is a
Money-Making
Line

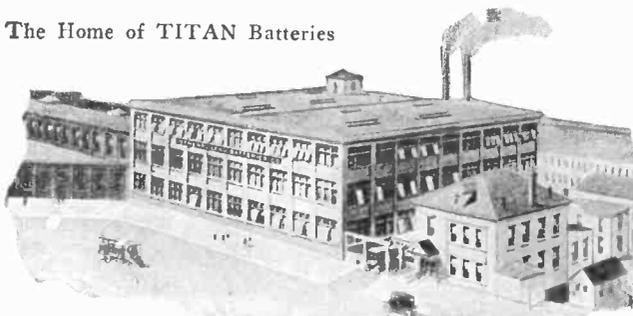


Good
Batteries
at a
Good Price

GENERAL LEAD BATTERIES COMPANY

2 LISTER AVE., NEWARK, N. J.

The Home of TITAN Batteries



The MARCONI Speaker In Canada



The O'NEIL AUDIPHONE

"Registered U. S. Patent Office"

ELSEWHERE

Read This Marconigram

O'Neil Manufacturing Co.
West New York, N. J.

After giving the nationally advertised loudspeakers now on the market a thorough test we have decided to adopt the O'Neil Audiphone Unit for our new MARCONI LOUDSPEAKER. We are naturally very jealous of the Marconi name and Marconi standard of excellence.

CANADIAN MARCONI COMPANY

**HEAVY DUTY SPEAKER—
NO BLAST—NO CHATTER**

*A Competitive Test Will Prove That the
O'NEIL AUDIPHONE will sell—*

It is guaranteed and will stay sold—builds up good will and larger profits for you.

**O'Neil Audiphone Dealers
Receive Free Local Advertising**

List Price \$25.00

Write today for attractive proposition.

NOTICE: The O'Neil Audiphone employs a Laminated Electro magnet: Patent Applied for Oct. 26, 1920—Patent issued Feb. 10, 1925. No. 1,526,181.

O'NEIL MFG. CO.

4742 Hudson Boulevard
West New York, New Jersey

Appearance, Price and Satisfaction

Order a Sample

\$23.00

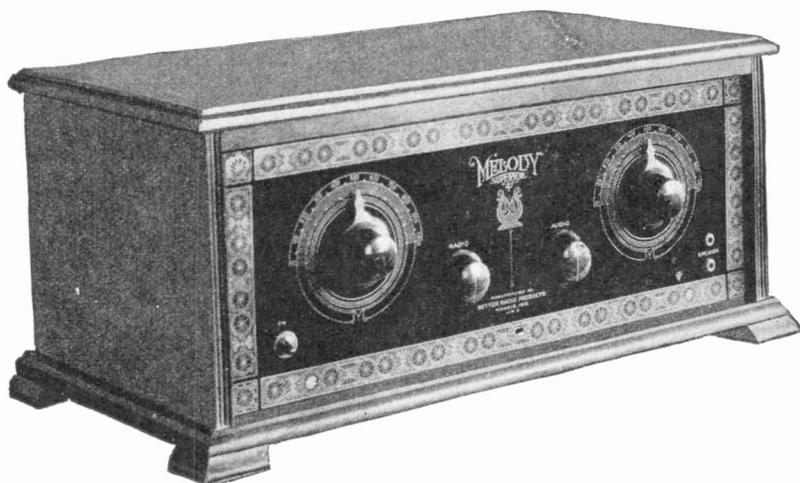
Send in your check for \$23.00—we'll send you a Melody five tube set. Try it out for five days, then if you wish, return it and your money will be refunded. Only one to a dealer at this special price.

Money-Back
Guarantee

Are what we have to offer—nothing more. These three points sell sets—no matter what kind they are. That is exactly what we have built into

MELODY

Proof that they are
made right—



Specifications

1. Circuit—Modified Tuned Radio Frequency.
2. Bi-focal Coils.
3. Cabinets all hand finished in mahogany finish and two-tone Genuine Mahogany.
4. Panel—"Veri-Chrome" Beauty Panel.
5. Transformers—Thordarson.
6. Condensers—High Grade Low-loss adjustable capacity.
7. Controls—Only two dials.
8. Sockets—Positive contact sockets.

Five tubes—
Two Controls

Seeing Is Believing

ORDER A SAMPLE.

See for yourself what it is, show it to prospects. See why it sells, learn why you should sell it. There's a big demand and real honest-to-goodness profits for you. You have nothing to lose and everything to gain.

The sample offer itself is a mighty big bargain.

ANYONE CAN SELL IT.

For it has the APPEARANCE, PRICE and PERFORMANCE—that makes sales. Dealers, distributors and salesmen who are dissatisfied with high prices, small margins, poor quality and over-crowded competition in old slow moving lines can now show a distinct, fast selling line.

ANYONE CAN BUY IT.

We have a complete line of "4" and "5" tube models retailing from \$39.00, to \$149.00. A price and model to suit every need and pocketbook can't help but satisfy and get you the business.

The absence of new fangled "IODINES," etc., puts your customer at ease and quickly rings the cash register.

ANYONE CAN USE IT.

Two dials—two rheostats. Logs easy on any length aerial. Simple to use. No new principles for argument. BEST materials make for good reception.

The workmanship speaks for itself, in good, clear and sharp tones in loud speaker.

YOU BE THE JUDGE

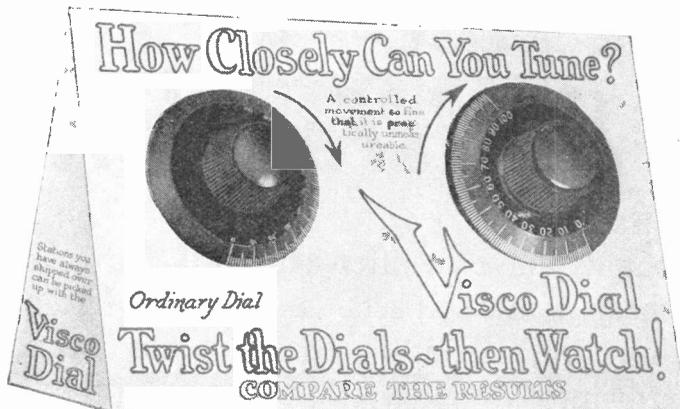
Try the set out under all conditions—your conditions—not ours. Make comparisons. Examine the materials, look into the workmanship and study the principle. Don't take our word for a single thing—you be the judge—then, if you aren't satisfied, carefully pack and return to us for full credit.

WHAT COULD BE FAIRER?

We have the courage of our convictions. If our sets won't meet the approval of you dealers they won't sell—that's all. If they are O. K. you'll know it and we'll get your repeat business. Let's go—we have a trade-winning, money-making proposition for you. Order Now.

Better Radio Products, Muncie, Ind., U.S.A.

How do you sell Dials?



A regular, controlled motion with never a waver, wobble, or jerk. The Demonstrator dramatizes it to arouse interest and stimulate sales for you.

The Visco Dial Counter Display, dramatically demonstrating the results obtainable with the remarkable Visco Dial, will sell more dials than you ever thought possible.

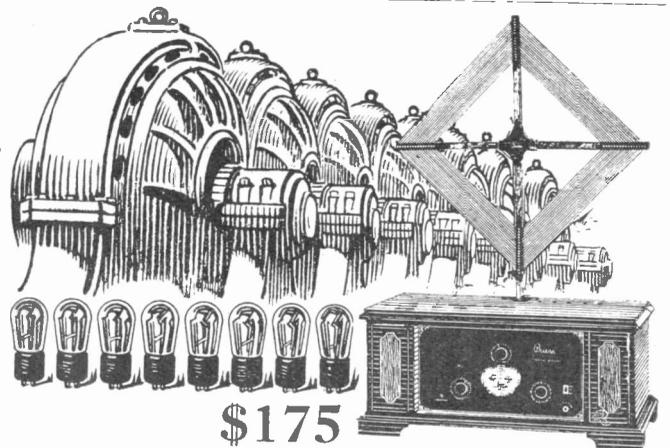
People will play with the demonstrator, will immediately grasp the immeasurably fine tuning effect possible with the Visco Dial—using the “viscous drag” principle,—and will buy.

The demonstrator is free to Visco dealers with the first order of a standard package of 10 dials. Write now for discounts, or for details of the “viscous drag” principle.

3¼ bakelite dial, reading 0-100
\$1.00 list

Large size, reading 100-0
\$1.25 list

The
Monosmith Brothers Co.
Spencer, Ohio

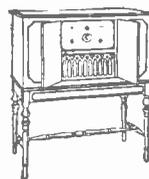


P-O-W-E-R

THE eight tubes of the Pries “Straight Eight” may be likened to eight giant generators hooked up together. They mean POWER—the ability to reach out and bring in far distant stations. The Public today wants D-I-S-T-A-N-C-E. With Pries “Straight Eight” you can give them distance; no set on the market approaches the tremendous radio energy amplification of the “Straight Eight”—a radio energy amplification over 100 times more powerful than the ordinary five tube set.

The “Straight Eight” has no competitor when a side by side comparative demonstration is made with any other set. For ease in tuning—no set is more simple. Just one tuning control—a visible wave length indicator. Loop operation makes home demonstrations an easy matter and installations extremely simple.

Write or wire for earliest possible demonstration by our distributor in your territory. Our protective dealer franchise will interest progressive dealers.



Console model with enclosed panel operated loop and built in loud speaker and battery compartments
\$285

Pries
TRADE MARK
STRAIGHT EIGHT

PRIESS RADIO CORPORATION
693 BROADWAY NEW YORK, N.Y.

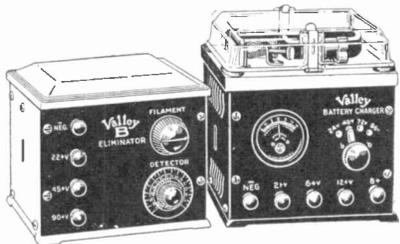


Radio Receiver



A New Principle of Radio

—Exclusive in the Valleytone



Every tube set owner is a prospect for these

The Valley B-Eliminator takes the place of B batteries and provides B current from the house lighting circuit at a constant voltage all the time. It is a new and better source of B current.

The Valley Battery Charger also works off the house lighting system and is the only charger needed for recharging both A and B storage batteries. The Valley Charger is known all over the country. We have always been able to sell all that we could make.

Your jobber can supply you. Or write us for further information.

The B-Eliminator
Retail Price \$30.00

The Battery Charger
Retail Price \$19.50

The Valleytone is not just another radio receiving set made to sell in a certain price class. It is built on a new principle of radio which makes it the outstanding radio value of the year.

Toroidal coils (used in a manufactured set for the first time) controlled by the *potential balance* method of suppressing oscillation and distortion (exclusive with the Valleytone) provide unequalled selectivity and tonal qualities.

The Valleytone easily and distinctly separates stations broadcasting simultaneously on wave lengths four or five meters apart. And it reproduces with a tone so faithful and natural as to inspire genuine amazement and admiration.

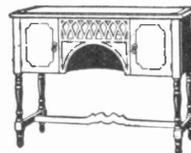
We are looking for good dealers to profit with us on the sale of this superior radio receiver. Consult your jobber or write us for the full story of the Valleytone 5-Tube Radio Receiving Set.

VALLEY ELECTRIC COMPANY, Radio Division, St. Louis, U.S.A.
(Branches in principal cities)



The Valleytone is mounted in a solid walnut cabinet finished in two tone with inlaid gold stripes. Bakelite panel, engraved in gold.

Retail Price \$115.00



The Special Valley Table like the above with built-in loud speaker and compartments for all batteries, etc.

Retail Price \$60.00



The Console Model Valleytone

Retail Price \$250.00

Valley Electric



**Constant vigilance
is the price of
uniformity
and constant vigil-
ance is maintained
over Magnatrons.
That is why Magna-
trons are uniform, and
uniformly good.**

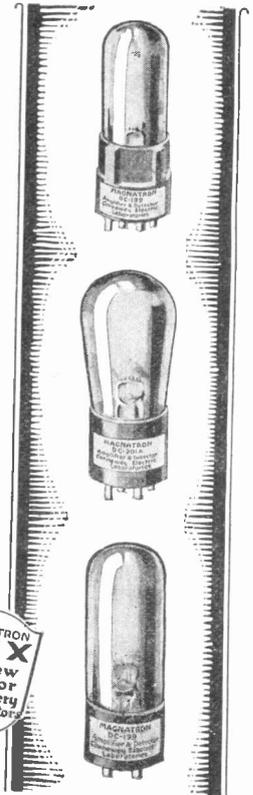
*Magnatrons must always
be a source of pleasure
and profit to Magnatron
dealers—that is the
Magnatron creed. With
this end in view the
dealer constantly re-
ceives factory co-opera-
tion.*

Write Dept. R for your
copy of "Magnatron
News", a snappy little
trade newspaper.

*Magnatron DC-201A, DC-199, and DC-199 (large base)
now list for only \$2.50*

Connewey Electric Laboratories, Magnatron Bldg., Hoboken, N. J.
West coast supplied from complete stocks carried by Pacific Radio Labs.,
256 So. Los Angeles St., Los Angeles, Calif.

**MAGNATRON
REX**
the new
tube for
B battery
eliminators



MAGNATRONS

At last! Positive Simplicity

TO SEE AND HEAR ONE IS TO WANT ONE

Easy Operation: A small child can operate this set without the least difficulty.

Tone Quality and Power: It will bring in distant stations with the same volume as local, yet it can be tuned down for use in the sick room or hospital without impairing its clarity. Most stations are brought in on the Loud Speaker without using a headset for tuning.

High Selectivity: It exhibits the greatest selectivity that is possible without impairing the tonal quality or volume.

The DialLess is a precision instrument, thoroughly tested before leaving our factory.

Produces unsurpassed results on either outside antenna, inside antenna or a loop.

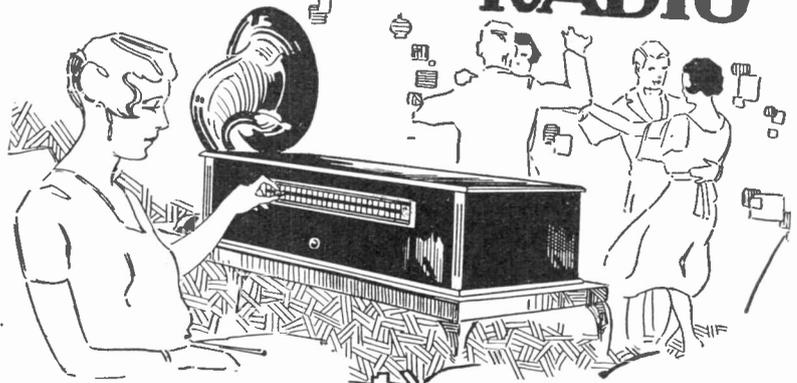
The parts used in this machine are of the best material and workmanship. Each part is tested separately before assembling. The Cabinet is of solid mahogany, beautifully finished.

All Stations Can Be Logged On Front Indicator

**DialLess
Radio Corporation**

115 Federal Street, Boston, Mass.

The **DIALLESS
RADIO**



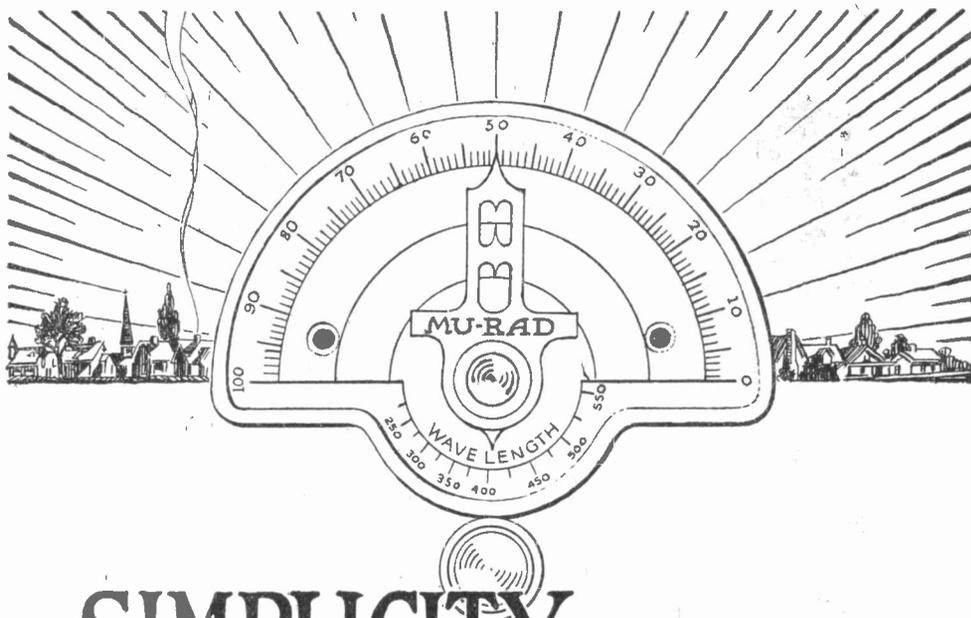
6 Tubes.
Lists at \$110.00
Gold and other
patents pending.

*Special
Introductory
Offer to
Dealers.*

DialLess Radio Corp., 115 Federal St., Boston, Mass.

