

Radio Retailing

The Business Magazine of the Radio Industry

the **FRESHMAN Franchise**
Will You Have It?
It has Made Radio
Business Profitable
for Legitimate Dealers



**This Sign is the Sign of
Radio Headquarters
EVERYWHERE**

CHAS. FRESHMAN CO., INC. Freshman Bldg., New York.
2626 W. Washington Blvd., Chicago.



Now

A New Brandes Cone

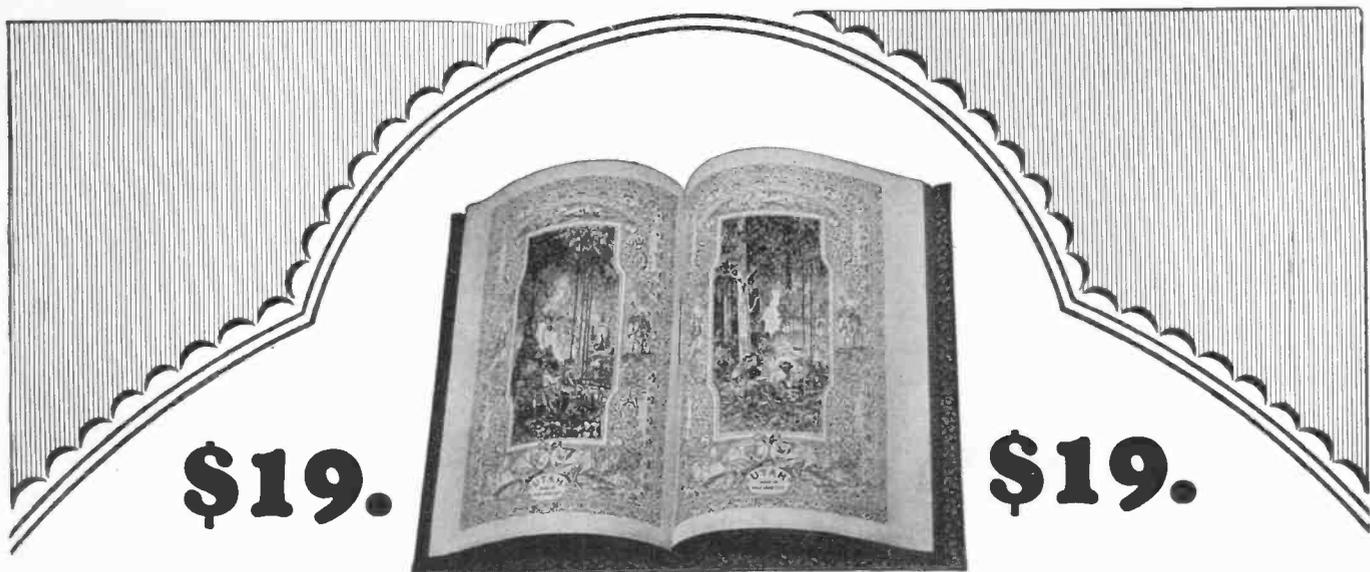
Retailing for \$12.50

The latest Brandes achievement now being announced to the public. Unusual performance at half the usual price. Wonderful tonal qualities—all the low tones hitherto difficult. When your customers hear this remarkable cone, they will be surprised at its very low price. Let them hear it—they will be delighted.

Beautiful in appearance too. Antique bronze finish. Adjustable. Fifteen inches in diameter. Its extensive advertising will make it the season's sensation.

Acoustics by
Brandes

means the ultimate in reproduction



The UTAH BOOK Masterpiece of Loud Speakers

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

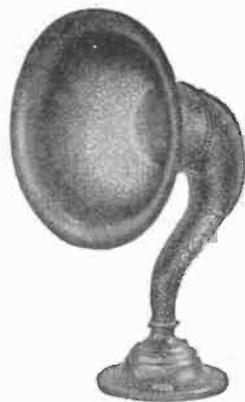
Utah presents the speaker sensation of the season—the new Utah Book. An exclusive feature with Utah—fully protected by patents. Only Utah can offer you a Book Speaker.

Made of parchment—it looks just like an opened book—beautifully illustrated on the two open pages.

The parchment slightly slack, giving an added sensitiveness to delicate sound waves.

The tones are clear and well-rounded—perfect reproduction of instrument or voice.

This speaker at \$19.00 is sure to bring you a large volume of business. It is new, ornamental and a speaker which appeals to the eye of the home lover as well as the ear of the radio fan.



Utah Standard

The Horn with the Golden Throat
14 in. Horn

\$22.50

Utah Junior

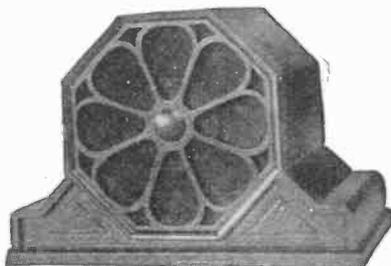
11 in. Horn

\$12.50

Utah Superflex
\$10.00



Reg. U. S. Pat. Office



Reg. U. S. Pat. Office

Utah Supreme
\$25.00

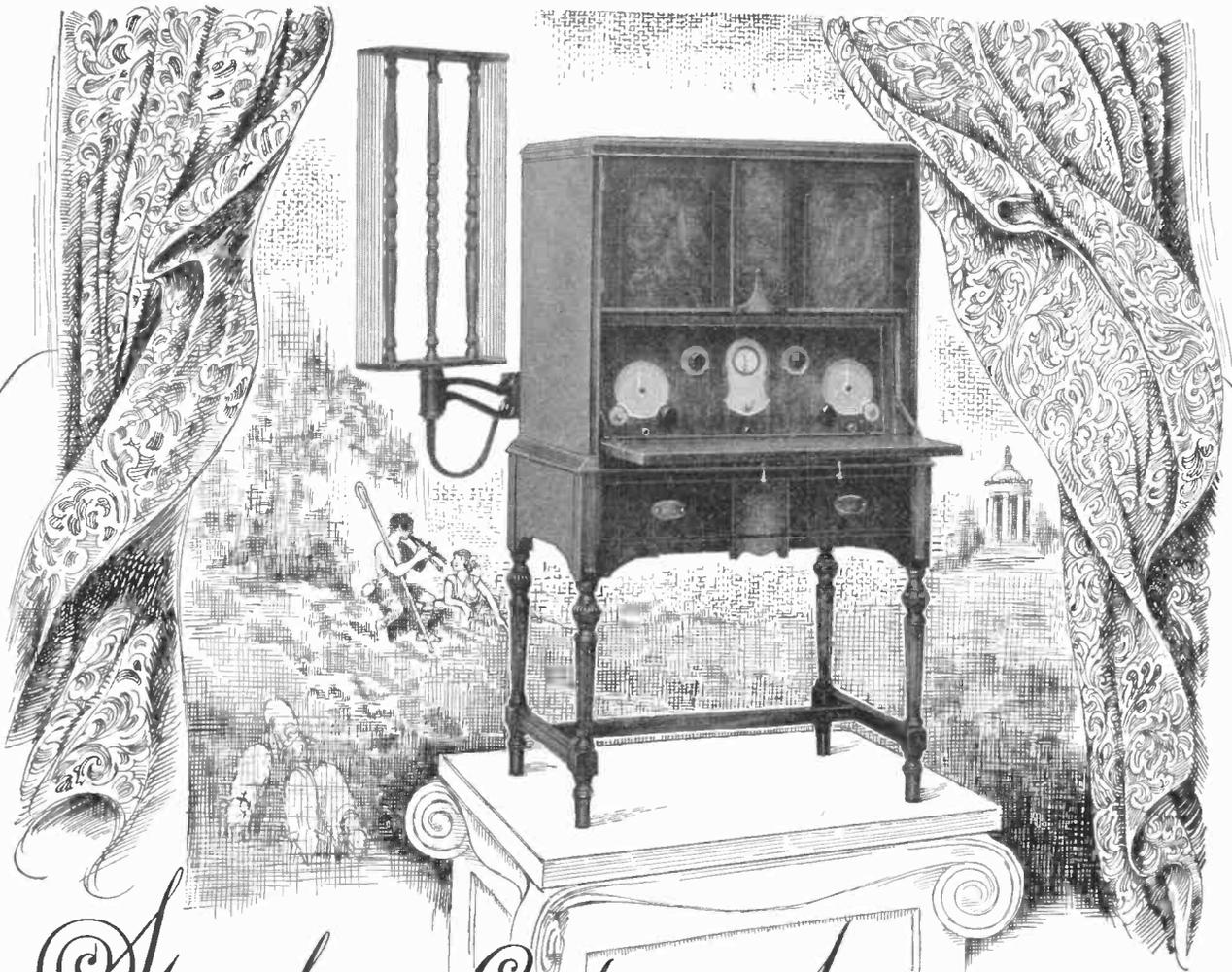
UTAH PHONOSPEAKER With stand \$10.00
Without stand \$9.50
We are Manufacturers not assemblers

UTAH

Made in Salt Lake City

Trade Mark Registered

UTAH RADIO PRODUCTS CO.
1421 So. Michigan Ave.,
Chicago



Stromberg-Carlson Announces "Universal" Models in 6-tube Receivers

The Rochester laboratories of the Stromberg-Carlson Company again triumph. This time in the production of a receiver so "universal" that a dealer is now enabled to offer his customer:

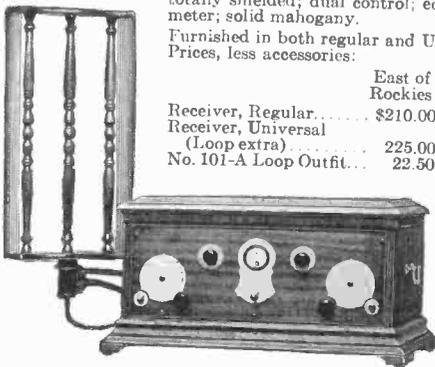
1. Choice of power supply—batteries or socket connection for filament and plate current.
2. Choice of audio amplification—UX-112 tube or UX-171 tube or external amplifier.
3. Choice of pickup—loop or antenna.

No. 601 Receiver, treasure chest type, 6-tube; totally shielded; dual control; equipped with voltmeter; solid mahogany.
Furnished in both regular and Universal models.
Prices, less accessories:

	East of Rockies	Pacific Coast	Canada
Receiver, Regular	\$210.00	\$225.00	\$290.00
Receiver, Universal (Loop extra)	225.00	240.00	315.00
No. 101-A Loop Outfit	22.50	25.00	31.50

No. 602 Art Console (above) American Walnut; space for all operating equipment. 6-tube totally shielded; dual control; Equipped with voltmeter.
Furnished in both regular and Universal models.
Prices, less accessories:

	East of Rockies	Pacific Coast	Canada
Receiver, Regular (Built-in cone speaker)	\$340.00	\$360.00	\$470.00
Receiver, Universal—With external cone speaker (Loop Extra)	365.00	385.00	510.00



No. 5-A Cone Speaker
East of Pacific
Rockies Coast Canada
\$35.00 \$40.00 \$45.00

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

Stromberg-Carlson

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

Five Things you want

1. The deliveries, the quality, the service, that come out of a new two-million-dollar plant with 37 years' electrical experience behind it.
2. The kind of franchise you would write yourself—maintaining prices, protecting territories, allowing good profits—a franchise proved right with 3000 dealers, and lived up to in the past.
3. The exclusive handling of a radio receiver that has spread into every state in the Union in three years; is now one of the six leaders; was the first practical single dial control set; is still the only set accompanied by its own Air Telephone Directory.
4. Twenty-two full page advertisements in four months in the Saturday Evening Post, the Literary Digest, Liberty, bringing buyers to you.
5. A line from \$95 to \$250.00—five, six, and seven tube—the lowest prices on the market for sets of such tone quality, beauty, selectivity, and volume.

What Radio Manufacturers Can Give you all of them for 1926-7?



THE Day-Fan business is now twelve times as big as it was five years ago. Day-Fan has just expanded into a new two-million-dollar plant, trebling its production facilities.

Day-Fan's success is based not only on turning out a remarkable radio receiver, but also on being one of the first radio manufacturers to stabilize the dealer's business with a franchise that meant more than words. These are not vague promises. They are things which

are proved by our past experience.

We invite correspondence from all high class radio dealers, and are prepared to show you the reason why you should handle Day-Fan.

If you take on Day-Fan this coming season you will be taking the first step in the building of a solid, substantial and profitable business. Send the coupon.

Day-Fan

RADIO RECEIVERS

DAY-FAN ELECTRIC COMPANY

Formerly The Dayton Fan & Motor Company

DAYTON, OHIO

For More Than 37 Years Manufacturers of High Grade Electrical Apparatus

DAY-FAN ELECTRIC COMPANY Dept. B
 DAYTON, OHIO
 You may send me particulars regarding Franchise for Distributors Dealers.

NAME _____
 ADDRESS _____
 TOWN _____ STATE _____



Radio's Best Wire

"From the Ground Up"

From the ground to the aerial, there is a Corwico wire that gives the longest and most efficient service for the particular purpose designed. That's why Corwico is the best and most profitable line of radio wire for the dealer to sell and handle and the most convenient and economical for the set manufacturer to buy from.

Every spool or coil is guaranteed full weight, full length, full gauge best grade of copper, insulated with the best materials obtainable, free from all defects and up to the highest specifications in every respect.

CORWICO PRODUCTS

Antenna Wire
(Solid, Stranded and Braided)
Magnet Wire
Bus Bar Wire
Hook-Up Wire
Annunciator Wire
Flexible Wire
Lead-in Wire
Litz Wire
Loop Aerial Wire
Battery Cable

A Guarantee of Quality and Value

In fact, the name Corwico is a guarantee of quality and value to all buyers of radio wire. To the trade-dealers, jobbers, and manufacturers—the name Corwico is a guarantee of service, for the completeness of the Corwico line as to types and sizes of radio wire and the magnitude of our stocks assure prompt delivery of the wire you want when you want it.

TO DEALERS

Corwico is a branded and advertised line of radio wire that outsells the unknown lines. Order Corwico through your jobber.

TO JOBBERS

Write us for full particulars regarding the Corwico proposition.

TO MANUFACTURERS

Let us quote on your wire requirements.

CORNISH WIRE COMPANY

30 CHURCH STREET, NEW YORK CITY

The new Tower Cone

LEADS THE FIELD

OUT-DISTANCING, out-performing—the new Tower Cone sweeps ahead as the first choice of thousands. Such public preferment can mean but one thing—an infinitely finer quality of reproduction, an unequalled superiority in all those attributes most essential in a Cone Speaker. It will cost you nothing to see and hear this outstanding achievement in radio acoustics.

There's a Tower Distributor in Your Territory. Write us for His Name if You Wish to Handle the Fastest Selling Cone Speaker on the Market.

TOWER MFG. CORP.,
BOSTON, — MASS.

\$ 9.50



AMERICA'S MOST POPULAR CONE SPEAKER

Brings In The- *Distant Stations*



To Radio Salesmen Everywhere

By actual demonstration, NEUTROWOUND will convince you of its vast superiority. You can put NEUTROWOUND up against any of them—at any price—and come away with their scalps.