We are interested in your special introductory offer to dealers, your special price for sample sets to dealers, and we would like to have your authorized dealers proposition. We believe we can sell sets this year.

Name
Address
City



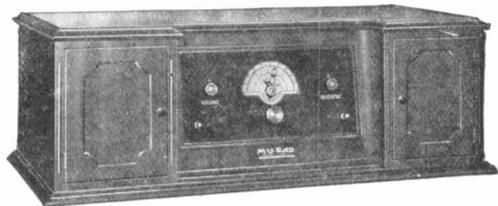
SIMPLICITY
That Dominates the Radio Horizon

The
ONE DIAL CONTROL
MU-RAD
Transcontinental Receiver

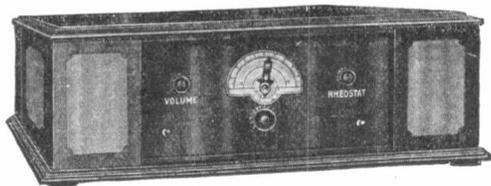
AS SURELY as the automobile has taken the place of the horse-drawn vehicle, so surely has the new Mu-Rad Single Control Receiver taken the place of complex Multiple dial receivers. The Mu-Rad has revolutionized radio buying habits. Your customers want simplicity of operation, and in the New Mu-Rad they will find it. Imagine a receiver so simple and easy to operate that any child can tune it! The New Mu-Rad does not sacrifice any other desirable feature for this simplicity.

It gives a clean, resonant tone and a rich volume. It has selectivity and will get coast-to-coast reception. The cabinet is finished in a beautiful two-toned mahogany and will harmonize with the most luxurious surroundings.

Here, indeed, is the receiver your customers have been waiting for. Our national advertising is already creating sensational sales. Thousands of users commend this remarkable receiver and many more thousands are going to buy it. You are interested in more sales and more profits. It will pay you to investigate our proposition.



Model A. List Price \$175
 Sockets Fit All New Type Tubes



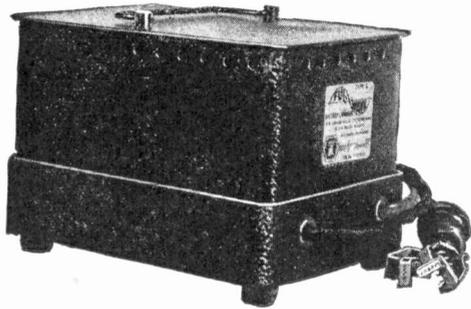
Model B. List Price \$125
 Sockets Fit All New Type Tubes

MU-RAD RADIO CORPORATION

Factory
 Asbury Park, N. J.

General Sales Offices
 972 Broad St., Newark, N. J.

WRITE DEPT. C-3 FOR LITERATURE

**MODEL "A"**

For radio "A" and 6 volt automobile batteries.
A. C. line, 40 to 60 cycle, 110-120 volts.
Battery—6 volts 6-8 amperes.
Comes complete with cords, plug and leaded clips.
\$18.00 List (East of the Rockies)

MODEL "A-B"

For charging radio "A" and "B" batteries *simultaneously*.
A. C. line 40 to 60 cycle, 110-120 volts. Battery—"A",
6 volts 3-4 amperes; "B", 48 to 96 volts in series,
1/10 ampere, up.
\$22.00 List (East of the Rockies)

FACTS ABOUT FUL-WAVE

- The only charger that charges A and 96 volts of B Batteries at the same time.
- Uses the Full electric wave to charge almost in half time.
- More economical to operate.
- Requires no water, chemicals or maintenance.
- Needs no adjustment.
- Quiet in operation.
- Cannot blow fuses.
- Not affected by jolts or jars.
- Cannot overheat.
- Foolproof. It is sealed at the factory.
- Absolute guarantee printed on each charger.

There's an **ADDED** profit for
you on every radio sale!
You can get it with



Uses the **FULL**
AC Current—
not half of it

There are two reasons why you **CAN** and **SHOULD** sell a Ful-Wave with every radio sale. There's a **REAL** profit in it—and it means greater satisfaction and better service from the set.

Ful-Wave is the **EASIEST** charger to sell—simplest to demonstrate and operate—no acids, no adjustments. Cheapest to operate because it uses **BOTH** halves of the electric wave. Order a sample and *test* it.

LIBERTY ELECTRIC CORP. of NEW YORK 342 Madison Ave. New York

What is the RADIO DEALER to do?

THAT is a question thousands of radio dealers,—real business men, all over the country are asking themselves today. They are wondering, and they have a right to wonder, if the radio business is a fair one — whether it is safe — whether it is honest.

The dealer works hard all Fall and Winter,—makes some money only to find, in the Spring, that the sets he recommended to his friends are now dumped on the market at prices much less than his cost. Not only does he lose on his inventory, but the sets sold on time come back, and, what hurts an honest dealer more, his friends lose confidence in him, because the sets he sold them only a few weeks before at a certain price may now be bought at half off or more.

What is the dealer to do? How can he guard against this?

Ludwig Hommel & Company has always felt the dealers' troubles very keenly, because our Company sells only to dealers, and radio is a main line with us,— not a side line.

We urge the dealers, for their own safety and profit, to watch the lines they carry. Be guided by the past performance of the manufacturers and jobbers. That is what we do and how we determine the lines we carry.

Ludwig Hommel & Company carries only lines that are quick moving, that have reputable factories behind them, and that will make most money for the dealer — with the firm promise to him that we will not knowingly carry a line or recommend any item on which he will lose money because of factory dumping, price drop or obsolescence.

It is to the advantage of every dealer to tie up with Hommel. Our illustrated catalogue 466-R is free. Ask for it.

WHOLESALE

EXCLUSIVELY

LUDWIG HOMMEL & CO

929 PENN AVENUE



PITTSBURGH, PA.

Like the most famous pipe organs

the Snyder Speaker goose neck is made of zinc alloy.
Result—remarkable clarity and purity of tone.



Tone is King

Discriminating radio buyers now want pure tones
more than mere volume

The present radio season has developed a great demand for faithful reproduction, for fidelity of tone. The old cry for large volume (which could be heard in the next street) has largely disappeared.

Tinny, brassy, distorted reproduction has gone by the boards, and the Snyder Speaker with its pure tone rides on a great wave of popularity.

This one fact stands out—no speaker at any price has better tone than the Snyder Speaker. Few speakers at twice the price have as good tone as the Snyder Speaker. Snyder Speakers on test, in your store, will sell themselves—and radio sets for you. Use them in combination offers.

Write us if your jobber cannot supply you

HOMER P. SNYDER MANUFACTURING CO.
LITTLE FALLS, N. Y.

Snyder Speaker

IT SPEAKS FOR ITSELF

Unless The Float Is Right, The Reading Is Wrong

Accuracy in battery testers is a hidden priceless quality.

You Mr. Dealer cannot very well test each instrument to make sure that your customers are receiving accurate instruments.

The integrity of the manufacturer is your only guide.

Every Scranton Made Battery Tester is "Triple Tested" at two points making six tests in all.

Every Test is a laboratory test. Every Scranton instrument is accurate. Every one you sell means customer good-will and a substantial profit.

AYANBEE

**Radio Battery Tester
for "A" and "B" Storage
Batteries**

is especially designed for Radio use.

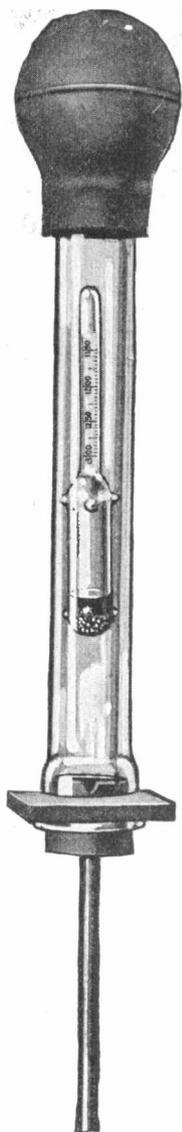
It is one of the Scranton family. It is Accurate.

Put a dozen display box on your counter and "watch 'em sell."

Your jobber has them.



**LIST
75c**



**The Scranton Glass Instrument Co., Inc.
Scranton, Penna.**

This will be radio's biggest Christmas seller!



The KODEL MICROPHONE LOUD SPEAKER

Nothing in your store will have such a wide appeal to radio fans this Christmas as The Kodel Microphone Loud Speaker.

Not since the days when people stood in line to buy crystal sets has there been such a sensational radio seller as the new Kodel Microphone Loud Speaker.

An exact replica, in actual size and appearance of the transmitting microphone used in broadcasting. The efficient Kodel reproducing unit is mounted inside the microphone case with an ingenious new snail-shell horn—produces a volume and quality of tone equal to any of the larger speakers—its non-vibrating metal tone chamber absolutely eliminates all distortion.

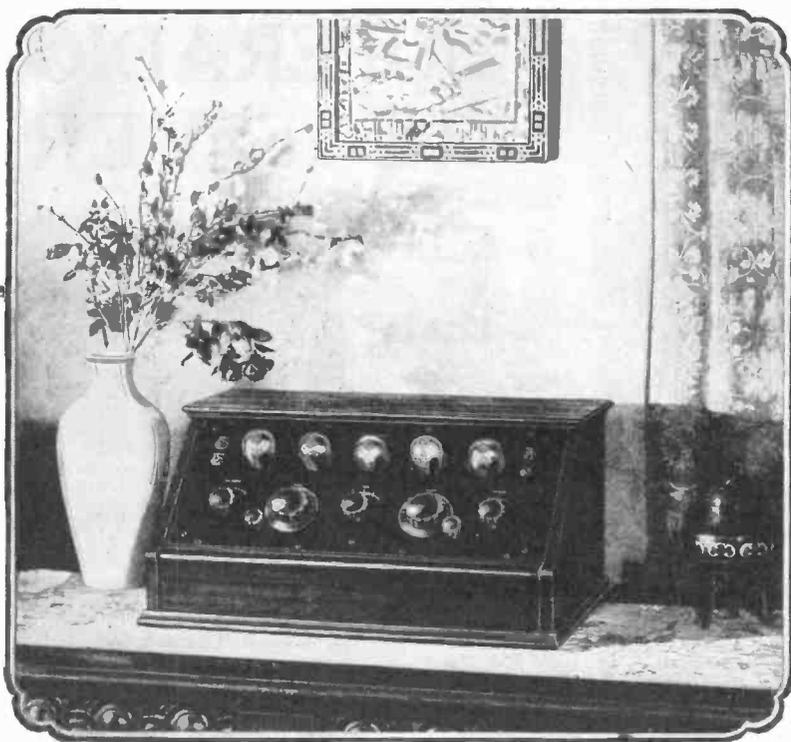
\$15 model incorporates the Kodel, Jr. unit; \$20 model contains the larger standard Kodel unit.

See your jobber at once to be sure and get your full Christmas supply of this big money-maker.

Arrange a display of Microphone Speakers in your best window and watch the crowd stop—and watch them buy. Handsome three-color cut-out display card and supply of 3 color folders mailed free on request.

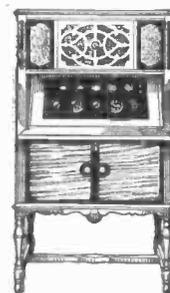
THE KODEL RADIO CORPORATION
503 E. Pearl Street Cincinnati, Ohio





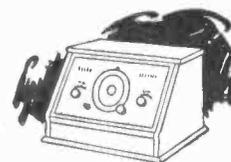
Model Fifteen

The outstanding performer in the radio field. Only two dials for tuning. Highly selective, with tone pure, natural and life like. Price \$110.00 (without accessories) Slightly higher west of the Rockies.



Royal Sixteen

A completely self-contained set, including superb reproducer with full-throated tone chamber, all built-in. Lists at \$235.00 (without accessories). Slightly higher west of the Rockies.



Model Twenty

A new one-dial Kennedy combining simplest operation with accurate control. Lists at \$80.00, without accessories. Slightly higher west of Rockies.



Royal Speaker Model Six-Thirty

A console speaker de luxe enclosed in mahogany cabinet with beautifully grilled front. Lists at \$40.00. Slightly higher west of the Rockies.



Speakers

Embodies the same reproducing unit used in the Kennedy Royal Speaker. Two sizes. Model Six-Ten, 12 in. bell, \$20.00. Model Six-Twenty, 15 in. bell, \$25.00. Slightly higher west of the Rockies.

Kennedy Radio Franchise Spells Permanent, Profitable Business

There are really only four things that you as a radio dealer need to think about if you want to build a permanent, profitable business with Kennedy receivers:—

- (1) **Kennedy Protective Policy.** Three years ago Kennedy originated the protective policy that really means something to radio dealers. The Kennedy Franchise is based on a distinct territorial agreement which gives every dealer fullest protection in his community. Every dollar's worth of time and energy a Kennedy dealer invests means building a sound, permanent business for himself that will grow with the years and become more profitable as time goes on.
- (2) **Kennedy Radio Receivers.** Proved instruments—every one. Kennedy receivers are designed, engineered and built to do one thing—deliver continuous, satisfactory performance.
- (3) **Kennedy Organization.** A sane combination of radio engineering and sound, progressive business ability. An organization with both feet on the ground—geared to quantity production, every detail of which measures up to Kennedy standards.
- (4) **Kennedy Sales Co-operation.** Complete dealer sales and advertising service. A program comprehensive in nature and extending immediate profitable benefits to every member of the Kennedy organization.

There is Still Time to Become a Kennedy Dealer

There may still be an opportunity for you to line up as a Kennedy dealer. Time is passing—and you should make your inquiry now. Address

Colin B. Kennedy Corp. · 2019 Locust St. · St. Louis, Mo.

KENNEDY



The Royalty of Radio

Colin B. Kennedy Corporation, 2019 Locust St., St. Louis, Mo.
You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line.

NAME..... ADDRESS..... CITY..... STATE.....

SUPERADIO DYNAMOMETER



Patents pending.

Measures Amplification Factor, Plate Impedance and Mutual Conductance of Any Tube. No Curves, No Calculations.

LIST PRICE \$120

Special Model S-2 Amplifier, \$30

This Dynamometer makes it possible for the public to obtain good tested tubes. Dealers and jobbers may test the tubes they sell. Tube manufacturers can make better tubes.

Write for further details on this reliable product.

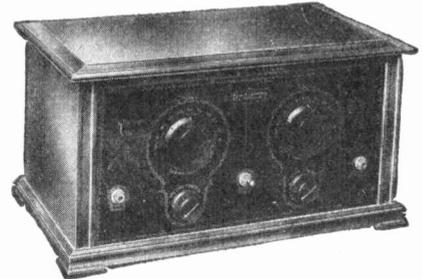
SUPERADIO RECEIVER

5-Tubes

2-Dials

\$56.00

S. L. F. Condensers



Licensed under Reactodyne Agreement

Housed in Solid Walnut Cabinet with piano finish, bright bakelite panel fully shielded and deep gold engraving. Model 5 possesses unique engineering features. Tuned radio frequency circuit with R. F. equalizer. Individual R. F. Tube Control. The Receiver is non-oscillating and employs the multiple jack system.

Write for Details.

DE WITT-LA FRANCE Co., INC.

54 Washburn Avenue, Cambridge, Mass.

BOSTON REPRESENTATIVE:

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

CHICAGO REPRESENTATIVE:

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

EVERY KIND of ANTENNA WIRE

SOLID—in copper
in tinned
in enameled

STRANDED—plain copper
tinned
enameled

7 by 22 and 7 by 24

BRAIDED—in tinned
in enameled
in bronzed

FLAT RIBBON—in copper
in tinned
in enameled

16 strands and 20 strands

17 strands and 25 strands

We also make silk and cotton covered loop wire, as well as Litz wire. Ten to 65 strands. We make special wires for special purposes and as this is our entire business we are in a position to give you the *best at the lowest price*, and QUICK DELIVERIES. Just tell us what you need.

Dealers everywhere ask your jobber for Literature and Sales-pulling prices

ROSS WIRE COMPANY

69 Bath Street, PROVIDENCE, R. I.



Sell the Larger Sizes Wherever Possible

Make it a point to push the larger sizes of French Ray-O-Vacs. For a few cents more the customer can almost double the life of battery service, he's better satisfied and comes back for other items as well as batteries. You make more profit from the outset. Stock the full line of ten Ray-O-Vacs to meet every requirement, but put special effort on the heavier-profit, larger sizes.

FRENCH BATTERY COMPANY, Madison, Wisconsin
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

FRENCH RAY-O-VAC

Radio's Best Batteries

FREE LUNCH

The obsolete, slow 2-ampere battery charger has been put with the other relics of years ago!

Buy nothing but an up-to-date 5-ampere charger!

The New Improved
5 AMP. A & B
GOLD SEAL
HOMCHARGER
\$19.50



Over 500,000 already in use

Charges in One-Third the Time!

Better Because:—

- New micrometer adjustment, hinged lid, and carrying handle.
- No bulbs to buy or break.
- Can be used anywhere—contains no acids or other harmful liquids to spill.
- Approved by underwriters—trouble-proof, shock-proof and fireproof.
- Beautiful cabinet in maroon and gold.

Free Write for new edition of our instructive booklet on radio operation "The Secret of Distance and Volume in Radio."

It takes only one-third as long to fully charge your battery with the New Improved 5-ampere GOLD SEAL HOMCHARGER.

No more of the long, bothersome waits that were necessary when the slow inefficient 2-ampere charger was the best that radio offered. The New Improved GOLD SEAL HOMCHARGER charges 150% faster—fully charges the average battery overnight—and it charges both A and B batteries without additional equipment.

Before you buy any charger be sure it charges at 5-amperes. To be absolutely sure insist on the GOLD SEAL HOMCHARGER.

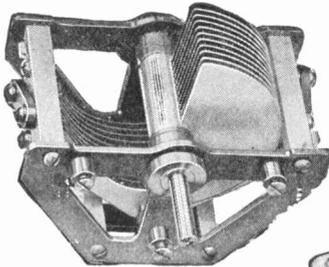
The Kodel Radio Corporation
 503 East Pearl Street Cincinnati, Ohio



Get a "Line" on the Condenser Market

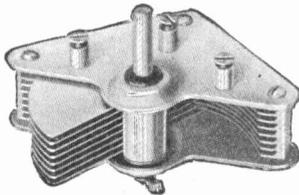


Learn about the DUPLEX S.L.F. Condensers, designed to meet the requirements of the straight line frequency demand. Backed by a clean merchandising policy that helps eliminate unfair competition. Nationally advertised; known everywhere as precision instruments. Reputation, appearance and performance make them easy to sell.



DUPLEX STANDARD

DUPLEX STANDARD Straight Line Frequency condensers, "none better made," conform to Bureau of Standards specifications for lowest losses and best electrical characteristics.



DUPLEX JUNIOR

DUPLEX JUNIOR Straight Line Frequency condensers, "best at the price," are for set builders who seek performance—with economy.

The specially cut-out stator keeps DUPLEX S.L.F. Condensers to the same small panel space occupied by the previous models. There is no odd-shaped rotor to cause short circuits.

Duplex Condenser & Radio Corp.
34 Flatbush Avenue Extension, Brooklyn, N. Y.



HOWE

Radio Receiver

\$1.75

The "Stepping Stone" to the Tube Set

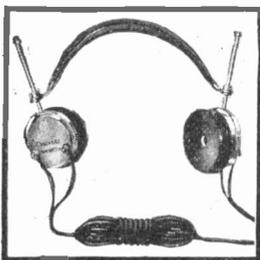
Make New "Radio Fans from that Skeptical 80% of the Public which owns no Radio"

IN NEW ORLEANS over 25,000 HOWE Receivers have been sold. One house in Houston bought over 10,000—and so it goes all over the country. HOWE Radio Receivers are being sold by Dealers who appreciate the fact that millions of men with money have not yet made their initial purchase—the virgin field is the profitable field.

The HOWE Receiver is most decidedly Not a Toy—it brings in loud and clear all stations within a 25 mile radius, and has good selectivity. Its Low Price induces the non-user of Radio to "get into the game."

We shall be glad to hear from Jobbers and Dealers who are not selling the HOWE in large quantities

Howe Auto Products Co.
120 N. Green Street, Chicago, Ill.



Cannon-Ball Headsets for Sure Profits

When a receiving set is equipped with several Headsets, folks enjoy Radio as they like it.

A Headset is the most reliable means to hear every spoken word or every note of the singer with the same inflections of the voice of the speaker or artist.

The listener will not disturb others. He knows how thrilling it is to listen to a sermon, a song, music or an opera hundreds of miles away. He does not have to apologize for poor reception.

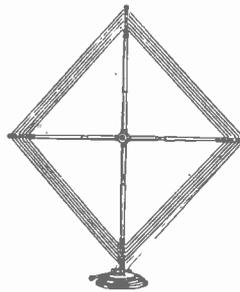
Offer greater satisfaction. Sell a good Headset such as the Cannon-Ball—extremely sensitive, light in weight, comfortable. GUARANTEED by a well established, reliable manufacturer.

LIST PRICES: Cannon-Ball \$3.50; Cannon-Ball Junior \$2.75; Grand \$4.75; Cannon-Ball Loud Speaker \$12.50. See your jobber.

CANNON & MILLER CO., Inc.
Springwater, N. Y.

Easiest to Sell—Stays Sold

You'll like the Bodine Loop. It sells easily . . . and stays sold. The Bodine gives good service with a wide range of sets. Is safest to recommend. Gives a quality of performance that brings sales—making recommendations from users. Increase your loop business with the

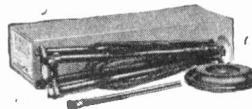


BODINE
BASKET WEAVE
FOLDING LOOP

Take the Bodine anywhere. Easy to set up, and folds to fit into a box 3 1/2 x 6 x 1 1/2 inches in size. All loops are two feet square, have green silk covered wire, are handsomely finished in brown mahogany, with insulated handle for turning loop.

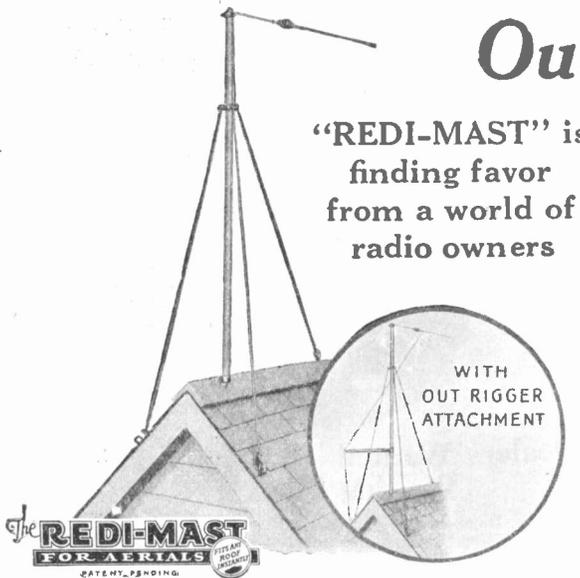
Interference is eliminated, static reduced and reception astonishingly improved through the exclusive basket-weave method of winding the silk-insulated stranded wire. Its satin-silver calibrated dial makes directional logging of stations easy.

There is a Bodine Loop specially designed to give perfect service with every set suitable for loop reception. Gives extra fine results with the Remmler Superheterodyne and Grebe Synchrophase. Price \$8.50-\$10.



BODINE ELECTRIC CO.
2242 W. Ohio Street, Chicago, Ill.

Out on Top in Popularity



"REDI-MAST" is finding favor from a world of radio owners

Redi-Mast completely and finally solves the aerial problem. The customer needs but one glance at it to fully appreciate it. Here is an ideal aerial outside mast as simple to install as it is sturdy and economical. Any amateur can mount it, with no bother on his part.

Description

Mast is of tough weather-proof round timber, 5 ft. high by 1 1/4-in. dia. Bottom ferruled. The tripod guys are of strong steel 1/4-in. thick, with patented adjusting devices. The set includes aerial pulley, mast nebs irons, roof socket and anchor pins. Packed in individual cartons. Is weatherproof, windproof and lightning proof.

List \$3.50 ea.
With outrigger \$4.00 ea.

Sell them

Order at least a sample and show the REDI-Mast to your customers. Get their expressions of approval. With first order for twenty we give you free a miniature of the REDI-Mast, mounted on small green shingled roof. Makes a great window display. Dealers everywhere who have placed an order are now re-ordering.

Profit

There is a handsome profit in each REDI-Mast sale. In addition REDI-Mast makes other radio sales and reduces complaints. REDI-Mast can be quickly mounted on any style roof and removes any chance of damage to the roof which is occasioned by installing an old style aerial. Get in on REDI-Mast sales now. Mr. Dealer—be first in your territory. Your jobber can supply you.

PRESSED METAL MFG. CO., WAUKESHA, WIS., U.S.A.

The REDI-MAST

FOR AERIALS

PAT. PEND.

FITS ANY ROOF INSTANTLY

They're Commencing To Wonder Why Sets Cost So Much!

Like other dealers, you are probably losing business daily on prospects who will be content with nothing but the very best—but who can't, or won't, pay over a certain price. And the number of such prospects is increasing all the time.

You can get them with the Elkay Super-Selector. The parts within it are the best that money can buy. The circuit is the result of four years' developmental work. The cabinet is of two-tone mahogany, beautifully designed and appointed. The circuit contains one stage of R. F., one detector, one of transformer coupling, and two of RESISTANCE COUPLING.

The tone is superb. There is plenty of volume, and, due to our special Variable Clarifying Selector in the antenna circuit, it selects and excludes stations with "needle-point" definition.

You can sell it at a good profit for \$80, and we guarantee strict price maintenance and a SQUARE DEAL IN EVERY WAY. Write today for

EXCLUSIVE TERRITORY

The Langbein-Kaufman Radio Co.
511 Chapel St., (Dept. M), NEW HAVEN, CONN.



ELKAY
TRADE MARK REG.

SUPER SELECTOR

5 Tubes—Resistance Coupling, \$80

Operates on either dry cells or storage batteries. Uses either 1V 201-A type or 1V 199 type tubes without change of construction details of wiring. Any kind or arrangement of tubes, changed from one type of tube to any other in less than 30 seconds.

It has a selectivity control. Its patented CLARIFIER not alone filters out extraneous noises, but clears up muffled signals to full brilliancy. A remarkable new development. It uses less B Battery current.

Its volume is full, equal to any set; controllable at will.

A good distance getter.

Tonal fidelity is its strongest characteristic.

There is absolute control over oscillation. Low wave lengths can be brought in just as easily as the high.

The logging of the stations is fixed and exact.

SET AND KIT PRICES

Type 4-S Four tube set.....	\$70.00
Type 5-S Five tube set.....	80.00
Type 4-K Four tube kit.....	60.00
Type 5-K Five tube kit.....	65.00

TUNERS

ELKAY
TRADE MARK REG.

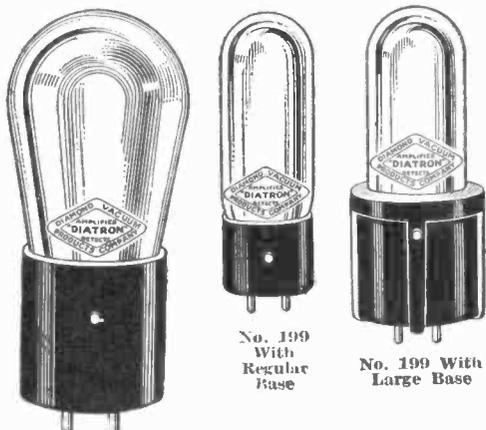
SETS, KITS

*Every Diatron
Reflects the Achievements
of Walter Armstrong*

A radio tube is an electric light in an advanced stage. To make a good tube a man must have had years of experience in the art of producing good lamps. Since 1887 with such pioneers as Swan Lamp, Shelby Lamp, Federal Miniature Lamp Division of General Electric and as head of his own large lamp works, Walter Armstrong has been responsible for many outstanding developments in electric lamps, x-ray and radio tubes. Walter Armstrong's product—DIATRON RADIO TUBES—are made under his direction and supervision in a modern plant, built exclusively for their manufacture.

We don't sell volume. We don't sell tone. We do sell a product made by an unusually capable organization, backed up by 38 years of unparalleled experience. This product—DIATRON—brings 100% GOOD WILL to the dealer. It brings 85% repeat business to the jobber. It has merchandising policies back of it that have proven sound, substantial and everlasting.

If you are interested in a proposition guaranteeing maximum profits that will be accumulative year after year, write us for complete information.



Nos. 201A and 240*

DIATRONS No. 201A & 240*
Both are detectors or amplifiers.
Filament Volts 5.
Filament Amperes25
Plate Voltage, 22½ to 135.

DIATRON No. 199.
With regular or large base.
Filament Volts 3.
Filament Amperes06
Plate Voltage, 22½ to 90.

*DIATRON No. 240 is the only tube manufactured for the Radio Frequency side of Neutrodyne and Tuned Radio Frequency Sets Made before January 1, 1925.

List price for all types, \$2.50

GUARANTEE

"Any DIATRON that will not bring in signals will be replaced, no charge, whether the fault is due to a broken or burned out filament or other causes if returned to us at any time within 75 days of purchase by a jobber or 45 days of purchase by a dealer."

Diatron Special Feature

This illustrates the grid and filament with the plate removed. The filament is so supported that filament and grid must move together and cannot short circuit if the tube is jarred to an extent that would change the position of either element. Every turn of the grid is electrically welded. Patents applied for.



Yours, FREE, when requested on your letterhead, a valuable booklet, "WORTH WHILE FACTS ABOUT RADIO TUBES."

**DIAMOND
VACUUM PRODUCTS CO.**

4053 Diversey Avenue
Chicago, Illinois



List Price
\$2.50

CLEARTRON

GUARANTEED

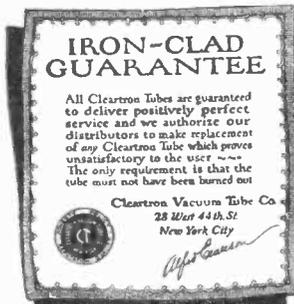


RADIO TUBES

To no other radio product should you give more consideration to the line you handle, than tubes, because tubes are radio's staples. They bring buyers to your store, if—you handle the right tube—a tube that is a sure repeater.

Such a tube is Cleartron. They deliver perfect service, because Cleartrons are made right and pass the most rigid tests and careful inspection, to insure uniformity, before being packed with our iron-clad guarantee. Read it below.

Write for discounts and name of your nearest distributor



Following Types,
List \$2.50

- C-T 201A
- C-T 199 Standard Base
- C-T 199 Small Base
- C-T 400 Rectron Tube
- For "B" Battery Eliminators
- CTX 120
- C-T 101A The Original Hi-Mu Tube For Resistance-Coupled Amplifiers

List \$3.00

CTX 112 Power Tube
List Price, \$6.50

All Types Equipped with Genuine Bakelite Bases.

CLEARTRON VACUUM TUBE CO.

Executive Offices:

28 West 44th Street,

New York City

Factories:

West New York, N. J., U. S. A. Birmingham, England

FOR BETTER RECEPTION

makes a good receiver

Three Types
A-6-V, B-3-V
C-3-V.

Better



YOU can't judge tubes by appearance. They all look alike. But there's one easy way to be sure of PERFORMANCE. Buy CECO Tubes.

Then you'll get clearer, richer tone, greater volume, longer life. Our test charts, confirmed by recognized national authorities, PROVE this claim. Dealers write for copies.

Ask About CECO Power Amplifiers

C. E. MFG. CO.
702 Eddy St., Providence, R. I.

CECO

Radio Vacuum
TUBES

Trade Supplied through
Jobbers Only.
Jobbers—Write for details and prices.
Set Manufacturers—Ask about our special matched tubes.

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.

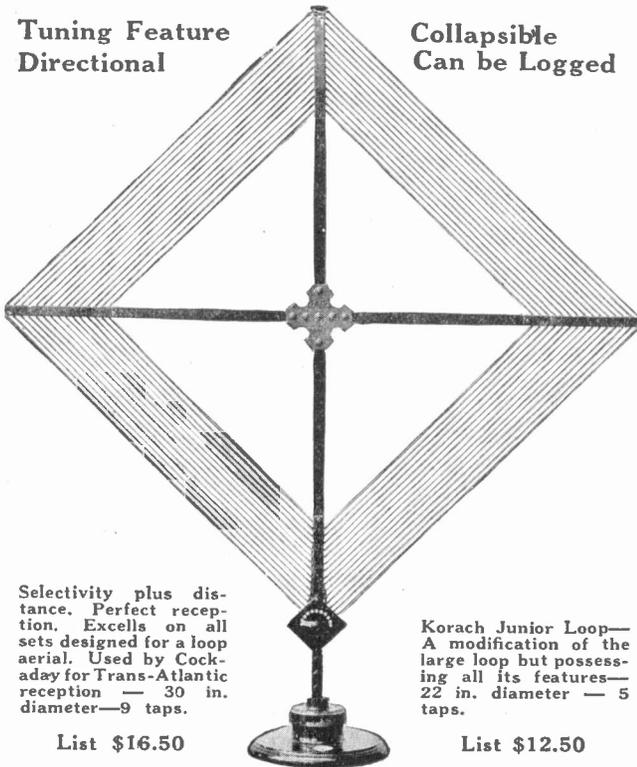
Write to either office for complete information.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-248 WEST 40TH ST.-NEW YORK, N.Y.
2626 W. WASHINGTON BLVD., CHICAGO

The Korach Tuned Loop

Tuning Feature
Directional

Collapsible
Can be Logged



Selectivity plus distance. Perfect reception. Excels on all sets designed for a loop aerial. Used by Cockaday for Trans-Atlantic reception—30 in. diameter—9 taps.

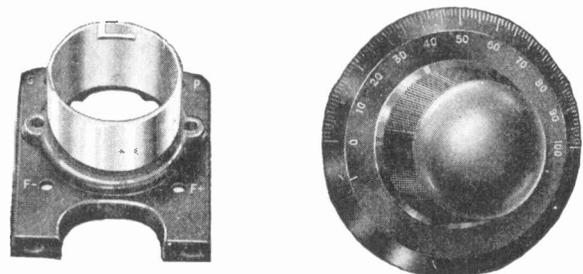
List \$16.50

Korach Junior Loop—A modification of the large loop but possessing all its features—22 in. diameter—5 taps.