NEUTROWOUND isn't just so much mahogany furniture. It's built like a radio set should be built—and is strikingly handsome in appearance. It looks different and it is different. Mahogany didn't sell radio last year. Mahogany will not keep you in the radio business. Performance and nothing but performance, will continue to sell radio. NEUTROWOUND gives you all the radio there is, and the price is so low that everybody is a NEUTROWOUND prospect.

The 1927 Model SUPER-POWER Neutrowound

REG. U.S. PAT. OFF.

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

Year 'Round Reception

Cut Down Static With Neutrowound

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

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

Power Control Helps Tuning

Neutrowound's positive power control also helps in cutting out undesirable noise. With the Neurostat you can set your Neutrowound at just the desired level of sensitiveness—that is, just sensitive enough to pick up the signal strength without the interfering noises. Thus so long as the signal strength exceeds the static level, the Neutrowound owner is assured of radio reception.

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

Neutrowound Efficient—Not Neutralized

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

\$85 Buys a NEUTROWOUND Six-Tube, Super-power set, and you couldn't buy more radio if you spent a thousand dollars.
West of Rockies, \$90 In Canada, \$115

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

NEUTROWOUND RADIO MFG. CO.
Dept. 712, HOMEWOOD, ILL.
Radio Division Advance Automobile Accessories Corporation

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

Why It Has 3 Dial Control

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

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

NO CUT PRICES—No Bargain Sales

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

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

Dealers Coupon

NEUTROWOUND RADIO MFG. CO.
Dept. 712, Homewood, Ill.

Send complete information Dealers' Discounts and Neutrowound Sales Plan.

Name

Street

City

State



SF 50/80
Fada 8, Console
\$400

100% shielded.
4 stages tuned radio frequency detector.
3 selective audio stages, power tube always in final stage.
For loop or aerial operation.



425 A
Fada Cone Speaker
Floor Type—\$50

Full tonal range.
Faithful reproduction of every audible tone.
Harmonious unobtrusive design.
Classic antique bronze floor pedestal with three foot column.



415 A
Fada Cone Speaker
Table Type—\$35

Full tonal range
Faithful reproduction of every audible tone.
Harmonious unobtrusive design.
Classic antique bronze pedestal.

480 A
Fada 8, Table Type
\$300

100% shielded.
4 stages tuned radio frequency detector.
3 selective audio stages, power tube always in final stage.
For loop or aerial operation.



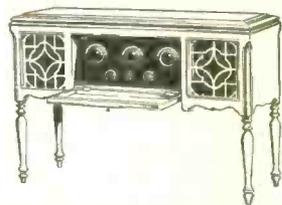
460 A
Fada 6 (Shielded)
\$150

3 stages tuned radio frequency detector.
2 selective audio stages, power tube always in final stage.

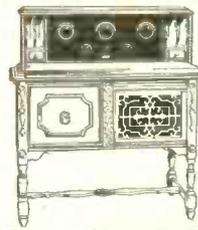
Prices are east of the Rockies



S. F. 30/70
Queen Anne Desk \$300



S. F. 10/70
Davenport Table \$225



S. F. 40/70
Console \$275



S. F. 20/70
Beetbovea Grande \$250

FADA

Radio

1926 - 1927

Announces

A Real Revelation in Radio

Fada Harmonated Reception

ON the opposite page are pictured three New Fada Receivers and the New Fada Loud Speaker—the result of more than two years of laboratory labor behind closed doors.

These New Fada instruments contain many principles and features never before embodied in any receiving apparatus.

AND ALL OF THESE SPECIAL FEATURES INTERLOCK IN THEIR FUNCTIONS TO PRODUCE FADA HARMONATED RECEPTION—by all odds the nearest approach to perfect reproduction yet achieved in radio.

To listen in on Fada Receivers used with the New Fada Loud Speaker is to leave no doubt whatever as to the truth of this statement.

FADA RADIO has never failed to make good a promise.

You may be certain of this—demonstrations of Fada Harmonated Reception will mean definite sales.

BECAUSE THE PUBLIC HAS NEVER HEARD ANYTHING THAT EVEN APPROACHES FADA HARMONATED RECEPTION in complete faithfulness.

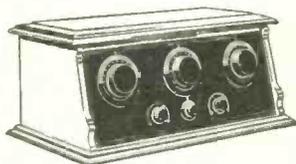
A book—"Words and Works"—which describes in detail the New Fada Receivers, the New Fada Loud Speaker and FADA HARMONATED RECEPTION will be sent on request.

It means certain sales and unparalleled profits for 1926-27. Send for it!

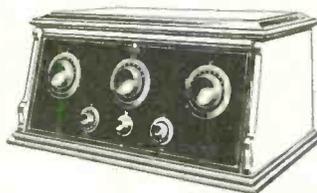
F. A. D. ANDREA, INC.

*Manufacturers of TUNED RADIO FREQUENCY receivers
using the highly efficient NEUTRODYNE principle*

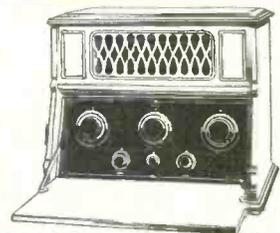
1581 Jerome Avenue, New York



192 A
Neutrolette \$85



175 A
Neutroceiver \$125



185 A
Neutroia \$175

Protection

Because —

Absolute maintenance of price ←

No unloading ←

No over-production ←

Limited dealer appointments ←

Custom-built—not assembled ←

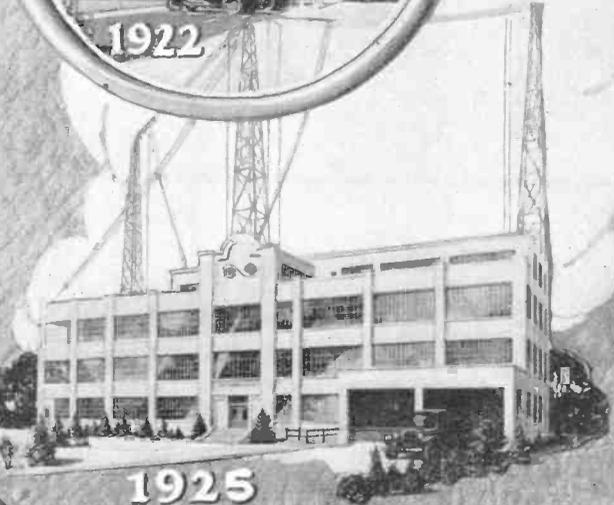
Greatly increased advertising campaign ←

Exclusive features ←

- Binocular Coils
- Colortone
- Flexible Unit Control
- S-L-F Condensers
- Low-Wave Extension Circuits
- Protective Fuse

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

This company owns and operates stations WAHG and WBOQ



The
GREBE

Profits

Because —

- Full return on investment
- Protects your stock
- No over-stocking
- Unfair competition eliminated
- Minimum service
- Liberal cooperative newspaper allowance
- Quicker sales

A protective policy, a satisfactory discount, a superior set backed by a stable company specializing exclusively in receiving sets for seventeen years—what better "set up" on which to do a profitable business?

Write for full details

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



All Grebe apparatus is covered by patents granted and pending.

SYNCHROPHASE

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

The Synchrophase is also supplied with battery base

EXPERIMENTS PROVE THE WORTH OF THE REGULAR *Snyder Speaker*

WE HAVE conducted many experiments with cone type speakers. Yet, despite these costly tests, we have found nothing to compare with the tone quality of the reliable Snyder Horn Speaker. Therefore, we shall continue with this type and will not produce a cone speaker as contemplated.

The Snyder Speaker is mechanically right in every way. The general shape was determined after 18 months of experimental research. The graceful acoustic curve, plus the non-resonant metal alloy used in the goose-neck, makes possible exceptional tone quality. A test comparison immediately shows the fidelity with which the Snyder re-creates the broadcasted subject. *The Snyder Speaks for Itself.*

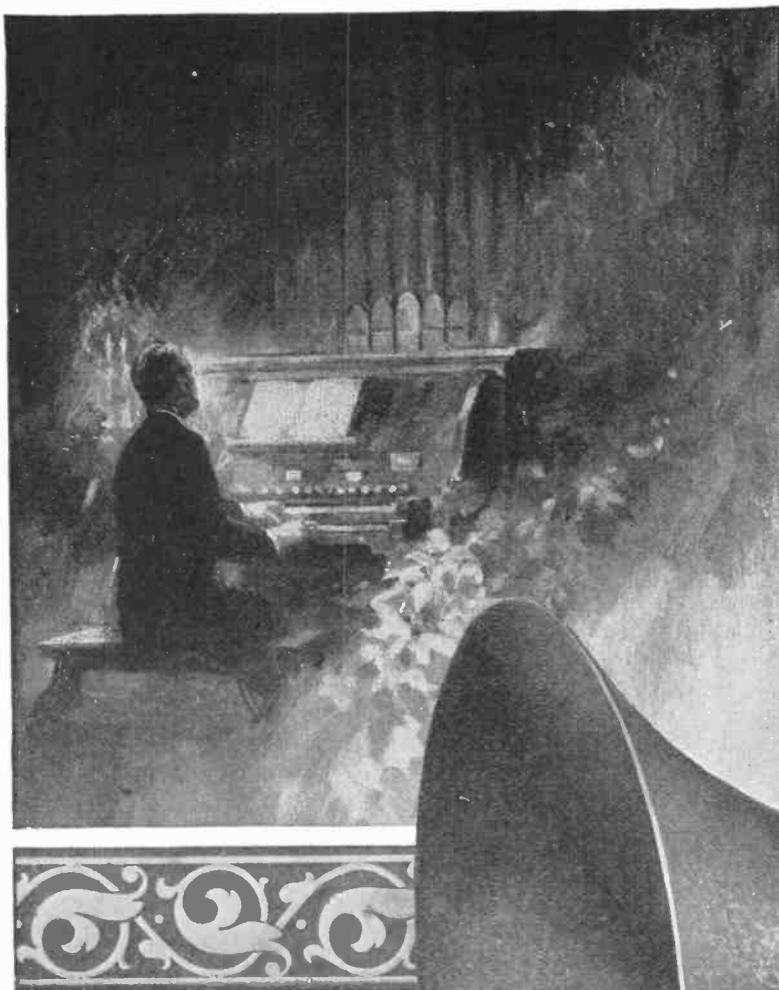
Remember! The Snyder is made in one model only—no heavy stock to carry. It has one price only—\$18.00—and there is no speaker at any price with better tone.

Snyder Speakers are sold by good jobbers throughout the country at a price that gives you a good profit. Write us for all the facts.

HOMER P. SNYDER MANUFACTURING
COMPANY

Little Falls, N. Y.

Snyder
FOR FAITHFUL



Tone Sells *Snyder Speaker*

THE present variety of program puts an extraordinary demand on all radio loud speakers. For sure satisfaction in reproducing orchestras, ball games, solos, or lectures, you can recommend the Snyder.

There is no distortion of tone—no trying metallic ring—no dull muffled growl. The subjects on the air will come from the Snyder Speaker clear and natural. Put the Snyder on test in your store—it will sell itself and the radio sets, too.

Write us at once if your jobber cannot supply you.

Speaker

RE — CREATION

Amazing New Radio Runs Any from the Electric



This is the New
Philco Socket Power "AB"

Big and Quick Profits For the Radio Dealer!

Here is without question one of the greatest radio accessories ever offered the radio dealer and jobber. Retails for a goodly sum with liberal discounts. Amazingly rapid seller. That means quick profits and big profits for you. Philco Socket Powers sell today as rapidly as radio sets at their peak three years ago.

No Competition. Big Discounts.

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

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

Backed by Tremendous

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

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

Sign and Mail This

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

New and Complete Selling Plan

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

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

LOOK!

Important Notice to Victor Jobbers
and Dealers

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

Tested, approved and sanctioned by
Victor Talking Machine Company

PHILCO Radio "A" and "B" Socket Powers

Accessory!

Radio

Current



This switch controls everything

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

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

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

Nine Million Buyers Waiting

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

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

National Advertising

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

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

Coupon Today

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

Philadelphia Storage Battery Company
Philadelphia, Pa.

Dept. 2025
Manufacturers of the Famous Diamond Grid Batteries for Automobiles

Easy as Turning on the Electric Light

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

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

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

Special Information OFFER COUPON

Philadelphia Storage Battery Co.
Ontario and C Sts., Philadelphia, Pa.
Dept. 2025

GENTLEMEN:

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

Name _____

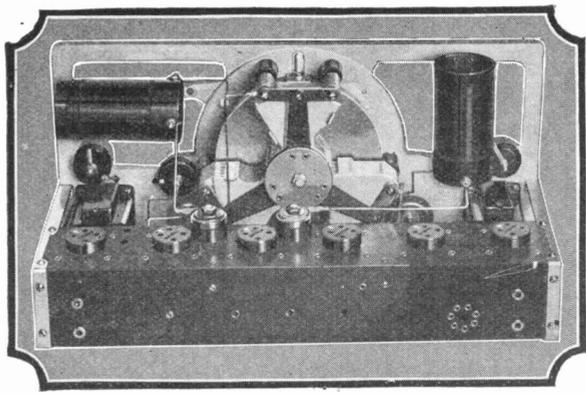
Address _____



HARTMAN

RADIO

*Perfectly Syntonized**



*After 5 Years
the SINGLE-SIX
is Ready!*



The UPRIGHT

Other Models
The Compact
The Junior Upright
The Sharitan

After five years of intensive experimentation and successful manufacture of radio we have perfected the Single-Six—the only *perfectly syntonized** receiver made.

We have been building good receivers for five years—but the Single-Six is superior to them all. It is entirely free from oscillations—free from all distortions—has a constant transfer of electrical energy—and *it will perform like no other receiver can.* It has six tubes and a *single* control—the Single-Six.

All Hartman cabinets are made with the Single-Six Unit shown above as standard equipment. Retail cabinet prices range from \$100 to \$180, with western prices slightly higher.

If you are in radio *to stay*, you owe it to your business to investigate this newest development. Remember that a superior product will always find a ready sale. We have prepared "The Complete Hartman Story," a booklet giving an outline of our house policy and a description of our line. A copy is ready for you—there is no obligation.

* SYNTONIZED

means "perfectly in step in tone," or perfect unison of operation in the receiver, freedom from distortion and oscillation, pure tonal quality, maximum volume and distance, regardless of wave length, with the ideal degree of selectivity for all conditions

The Hartman Electrical Mfg. Co.

MANSFIELD, OHIO

COSHOCTON, OHIO

CHATHAM, ONT.



News of Importance to Every Dealer who Seeks Success



You now have ALL the essential Radio Units under the reliable name "VESTA."

This name, known in the automotive battery field for over 25 years as a quality leader, is now playing a highly important part in the Radio field by virtue of the quality built into these Radio Units.

It is no longer necessary for dealers to handle Radio Units that have no substantial backing.

"Vesta" Radio Units are backed by this old line maker—a name that commands respect EVERYWHERE—with a sales' value that keeps the line moving with rapid turn-over profits.

A nation-wide advertising campaign to the consumer, this coming season, will add tremendous power to the Vesta name, for the dealer's benefit.

Vesta Trickle Charger

Here is a product with truly marvelous sales possibilities. Every Radio owner wants a trickle charger that is noiseless, efficient and SAFE. The Vesta Trickle Charger improves and simplifies radio operation. Keeps the "A" battery fully charged — cannot overcharge when left on all the time. Has no bulbs or moving parts to wear out — cannot get out of order.

Write for the name of the Vesta "Central" nearest you or ask us to have him call and show you how to boost your profits with the Vesta Radio Units.

LIST
\$10



Showing the Vesta Trickle Charger hooked up with Vesta "A" Battery and light socket.

VESTA

AUTO-RADIO PRODUCTS

Vesta for Vitality



No. 201A
VESTA
TUBE



No. 199
VESTA
TUBE



VESTA RADIO "A" BATTERY



VESTA RADIO "B" BATTERY



VESTA "A"
UNIT—BATTERY AND
TRICKLE CHARGER IN ONE

VESTA BATTERY CORPORATION, 2100 Indiana Ave., CHICAGO

SPARTON

Sparton Radio is built by the manufacturers of the world-famous Sparton horns for motor cars. Its production is a logical development of the Company's quarter-century of precision manufacture of electrical equipment.



*"The pathfinder
of the air"*



*Model
5-26*

THE SPARKS-WITHINGTON COMPANY (Established 1900) JACKSON, MICHIGAN

RADIO

WHICH to Buy and WHY?

"Volume—Selectivity—Distance—Clarity"
—jump at you from every printed page—
but how can you choose from so many?

The thinking buyer will look for the reputation behind the product. Only here can you find your answer, and the assurance that your Radio dollars will bring you full realization.

Twenty-five years ago The Sparks-Withington Company started building goodwill and fine electrical equipment, and has long been known as the leader of its field. Our quarter-century reputation is your guarantee of the ultimate in radio reception.

The Sparton is a perfectly balanced five tube Tuned Radio Frequency circuit of remarkable and proven performance. Cabinets are in rich two-toned walnut at prices of \$63 and upward.

Illustrated models:
Sparton Model 5-15, \$63.00 Sparton Model 5-26, \$83.00
Western and Canadian prices slightly more

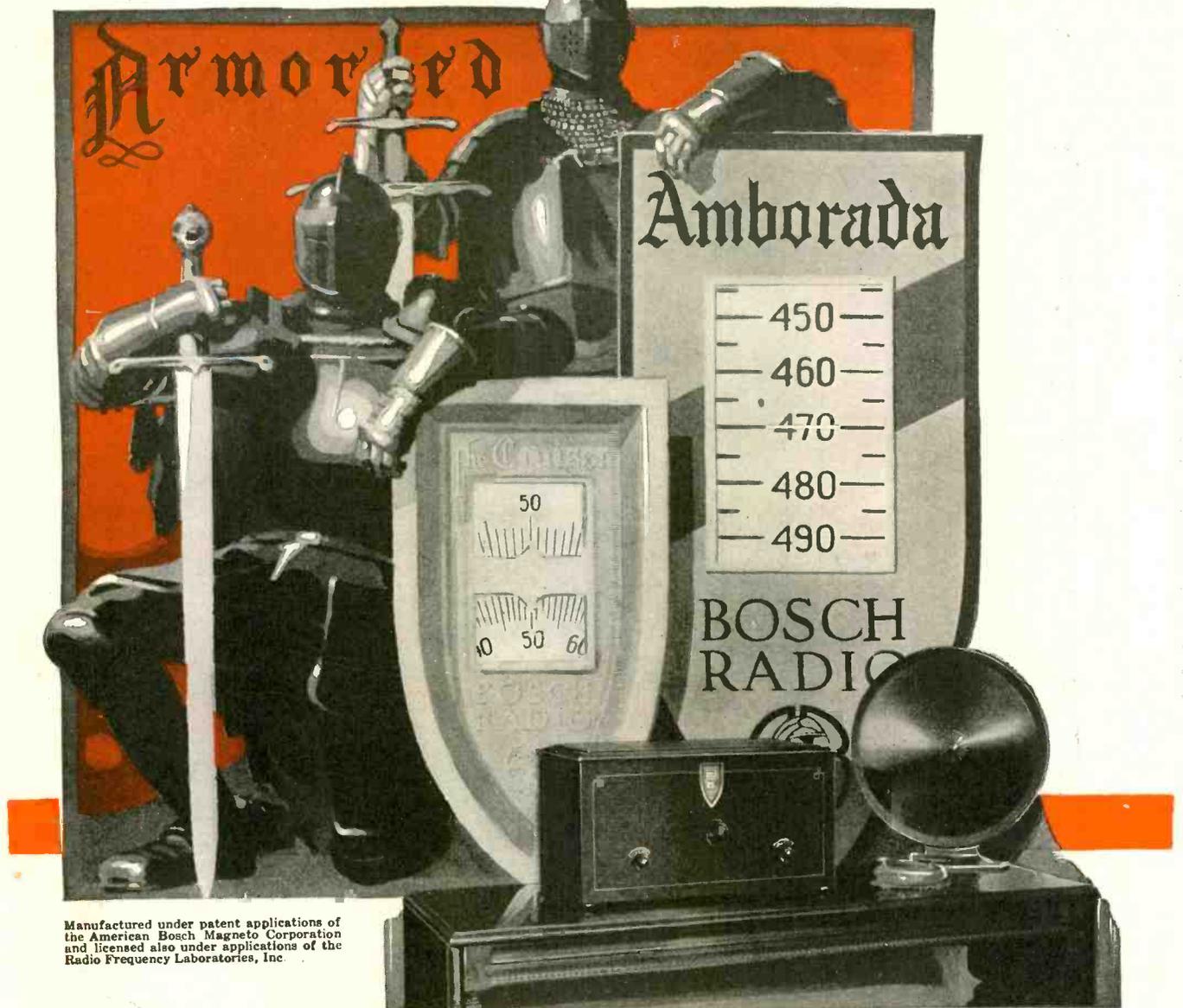


Model
5-15

THE SPARKS-WITHINGTON COMPANY (Established 1900) JACKSON, MICHIGAN

BOSCH

Announcing the New



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

The Cruiser 5 tubes—\$100.

AMERICAN BOSCH

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

RADIO

ARMORED LINE

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

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

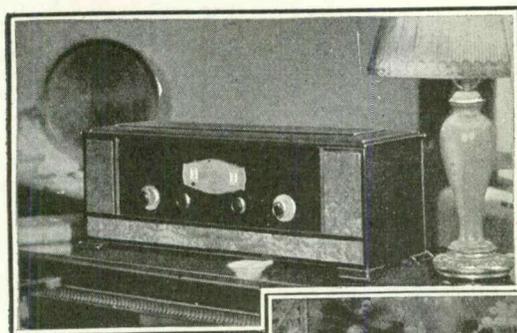
There are but two controls—a station selector and volume control. Ample space is provided for all batteries, chargers or power units. No antenna is necessary with this new model.

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

simplicity is expressed in the unified control which gives the advantages of a single station selector for powerful stations, but when “cruising the air” two dial tuning advantages are always present. The Bosch Radio Line is complete—three receivers, five, six and seven tubes in a popular price range. Two cone type reproducers—

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

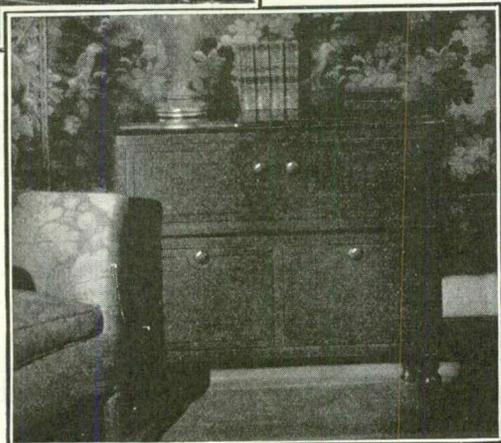
Are You The Man to sell Bosch Radio? Regardless of the radio you now carry, investigate the Bosch line. Tell us in confidence about yourself, your business, your experience and financial strength. We will tell you the direct benefits to you, of the new Bosch Radio plans.



The Famous Model 16 at \$150.



The Amborada 7 tubes—\$310.



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

MAGNETO CORPORATION

MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS

MAGNAVOX
SINGLE DIAL
Radio

A rose in a tumbler keeps just as well as a rose in a Cloisonné vase. But offer a woman both articles at the same price and see which one she takes!

From this day on Slightly Radio!

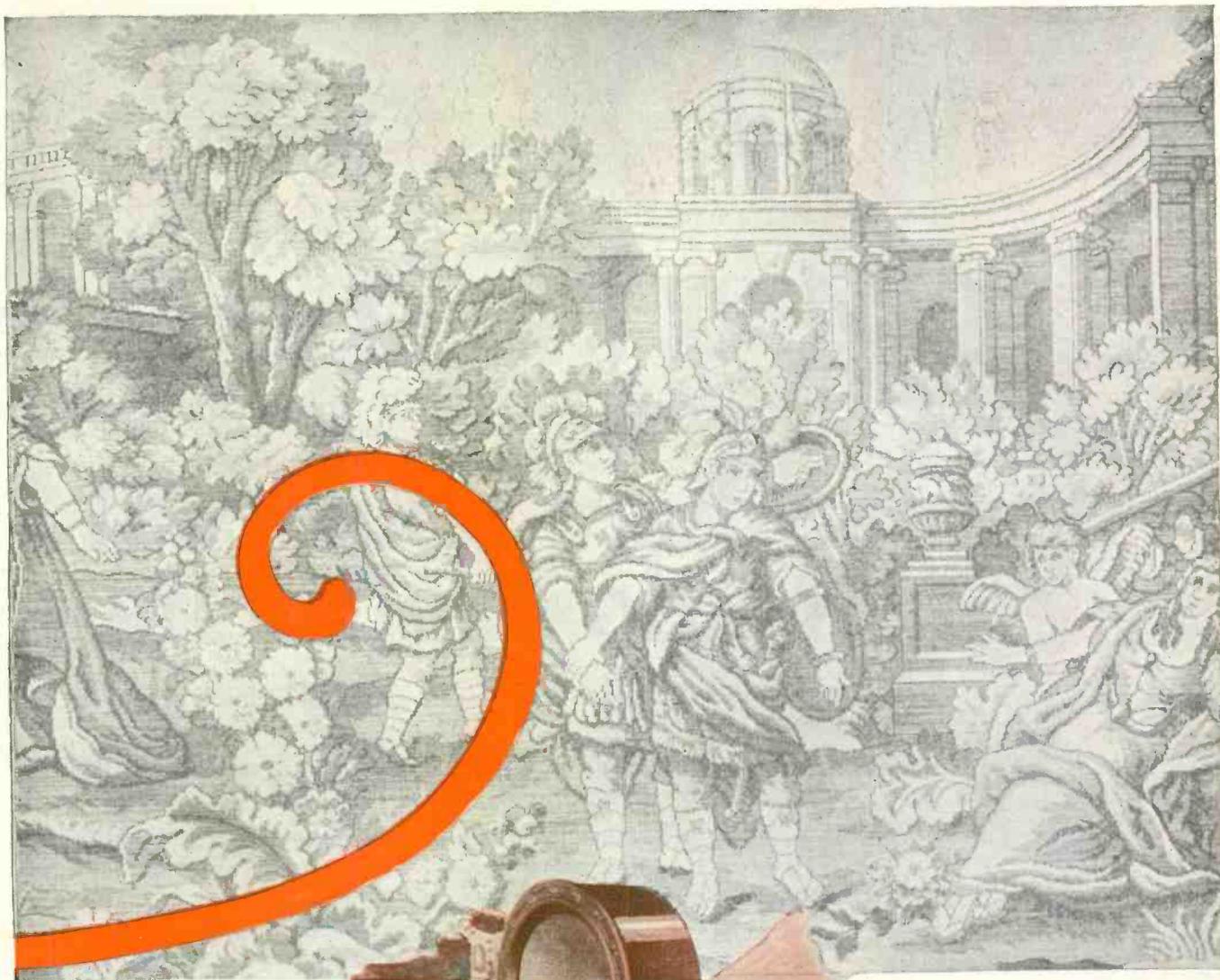
THE first radio sets were engineers' jobs—and they had an engineering, mechanical look. They weren't built for esthetic appeal—radio was wonderful enough without it in those days. Then came set makers, many of whom, ever since, have unconsciously followed these early sets in general appearance and design.

Numerous dials, switches, plugs, protruding tubes, drab panels and awkward

shapes can no longer find refuge in novelty. For radio is no longer novel. Such sets cannot gain, or long retain, public favor.

The history of merchandising proves this. Compare today's telephone with yesterday's—or take automobiles, or furnaces, or sewing machines. Refinement of appearance everywhere. Dealers who first sensed this trend reaped their harvest.

The Magnavox Company has long an-



24D13 ©

15th Anniversary of *Magnavox* progress in Radio

anticipated this change. *Magnavox* cabinets are the products of skilled furniture designers. Single dial control permits a simplified and beautiful dial panel. Mahogany is used (two-toned in some models.) Knobs are in subdued finishes. Artistry, symmetry and simplicity predominate. Character and expression are present with magnetic appeal.

Magnavox is the proved and perfected single dial set—the set without sustained service-demands. Only thirty-seven sets of

our entire production last year were returned to the factory as defective.

Magnavox Cone Speakers are the new sensation—the most worthy successor to the original loud speaker which was created by *Magnavox*. Four hundred thousand *Magnavox* speakers are now in use—a powerful selling asset to you. Write at once for the *Magnavox* proposition.

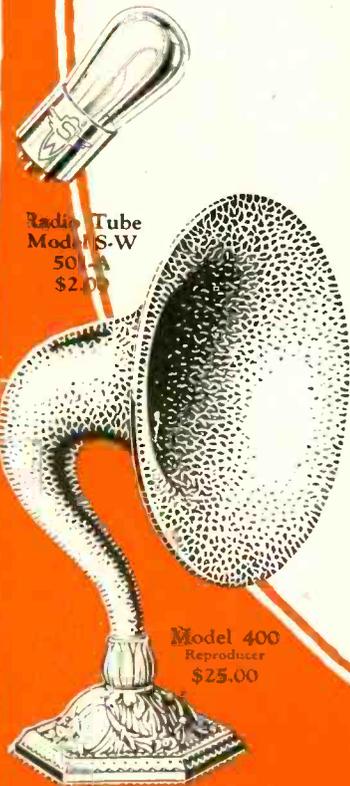
The *Magnavox* Company • Gen. office & factory, Oakland, Cal. • Chicago sales office, 1315 S. Michigan Ave.