List \$12.50

KORACH RADIO CO.
20 E. Jackson Boulevard, Chicago

Molded Bakelite for Radio

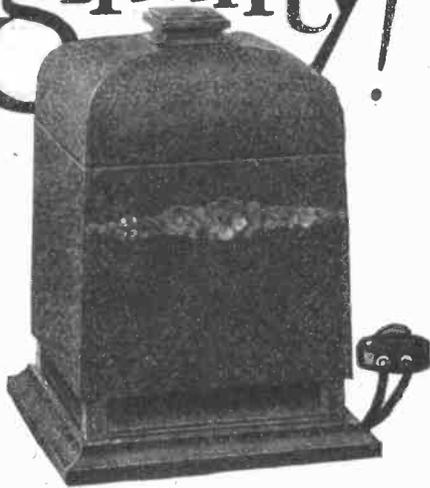


Bakelite and Condensite knobs, dials, socket bases, rheostat bases, condenser end plates, and other parts, produced by our large and experienced Molding Organization.

American Insulator Corp.
52 Vanderbilt Avenue, New York City

Originality!

- that's what sells this new Speaker



9 1/2 inches high on 6 1/2 inch square base. Built of burtex, a non-chattering material that eliminates false tone vibrations. Finished in black suggesting leather. Diaphragm unit adjustable to variations in local broadcasting conditions and set construction. Retail list \$12.50. In cartons of six.



The New Imported LOUDSPEAKER

MODEL S

only \$12.50

Original in *principle*—"all-directional"; sending the sound out with equal volume in every direction.

Original in *shape*; getting away altogether from the old-fashioned horn idea that never seemed to fit in with home surroundings.

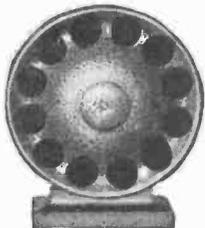
Original in *tone*; clear, rich, full and natural; no false sounds to mar the broadcasting.

Original in *price*; the first speaker of such remarkable tone quality to be sold for only \$12.50.

Dealers who handle the new N & K Imported Model S Loudspeaker report that it suits more customers in *every* way than any one speaker has ever done before. If your jobber is not yet stocked, order a sample direct from us and test it out on your trade.

NEUFELDT & KUHNKE Div.
TH. GOLDSCHMIDT CORP.

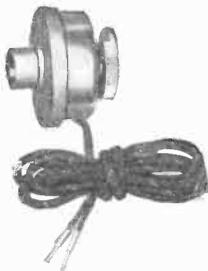
Dept. V 11, 15 William St., New York City



This N & K Imported Loudspeaker, type W, is unusual in volume and in tone quality. Its handsome, artistic appearance wins it welcome in the finest home. 14 in. high. Made of burtex, finished in black mottled in gold. Radiates the sound over wide area. Unit adjustable. Packed in threes, each speaker in individual carton. List, \$22.50.



The favorite phones of professional operators long before radio became the universal pastime. The clearness and naturalness of tone that characterizes these N & K Imported Model D Phones are proverbial. 4,000 ohms. Unusually comfortable to wear. Handsome leather covered head bands. In cartons of ten with display matter. List \$8.50.



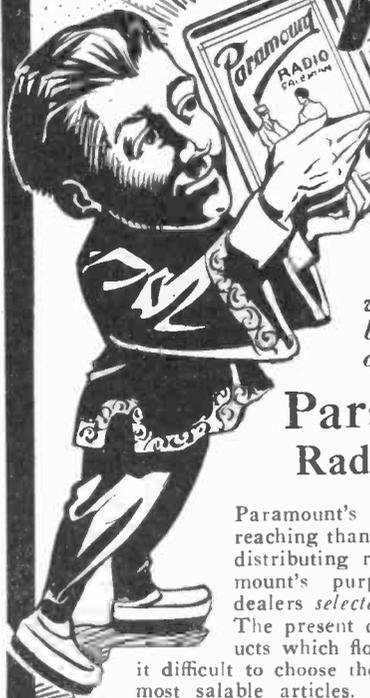
The N & K Imported Phonograph Unit transforms the Victrola or any other standard phonograph into a loudspeaker of highest quality. No screws or attachment devices necessary. Adjustable to broadcasting conditions and set construction. A big seller. In cartons of twelve, each unit in good embossed leatherette box. List \$7.50.



PARAMOUNT CATALOG--The ALADDIN LAMP of



RADIO Supplies



Aladdin was a whiz at getting what he wanted—but he has nothing on you if you use

Paramount's Radio Catalog

Paramount's service is more far-reaching than merely collecting and distributing radio products. Paramount's purpose is to offer to dealers *selected* radio merchandise. The present deluge of radio products which flood the market, makes it difficult to choose the best values and the most salable articles. Paramount's experts relieve you of that problem. With an intimate knowledge of retail marketing, they select only articles of proven value and manufacturers of established reliability who are firmly entrenched in the public mind because of consistent advertising.

A Few Leaders Are

Eveready	Dubilier	Premier
Cunningham	Benjamin	Allen-Bradley
Bremer-Tully	Baldwin	Marco
Balkite	Apco	Utah
Brandes	Frost	Jefferson
All-American	Remler	Thordarson
Thorola	Howard	Kodel
Karas	Kellog	Valley
Erla	Carter	

and many other nationally advertised brands.

In addition to radio supplies we distribute nationally known electrical merchandise.

We sell exclusively to recognized dealers

PARAMOUNT ELECTRICAL SUPPLY CO.

160-C W. Lake St., CHICAGO, ILL.

Have you a PARAMOUNT CATALOG on your desk?
A postal will bring it.

Two of Radio's Biggest Sellers

Produced by the makers of the world-famous Polyplug and E.Z.Plug, whose users now number one million! Of the same reliable quality, outstanding performance and unbeatable value, these two Polymet products are making record sales everywhere!

Polymet Resistance Coupled Kits

The latest Polymet triumph! Contains everything necessary to enjoy resistance coupled amplification. The most talked of item for this Radio season! The lowest priced quality kits on the market. At \$4.00, this kit includes Resistors, Grid-Leaks and Condensers, whose qualities have been testified to by leading Radio Manufacturers who use them as standard equipment.

E. Z. Extension Connector

The best accessory for all types of stores! Its low price and superior quality make every owner of Loud Speaker and Head Phones a prospect. Millions will be used this season. Made in the reliable Polymet way—easy to put together—a child can attach it. The best selling Radio item with a long dealer profit. Price 35c. With twenty-five feet of cord—Price \$1.50.

*Two Big Winners to jump your sales!
Write today for details.*

The Polymet Manufacturing Corporation

599-R Broadway, New York, N. Y.

**This Binding Post Has Made Good
Whether You Are a DEALER, JOBBER
or MANUFACTURER**

You should know all about the G-K Spring Cap Binding Post

Approved by leading radio engineers—nationally advertised—fully protected by patents.

Highly polished nickel-plated post.

Genuine bakelite knob.

Spring contact and release.



Shaft slotted in line with hole—no fishing with wire.

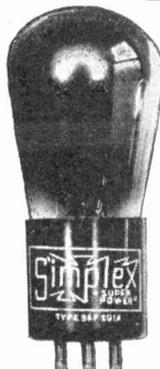
Knurled base—will not slip on panel.

Slotted shaft is an exclusive feature. The bakelite knob is built into the post and engraved with usual markings.

Samples and Information Upon Request

LIST PRICE 15c. EACH

GANIO-KRAMER COMPANY, Inc.
238-240 West 53d Street, New York City, N. Y.



Type 201A Bakelite Base, Silver and Blue.

If you are a business man and not merely a man in business,

you will buy Simplex Super Power Tubes that mean more profit.

Dealers

We know that you are interested in PROFIT. Let us convince you that you can make 100% profit on the Simplex Super Power Tubes and still supply your customers with the perfect tube at a very attractive price.



Type 199 Bakelite Base, Silver and Blue. Also with Adaptor Base.

Jobbers and Distributors

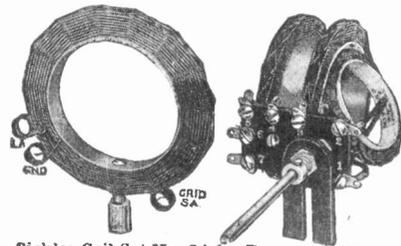
Jobbers
Territories open. Ask for information and discounts.

Increase your tube profit by handling the Simplex Super Power Radio Tubes.

GUARANTEE—Tubes may be returned within 10 days—for credit—if unsatisfactory.



TITANIA MANUFACTURING COMPANY
105 West 40th Street, NEW YORK CITY



Sickles Coil Set No. 24 for Browning-Drake Circuit. Price \$7.50.

SICKLES DIAMOND-WEAVE COILS

(Trade Mark Registered Aug. 4, 1925)

*For Browning-Drake, Roberts,
Craig, and Hoyt Circuits*

(Coils Patented Aug. 21, 1923)

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 toward Sickles equipment is stronger than ever this fall.

"DIAMOND-WEAVE," our registered trade-mark, 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. *Send for Descriptive Catalog.*

The F. W. Sickles Co.
140 Union Street, Springfield, Mass.

Radio Instruction for Dealers, Jobbers and Salesmen



THE man who makes his living from radio must know his subject thoroughly in order to make a success.

In answer to the big demand for a comprehensive radio course, Radio Institute of America (conducted by RCA) now announces its new course for radio dealers, jobbers and salesmen.

For further information address

Radio Institute of America

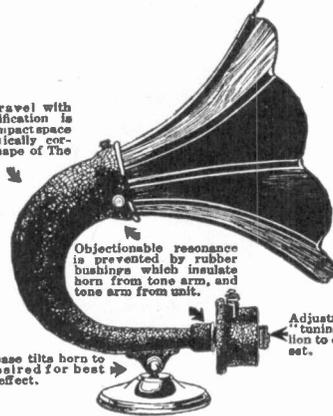
(formerly Marconi Institute)

Established in 1909

324 Broadway

New York

Long tone travel with gradual amplification is provided in compact space by the acoustically correct dragon shape of The Amplion.



The product of 30 years' experience

Objectionable resonance is prevented by rubber bushings which insulate horn from tone arm, and tone arm from unit.

Adjustment for easily "tuning" The Amplion to each individual set.

Hinged base tilts horn to angle desired for best acoustic effect.

Test This International Favorite against any other loud speaker

Get An Amplion—On Trial—From Jobber

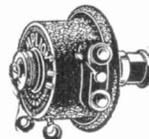
Thirty-eight years ago, in 1887, the year of Queen Victoria's Jubilee, the first practical "loud speaker" which the world had ever heard was demonstrated in England by Mr. Alfred Graham. Six years later Mr. Graham marketed loud speakers for use in warehouses, factories, etc., and, in 1896, for use aboard 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.

AMPLION

*The World's Standard
Loud Speaker*

ALFRED GRAHAM & CO., LONDON, ENG.—Patentees.



Phonograph Units in Two Sizes

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. Nation-wide advertising on a greatly extended scale is hastening the day Write immediately for the attractive 1926 Amplion proposition.

THE AMPLION CORPORATION of AMERICA
Executive Offices Suite E, 280 Madison Ave., New York City
Canadian Distributors: Burndept of Canada, Ltd., Toronto.

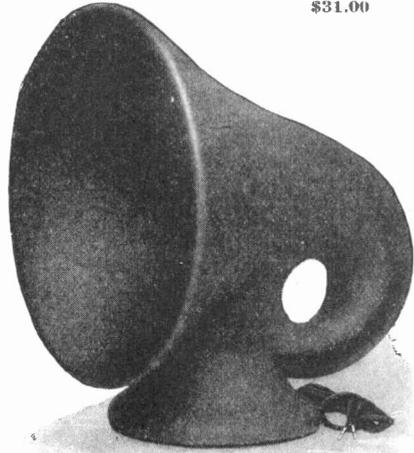
THE MARK



OF TONE QUALITY

Reproducer
\$21.00

Cabinet Type
\$31.00



Sold on Quality—by Direct Comparison

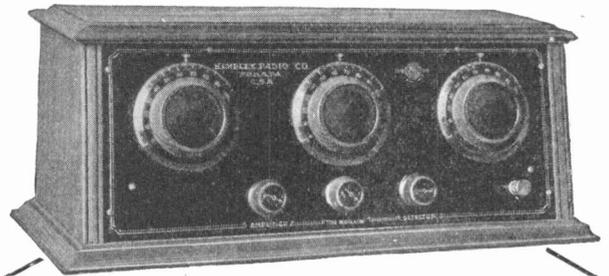
Nine well known makes of loud speakers—loud speakers which have a national reputation—and the new TEMPLE were placed behind a screen. These instruments were all given exactly the same tests under exactly the same conditions. Five acknowledged acoustical experts sat in front of the screen. All five voted for number six as unquestionably the best of the lot. Number six was a TEMPLE which had been picked at random from stock.



Every TEMPLE sold has been sold on pure merit under free competitive conditions. The TEMPLE COMPARATOR divides demonstrating time by 4 and lets the customer know which speaker he wants. Through your jobber or direct to any part of the U. S. for \$3.50 net.

Don't Blame the Set—Use a Temple!
Legitimate jobbers write for special distributing proposition

PARCELLS & COMPANY
68 W. Washington St., Chicago, Ill.



*The newest in radio
—at a popular price*

Simplex SR 8
\$65 list

All that is worth while among the latest developments of radio engineering are embodied in this 5-tube tuned radio frequency circuit. Tone modulator gives complete control of volume from a lullaby to a brass band. Straight line wave length condenser assures separation of stations on dial. Extremely selective. Noted for distance. Genuine mahogany cabinet with Adam Brown finish.

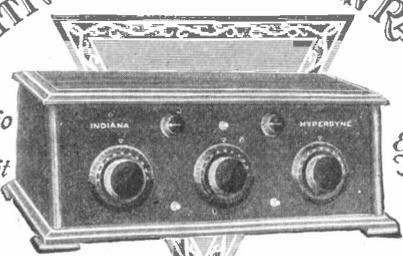
Jobbers and Dealers write for attractive proposition.

SIMPLEX RADIO CO.
Main and Rector Sts., Philadelphia

INDIANA HYPERDYNE RADIO

POSITIVE PERFORMANCE IN RADIO

The Radio of Proven Merit



Many Exclusive Features

Model 500 **\$65.00**

Console—Model No. 701

A quality six-tube Radio with built-in Loud Speaker and a Beautiful Brown Walnut Cabinet. This superior set uses 3 Vernier Controlled, Silver-plated Painters, and works on inside of outside aerial. Price complete \$200.00.

Model No. 503

Exactly the same as Model 701, except mounted in table cabinet as shown in large illustration. Set lists at \$100.00.

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

INDIANA HYPERDYNE RADIO

A line of merchandisable receivers using tuned radio frequency—the thoroughly-tested and most universally-accepted circuit.

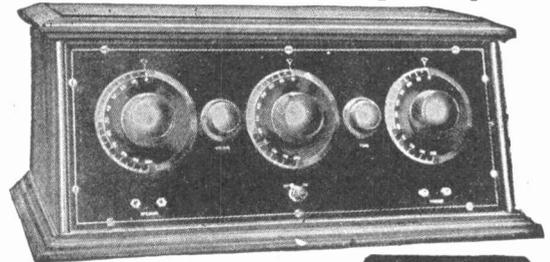
We are not attempting to revolutionize radio or experiment at the merchant's risk. We are offering you a Radio that is better made and has proven its worth. It sells easily and stays sold, thus increasing your turnover many times. Buy Radio Merchandise—not experimental apparatus to amuse your clerks and the neighborhood boy. Continued refinement—no radical changes. Look into this now!

Description—A DeLuxe five-tube long distance receiver with a Beautiful Hand-rubbed, Solid Mahogany Cabinet, 24x3x12, with a 15° Sloping Panel. All parts fabricated from The Best Quality Raw Materials. Set made complete and thoroughly tested in our large modern plant.

Prices west of Rockies slightly higher. Write your jobber or us direct for full descriptive literature, attractive window displays and dealer help.

Indiana Mfg. & Elec. Co.
520 Imeco Block
Factory and General Offices
Marion, Indiana

TREGO
**The World's Lowest Priced
5-Tube Tuned Radio Frequency Set**



Long Range

HERE'S the set that sells and satisfies! It's the TREGO 5-Tube Tuned Radio Frequency Set—highest quality at a price within the reach of all. Retailers at only \$45.00. Gives you Big Profits. Sells 10 to 1 over higher priced sets. Millions want it!

List Price
\$45.00

Storage or dry-cell operation. Backed by our Iron-Clad Guarantee. Sold only through dealers.

Send for Monthly Catalog and exclusive dealer plan. This TREGO TRF5 is only one of the hundreds of profitable, quick-selling items listed—just off the press. Get your copy now—cash in on fall and winter radio demand.

TREGO RADIO MANUFACTURING CO.
Manufacturers and Wholesale Distributors
1444 Chestnut Street **KANSAS CITY, MO.**

THE TUBE WITH A SENSIBLE GUARANTEE

REG. U.S. PAT. OFF.
SUPERTRON
A GOOD TUBE



Profits and Good-will to You!