STEWART

Matched ~

INSTRUMENT *plus* TUBES *plus*

Here's where your real Radio Profits lie—



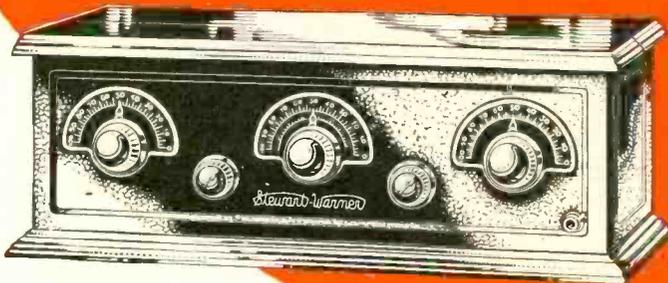
- [1] In selling a Radio line made by a big, nationally-known, universally-accepted manufacturer.
- [2] In selling Radio of unquestioned *quality*, outstanding *value* and completely satisfactory *performance*.
- [3] In holding an exclusive Franchise that gives you 100% protection against price-cutting, unloading, the "yearly model" evil and all other unfair or questionable trade practices.



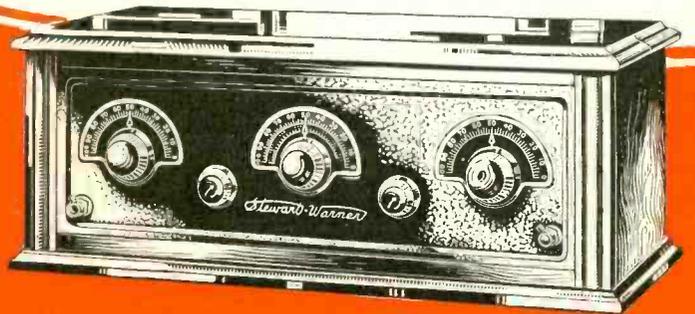
Stewart-Warner dealers have an open road to permanent success, because the Stewart-Warner Matched-Unit Radio line fulfills all three of the above requirements.

We are in the Radio business to stay—and to succeed in a big way. Our product is right and our sales plan is right. And the entire reputation and resources of the great Stewart-Warner organization are behind our radio products.

Stewart-Warner has already made radio history. It will make more.



Model 300
\$65.00



Model 325
\$75.00

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

WARNER

Unit Radio

REPRODUCER *plus* ACCESSORIES

It has weathered every storm thus far, and will remain in its position of leadership long after many another manufacturer of less stability, experience and resources has failed and been forgotten.

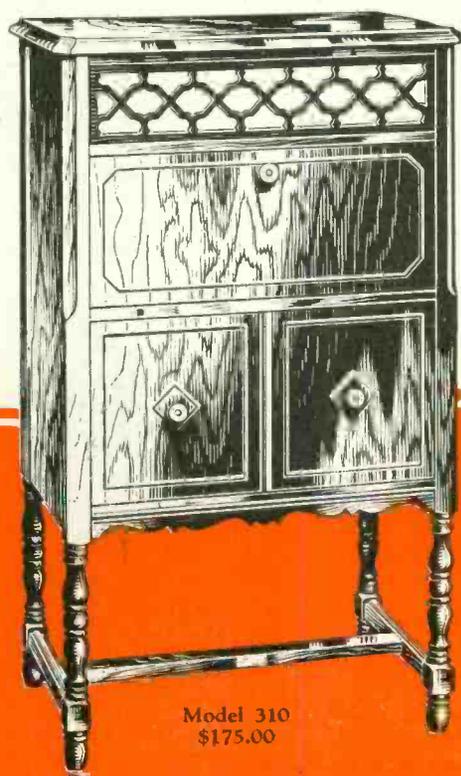
Already over 3000 progressive dealers have seized the opportunity to succeed with Stewart-Warner. They have been granted the exclusive Stewart-Warner Franchise which assures them of profits, protection, permanence and prestige.

Not every dealer can qualify for the Stewart-Warner Franchise. To do so requires meeting certain rigid standards of character and business reputation.

A limited number of exclusive Franchises are still available—possibly there is an opening in your own locality. If you think you can qualify, write or wire us today.



STEWART-WARNER SPEEDOMETER CORPORATION
1820 DIVERSEY PARKWAY, CHICAGO, U. S. A.

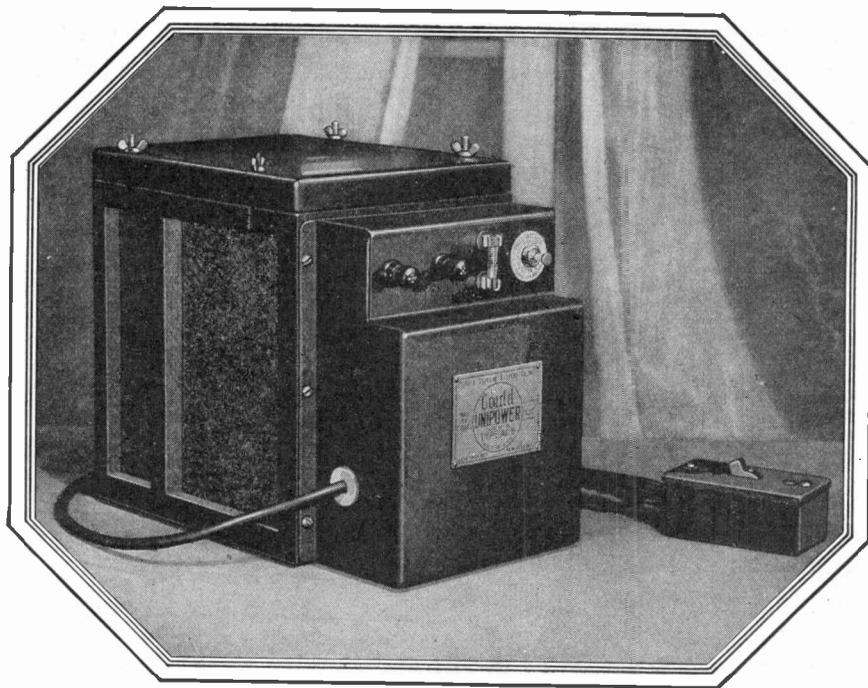


Model 310
\$175.00



Model 320
\$400.00

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



Unipower is attractively housed in a hard rubber composition case. It fits snugly into most radio cabinets.

Unipower—the solution to your summer sales problem

A BIG problem confronts radio owners in warm weather. Static spoils long distance reception and even hampers local results. Consequently, there isn't a large market for complete sets in the summer. But the fans who already own sets are not going to lay them away. They keep right on buying tubes, batteries, and other accessories throughout the summer.

The solution to the dealer's problem, then, is to interest them to better in some way their summer reception. Dealers everywhere have found that solution in Unipower.

More than merely the pioneer "A" power unit, Unipower is a basic improvement in radio. It improves tone quality. It furnishes unfailing power. It is the only unit employing the trickle charge principle that also provides for full charging. It gives fool-proof, automatic control of both set and power supply, regardless of the type of "B" power used.

All your customers who bought sets will be coming in for "A" dry cells, or for an "A" storage battery recharge. Sell them Unipower.

Have it hooked up ready to demonstrate. Keep a lot of literature about it on your counters. Unipower sells easily—the important thing is to let your prospect see it in action. Your profit on each sale is large, too.

Unipower is supplied in two models for use with 110-125 volt A. C. Standard models are for 60 cycle. (Special models, 25-50 cycle, are available at slightly higher prices.) All are equipped with special Balkite rectifying element. The 4-volt model is for 199 tubes or equivalent and retails for \$35; the 6-volt for 201-A tubes or equivalent, retails for \$40. (West of the Rockies, prices are \$37 and \$43.)

THE GOULD STORAGE BATTERY CO., Inc.

250 Park Avenue, New York

Branches: Chicago, Kansas City, San Francisco

A post card or letter will bring you a brand new booklet, "Radio's best off-season seller." In it are twelve constructive ideas to help you boost your summer sales.



Unipower

Off when it's on ~ On when it's off

One Fact
*that indicates how far
ahead of the market the
new Freed-Eisemann Line is:*

**IT INCLUDES METAL SHIELDED
SETS OF THE SINGLE AND
DOUBLE CONTROL TYPE FROM
\$75⁰⁰ LIST UP!**

ON and after July 1st, Freed-Eisemann distributors will present to you the full details of this new line, which is so revolutionary in design and performance that it is bound to change present-day radio standards.

But the Freed-Eisemann policy of protecting the dealer will continue in even greater force. It includes generous discounts, franchise contract, whole-hearted co-operation and a larger-than-ever advertising campaign.

Before you commit yourself for the next season, study the Freed-Eisemann proposition

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

PRICE RANGE

\$60⁰⁰ to \$650⁰⁰

**FREED-
EISEMANN**

ATWATER KENT RADIO

It's the Radio people want
—and it stays sold

These are FACTS. Check them with your own observation:

- 1 Three out of four people who ask for Radio by name ask for Atwater Kent.
- 2 More people who expect to buy Radio this year have their minds fixed on Atwater Kent than on any other make.
- 3 Atwater Kent is the Radio every other make is compared with.
- 4 Atwater Kent is the easiest Radio to sell. People like best what they know best.
- 5 Atwater Kent Radio stays sold. Care in manufacture (every set is tested 159 times) assures uniformity in the product and insures your customer and you against disappointment.
- 6 The dealer who handles Atwater Kent Radio is the dealer who is getting ahead in today's competitive market.
- 7 Atwater Kent ONE DIAL operation, reducing Radio to its simplest terms, has instantly created a great NEW market.
- 8 Atwater Kent is the Radio most dealers want to sell.

Its profits never melt away in service costs. It makes money for you—it is fairly priced—it sells easily and it STAYS sold.

Gentlemen, the day of bargains and orphans is waning. Atwater Kent Radio is permanent. It is nationally advertised and backed by a manufacturer who is in the radio business to STAY.

ATWATER KENT MFG. COMPANY
A. Atwater Kent, President
4733 WISSAHICKON AVE. PHILADELPHIA, PA.

Prices slightly higher from the Rockies west, and in Canada



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



Model L Speaker, dark brown crystalline finish, \$16.00



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

All Atwater Kent Speakers are equipped with nine feet of flexible cord and are designed to take the volume and current of the new power tubes using 135 to 180 volts on the plate.



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



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



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

Every Sunday Evening

—The Atwater Kent Radio Artists bring you their summer program at 9:15 Eastern Daylight Time, 8:15 Central Time, through:

WEAF . . . New York	WCCO . . . Mpls.
WEEI . . . Boston	St. Paul
WSAI . . . Cincinnati	WGN . . . Chicago
WCAE . . . Washington	WGR . . . Buffalo
WSD . . . St. Louis	WWJ . . . Detroit

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Radio Retailing

The Business Magazine of the Radio Industry

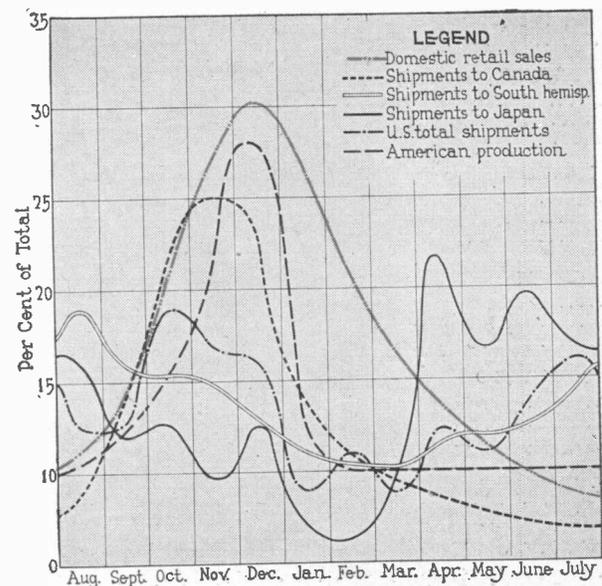
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Table of Contents July, 1926

Frontispiece—Showing the Farm Market for Radio <i>Facts and figures on size of each state as a radio market.</i>	30
How Brinser Cultivates the Farmer <i>Minnesota dealer sells radio successfully in country.</i>	32
Radio Receivers for the Season 1926-27 <i>Illustrations and specifications of sets for the fall.</i>	35-46
Use Your Bank to Finance Time Payments <i>Local banker carries time payment contracts.</i>	48
Facing Seasonal Slumps <i>Methods used to fill in seasonal depressions.</i>	50
Jobber Conducts Service School for Dealers <i>Educating the dealer to do his own servicing.</i>	52
How to Get the Correct Mark-up and Turnover <i>Figure profit on selling price—not on cost.</i>	53
Fourteen Ways to Get Leads <i>Red hot prospects important for summer sales.</i>	54
Some Summer Markets for Radio <i>Places where sets may be sold in hot weather.</i>	56
How Manufacturers' Sales Fluctuate from Month to Month <i>Charts compiled by the A.M.E.S. show uneven sales.</i>	59
Service Sells Them <i>"Yearly service contract" plan saved Toledo dealer.</i>	60
What This Industry Needs <i>Snappy comments from readers.</i>	64
Radio Is a Primary Product <i>Radio should not deteriorate into a side line.</i>	67
Departments	
Radio Window Displays	47
"Your Editors Have This to Say—"	68
New Merchandise for the Dealer to Sell	70
For the Service Man	75
What the Trade Is Talking About	78
New "Dealer Help" Material	80

The Importance of the Export Market



Courtesy U. S. Department of Commerce

RADIO RETAILING'S leadership in covering the domestic field is being duplicated in its plans to cover foreign markets as well.

Figures on radio exports issued by the Department of Commerce and shown in the above chart indicate that exports tend to increase during the months in which domestic sales start their summer decline. Note in the chart that domestic retail sales show a steady decrease from the middle of December until the middle of July and that the total U. S. exports of radio products show a fluctuating increase of about 10 per cent between the middle of January and the middle of July so that a manufacturer who desires to keep his production schedule on a fairly even level can do so by making a serious attempt to increase his foreign sales during the slow domestic period.

With this end in view *Radio Retailing* each year arranges its February, March and April issues to secure widespread circulation in foreign countries.

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

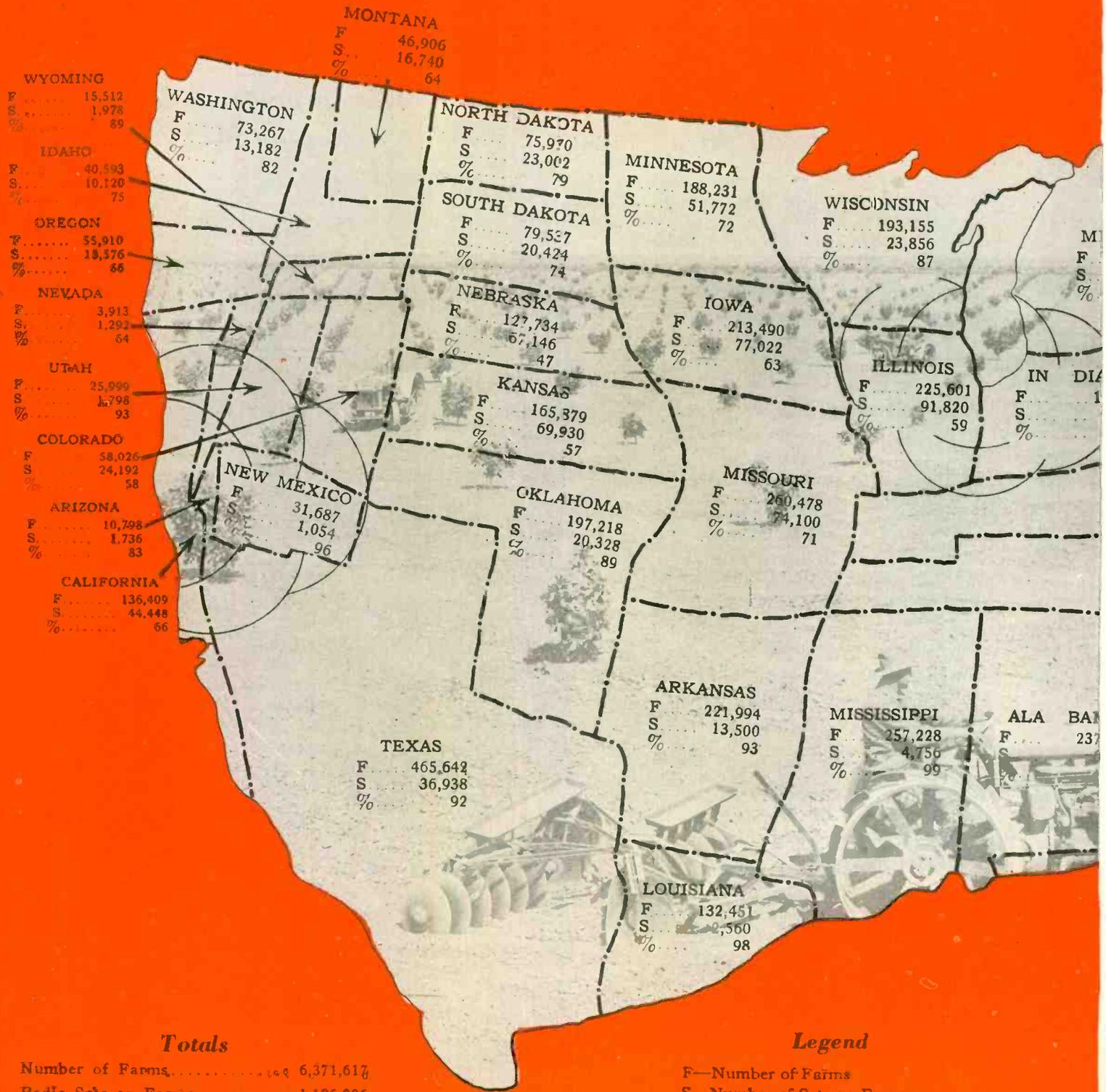
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Coal Age Successful Methods
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Cable Address: "Machinist, N. Y."
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WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 16th and Parkway
CLEVELAND, Guardian Bldg.
ST. LOUIS, 713 Star Bldg.
SAN FRANCISCO, 883 Mission Street
LONDON, E. C., 8 Boulevard St.

"Radio Retailing's" Map of the

Showing the number of farms in each state and map, the sizes of the states are proportional to the



Totals

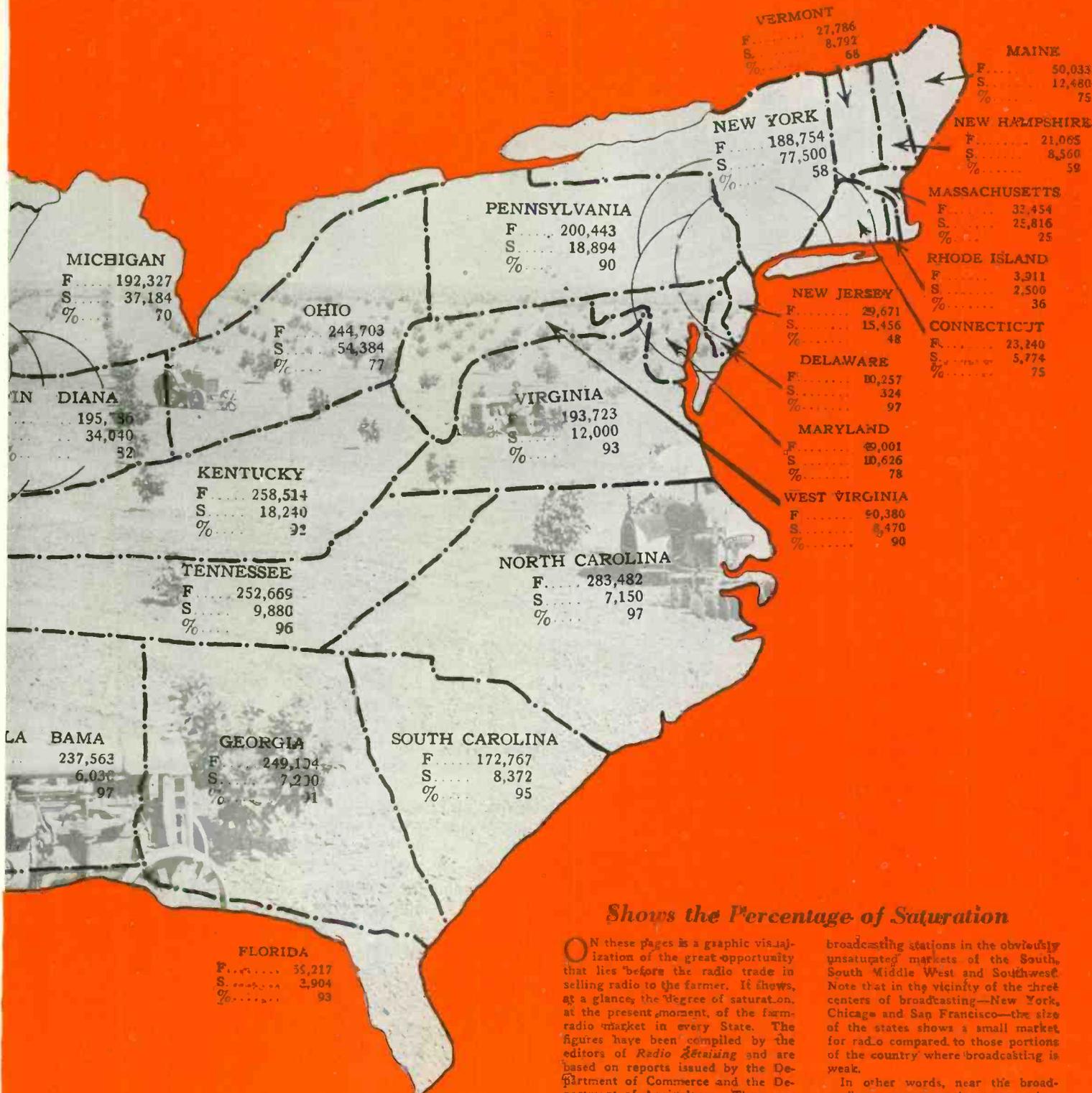
Number of Farms..... 6,371,617
 Radio Sets on Farms..... 1,106,006
 Per Cent Still Unsold..... 82

Legend

F—Number of Farms
 S—Number of Sets on Farms
 %—Percentage of Farms Still Unsold

Vast Farm Market for Radio

the number of radio sets on farms. On this distorted number of farms in those states still without radio sets



Shows the Percentage of Saturation

ON these pages is a graphic visualization of the great opportunity that lies before the radio trade in selling radio to the farmer. It shows, at a glance, the degree of saturation, at the present moment, of the farm-radio market in every State. The figures have been compiled by the editors of *Radio Listening* and are based on reports issued by the Department of Commerce and the Department of Agriculture. They may also be used as a pretty fair estimate of the degree of general saturation, as well as the farm saturation, as in most instances, the percentages check with the estimated percentages of general saturation.

Shows, Also, the Need for Super-Power

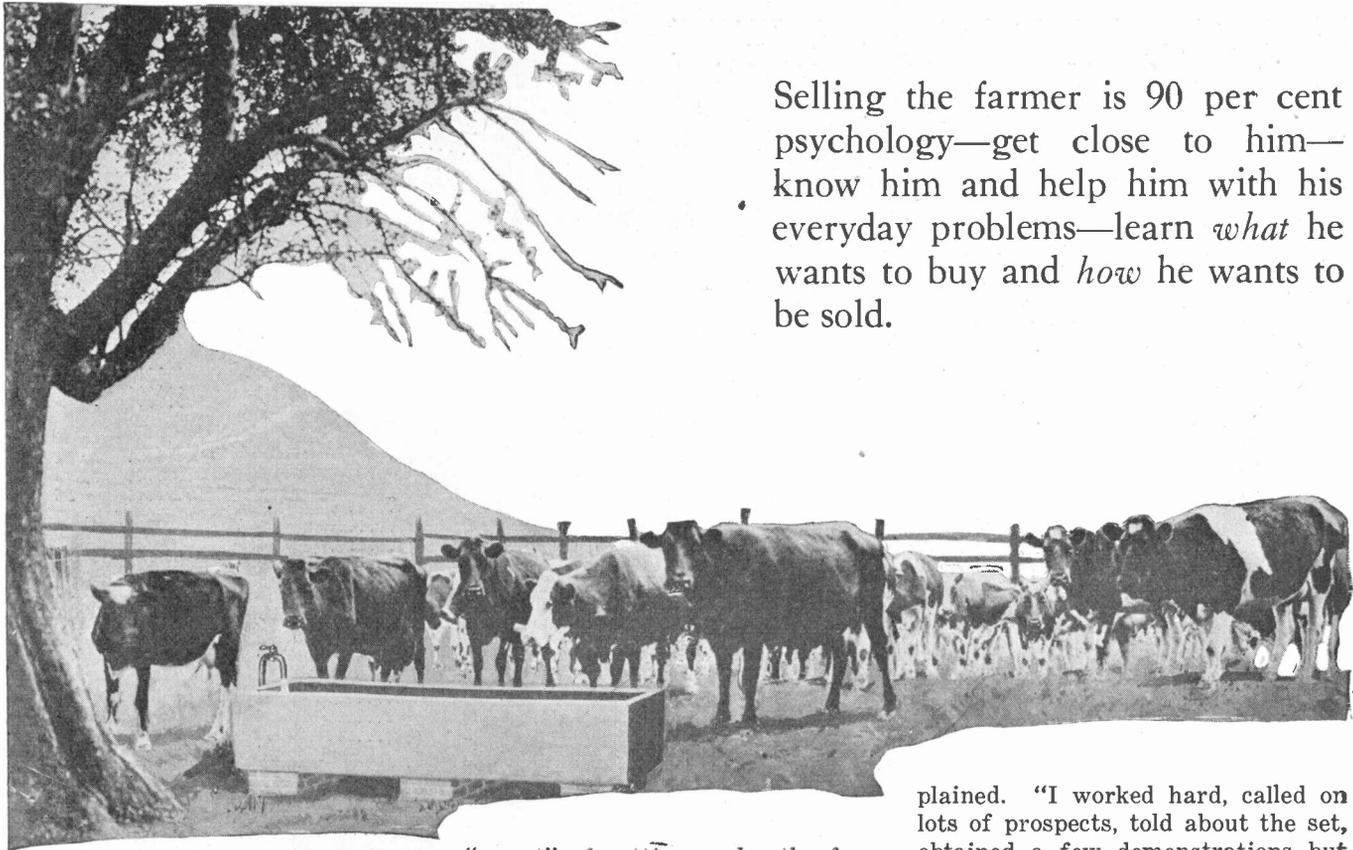
This distorted map also brings out another very striking point. It shows the need for super-power

broadcasting stations in the obviously unsaturated markets of the South, South Middle West and Southwest. Note that in the vicinity of the three centers of broadcasting—New York, Chicago and San Francisco—the size of the states shows a small market for radio compared to those portions of the country where broadcasting is weak.

In other words, near the broadcasting centers, we have saturation. Where there have been only low power stations and poor programs, the saturation point is much further away.

The map shows: 1. The great undeveloped market for radio in the South and Southwest. 2. The way to develop those markets is through super-power stations, strategically located in that territory, bringing to them programs of Metropolitan calibre with strength and clarity.

The Farmer Cultivates the Soil—And



Selling the farmer is 90 per cent psychology—get close to him—know him and help him with his everyday problems—learn *what* he wants to buy and *how* he wants to be sold.

By RAY V. SUTLIFFE

Western Editor, "Radio Retailing"

THE farmer *will buy radio* if properly cultivated — but 'high-pressure' methods won't do it."

We were discussing the subject of psychology and its relation to selling. It was a glorious morning in late May. From the porch of R. E. Brinser's home at Madison Lake, Minnesota, we could see, through lilac bushes in full bloom, beautiful Madison Lake. It is from this southern Minnesota lake that Brinser's headquarters town of 225 souls takes its name.

"The farmer is the hardest prospect in the world to close," Brinser continued, "because he knows that the smart city chap thinks he's a country sucker. He is, therefore, on guard every minute in the presence of this type of salesman. There is a way to overcome this instinctive sales resistance, and I think I have discovered what it is." In this article, this former jewelry salesman who left Chicago and its teeming millions three years ago to sell radio to a Minnesota farming population of less than 1,500, will divulge the

"secret" of getting under the farmer's skin and selling him a radio set.

The first season on the new job the "city chap" was a complete flop. Worked hard and talked fast but couldn't seem to enthuse the ruralites, he told me. But last season, R. E. Brinser, ex-Chicago jewelry salesman, active worker in the Northwest Radio Trade Association, fountain head of radio information and service for six townships, authority on crops, hog butchering and sales psychology, sold 126 radio outfits in eight months, or at the rate of one set every 1.9 days, by personal calls on farmers in the rural community which he had made his home.

Three Things to Do

Here, in the order of their importance, are the three big things to do if you would sell the farmer, according to Brinser:

- (1) Understand and cultivate him.
- (2) Route your calls.
- (3) Develop sales promotion stunts.

Brinser is a most likable fellow and a good talker. Why not let him tell the "human equation" part of this story?

"The first winter after I moved up here from Chicago I just couldn't seem to get to first base," he ex-

plained. "I worked hard, called on lots of prospects, told about the set, obtained a few demonstrations but didn't seem able to *close*. I was as disappointed as the small boy who crawls under the tent to see a circus and discovers he's in a revival meeting.

"Now my very best friend is the local garage man. He was born and raised in the town of Madison Lake and had all the farmers for miles around coming his way. I spent one entire day simply hanging around his garage listening to his conversation with customers and studying his methods. Suddenly it dawned on me—and how simple it was. I had been trying to force the farmer to buy a radio set whereas he wants to do the buying when and how he pleases.

"First, sell yourself" my friend told me. "Sell the advantages of radio also, but don't talk too much. Chat, rather than argue, and, better still, act—turn to and help the farmer in his every-day problems, if you can. Above all don't patronize, don't, by the slightest hint, talk down to a farmer. He may not show his resentment but you are lost then and there."