**Profit is One Thing!
Goodwill is Another!**

Both Are Essential to Building a Permanent Business.

Each SUPERTRON is serial numbered with a GUARANTEE Certificate bearing a corresponding number—for your protection—for your customer's satisfaction.

**A GOOD PROFIT to the dealer—he deserves it.
A GOOD PROFIT to the Jobber—he earns it.
A GOOD TUBE to the PUBLIC—they're entitled to it.**

DISTRIBUTORS

- | | |
|------------------------------|--------------------------|
| C. E. Niehoff & Co. | Chicago |
| Fireside Radio Set Co. | Chicago |
| Yahr & Lange | Milwaukee |
| The Roycraft Co. | Minneapolis |
| Sorenson Lamp Co. | Des Moines |
| Hippee-States Auto Supply | Des Moines |
| Orr Bros. | Cedar Rapids |
| Radio Dealers Supply Co. | San Francisco |
| Franklin Electric Supply Co. | Philadelphia |
| Keystone Radio Dist. Co. | Philadelphia |
| Swanson Electric Co. | Evansville |
| M. H. Johnson Electric Co. | Utica |
| Hinsdill Electric Co. | Troy |
| Iroquois Sales Co. | Buffalo |
| Hinsdill Electric Co. | Troy |
| Hamburg Bros. | Pittsburgh |
| Reynolds Radio Co. | Denver |
| Radio Stores, Inc. | Denver |
| Burr-Fowler | Syracuse |
| Ed. J. Goetz Co. | Cincinnati |
| Elgin Radio Corp. | Elgin |
| Turner Lippee | Newark, N. J. |
| Herbrick-Lawrence | Nashville |
| Banner Accessories Co. | St. Louis |
| Witte Hardware Co. | St. Louis |
| J. W. Jenkins Sons Music Co. | Kansas City |
| E. S. Cowie Electric Co. | Kansas City |
| Specialty Service | Brooklyn |
| G. E. Seedman | Brooklyn |
| Hermann-Brownlow | Springfield, Mo. |
| Hiltman's, Inc. | Augusta, Me. |
| Alberta Radio Co. | Calgary, Canada |
| Imperial Radio Co. | Sault Ste. Marie, Canada |
| F. X. Guillemin | Montreal, Canada |

BRANCH OFFICES

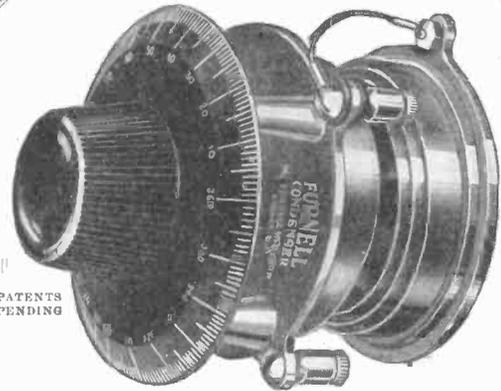
- | | |
|--------------|----------------------------|
| ATLANTA | Georgia Savings Bank Bldg. |
| DALLAS | 2006 1/2 Commerce St. |
| PHILADELPHIA | 353 No. 4th St. |
| PITTSBURGH | Federal Reserve Bldg. |
| CHICAGO | 53 West Jackson Blvd. |
| DETROIT | 714 Lafayette Bldg. |
| MINNEAPOLIS | 229 So. 4th St. |
| KANSAS CITY | 1307 Valentine Road |
| DENVER | 1641 Stout St. |
| BUFFALO | 293 South Elmwood |
| BOSTON | 99 Bedford St. |
| OMAHA, NEB. | 625 Securities Bldg. |
| LOS ANGELES | 3208 Glendale Blvd. |
| FORTLAND | 997 Forest Ave. |
| TOLEDO | Summit-Cherry Bldg. |
| ST. LOUIS | 425 Chem'ca! Bldg. |

SUPERTRON MFG. CO., Inc.
HOBOKEN, NEW JERSEY

Export Department, 220 Broadway, N. Y. City

SUPERTRON

A SERIAL NUMBER GUARANTEE



PATENTS PENDING

It's Arrived!

The New-Idea Condenser!

For a long time the radio public has been waiting for some revolutionary improvement in variable condensers. Now it's here!

FURNELL
360° TAPER COIL
CONDENSERS

have been found by professionals to be as superior to the old style condenser as the tube set is to the crystal.

The Furnell Taper Coil principle is such a tremendous advance forward, as to distinguish it as the new standard of condenser efficiency.

No projecting plates—no gears—no racks. No solder. No washers. Nothing to get out of alignment. Nothing to become loosened. Nothing to get out of order.

This remarkable device has been tested and highly approved by Cockaday of Popular Radio Laboratory and by other well-known authorities.

Write for interesting plans and prices.

**JOBBERS, RETAILERS
MANUFACTURERS**

may expect the Furnell Taper Coil Condenser to excel all previous condenser records, in brilliancy of performance and in sales activity. Wire or write.

The Furnell Manufacturing Corp.
889A Broad St., Newark, N. J.

Attractively Packed

Both Ground Clamp and Lead-in are conveniently packed, 50 in each attractive display carton. Standard package 10 cartons. Dealers and Jobbers should learn about our attractive proposition for new and bigger radio sales.

More Money on small accessories!

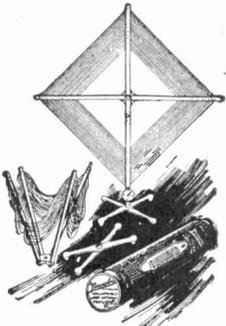
Carry accessories which have distinctive points that will draw the interest of the public, and you can depend upon them to sell themselves!



The Nifty Lead-In

The Nifty Ground Clamp

AMOROSO MANUFACTURING CO.
14 Sears Street, Boston, Mass.



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 Tapped Loop lists at \$8.00; Lincoln Center Tapped 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 St., Chicago, Ill.



KEY TO THE AIR

Permanent Cartridge Detector

Permanent Sales—Permanent Profits—Makes Permanent Friends. The FIRST Fixed Detector and still the BEST. List Price, \$1.00

Indoor Cage Antenna

The Only Indoor Cage. Sold on a guarantee of Reliable Reception. Neutralized, contra-inductive helical construction. Patented.

List Price \$2.00. Key to the Air Guarantee

STAFFORD RADIO CO., 3R, Medford Hillside, Mass.
Jobbers and Dealers send for Samples.



Burns

LOUD SPEAKER

With Concert Unit

Large size and scientific construction in the Concert Unit gives remarkable tone values which with the special amplifying properties of the Burns horn produce wonderful results.

Burns horn is of a distinctive design with pyralin flare in several handsome finishes.—It pleases the eye as well as the ear.

MANUFACTURERS

American Electric Company
State and 64th Sts., CHICAGO, U. S. A.



HOOD

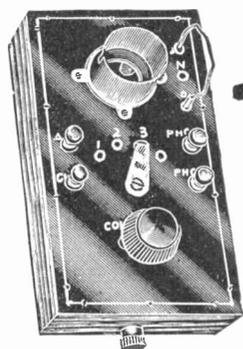
FLORENTINE

HIGHEST QUALITY HARD RUBBER

The Panel of Beauty and Service

Shows No Finger Prints, Smudges or Scratches

HOOD RUBBER CO., Watertown, Mass.
Hard Rubber Dept.



Steinite

Guaranteed Products
Boost Your Profits

\$6 ONE TUBE SET
1,500 Mile Range

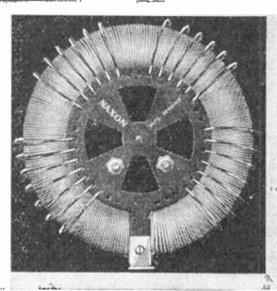
Easy to Sell—Stay Sold

5-Tube Set \$60.00
2-Tube Set \$12.50
Long Distance Crystal Set.... \$6.00
Interference Eliminator \$1.00

STEINITE DISTANCE CRYSTALS
Jobbers and Dealers Write for Wholesale Prices and Discounts

Steinite Laboratories
General Sales Office
504 South State Street, Chicago, Ill.
Factory, Atchison, Kansas

Size 4x7x2 Attractive—Simple
Thousands of Satisfied Users



NAXON

Toroidal Transformer

Unusual results are obtained with NAXON TOROIDAL TRANSFORMERS

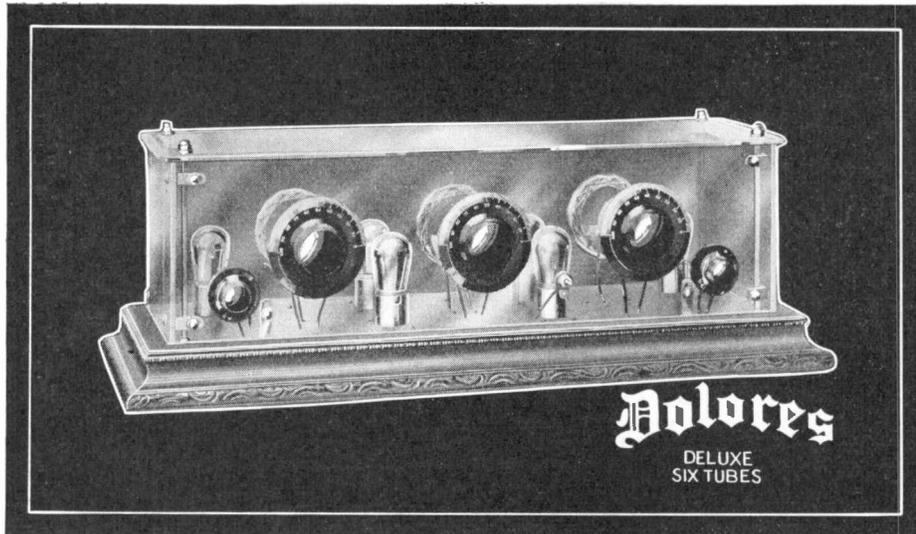
Because of the following scientific principles:

1. Correctly distributed external primary
2. Maximum magnetic coupling with minimum capacity coupling.
3. Absence of usual secondary eddy-current losses.
4. Sturdy construction without coil housings to absorb energy.
5. Each turn a perfect toroid. No trick style windings with losses at every angular bend.
6. Low resistance spaced windings.
7. Silver-plated primary reduces skin loss.

These advantages coupled with the attention-compelling counter display package are making ready sales for dealers.

Correspondence Invited

Naxon Electrical Laboratories
4526 Cottage Grove Ave.,
Chicago, Ill.



Not price—not name—not claims!

Only such astonishingly pure tone,—such selectivity and range—could possibly work radio dealers up to such a pitch of enthusiasm as shown by sales of the latest \$125 type of the Dolores receiver.

Its true tone has not been excelled. Its selectivity is amazing. Its volume is so great that dealers frequently put a fixed condenser on the lead-in.

For 24 years makers of precision tools, and manufacturing tens of thousands of radio parts for other manufacturers.

The simplicity of this greatly improved six tube resistance coupled radio frequency in-

strument makes it rugged and practically fool proof.

Its unique plate glass case draws a flood of requests for demonstrations and it looks elegant in the finest surroundings.

Every set is tested on the air before shipping.

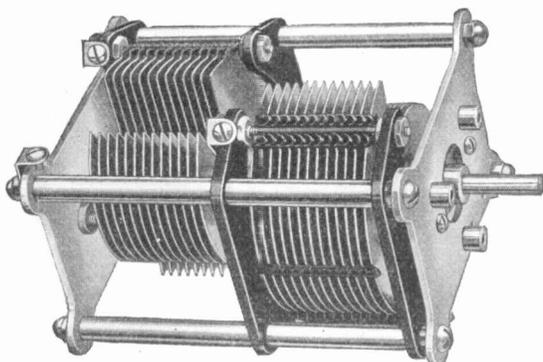
Some Small and Large Territories Open!

A sound and aggressive merchandising policy. Territory and price protection, and a discount that gives leeway to sell on time, to accept trade-ins and still make a good profit.

Write for details.

FRED W. GOERDES COMPANY (Dept. R)
81-85 Mt. Prospect Ave., Newark, N. J.

The S.L.F. that doesn't "hog" panel space



The principal objection to many Straight Line Frequency Condensers now on the market is that they "hog" too much panel space, thus making it necessary to re-arrange other instruments on the panel or rebuild the set entirely to allow enough room for the scythe-like sweep of the S. L. F. rotor.

The new General Radio type 374 S. L. F. condensers eliminate entirely all such difficulties. They occupy the same panel space as the well known types 247 and 334 condensers—and no more. In fact they may be used interchangeably with those condensers since the mounting holes are the same.

By using smaller rotor plates of correct shape and double the number of plates, General Radio Condensers have a straight-line frequency calibration curve without the mechanical disadvantages encountered in the average S. L. F. with fewer plates of larger area. The assembly of the type 374 condensers with respect to bearings, soldered-plates, and correct spacings are the same as the types 247 and 334.

They are available in all standard capacities.

For further description and prices write for our latest Bulletin 923-R

GENERAL RADIO CO.
30 State St., Cambridge, Mass.

GENERAL RADIO

"Behind the Panels of Better Built Sets"



No. R-399

**Now
You Can Sell
A "Home" Tube Tester
for Testing Peanut Tubes**

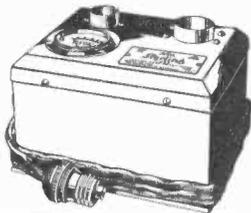
Here is a new Sterling device similar to the No. R-401 Tube Tester for testing large tubes—this instrument being designed for testing the plate current of peanut tubes. It plugs into the receiving set and meter shows whether tube is good, fair or poor amplifier by reference to table furnished with the device.

It is also convenient for locating such troubles as wiring leaks, weak sockets and transformer troubles.

Like the No. R-401 Tube Tester, this No. R-399 Tube Tester for small tubes should meet with popular favor everywhere.

The Sterling "meter equipped" Tube Reactivator indicates whether reactivation is necessary and measures tube filament emission after treatment, thus removing the guess work from tube reactivation.

List Price, \$12.50



STERLING
TUBE
REACTIVATOR

STERLING
No. R-401
"HOME"
TUBE
TESTER



For testing plate current of large tubes to show their amplifying value.

List Price, \$8.50

**Sterling
"HOME"
TUBE TESTER**

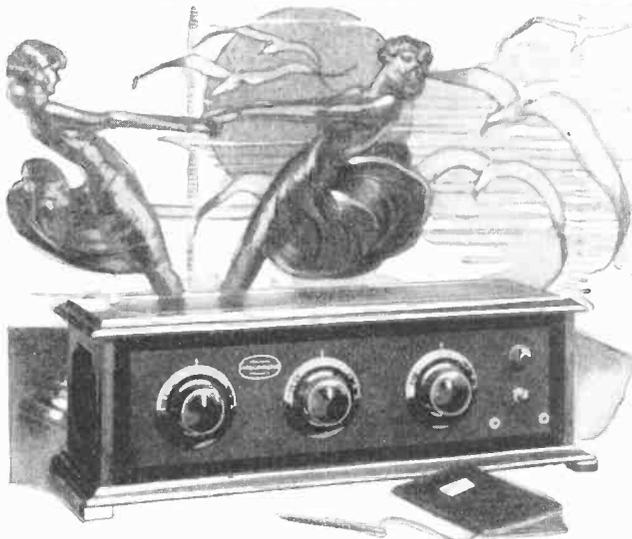
No. R-399

List Price
\$10.00

THE STERLING MFG. CO.

Cleveland, Ohio

Electrical Manufacturers Since 1906



Radio's Greatest Sales Opportunity

America's present radio fans and those who have waited "until sets are perfected" are your great market. Arborphone is a quality set built from the finest procurable parts by a large organization experienced for 10 years in the design and manufacture of precision products.

Large production on one model makes this low price practical. You can offer a set that satisfies the most critical. Range is from coast to coast. Quality of reception equals any, exceeds most. Arborphone is housed in a cabinet that instantly commands admiration.

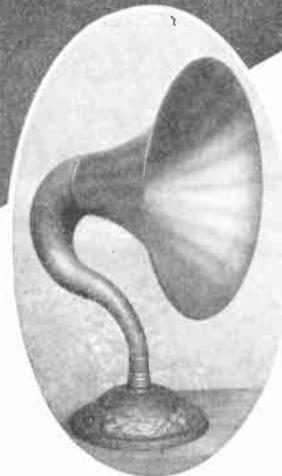
In every community will be an Arborphone dealer. Priced at \$55 Arborphone is one of Radio's choice opportunities. Fully guaranteed by a thoroughly reliable organization.

\$60.00 in Rocky Mt. and Pacific Coast States.

MACHINE SPECIALTY COMPANY
ANN ARBOR, MICHIGAN

\$55⁰⁰

ARBORPHONE



**The
REMO
TRUMPET**
(Concert Type)

It acknowledges no superior!

We have found the secret for beautiful tonal quality with volume in all the registers high or low.

It has been tested against every loud speaker of importance and acknowledges no superior.

List Price \$25.00

Send for a sample and be convinced. Beautifully finished in crystal black and grained mahogany with antique gold detail.