"I'll never forget the first time I tried out the new system," Brinser continued. "It was about 10 o'clock

Brinser Cultivates

the Farmer



in the morning. This farmer, his name was Niels Nielsen, was on his way to the pig pen with a shotgun in one hand and a long wicked-looking knife in the other. I joined him and discovered that we were on our way to kill a fat sow. The hired man and I 'shooed' the other pigs away and Niels did the shooting and knifing. Then we hitched a rope on the sow's hind foot, knocked off a few boards from the pen and dragged her out.

"Well, it looked to me as though those boards should be nailed back again or the other pigs would be all over the farm. Nobody paid any attention to me so I found a good stone and nailed up the boards. Well sir, everything seemed to go wrong with that butchering party. The hot water was spilled and more had to be heated; the hoist broke and let the hog down in the dirt and the neighbor who was supposed to help, and whose place I was evidently filling, failed to show up.

"All these things made Nielsen pretty mad and slowed up the 'party' so we did not finish the job until dusk.

"Well,—good night, Mr. Nielsen," I said.

"Good-pye, tanks young man," he grunted.

"For all he knew or seemed to care I might have been Barney Google or President Coolidge.

"But three days later I left a radio

set with Niels Nielsen and two days after that he paid me cash in full for a complete installation.

"Another example along the same line—never stop a farmer to talk business when he is doing his chores, or when he comes in from the field at the end of the day's work, but help him if you can. If you can't do that, chat with him in a sincere and easy manner about his hobby. How do you know what it is? Nine times out of ten it's written all over the farm—neatness, cows, machinery, oats. Many times the farmer is a highly educated man. Get his background just as soon as possible and play up to it.

"One thing I always do is to have the latest farm market reports with me. I get them every morning over my radio before I start out.

"By the way, I just heard over the radio that hogs are quoted \$13.25 and \$13.40 on the Chicago board,' I casually remark. This always leads to a discussion of the best time to sell and the importance of getting the market prices *at once*—not twenty-four hours later.

"There are times when ingenuous

THERE are approximately 6,500,000 farms in the United States. Less than 15 per cent of these are equipped with good radio sets. Estimates as to the purchasing power of this market for radio apparatus vary, but it is safe to assume that at least 75 million dollars found their way

into radio dealers' pockets from this source alone during the 1925-26 season.

A market of such wonderful possibilities and proven worth should be intensely cultivated. In this article one who has done that very thing gives us the secrets of his success.

methods must be employed with the farmer. Not in closing the sale, but in getting permission to leave a set for a few days. 'I know you do not intend to buy, Mr. Brown, but won't you let me leave this set here so that I may enter this on my report to the factory as another demonstration? You see, I am supposed to turn in so many demonstrations a week and I need just this one more to make my quota.'

"Applesauce, of course, but the point is that once you get a set in the farmer's home it is quite likely to stay there and this little appeal gives me a good reason for leaving it and makes the prospect feel that there is no obligation involved.

"My experience of the last two seasons convinces me that the farmer must be sold *on the farm*. A fancy radio store means little to him but if you are a 'purty good feller,' whom he has learned to know and to trust, you can get a set in his home on

trial, and provided you let him make up his own mind, your chances of closing are most excellent."

Routes His Calls

Brinser divides his territory into six routes. "You must be systematic when covering farming territory," he declared, "or transportation expenses and wasted time factor will eat up all your profits."

These routes are covered once a month. His call list includes practically every farmer as well as owners of sets.

"Even though a farmer can't afford to buy he will feel offended if you pass him up, so I say 'Hello' to them all."

It takes Brinser approximately four days to cover each route in his present field. He is able to make contact with about 240 users or prospective users a month.

"I always take along some accessory to show my customers," he went

on. "One month it was a miniature loud speaker, another time, a pair of headphones. I don't deliberately try to sell these devices but I show them and operate them and let the sale take care of itself. I think the average farmer, even if he were burning up to buy something, would say 'No' if pressed too hard."

To meet the farmer in his own backyard and to understand him is the first essential. Brinser has acquired that ability. But he is too much of a hustler to lose sight of opportunities for general publicity and "mass selling" activities. Here is a résumé of some of the more outstanding promotional "stunts" which he has found particularly effective:

1. Was local master of ceremonies at radio cooking lectures broadcast by WCCO last winter. Here's the idea—the high school class in domestic science was excused every day at 10 a.m. to go to Brinser's store and listen to the cooking instructions from Minneapolis. At the last meeting, each girl submitted a cake. Prizes were awarded for the best three. Light refreshments were served to the girls, their mothers and any other ladies who desired to attend. Brinser thus became part of the community. Helped the women folks with their cooking. Personality stuff. Showmanship as shrewd as was ever found on Broadway.

2. Runs the "Dial Twister" column in two local newspapers.

3. Advertises every week during eight months of the season. His copy stresses—"What radio will do for the farmer."

4. Subscribes to *Radio Retailing* and the Department of Commerce radio bulletins. Keeps fully posted on new developments and passes the information along to his customers.

5. Arranges "Telephone Line" and "Cow Testing" parties among the farmers. Furnishes the ice cream and radio music.

6. Works in closest harmony with the local garage man. "We exchange prospect tips and credit information," he states.

Brinser sells radio to the farmer as a necessity; not as the little box that changes electric waves into sound waves. He concluded—"Gain the farmer's confidence, show him the dollar-and-cents value a set will be to him along with its entertainment features, let him play with the set for a few days,—and the sale's yours."

Radio Means Money to You

A radio set is a money-saving farm implement

Get more out of your land, stock, and poultry by means of *Radio*. Every day there are many market reports, prices and lectures that are most important for the farmer.

We can furnish radios for almost any price. Inquire about our easy payment plan.

Minnesota Radio Laboratory

Madison Lake Phone No. 7 Minnesota

On the following pages—

Radio Receiving Sets of 1926-27



EACH year, just prior to the opening of the Fall radio buying season, *Radio Retailing* plans to present to the trade as complete a picture of manufacturers' lines as it is possible to obtain, so that dealers, jobbers and manufacturers may be fully informed as to the various lines on the market for the Fall.

This service, inaugurated last year, met with instantaneous approval, and on the following pages will be found manufacturers' lines for the ensuing season, one or two models in each line being illustrated according to price range, fol-

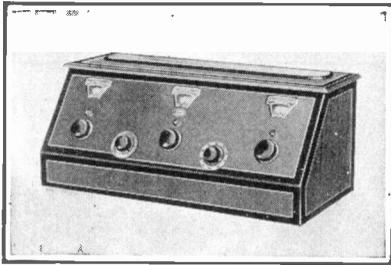
lowed by complete specifications of each manufacturer's entire line.

Specifications of radio apparatus is a monthly feature of *Radio Retailing*. In the issues to come, look for this information concerning loud speakers, batteries and battery eliminators, batteryless receivers, phono-radio combinations, cabinets, circuit units, and many other radio parts and accessories.

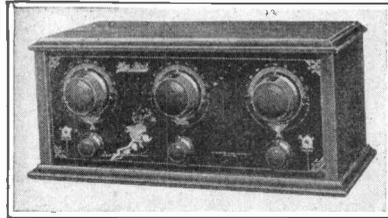
Supplementary illustrations and specifications of sets received too late for incorporation in this listing will appear in the August number.

Radio Receiving Sets Manufacturers

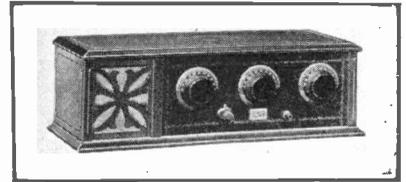
Table Type, \$38 to \$85



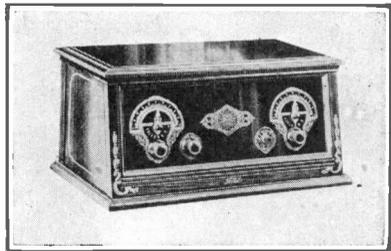
Crosley Radio Corp., \$38



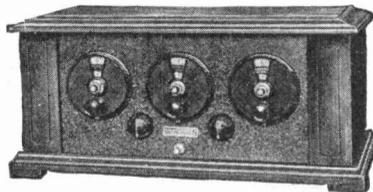
Automatic Radio Mfg. Co., \$45



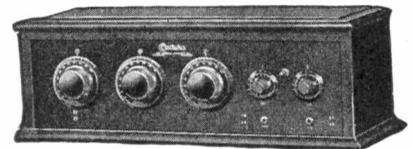
Diamond T Radio Mfrs., \$49.50



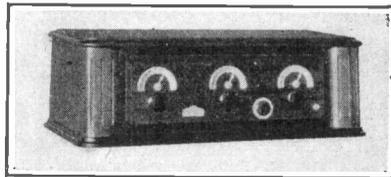
Reichmann Co., \$50



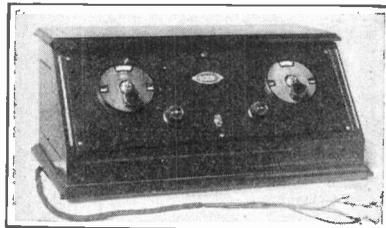
Keystone Radio Labs., \$55



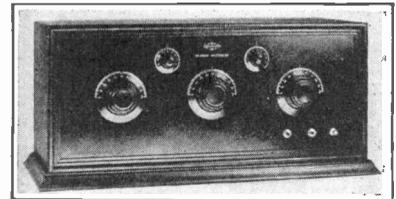
American Specialty Co., \$59.50



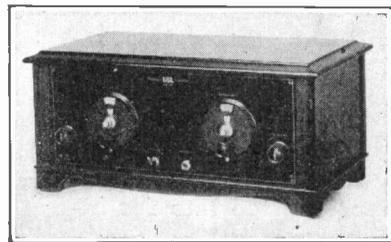
Amrad Corp., \$60



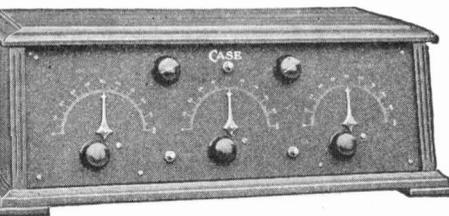
Rhason Mfg. Co., \$65



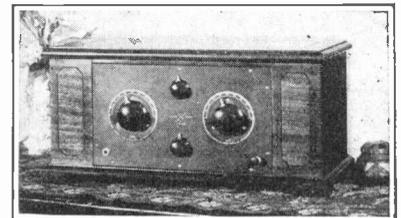
Murdock Co., W. J., \$65



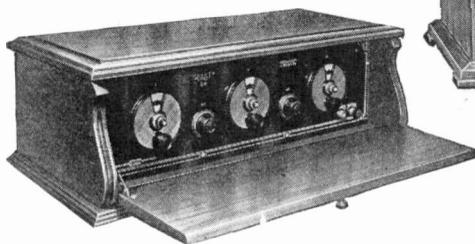
U. S. L. Radio, Inc., \$75



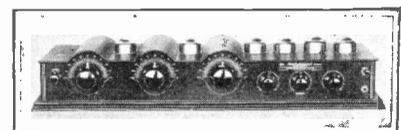
Indiana Mfg. & Electric Co., \$75



Malone-Lemmon Products Corp., \$78



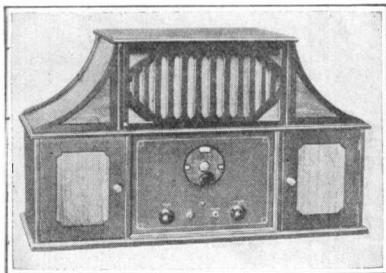
Beacon Radio Mfg. Co., \$75



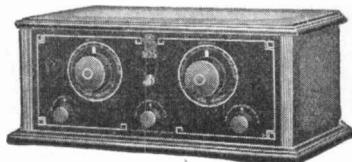
Neutrowound Radio Mfg. Co., \$85

Are Marketing for the Season 1926-27

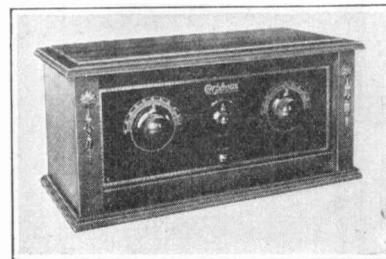
Table Type, \$90 to \$450



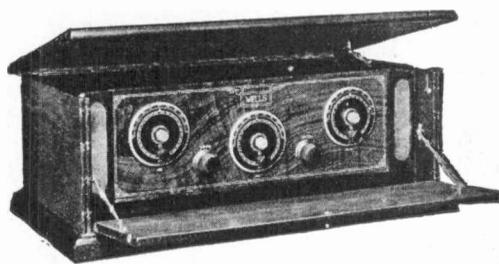
Cardinola Radio Corp., \$90



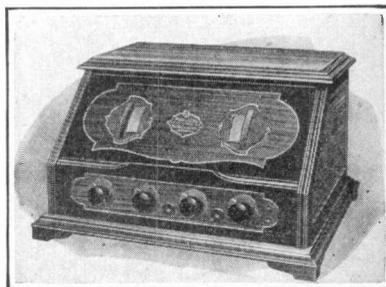
Anylite Electric Co., \$100



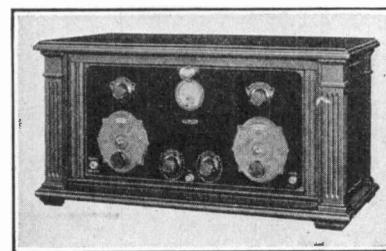
Roth-Downs Mfg. Co., \$100



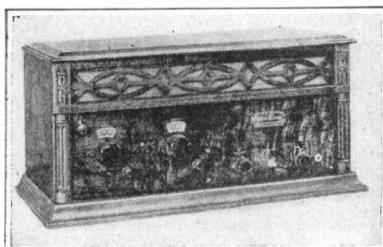
Wells Mfg. Co., \$100



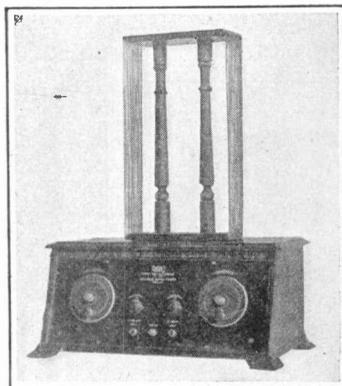
Radio Corp. of America, \$115



A. C. Electric Mfg. Co., \$135



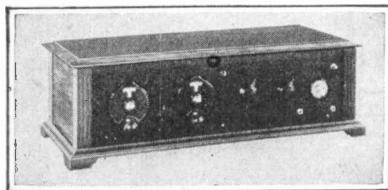
Air-way Electric Appliance Corp., \$137.50



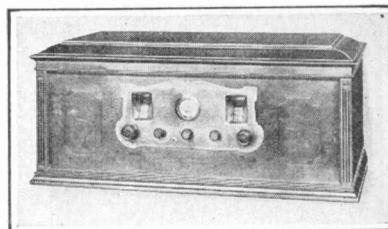
Advance Radio Research Lab., \$140



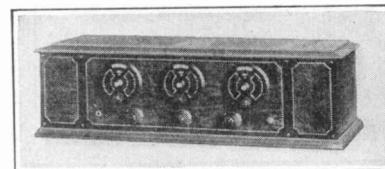
Distantone Radios, Inc., \$150



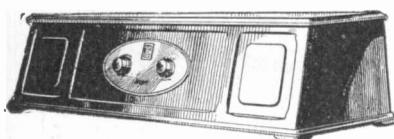
Mazda Radio Mfg. Co., \$175



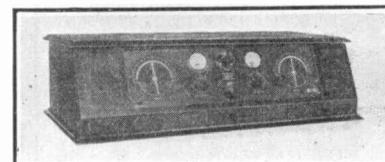
Andrea, Inc., F. A. D., \$300



Machen Mfg. & Distribution Co., F. E., \$180



Ferguson, J. B., \$226



Golden-Leutz, Inc., \$450

Radio Receiving Sets, 1926-27 (continued)

Console Type, \$89.50 to \$190



Diamond T Radio Mfg. Co., \$89.50



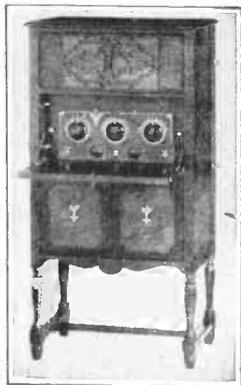
Crosley Radio Corp., \$90



United Electric Co., \$100



Barty Radio Inc., \$110



Gormac Electric Co., \$115



Farmers Wireless Telephone Co., \$115



Larkin Co., \$120



Roth-Downs Mfg. Co., \$130



Rhason Mfg. Co., \$136



A. C. Electrical Mfg. Co., \$139



International Radio Corp., \$160



Reichmann Company, \$185



Simplex Radio Co., \$185



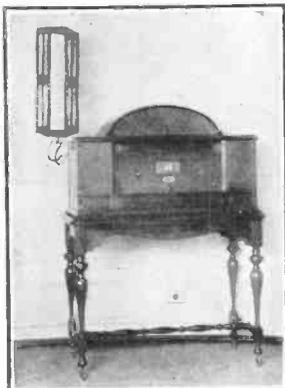
International Radio Corp., \$190

Radio Receiving Sets, 1926-27 (continued)

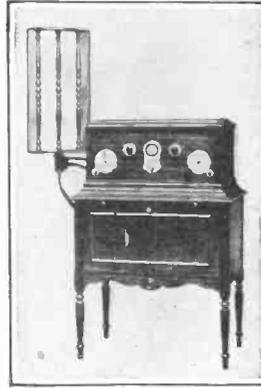
Console Type, \$195 to \$610



Simplex Radio Co., \$195



Federal Radio Corp., \$200



Stromberg-Carlson, \$225



R. C. A., \$260



A. C. Elec. Mfg. Co., \$255



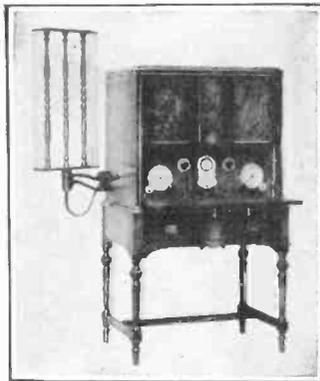
Mazda Radio Mfg Co., \$285



MacLaren Mfg. Co., \$300



Porter, Frank R., \$350



Stromberg-Carlson, \$365



Federal Tel. Co., \$375



Rogers Radio Corp., \$395



Garod Corp., \$400



Golden-Leutz, Inc., \$610

Radio Retailing's Complete Specifications

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operate ³ on Antenna and Ground or Loop
Blair Radio Labs. 368 6th Ave., N. Y.	Staudish Blair Radio-11 L'Elegante	\$50.00	TRF	Console, yes	6	2	3	R	3	33x38x16	60	5	Both
		75.00	TRF	Table, no	6	2	3	R	3	22x14x12	12	5	Both
		75.00	TRF	Console, yes	6	2	3	R	3	36x25x17	80	5	Both
A-C Elec'l Mfg. Co. Dayton, Ohio	A-C Dayton XL-20	56.00	TRF	Table, no	5	2	2	Tr	3	17x10x11½	24	Both	Both
		25	TRF	Table, no	5	2	2	Tr	2	21x8x8½	25	Both	Both
		30	TRF	Table, no	6	2	2	Tr	2	24½x12½x12½	50	Both	Both
		25	TRF	Console, yes	5	2	2	Tr	2	24½x44½x14½	102	Both	Both
		30	TRF	Console, yes	6	2	2	Tr	2	37½x41x17	170	Both	Both
30	TRF	Console, yes	6	2	2	Tr	2	40½x41½x18½	181	Both	Both		
Adroit Tool Co., Inc. 14 Front St., N. Y.	Adrola R-5-P R-5-S R-5-C	60.00	TRF	Table, no	5	2	2	Tr	3	9x21x9	22	5	A & G
		75.00	TRF	Speaker, no	5	2	2	Tr	3	9x30x9	30	5	A & G
		125.00	TRF	Console, no	5	2	2	Tr	3	42x23x17	65	5	A & G
Advance Radio Research Lab., 254 W. 18th St., N.Y.	Advance H.F-3, short wave Advance TR-5 Advance Neutro R-5 Advance Super Power 7-B Advance Super Power 8-A Advance Super 8	72.00	TRF	Table, no	3		2	Tr	2	8x9x20	13	5	A & G
		39.50	TRF	Table, no	5	2	2	Tr	3	8x9x20	11½	5	A & G
		100.00	TRF	Table, no	5	2	2	Tr	2	8x8x25	14½	5	A & G
		140.00	TRF	Table, no	7	4	2	Tr	2	9x12x20	20	5	Loop
		185.00	TRF	Table, no	7	4	2	Tr	2	11½x13½x31	32	5	Loop
225.00	TRF	Table, no	8	5	2	Tr	2	8x11x27	24	5	Loop		
Aerodyn Co. 1780 Broadway, N. Y.	Aerodyn	38.75	TRF	Table, yes	5	2	2	Tr	3	16½x9½x8½	11	5	A & G
Air-Way Electric Appliance Corp., Toledo, Ohio	Air-Way 61 Air-Way 62	98.50	TRF	Table, no	6	1	4	R	2	29½x11½x15	42	Either	A & G
		137.00	TRF	Console, yes	6	1	4	R	2	29½x14x15	56	Either	A & G
American Apparatus Co. Richmond, Ind.	Amaco E-6 Amaco E-6-B	150.00 150.00	RF RF	Portable Console	6 6	3 3	2 2	Tr Tr	1 1	7x14x17 7x14x17	15 15	Both Both	Loop Loop
American Bosch Magneto Corp., Springfield, Mass.	Information not ready for release.												
American Radio Mfg., Co. Kansas City, Mo.	American Beauty	55.00	TRF	Table, no	5	2	2	Tr	3	9x21x10	5	Both	A & G
American Specialty Co. Bridgeport, Conn	Republic-30	59.50	TRF	Table, no	5	2	2	Tr	3	10x22	27	5	A & G
Amrad Corp. Medford Hillside, Mass.	Amrad S-522	60.00	Neut.	Table, no	5	2	2	Tr	3	27x9x11½		5	A & G
Andrea, Inc., F. A. D. 1581 Jerome Ave., N. Y.	Neutro-Junior-195-A One-Sixty-160-A Neurolette 192A Neuroceiver-175-A Fada-6-460-A Neuroceiver-175-AL Neutrola-185-A Neuroceiver-175-90A Neutrola-Grand-185-90-A Davenport SF-10-70 Beethoven SF-20-70 Console SF-40-70 Queen Anne SF-30-70 Fada-S-480-A Fada-8-SF-50-80	40.00	Neut.	Table, no	3	1	2	Tr	2	16½x7x9	9	Both	A & G
		60.00	Neut.	Table, no	4	2	2	Tr	3	19x8x8	16	5	A & G
		85.00	Neut.	Table, no	5	2	2	Tr	3	22x10x13	17	Both	A & G
		125.00	Neut.	Table, no	5	2	2	Tr	3	26x12x17	26	Both	A & G
		150.00	Neut.	Table, no	6	3	2	Tr	2	24x11x14	40	5	A & G
		175.00	Neut.	Table, no	5	2	2	Tr	3	26x12x17	28	Both	A & G
		175.00	Neut.	Table, no	5	2	2	Tr	3	26x21x17	40	Both	A & G
		175.00	Neut.	Console, no	5	2	2	Tr	3	27x42x18	56	Both	A & G
		2.00	Neut.	Console, no	5	2	2	Tr	3	27x51x18	70	Both	A & G
		22.00	Neut.	Console, no	5	2	2	Tr	3	49x33x18	100	Both	A & G
		250.00	Neut.	Console, no	5	2	2	Tr	3	50x46x17	150	Both	A & G
		275.00	Neut.	Console, no	5	2	2	Tr	3	36x41x19	150	Both	A & G
		300.00	Neut.	Desk	5	2	2	Tr	3	38x42x23	150	Both	A & G
		300.00	Neut.	Table, no	8	4	3	Tr	2	32x14x17	80	5	Both
400.00	Neut.	Console, no	8	4	3	Tr	2	32x53x18	150	5	Both		
Anylite Elec. Co. Ft. Wayne, Ind.	King Cole 4 5 6 7	65.00	TRF	Table, no	4	1	3	Tr, I	2	22x11x10		5	A & G
		80.00	TRF	Table, no	5	1	3	Tr, R, I	2	22x11x10		Both	A & G
		100.00	TRF	Table, no	6	4	4	Tr, R, I	2			Both	A & G
		150.00	TRF	Table, no	8	4	4	Tr, R, I	1			Both	A & G
Arrow Radio Labs., Inc. Chicago, Ill.	Arrow D-14 D-15 C-15 P-16	60.00	RF	Table, no	4	1	2	Tr	2	22x11x13		5	A & G
		70.00	RF	Table, no	4	1	2	Tr	2	24x12x13		Both and power	A & G
		110.00	RF	Console, yes	4	1	2	Tr	2	47x26x16		5	A & G
		150.00	RF	Table, yes	6	2	3	R	1	28x12x16		5	A & G
Atlas-Colonial Corp. Long Island City, N. Y.	Information not ready for release.												
Atwater Kent Mfg. Co. Philadelphia, Pa.	Model-20 35 30 32	60.00	TRF	Table, no	5	2	2	Tr	3	6½x19½x6½	11½	5	A & G
		70.00	TRF	Table, no	6	2	2	Tr	1	8½x17½x5½	12	5	A & G
		85.00	TRF	Table, no	6	2	2	Tr	1	6½x19½x6½	12½	5	A & G
		140.00	TRF	Table, no	0	3	2	Tr	1	7½x23½x6½	15½	5	A & G
Audiola Radio Co. Chicago, Ill.	Midget Sealed Five 527 T Big Six 627 T 527 Console 627 Console Baby Grand	10.00	TRF	Table, no	1				1	5½x7½x4½	3	14	A & G
		60.00	TRF	Table, no	5	2	2	Tr	3	11x20½x9½	30	5	A & G
		70.00	TRF	Table, no	5	2	2	Tr	2	11x20½x9½	35	5	A & G
		90.00	TRF	Table, no	6	2	1**	Tr	3	12½x23½x9½	41	5	A & G
		100.00	TRF	Table, no	6	2	1**	Tr	2	13x27x10½	43	5	A & G
		120.00	TRF	Console, yes	5	2	2	Tr	2	14½x29½x41	98	5	A & G
		185.00	TRF	Console, yes	6	2	1**	Tr	2	16½x34x42	145	5	A & G
250.00	TRF	Console, yes	6	2	1**	Tr	2	32x31½x40	170	5	A & G		
Automatic Radio Mfg. Co., Inc., Boston, Mass.	ARC ARC Blue Bird Blue Bird Blue Bird Blue Bird	35.75	TRF	Table	5	2	2	Tr	3			5	A & G
		37.50	TRF	Table	6	2	2	Tr	3			5	A & G
		42.50	TRF	Table	5	2	2	Tr	3			5	A & G
		45.00	TRF	Table	5	2	2	Tr	3			5	A & G
		50.00	TRF	Table	5	2	2	Tr	3			5	A & G
		57.50	TRF	Table	5	2	2	Tr	3			5	A & G
Baker-Smith Co., Inc. San Francisco, Cal.	Information not ready for release.												
Ball Sq. Radio Co. Somerville, Mass.	Baird BD-5	80.00	TRF	Table, no	5	1	3	R	2	9x26	12	5	A & G
Barty Radio Company 66-68 Jamaica Ave. Astoria, L. I.	Standard DeLuxe Semi-Console Standard Console DeLuxe Console	35.00	TRF	Table, no	5	2	2	Tr	3	20x9x8	15	Both	A & G
		37.50	TRF	Table, no	5	2	2	Tr	3	20x16x9½	19	Both	A & G
		75.00	TRF	Console, yes	5	2	2	Tr	3	23x16x16	35	Both	A & G
		100.00	TRF	Console, yes	5	2	2	Tr	3	33x42x15½	105	Both	A & G
		110.00	TRF	Console, yes	5	2	2	Tr	3	27½x46x14	90	Both	A & G
Bechaud Radio Labs. Pond du Lac, Wis.	Big Five	120.00	TRF & Regn.	Table, no	5	1	3	R	2		32	5	A & G
Ben Radio Corp. Freeport, L. I.	Ben A-3 Petite	59.00	TRF	Table, no	5	2	2	Tr	3	20x10	30	5	A & G
		50.00	TRF	Table, no	5	2	2	Tr	3	17x5x5½	20	5	A & G