REMOLA CONCERT CABINET

Has the same tone quality as the Remo Trumpet above. A beautiful loud speaker in mahogany finished cabinet.

List Price \$25.00

Both these loud speakers will be sent on 10 days' free trial thru your regular jobber.

The REMO CORP.
Meriden, Conn.



Order Just One FIBROC (BAKELITE) PANEL

— see for yourself why this panel offers a better "buy" for your customers and a more profitable sale for you

With the panel we will send you a small sample of FIBROC for testing purposes. Drill it, punch it, engrave it, expose it to intensive heat, test it in every way you please. Note carefully its beautiful finish.

If you are not satisfied after a thorough test that Fibroc Panels are the best that money can buy, return the panel to us and we will refund your money.

FIBROC-BAKELITE PANELS are made in all standard sizes. Just tell us what size you want and whether mahogany, walnut, circassian walnut, black mat or black gloss finish is desired. We'll send the panel to you at regular dealers discount. If you are not rated, panel will be sent C.O.D.

Fibroc-Bakelite Features

High dielectric strength assuring lowest dielectric losses. Great tensile strength. Will not warp, crack, chip, feather or cold flow. Easily worked. Readily engraved. In black, high polish or mat finish; mahogany, circassian walnut or natural finish. Standard sizes each packed in individual envelope.

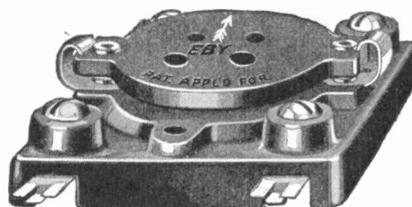
Fibroc Insulation Co.

258 Lincoln Ave.
Valparaiso, Ind.

For winding coils, sell them
FIBROC-BAKELITE TUBES

New!

EBY CUSHION SOCKETS



Bakelite Base

Provide a Positive Contact on a Shock-Absorbing Base

Here's the new socket that appeals to radio engineer or set-builder.

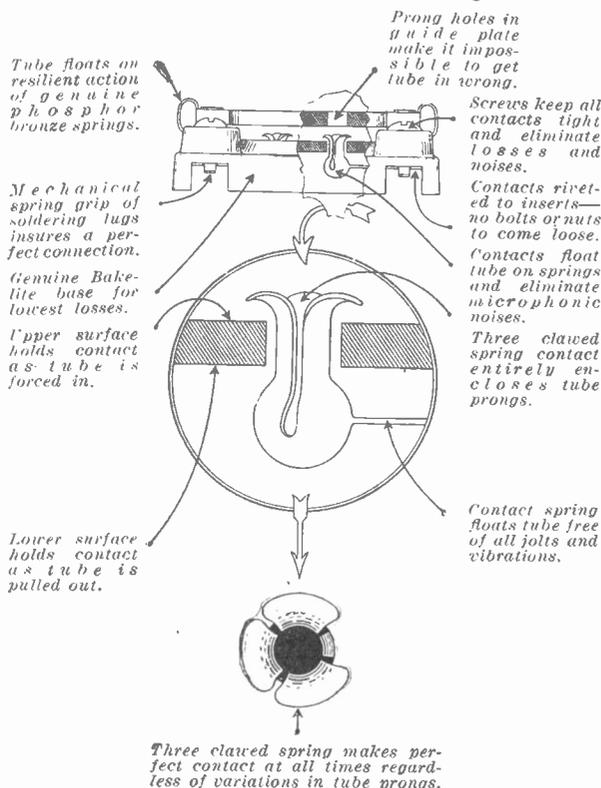
This ingenious device makes it possible to maintain a positive wiping contact at all times, regardless of the size of the tube prong or the amount of solder on the prong tip. Don't let your customers take a chance on twenty loose connections in a five tube set. Sell them these new positive contact sockets which allow the tube to "float" when in service. You will save time now lost in servicing and make a fair profit.

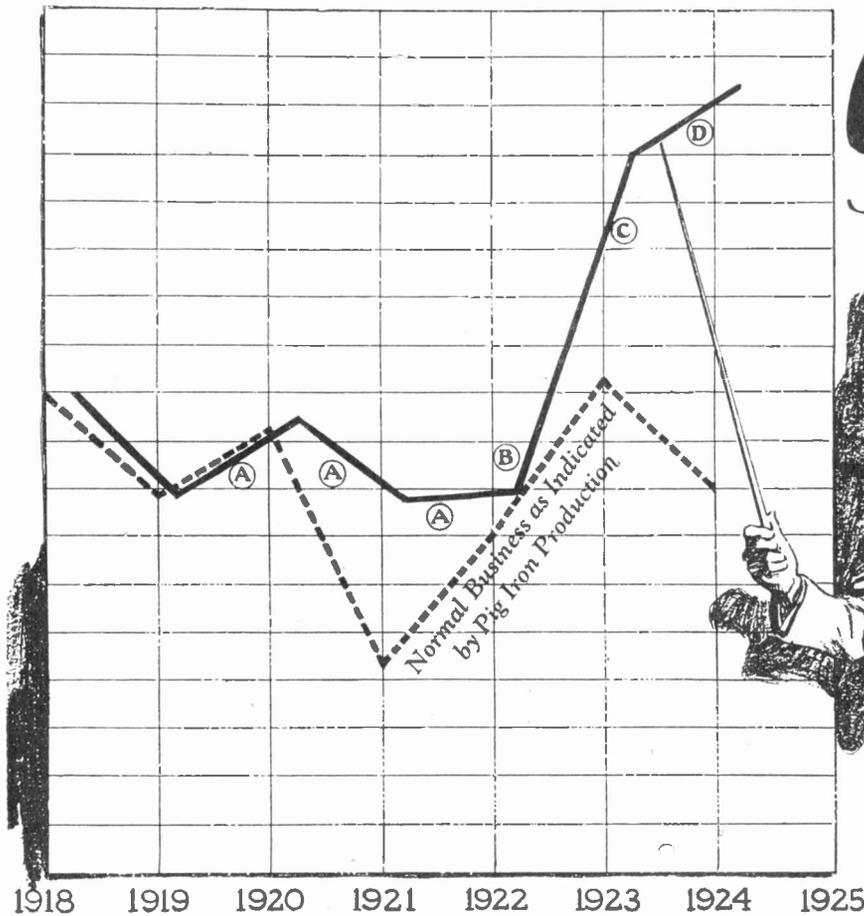
Look over the diagram below and notice the many points of superiority. Then ask your jobber to show you this socket or write for sample.

H. H. EBY MFG. COMPANY

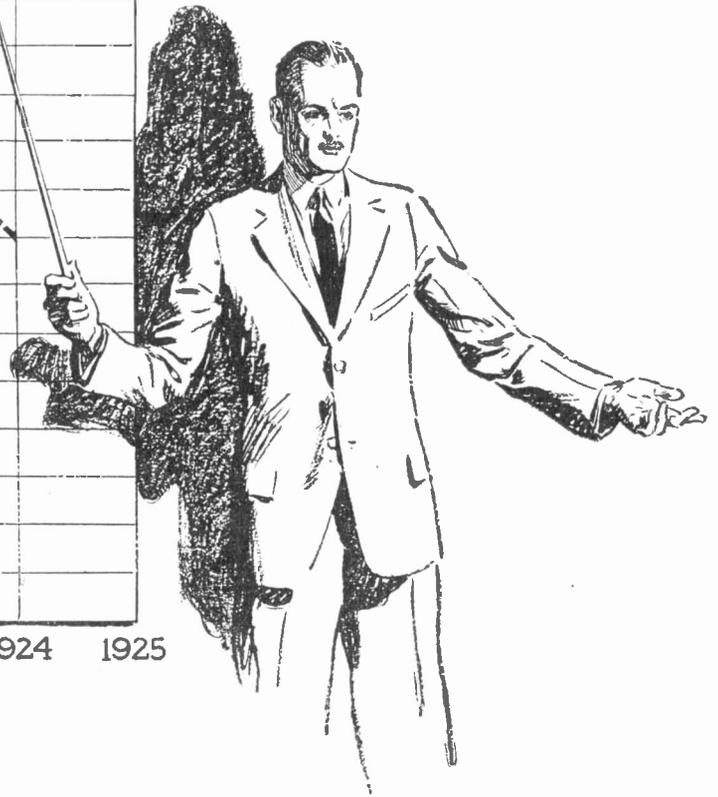
4710 Stenton Ave., Philadelphia, Pa.

Made by the Makers of EBY Quality Binding Posts





Gentlemen



The remarkable sales success of a producer of raw materials demonstrates the effectiveness of the McGraw-Hill Four Principles of Industrial Marketing

At the close of the war a very large producer of non-ferrous alloy faced a serious situation. With a tremendous investment and heavy overhead, and with war production volume gone, something had to be done. The following story graphically relates how lost volume was recovered and sales developed far in excess of those of the best war period. It is one of the romances of Industrial Marketing.

THE first three chapters—1919-1920-1921—would, if told, record a determined but unsuccessful effort to regain lost volume. In this period [A] the selling was not selective and the advertising not specific. The story becomes interesting when “Market Determination” entered and it was discovered which industries offered the greatest opportunity for sales. From then on things began to happen [B].

A Development and Research Bureau was established to determine the adaptability of the alloy to different industrial uses. As sales opportunities unfolded, salesmen were trained in the application of the alloy to the specific industries

involved. Selling was placed on a basis of real service to the buyer and was highly specialized.

With such sales support the advertising became decidedly productive. Like the selling, it had been highly specialized, both in the matter of publications and type of copy.

This straight shooting in both sales and advertising produced such excellent results [C] that the advertising was increased in 1923 to double-page colored inserts, and more salesmen were trained and assigned to new industries.

There was no promiscuous selling—no knocking at doors in the hope that prospects would be found within. Advertising and selling worked hand and glove together to accomplish definite objectives. By 1924 results were so outstanding [D] that manufacturers who were fabricating the alloy recognized the sales value to them of this promotion work.

here's the record!

They readily accepted the opportunity to "ride in on the crest of the wave" by joining in the publication of a number of cooperative multi-page colored inserts. These joint inserts, which ran from twenty-two to forty-eight pages in a single issue, created a sensation.

History may not repeat itself, but it is good tactics to repeat a successful sales plan—so this insert program was expanded and successfully used again this year.

The Sales Chart tells the Story

It graphically visualizes the net results of applying the McGraw-Hill Four Principles of Industrial Marketing. These principles, as applied, were

Market Determination. Each industry was analyzed, and its relative value determined.

Buying Habits. A study was made of the buying habits of each industry, and the technique of selling each was highly developed.

Channels of Approach. Publications were selected which were known to offer the most direct route to the buyers' interest.

Appeals that Influence. Buyers were classified according to their common interests and appeals which have the greatest influence with them were used.

These McGraw-Hill Four Principles of Industrial Marketing can be applied successfully in any business which sells to industry. If you are interested in applying them to your business the McGraw-Hill Company may be able to help you.

Their fifty years of intimate contact with industry qualifies them to counsel with manufacturers who sell to industry.

The book "Industrial Marketing" will be sent upon request. It contains facts about selling to industry which every manufacturer should know.

This advertisement is the sixth of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Pittsburgh Gazette-Times*, *Cleveland Plain Dealer*, *Detroit Free Press*, *Chicago Journal of Commerce* and *New York Herald-Tribune*; in *Printers' Ink*, *Advertising and Selling Fortnightly*, *Class Sales Management*, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

McGraw-Hill Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London, Publishers of

McGraw-Hill Publications

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

Mining
ENGINEERING & MINING JOURNAL PRESS
COAL AGE
Radio
RADIO RETAILING
RADIO TRADE DIRECTORY

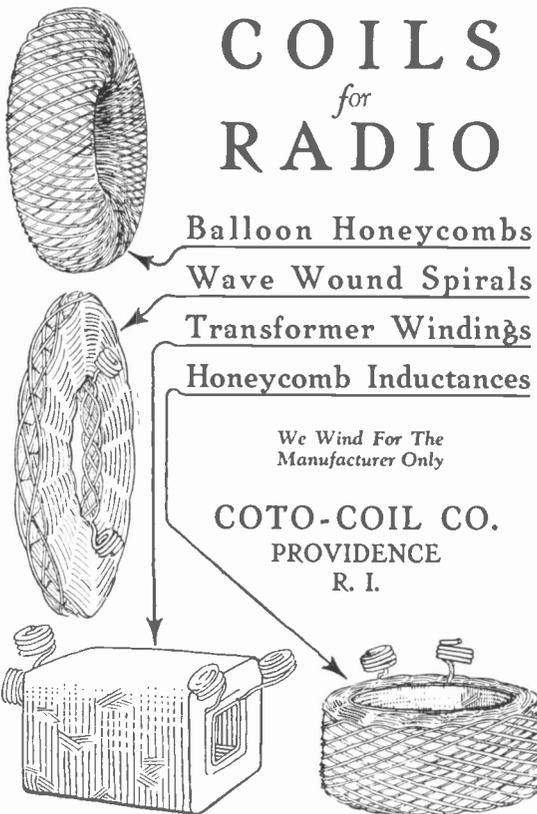
Electrical
ELECTRICAL WORLD
JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

Industrial
POWER . AMERICAN MACHINIST
CHEMICAL & METALLURGICAL
ENGINEERING
INDUSTRIAL ENGINEER

Overseas
AMERICAN MACHINIST
(EUROPEAN EDITION)
INGENIERIA INTERNACIONAL

Construction & Civil Engineering
ENGINEERING NEWS-RECORD
Transportation
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION





COILS *for* RADIO

Balloon Honeycombs
Wave Wound Spirals
Transformer Windings
Honeycomb Inductances

*We Wind For The
Manufacturer Only*

COTO-COIL CO.
PROVIDENCE
R. I.

THE HOUSE of SUPER-SERVICE

Distributors of

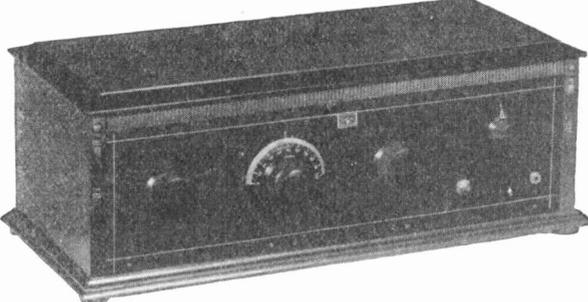
Radion	Pacent
Cunningham	Premier
Balkite	Howard
Brandes	Utah
Remler	Allen-Bradley
All-American	Weston
Frost	Dulce-Tone
Dubilier	Burgess
Benjamin	Jefferson
Rasla	Erla
Carter	Signal
Gould	Bremer-Tully

and Many Other Nationally Known Products

Dealers:—Write for a FREE copy of
 "HARRY ALTER'S POCKETBOOK,"
 the convenient-to-carry Buying Guide
 listing over 2,500 items.

The Harry Alter Co.

ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.



Model D-15—\$80.00
Notice this one dial control

DIAMOND T RECEIVING SETS

5 Tubes—All Models

AMERICA'S THREE BIG VALUES

DEALERS:—We have five points for you to consider:

1. Quality. Second to none.
2. Guarantee. That eliminates your service.
3. Franchise. That protects you.
4. Advertising. The local kind that puts you over.
5. Profit. No losses on service or damage.

Write for circular and our proposition.

We will send sample to prove superiority.

Model S-10—\$49.50 Model D-15—\$80.00 Console C-20—\$160.00

Diamond T Radio Mfrs.
 South Bend, Ind.

MUTER Dependable Radio Products



Fixed Condensers —
Accurate capacities. Used
by leading set builders.

Fixed Grid Leaks —
Permanent, accurate resistance.
Endorsed by 55 manufacturers.



Sold by Leading Jobbers — Ask for Catalog

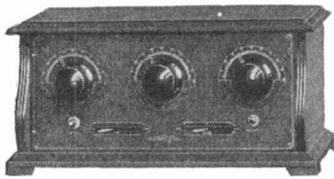
LESLIE F. MUTER COMPANY
 76th and Greenwood Ave. Chicago, Illinois

RADIO CRYSTAL ORE

Pure Steel Galena direct from
 our mines, for use of Radio and
 Crystal Manufacturers.

KELSO NATIONAL MINING CO.
 Georgetown, Colo.

5 Tube



Tuned
Radio
Frequency

"The Circuit Most in Demand"

**Yours—for Profits
that stay and GROW!**

You know what caused your greatest cost on service calls during the last radio season—Loose wires! Broken connections! Many times you knew it was your customer's fault, but a broken solder joint couldn't prove it—so you paid the bill!

Every radio merchant who has charged up "service after the sale" will want more information regarding Kardonstrip—the solderless, rivet-jointed radio set. Think of a set that needs no service—that cannot have a loose connection! It's new, but it's more than new—it's revolutionary and fool-proof.

And greater still—the patented method used in the construction of Kardonstrip reduces the cost of manufacture so that we can produce a winning five-tube set—incorporating the best possible radio parts and finest materials—to list at **\$35**

A few more territories are still open for the Kardonstrip sales franchise. Jobbers, write or wire for our profit-making proposition. Retailers, ask your jobbers to show you a Kardonstrip set. If you do not know the Kardonstrip jobber in your territory, write and we will give you the name of your local Kardonstrip distributor.



SUPER BALL ANTENNA

Announced in October, and welcomed by the Radio World as the most practical Antenna ever invented. Jobbers and Dealers it's the best seller in the Radio line today.

Thousands are leaving our factory every day. Millions will be sold. Write or wire in your order.

Deliveries guaranteed through the rush season.

List \$10.00

SUPER BALL ANTENNA CO.
Green Bay, Wis.



Patented Nov. 18, 1924

Windsor Loudspeaker
Console

**For EVERY
Radio Set**

A stunning piece of furniture that restores order in the room where you have your Radio! No more cluttered table-tops, nor litter of equipment under-foot.

No unsightly horn in evidence, either! This console has its own loudspeaker, inbuilt. It's out of sight, but with very apparent tonal superiorities. For it has the highest-developed type of unit. With horn built of special non-vibrating, extra-hard, ceramic material. Produces clear non-vibrant tone.



Non-Vibrant Ceramic
Horn

The clearest tone producer on the market. Made of special composition which defeats vibration.

There's ample room for everything; space for *largest* A and B wet batteries—or battery eliminator—required for any home set; and for a big charging outfit, too. Finished in mahogany, or walnut color. Dainty design of parqueterie on two front panels. Top, 38 in. x 18 in. Substantially built; the product of a 40-year-old furniture maker.

The price, forty dollars, is for the *complete* console and includes the loudspeaker horn and unit. Thousands of dealers are showing this artistic addition to home radio equipment.

Rear View—Set Hooked Up



Price, \$40
West of Rocky Mts.
\$42.50

WINDSOR FURNITURE CO.
1436 Carroll Ave., Chicago, Ill.



List Price \$3.50

A New Dial with a Great Future

The unquestioned mechanical superiority of the new Fynur Vernier Control is being backed up by our extensive national advertising campaign and the most whole-hearted dealer cooperation. A few territories are still open.

Set manufacturers will find that Fynur dials will greatly increase the desirability of their products.

NO BACKLASH IS POSSIBLE

FYNUR VERNIER CONTROL

AUGUST GOERTZ & CO., Inc.
270-286 Morris Ave., Newark, N. J.

Different



Its Tone and Beauty Alone Will Sell It

Even without its great plus feature of convenience, the Operadio makes a very strong appeal, and particularly so, to women. The mellow, full-throated tone, clear and undistorted, the beautiful appearance of the instrument never fail to gain her approbation.

And the Operadio Idea of a set using no wires or connections which may be carried anywhere and tuned in less than a minute, is the final factor in the sale. Dealers should write immediately for complete facts about the Operadio line for 1926.

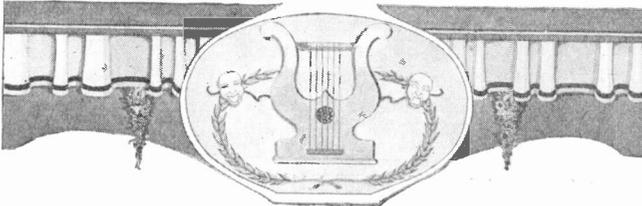
THE OPERADIO CORPORATION
8 So. Dearborn St., CHICAGO, ILL.

Dry Cell and Loop Operated

OPERADIO

Six Tubes Built-in Loud-speaker

THE ORIGINAL SELF-CONTAINED RADIO



Fifty Years for Stability

Discriminating people must have assurance of unquestioned stability back of every piece of merchandise they purchase.

This year, the fiftieth anniversary of the Holtzer-Cabot Electric Company, is an opportune time to bring before the radio public a medium priced loud speaker that is unsurpassed by any other at, or near its price.

This loud speaker is on sale at dealers who are most jealous of their reputation.

Insist upon hearing it.

National Loud Speaker \$12.00
Adjustable Control
(Regular Trade Discounts Granted)



1875-1925
For Fifty Years
Manufacturers
of Quality
Electrical
Apparatus

The Holtzer-Cabot Electric Co.
125 Amory St.
BOSTON, MASS.



Holtzer-Cabot

"Big 6"
A Great Value at \$90.

Demonstrate the new Audiola "Big 6" set (6 tube) to your customers and it is sold! The way it brings in distant stations with maximum volume over the loud speaker, in clear, natural tones, is ample proof of performance. And the price is only \$90.00 with an ample margin of profit for dealer and jobber.

Also a new five tube model at \$60.

AUDIOLA

Radio Company

430 South Green St.
Chicago

"Audiola Protects Jobbers"

"The Voice from the Sky"

A Loud Speaker of Striking Beauty

Its beauty excelled only by its pleasing reception.

The Most Beautiful Speaker on the Market

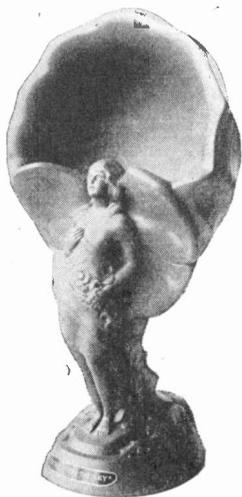
With its artistic design, Duco finish and tonal qualities it has a double sales value and is an attractive piece of furniture.

The overall height is 24 in., with a bell diameter of 12 in.

Will appeal to the most discriminating buyer.

List Price \$30.00

Write for Further Information and Discounts



Design Patented By L. ROMANELLI

Manufactured by

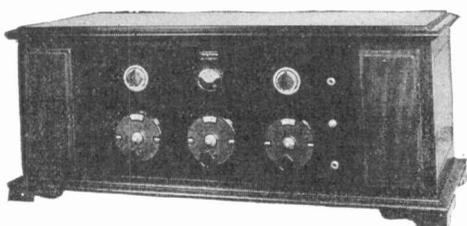
Florentine Art Productions, Inc.

838 W. Austin Ave., Chicago, Ill.

General Sales Agent
KABERNA & CO.
54 W. Lake St., Chicago, Ill.

Patents Pending
Veriphone
True TRADE MARK Tone

Neutrodyne de Luxe Model B-2



MADE GOOD IMMEDIATELY

The verdict as rendered by the Radio Trade is that the new "Veriphone" made good immediately.

It merits acceptance on account of its exceptional tone quality, resonant sensitivity, selectivity and electrical efficiency, operating entirely on dry batteries all contained within a solid mahogany cabinet which has a two-tone finish.

Designed to use the new UX type tubes, including the UX-120 power amplifier in the last stage. Connections provided for 135 volts on plate and 22½-volt "C" battery required by this tube.

Dealers write for proposition. Do not delay.

METROPOLITAN ENGINEERING SERVICE CO.
CARNEY BLDG., BOSTON, MASS.

Radio Frequency Transformers Our Own Design Patented



Quality Products Liberal Discounts Exclusive Franchise

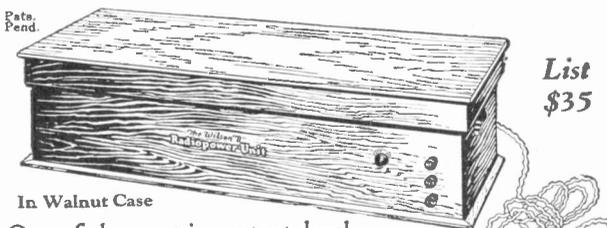
RADIO DEALERS



THE Albin Radio "Money-Saver" is the catalogue you want if you would have merchandise up-to-the-minute in Radio Demand. Sets, parts, accessories. Right goods—right price—right away—that's our motto—and we do business with the Dealer Only. Get your copy of the book. It's Free.

THE ALBIN RADIO CO. INC.
16 HUDSON ST., NEW YORK, N.Y.

The Wilson "B" Radiopower-Unit



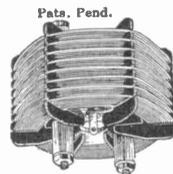
List \$35

In Walnut Case

One of the most important developments of the season. A dry storage "B" battery, together with Automatic trickle charger, built into a handsomely finished combination walnut case. As convenient as an eliminator, but will not set up the slightest hum in the receiver.

Dependable and economical. Delivers constant voltage. Requires no attention except to switch it on and off. No acid to spill. No moving parts to get out of order. Every set owner is a prospect regardless of the type of unit he is now using. This will be a Radiopower-Unit year.

Place an order for your requirements now.



The Andrews Paddlewheel-Coil

Made in three types adapting it to nearly all standard hook-ups. Has exceptionally high ratio of inductance to resistance with minimum distributed capacity. Moisture proof. No dope on windings.

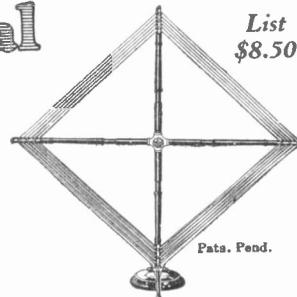
Increases range, volume and selectivity. Improved tone quality is noticeable throughout the entire wave length band. Losses are negligible. Used in highest grade receivers such as Andrew's *Deresnadyne*, and *Buckingham*. We can furnish constructional blueprints of many receivers and circuits using this superior coil. List Price \$3.00.

Our Technical Department will answer Inquires.

Duo-Spiral Folding Loop

List \$8.50

A compact and beautifully proportioned loop. Handsomely finished in silver and mahogany. Has insulated handle and graduated dial. Reduces static and helps to cut out interfering stations. A special model for super-heterodyne and all other standard circuits. Made in 18 and 24 inch sizes.



Pat. Pend.

Stock these thoroughly dependable and extensively advertised products. Discounts on request.

Radio Units Inc.

1317 First Avenue Maywood, Illinois

Perkins Electric, Limited, Toronto, Montreal, Winnipeg



T.R.F. Kit
No. TRF-120
List \$12.00

AERO COIL

has no competitor!

Aero Coils require no explanation to sell them. Let a fan take one in his hands. He knows that a solenoid type inductance is fundamentally the most efficient. He also knows what 95% air dielectric and dopeless, uniformly air-spaced windings mean in radio frequency work. Aero Coils are *obviously* better performers than any other type of inductance. Patents prevent them from having competitors.

And now—there are Aero Coils for every circuit. Stock Aero Coils now. They are good-will builders, and very good profit makers.

Nationally Advertised

Every Aero Coil sold sells a dozen more. This is the experience of dealers everywhere—because the performance of Aero Coils is so noticeably superior. Stock Aero Coils. Let your trade know you have them. Big advertisements in the national radio magazines are sending Aero Coil buyers to your store. Write at once for prices—or ask your jobber.

AERO PRODUCTS, INC.
217 No. Desplaines St.
Chicago

95%
Air Dielectric

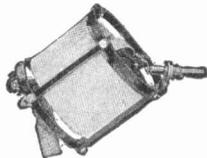
Dopeless
Air-Spaced
Windings

AERO COIL
THE PATENTED
LOW LOSS INDUCTANCE

AERO COILS for Every Circuit

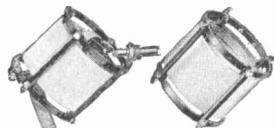
[The Only Air Dielectric
Coils Having Variable Pri-
maries in Antennae Circuits]

The Aero Coil 3-Circuit Tuner



Another adaptation of the patented protected Aero-Coil construction and for that reason the most efficient three-circuit tuner ever offered. No. CT-80. Price\$8.00

The Aero Coil Radio Frequency Regenerative Kit

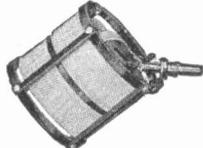


Consists of one tapped AERO COIL 3-Circuit Tuner and one AERO COIL Antennae Coupling Transformer. No. RFR-110. Price\$11.00

The Aero Coil Wave Trap Unit

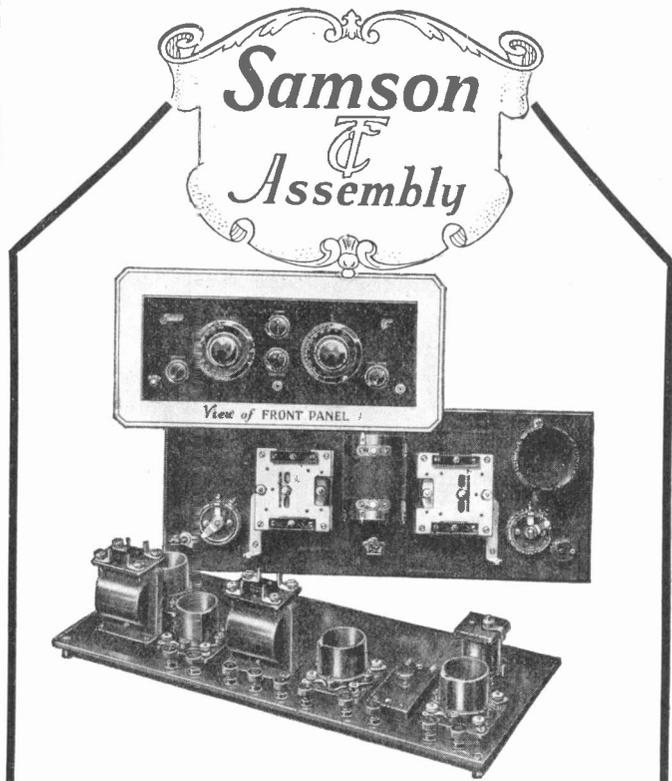
Also for Crystal Sets
By reason of the characteristics made possible by the Aero Coil construction, this unit makes a very efficient wave trap or crystal set. No. WT-10. Price, \$4.00.

The Aero Coil Oscillator for Super Heterodynes



The ready means to tremendously increase the efficiency of the oscillator circuit in any Super Heterodyne receiver. No. OS-55. Price, \$5.50.

ANTENNA COUPLER
Has Variable Primary
No. AX-45—\$4.50

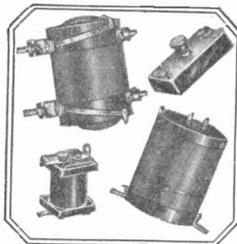


Seventeen Samson Salesmen Sell Each Samson TC Assembly

Each of these Salesmen is a well-known or easily proven talking point for helping your men quickly close sales:—

- Samson Reputation. A 43-year leader in communication engineering.
- Samson Financial Stability. No "orphan" apparatus in the future.
- Popular Circuit Used. Established demand met with improved circuit.
- Attractive Appearance. Orderly arranged and handsomely finished.
- Fine Parts Used. Heavily advertised standard parts used exclusively.
- Simplicity. Two dial tuning. Station readings easily logged.
- Tremendous Volume. Easily controlled, from soft to loud.
- Unequaled Tone Quality. Patented Helical Winding gives this result.
- Remarkable Selectivity. From broad to "razor edge" tuning at will.
- Great Distance Getter. Exceeds average 5-tube set for sensitivity.
- Non-Microphonic. Spring Tube Supports prevent jarring tubes.
- Wired in Few Hours. All mounting done and holes for wire drilled.
- Exclusive Territory. You reign supreme in your territory.
- No "Gyp" Dealers. Comprehensive Franchise takes care of this.
- Originality. Samson pioneers—never copies.
- Local Advertising. Allowance in Distributors Franchise assures this.
- National Advertising. All inquiries are referred to distributors.

Samson TC Assembly of high-grade standard parts mounted on genuine Formica panels\$65.00



Change Your Present Set

Use parts you have, and the special Samson parts used in the Samson TC Assembly. Latter packed in Samson Transcript Kit \$14.75

Samson Electric Company

Manufacturers Since 1882

Canton, Mass.

Sales Representatives in Thirty American Cities



**Convenience
combined with
Beauty**

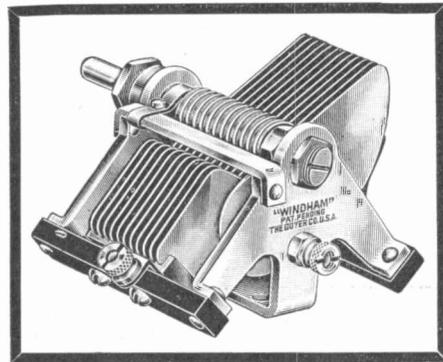
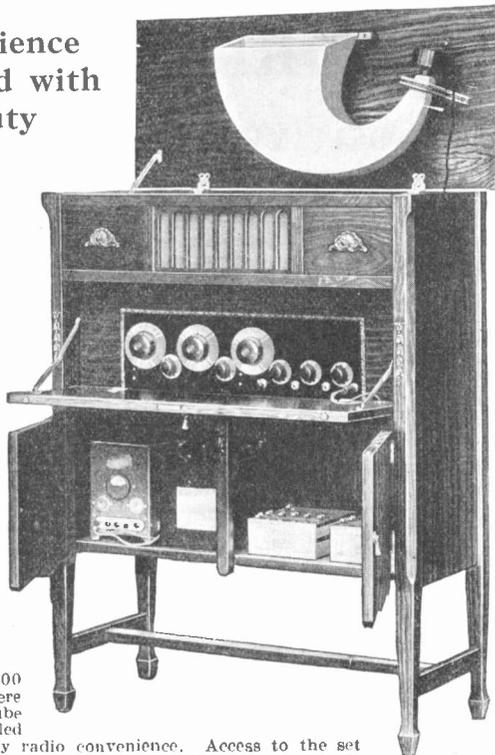
The Beauty of appearance and convenience of Standard Radio Cabinets appeals to radio buyers.

**No.
400**

Height 49 in.
Depth 16 in.
Width 36½ in.

Cabinet No. 400 illustrated here with five tube set assembled combines every radio convenience. Access to the set is simple—just raising top of cabinet to which is attached loud speaker horn. This horn is made entirely of spruce wood which is conceded to be best. Cabinets are made in Antique Brown, Mahogany or Antique Burl Walnut. Write for dealer Transportation allowance and Discount list.

STANDARD PIANO BENCH MFG. CO.
1221-1227 W. LAKE ST., CHICAGO, ILL.



*Small
Rigid
Durable*

The New "Windham"

**Station Separating
Condenser**

A NEW { STANDARD OF EXCELLENCE
MEASURE OF WORKMANSHIP
DEGREE OF SATISFACTION

For Those Who Are Seeking Better Things in Radio

Let us tell you more about this superior condenser that sells at a price within the reach of all.

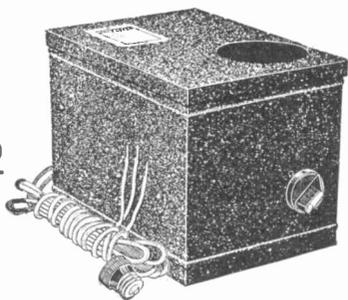
Desirable territory may be had, if you write today.

THE GOYER COMPANY
Willimantic, Conn., U. S. A.

**MACFADDEN
B-POWER GENERATORS**

Mean more to you as a dealer than just sales—they mean reputation for selling absolutely reliable merchandise.

PRICE
\$35.00



*Liberal
Discount*

THESE dependable units meet the most exacting demands of any set. They have a wide range of usefulness—for sets of five tubes or more use U.X. 216B or U.X. 213—smaller sets, U.V. 201A.

Constant, Uniform, B Power at All Times

NO ACIDS NO ODORS NO NOISE

Operate on 110 V. 60 cycle A.C. current. Turn on the juice and forget B-Battery troubles for life.

Better than "B" batteries every night

MACFADDEN & CO., INC.
2204 Arch St., Philadelphia, Pa.

Dulce-Tone

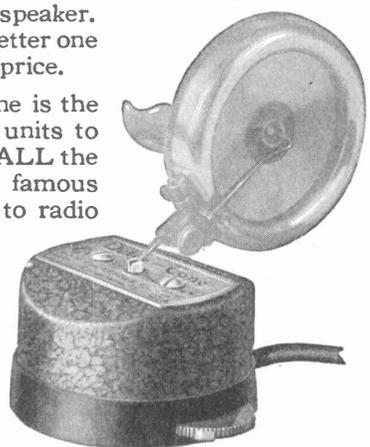
**That Loud Speaker
They Already Own!**

Most of the radio-buying public already own talking machines. When linked with the radio set through the Dulce-Tone they have an excellent loud speaker. They can't buy a better one anywhere at any price.

Also Dulce-Tone is the simplest of ALL units to use and it brings ALL the talking machine's famous musical qualities to radio with **AMPLE** volume.

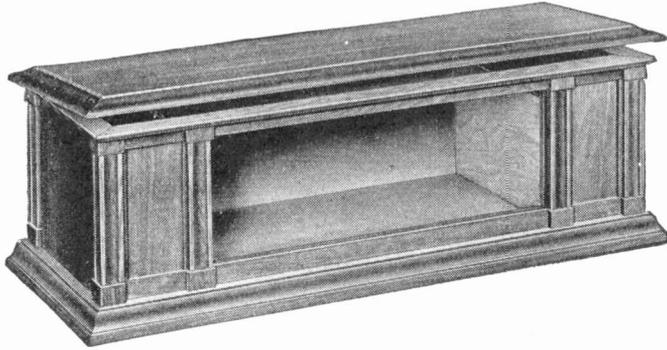
*Write for sample
and discounts, or
ask your jobber.*

THE TEAGLE CO.
1125 Oregon Ave.
CLEVELAND, OHIO



Radio Talking Machine Speaker

B B Super-Master Cabinet



POSITIVELY the prettiest line of cabinets on the market. Get a sample, inspect it yourself and then you will admit that our cabinets are the cabinets. We make nine styles of cabinets. Capacity 1,000 cabinets daily.

EHLERT CABINET COMPANY
Waukesha, Wisconsin
Phone 46W

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
Proposals, 40 cents a line an insertion.

INFORMATION:
Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
1 to 3 inches.....\$6.65 an inch
4 to 7 inches..... 6.40 an inch
8 to 14 inches..... 6.20 an inch
Rates for larger spaces, or yearly rates, on request.
An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

SALESMEN WANTED

Live Salesmen Wanted

Manufacturers of new and improved station-finder and vernier tuning-dial want live salesmen to call on radio trade. Excellent side line; good commissions; exclusive territories. Westerland Corp., Dobbs Ferry, N. Y.

LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for Oct. 1, 1925.

State of New York } ss.
County of New York }
Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of McGraw-Hill Company, Inc., Publishers of Radio Retailing, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Company, Inc., 10th Ave. at 36th St., New York. Editor, O. H. Caldwell, 10th Ave. at 36th St., New York. Managing Editor, Maurice Clements, 10th Ave. at 36th St., New York. Business Manager, H. A. Lewis, 10th Ave. at 36th St., New York.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a cor-

poration, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) McGraw-Hill Company, Inc., 10th Ave. at 36th St., New York, N. Y. James H. McGraw, 10th Ave. at 36th St., New York, N. Y. Arthur J. Baldwin, 10th Ave. at 36th St., New York, N. Y. Henry W. Blake, 10th Ave. at 36th St., New York, N. Y. Fred R. Low, 10th Ave. at 36th St., New York, N. Y. Leonard D. Baldwin, 27 Pine Street, New York, N. Y. James H. McGraw and James H. McGraw, Jr., 10th Ave. at 36th St., New York, N. Y. Trustees for Harold W. McGraw, James H. McGraw, Jr., Curtis W. McGraw, Donald C. McGraw. Essex County Trust Co., et al., East Orange New Jersey. Trustees for Estate of John A. Hill, Leonard D. Baldwin and Arthur J. Baldwin, 27 Pine Street, New York, N. Y. Trustees for Donald Baldwin, Grace Riker, Franklin Baldwin, Cynthia Hazelton. James H. McGraw and James H. McGraw, Jr., 10th Ave. at 36th St., New York, N. Y. Trustees for Marian McGraw. Mason Britton, 10th Ave. at 36th St., New York, N. Y. Malcolm Muir, 10th Ave. at 36th St., New York, N. Y. Trustee for Lida K. Muir. Grace W. Mehren, 53 Fairview Ave., So. Orange, N. J. Curtis W. McGraw, 370 Seventh Ave., New York, N. Y. Donald C. McGraw, 10th Ave. at 36th St., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

Your Overstock is a Dead Investment—Move it at a Profit !!!

Use the Radio Dealers' Overstock Exchange in Radio Retailing

What have you to turn into cash NOW? Get it into the "Exchange" of the next issue of RADIO RETAILING. The cost will be small.

LEGAL NOTICE

LEGAL NOTICE

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

McGRAW-HILL COMPANY, INC.

C. H. THOMPSON, Secretary.

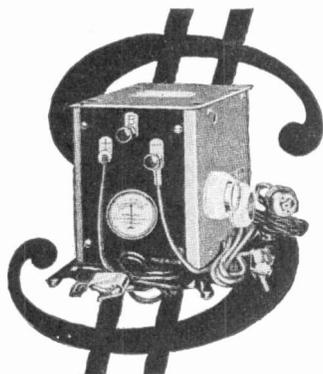
Sworn to and subscribed before me this 29th day of September, 1925.

[Seal.] MARTIN J. WIEMER.

Notary Public Queens County Certificate No. 1208. Certificate filed in New York County No. 194.

(My Commission expires March 30, 1926.)

Money in your pocket—the Master Fore Battery Charger



Rapid turnover with a handy margin of profit for you. For your customers, a dependable and economical battery charger for practically every requirement. The Master Fore Battery Charger charges any 6-volt Radio or Automobile Battery, also Radio "B" Batteries up to 48-volts in series and up to 120-volts in multiple. Easily operated by anyone—a big sales builder for you.

Fill in, clip and mail the coupon now—**TODAY**

Manufactured by
Fore Electrical Mfg. Co.
5255 N. Market Street,
St. Louis, Mo.

Sales Department
The Zinke Company
1323 S. Michigan Ave.,
Chicago, Ill.

RADIOGRAM

Fore Electrical Mfg., Co., St. Louis, Mo., Manufacturers The Zinke Company, Chicago, Ill., Sales Department.

Send me free of charge complete information on how to make more money with the Master Fore.

Name

Address

City

State

Radio Parts

Everything from Aerial Insulator to Ground Clamp

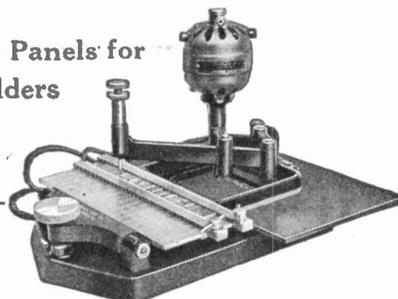
Built on 35 Years' Electrical Manufacturing and Development.

Write for Catalogue 5-W

RADIO DIVISION OF THE

HART & HEGEMAN MFG. CO.
HARTFORD, CONN.

Engrave Panels for Set Builders



You can earn several dollars an hour engraving panels for amateurs building their own sets.

A low price engraving equipment for engraving the words used on radio panels, trade-marks, and border and corner designs. Will engrave on Hard Rubber, Bakelite, Aluminum and other soft metals. PRICE OF COMPLETE EQUIPMENT \$135.00.

Branch Tool Co., Dept. P, Forestdale, R. I.

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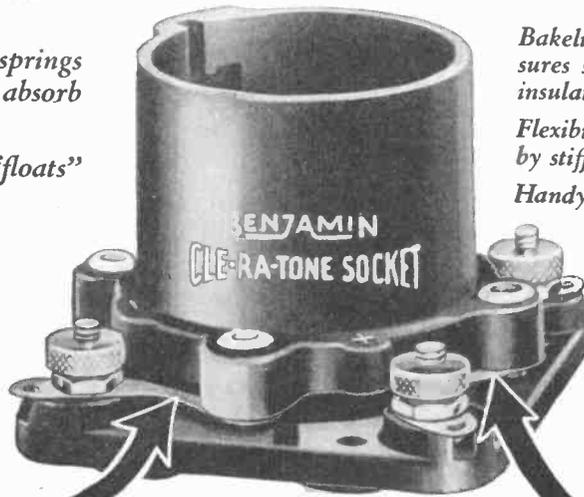
A Benjamin Product

Four delicately adjusted springs support the socket and absorb all jars and shocks.

The Cle-Ra-Tone Socket "floats" above its base.

Stops tube noises.

Assures clear reception.



Bakelite, used wherever possible, insures sturdiness, long life and high insulation.

Flexibility of springs is not affected by stiff bus wiring.

Handy lugs make soldering easy.

Prevents the transmission of outside vibrations into microphonic disturbances.

**SPRING
SUSPENDED**

**SPRING
SUSPENDED**

The CLE-RA-TONE Shock Absorbing Radio Socket



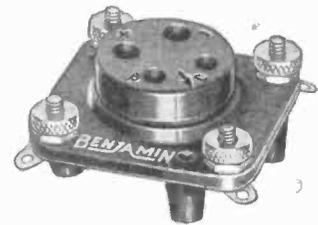
Without Bakelite
Base for Mounting
Direct to Shelf

These sockets are covered by the following U. S. Patents owned by the Benjamin Electric Mfg. Co.

Weeks, No. 991,185,
dated May 2, 1911

Benjamin, No. 1,547,722,
dated July 28, 1925

Other Patents Pending



"Push" Type
Cle-Ra-Tone Socket
Designed to accommodate the new standard UX "push" type base radio tube. It will also take tubes with the ordinary bases, excepting the UV-199.

Nationally Distributed Through Radio Jobbers and Dealers

Made Exclusively by

Benjamin Electric Mfg. Co.

120-128 South Sangamon Street, Chicago

247 West 17th Street, New York

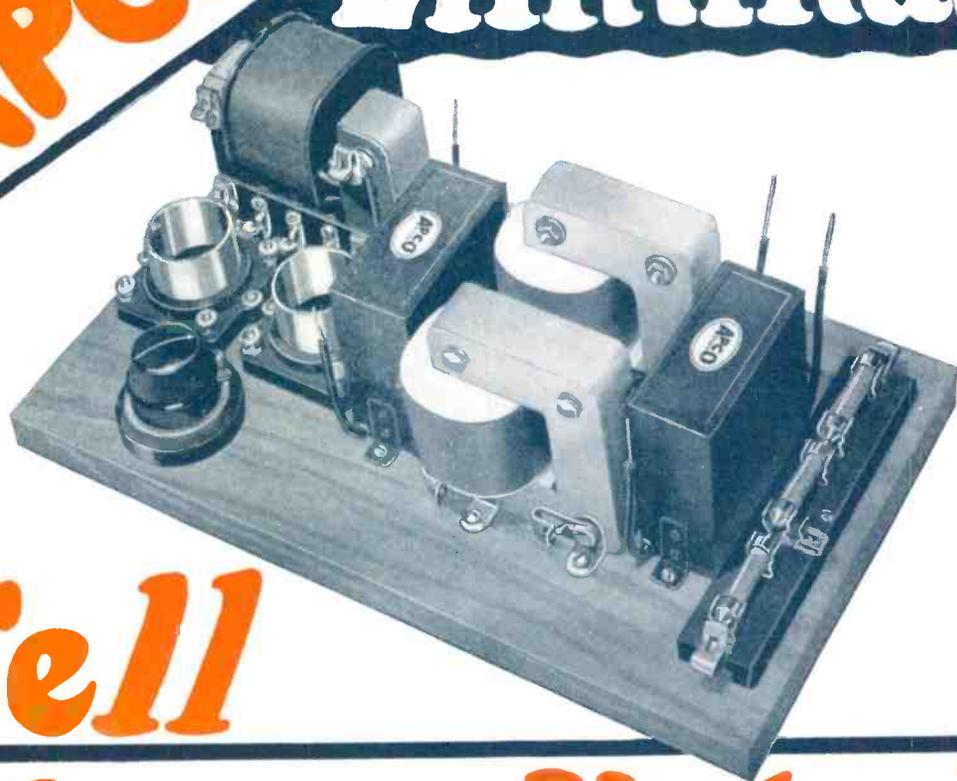
448 Bryant Street, San Francisco

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

The

APCO

"B" Eliminator



Sell

"B" Current Up-to-date

Every radio owner wants the special feature of the latest models for his set: "B" current direct from lamp socket.

He will jump at the chance to buy an APCO "B" Kit, if you will point out these advantages. Full voltage steady "B" current. Small cost of operation. *No hum.*

Radio dealers are reporting big sales on the famous APCO "B" Eliminator in knock-down form. Stock and push it and you will do likewise. List \$30.00.

APCO Rectodyne in enclosed cabinet, comes ready to use. Same construction inside as the APCO "B" Kit.

APCO MANUFACTURING COMPANY
Providence, Rhode Island

New York
154 Nassau St.

Chicago
1438 S. Michigan Ave.

Kansas City, Mo.
2005 E. 15th St.



"A" Battery Charger, No. 77. List, \$18.50



"A" Battery Charger, No. 79. List, \$12.50



"B" Battery Charger, No. 89. List, \$4.00



Rectodyne, No. 66 List, \$44.00



Parlor Fans and "Bugs"

Be Headquarters for Both

For those who simply want to "turn on" radio there has never been a receiver like the Thorola Islodyne 5-tube. It makes a dead language of all the old technicalities. Now there is normally nothing to do but to pick out stations and listen. For Thorola Low-Loss Doughnut Coils—the crux of Islodyne success—do not pick up unwanted stations; do not inter-couple; do not permit excess feed-back.

With these old difficulties conquered, it was possible also to correct other factors that had been overshadowed by the big troubles. So a degree of finality has been reached. Thorola Islodyne brings non-mechanical, artistic radio at last, with the tone, range, volume and selectivity that only Thorola Low-Loss Doughnut Coils make possible.

Where the receiver business centers, the most loud speakers are sold. And Thorola dealers make doubly good here. Thorola speakers, always the steadiest selling item in radio, are bettered with new technical

refinements and new beauty to match. The new Thorola self-harmonizer eliminates manual adjustment. The magnificent new Thorola Bakelite horn is the largest form of this material ever produced! Thorola tone and volume remain the standard, farther than ever out of ordinary reach.

The results obtained only by Thorola draw the radio experimenter so surely to Thorola parts. Thorola Low-Loss Doughnut Coils are the great sellers of the season among parts. Thorola S. L. F. Condensers capitalize for you the swing to straight line frequency. Thorola Golden Audio Reproducing Transformers are as good as they look.

The Thorola parlor fans have something the experimenters want. The experimenters favorably influence Thorola receiver and speaker sales. Thorola dealers are in on all of it.

REICHMANN COMPANY, CHICAGO

Thorola

ISLODYNE