of Receiving Sets for the Season 1926-27

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operates on Antenna and Ground or Loop
Bosworth Electric Mfg. Co. Norwood, Cincinnati	Bosworth B-2	\$115.00	TRF	Table, no	5	2	2	Tr	2	21x13½x9½	25	5	A & G
	Bosworth B-1	155.00	TRF	Table, no	5	2	2	Tr	3	30x12½x13	40	5	A & G
	Bosworth B-3	155.00	TRF	Table, no	6	3	2	Tr	2	26½x12½x8½	30	5	A & G
	Note—Model B-1 has interchangeable coils: coil set No. 1 covers from 200-562 meters; Set No. 2, 100-285 meters; Set No. 3, 50-142 meters.												
Brumer-Tully Mfg. Co. Chicago, Ill.	Counterphase	165.00		Table, no	6	3	2	Tr	2	34x11x15		5	A & G
Brown Radio Mfg. Co. Kingston, Pa.	Thorobred B-77	100.00	TRF	Table, no	5	2	2	Tr	3	22½x13x10	40	5	A & G
	Thorobred B-88	130.00	TRF	Table, no	6	2	3	Tr	3	28x13x10	46	5	A & G
	Thorobred B-66	225.00	TRF	Console, no	6	2	3	Tr	3	41x32	104	5	A & G
Browning Drake Corp. Brighton, Mass.	5 R	95.00	Regen. R.F.	Table, no	5	1	3	R	2	10x11x24	20	Both	A & G
Bruno Radio Corp. 23d St. and 40th Ave. Long Island City	999	35.00	Regen.	Table, yes	3		2	I	2	18x8		5	A & G
	Diamond	60.00	Regen.	Table, yes	5	1	3	I	2	34x8		5	A & G
	Oriole	150.00	Regen.	Table, yes	5	1	3	I	2	7x20		5	Both
	Nightingale	175.00	Regen.	Table, yes	5	1	3	I	2	36x14x30		5	Both
Buckeye Electric Mfgs. Gladwin, Michigan	Aristocrat-200	100.00	TRF	Table, no	5	2	2	T	3	27x11x9		5	Both
	Aristocrat-300	125.00	TRF	Table, yes	6	2	3	R	3	30x14x12		5	Both
	Aristocrat-400	150.00	TRF	Table, yes	7	2	4	R	3	32x24x12		5	Both
Caladyne Radio Co. San Francisco, Cal.	Caladyne Junior	50.00	TRF	Table, no	5	2	1	Tr	3	8x30	28	5	A & G
California Radio Corp. Redwood City, Cal.	Aztec	75.00	TRF	Table, no	5	3	2	Tr	3	31x10x8	22	5	A & G
Cardinola Radio Corp. Indianapolis, Ind.	Cardinola 1-N	60.00	TRF	Table, no	5	2	2	R	1	33x13x20	40	5	Antenna only
	Cardinola 2-N	90.00	TRF	Consolette	5	2	2	R	1			5	
Champion Radio Co. 1270 Ontario St. Cleveland O.	Monarch C-5	38.00	TRF	Table, no	5	1	2	Tr & R	2	7½x8½x18	30	5	A & G
	Champion B-5	39.50	TRF	Table, no	5	2	2	Tr	3	8½x9½x21½	30	5	A & G
	Champion B-6	49.50	TRF	Table, no	5	2	2	Tr & R	3	8½x9½x21½	30	5	A & G
Chelsea Radio Co. Chelsea, Mass.	Bearcat	26.00	3 crt.	Table, no	3	2	2	Tr	1	11x7x8	5	Both	A & G
	Supersix	50.00	TRF	Table, no	5	2	2	Tr	3	20x9x8	8	5	A & G
	Supersix	60.00	TRF	Table, no	6	2	3	Tr	3	20x9x8	8	5	A & G
	Ambassador	95.00	TRF & Regen.	Table, no	7	3	3		2	26x11x9	15	5	Both
Cleartone Radio Co. Cincinnati, O.	Information not ready for release.												
Crescent Radio Mfg. Co. 1026-2nd Ave., South, Minneapolis, Minn.	Crescentyne C-5	75.00	TRF	Table, no	5	2	2	Tr	2	7x21	28	Both	A & G
	Crescentyne C-6	80.00	TRF	Table, no	6	2	3	Tr	2	7x21	30	Both	A & G
	Crescentyne E-5	90.00	TRF	Table, no	5	2	2	Tr	2	7x21	30	Both	A & G
	Crescentyne E-6	95.00	TRF	Table, no	6	2	3	Tr	2	7x21	32	Both	A & G
Crosley Radio Corp. Cincinnati, O.	Information not ready for release.												
Day-Fan Electric Co. Dayton, O.	Day-Fan 5		TRF	Table, no	5	2	2	Tr	1	22x10½x10½		5	A & G
	Day-Fan 6		TRF	Table, no	6	3	3	Tr	1	22x10½x10½		5	A & G
	Day-Fan 7		TRF	Table, no	7	3	3	Tr & R	1	22x10½x10½		5	A & G
	Daycraft		TRF	Table, yes	5	2	2	Tr	1	30½x12½x14½		5	A & G
	Daycraft		TRF	Table, yes	6	3	3	Tr	1	30½x12½x14½		5	A & G
	Daycraft		TRF	Table, yes	7	3	3	Tr & R	1	30½x12½x14½		5	A & G
	Daycraft		TRF	Table, yes	7	3	3	Tr & R	1	30½x12½x14½		5	A & G
	Daygrand		TRF	Console, yes	7	3	3	Tr & R	1	38x39x18		5	A & G
	Daytonia		TRF	Console, yes	7	3	3	Tr & R	1	42½x40½x18		5	A & G
DeForest Radio Co. Jersey City, N. J.	Information not ready for release.												
Diamond T Radio Mfrs. 526 N. Niles Ave., South Bend, Ind.	Super Special	49.50	TRF	Console, yes	5	2	2	Tr	3	9x9x26	30	5	A & G
	De Luxe	68.50	TRF	Console, yes	6	2	3	Tr	3	9x10x26	35	5	A & G
	Baby Grand	89.50	TRF	Console, yes	6	2	3	Tr	3	37x30x16	65	5	A & G
Distantone Radios, Inc. Earle Ave. Lynbrook, N. Y.	A	37.50	TRF		5	2	2	Tr	3	16			A & G
	B	47.50	TRF		5	2	2	Tr	3				A & G
	E	60.00	TRF		5	2	2	Tr	2	31			A & G
	C	75.00	TRF		5	2	2	Tr	1	21			A & G
	F	115.00	TRF		6	2	2	Tr	1	22			A & G
	D	150.00	TRF		6	2	2	Tr	1	19			A & G
Batteryless				6	2	3	R & Tr		20				
Diva Radio Corp. 294 E. 137th St. New York	Diva-3	35.00	TRF	Table, no	5	2	2	Tr	3	18½x9x9	20	5	A & G
	Diva-2	45.00	TRF	Table, no	5	2	2	Tr	2	19½x10½x9	20	5	A & G
	Diva-1	65.00	TRF	Table, no	6	3	2	Tr	1	26½x11½x10	20	5	A & G
Dixie Radio Corp. Cameron, Mo.	Dixie-11	250.00	TRF	Table, no	5	2	2	Tr	3	32x18	55	Both	A & G
	Dixie-7	285.00	TRF	Table, yes	5	2	2	Tr	3	44x18	65	Both	A & G
Note—Both operate from 100 to 120 volt, 60 cycle, supply eliminating A, B, C batteries.													
Dotson-Hiebert Co. 4345 France Ave., So., Minn.	Dotson B-6	90.00	TRF	Table, no	6	2	3	R	3	24x8x11	30	5	A & G
	Dotson C-6	115.00	TRF	Console, yes	6	2	3	R	3	24x11x9	35	5	A & G
Dungan-Sternfield Radio Sales, Chicago, Ill.	Red Band	60.00	TRF	Table, no	5	2	2	Tr	3	7x18x10	20	5	A & G
Dunn Mfg. Co., Clarinda, Ia.	Dunsonola	50.00	TRF	Table, yes	5	2	2	Tr	1		20	5	A & G
Electrical Products Mfg. Co. Providence, R. I.	Dymac Somerlog	175.00	Bal. Bridge	Table, no	6	3	2	Tr	2	28x15x19	29	5	A & G
Eling Co., R. W. Chicago, Ill.	Raymond R-18	45.00	TRF	Table, no	5	2	2	Tr	3	7x18x8	18	5	A & G
Empire Electric Mfg. Co. 25 Juneau Ave. Milwaukee, Wis.	Empire-5	57.50	TRF	Table, no	5	2	2	Tr	3	7x18		5	A & G
	Empire-5S	75.00	TRF	Table, no	5	2	2	Tr	3	29x9x13		5	A & G
	5C Console	90.00	TRF	Table, no	5	2	2	Tr	3	31x13x39		5	A & G
E. & N. Products Co. 1744 Ogden Ave. Chicago, Ill.	Sovereign Model 163	125.00	TRF	Table, no	5	2	2	Tr	2	26x14x14	30	A.C.	
	Sovereign Model 169	160.00	TRF	Console	5	2	2	Tr	2	37x55x16	55	A.C.	
	Sovereign Model 214	160.00	TRF	Table, no	7	3	3	R	2	30x16x16	35	A.C.	
	Sovereign Model 238	225.00	TRF	Console	7	3	3	R	2	37x55x16	60	A.C.	
	Note—Sets complete with tubes ready to operate directly off house current, eliminating all batteries.												

Radio Retailing's Complete Specifications of

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to use 3 or 5-Volt Tubes	Operates on Antenna and Ground or Loop	
Essex Mfg. Co. Newark, N. J.	Knight Super Six	\$100.00	TRF	Table, no	6	2	3	1-Tr 2-R	2		45	5	A & G	
Farmer's Wireless Telephone Co. 157 Chambers St., N. Y.	Aurodyne	50.00	TRF	Table, no	5	2	2	Tr	3	22x9x9	18	Both	Both	
	Aurodyne	70.00	TRF	Table, no	5	2	2	Tr	3	22x9x9	18	Both	Both	
	Aurodyne	95.00	TRF	Console, yes	5	2	2	Tr	3	24x10x9	27	Both	Both	
	Aurodyne	110.00	TRF	Console, yes	5	2	2	Tr	3	24x10x9	27	Both	Both	
	Aurodyne	55.00	As above but with U X-120 or U X-112 at the last stage.							Phonograph	panels			
	Aurodyne	75.00		TRF	Table, no	6	2	3	R	3	24x10x9	17	5	Both
	Aurodyne	40.00		TRF	Table, no	6	2	3	R	3	24x10x9	17	5	Both
	Aurodyne	55.00		TRF	Console, yes	6	2	3	R	3	24x10x9	17	5	Both
Aurodyne	75.00	TRF		Console, yes	6	2	3	R	3	24x10x9	17	5	Both	
Federal Radio Corp. Buffalo, N. Y.	Ortho-Sonic A-10	75.00	TRF	Table, no	5	2	2	Tr	3	24x11x12	65	Either	A & G	
	B-35	250.00	TRF	Console, yes	5	2	2	Tr	3	35x43x21	130	Either	A & G	
	C-20	250.00	TRF	Table, no	7	4	3	Tr	2	36x16x18	100	Either	A & G	
	C-30	300.00	TRF	Table, yes	7	4	3	Tr	2	36x23x18	117	Either	Loop	
	C-35	400.00	TRF	Console, yes	7	4	3	Tr	2	27x54x17	180	Either	Loop	
Federal Tel. Co. of Calif. 1077 Woolworth Bldg., N. Y.	Kolster 6D	85.00	Kolster Split Circuit	Table, no	6	3	2	Tr	1	10½x18½x11½	24	5	A & G	
	Kolster 6E	125.00		Console, yes	6	3	2	Tr	1	32½x18½x11½	48	5	A & G	
	Kolster 8A	175.00		Table, no	8	4	3	Tr	1	12½x27½x14½	63	5	Both	
	Kolster 8B	275.00		Semi-con., yes	8	4	3	Tr	1	41½x30x15½	85	5	Both	
	Kolster 8C	375.00		Console, yes	8	4	3	Tr	1	48½x33½x18	126	5	Both	
Ferguson, Inc. 225 W. 57th St., N. Y.	Model-10	110.00	TRF	Table, no	6	2	3	R	1	25x15½x19	40	5	A & G	
	6	180.00	TRF	Table, no	6	2	3	Tr	2	33½x13½x10½	37	5	A & G	
	8	226.00	TRF	Table, no	6	2	3	Tr	1	44x16x20	87	5	A & G	
	6	290.00	TRF	Console	6	2	3	Tr	2			5	A & G	
	8	348.00	TRF	Console	6	2	3	Tr	1			5	A & G	
Francrone, Inc. 297 Fulton St., Bklyn.	Francrone Electric F-I	150.00		Table, no	5	2	2		2	24x8x10	32	5	A or Loop	
Franklin Radio Co. 529 So. Franklin St. Chicago, Ill.	Big Five	125.00	RF	Table	5	2	2	Tr	3	21x11x9	100	5	A & G	
	Cheltenham	150.00	RF	Console	5	2	2	Tr	3	41x30x15	130	3	A & G	
	Portable	180.00	RF	Portable	5	2	2	Tr	3	19x9x15	39	3	A & G	
	Consolette	180.00	RF	Table, yes	6	2	3	R	1	36x11x14½	145	5	A & G	
	Note—Prices include all equipment, batteries, tubes, speakers, etc., in addition to receiving sets.													
Freed-Eisemann Radio Corp., Brooklyn, N. Y.	Information not ready for release.													
Freshman Co., Inc., Chas. 240-248 W. 40th St., N. Y.	6-F-6	38.50	TRF	Table, no	5	2	2	Tr	3	10x20x11	16	5	A & G	
	6-F-7	42.50	TRF	Table, no	5	2	2	Tr	3	10x20x12	18	5	A & G	
	6-F-5	57.50	TRF	Table, yes	5	2	2	Tr	3	9x30x10	28½	5	A & G	
	Receiver of Franklin Console Model	69.50	TRF	Table, yes	5	2	2	Tr	3	12x31x13	41	5	A & G	
	6-F-3	69.50	TRF	Console, yes	5	2	2	Tr	3	36x31x13	43	5	A & G	
	6-F-4	71.50	TRF	Console, yes	5	2	2	Tr	3	36x31x13	43	5	A & G	
	6-F-1	99.50	TRF	Console, yes	5	2	2	Tr	3	43x22x16	66	5	A & G	
	6-F-2	106.50	TRF	Console, yes	5	2	2	Tr	3	43x22x16	66	5	A & G	
Garod Corp. Belleville, N. Y.	Garod EA	275.00	Neut.	Table, no	5	2	2	I	3	41½x36½x15½	105	CX-112 CX-299 CX-310	Both	
	Garod EC		Neut.		7	4	2	I	1			201-A CX-310	None	
Note—Both operates on 110v-60 cycle house current.														
Goerdes Company, Fred W. Newark, N. J.	Dolores De Luxe	125.00	TRF	Plate Glass	6	2	3	Tr	3	30x11	27	5	A & G	
Gold Medal Radio Corp. Bronx, N. Y.	Gold Medal-5-60	25.00	TRF	Table, no	5	2	2	Tr	3	7x18x7	17	5	A & G	
	Gold Medal De Luxe	40.00	TRF	Table, no	5	2	2	Tr	2	10x20x14	22	5	A & G	
Golden-Leutz Inc. Sixth & Washington Aves. Long Island City	Admiralty Stand. PL-10-6	125.00	Special	Table, no	6	2	3	Tr & I	2	21x11x10	28	5	A & G	
	Imperial Standard PL-10-6	185.00	Special	Table, no	6	2	3	Tr & I	2	31x20x12	38	5	A & G	
	Admiralty PL-10-6-JR	210.00	Special	Table, no	6	2	3	Tr & I	2	21x11x10	30	5	A & G	
	Imperial PL-10-6-JR	270.00	Special	Table, no	6	2	3	Tr & I	2	31x20x12	38	5	A & G	
	Imperial Standard PL-10-6	275.00	Special	Console	6	2	3	Tr & I	2	36x12x55	105	5	A & G	
	Admiralty PL-10-6-SR	280.00	Special	Table, no	6	2	3	Tr & I	2	32x11x10	40	5	A & G	
	Admiralty Super-8	350.00	Special	Table, no	7	2	4	Tr & R	2	32x11x10	40	5	A & G	
	Imperial PL-10-6-SE	309.00	Special	Table, no	6	2	3	I & I	2	40x18x45	80	5	A & G	
	Imperial PL-10-6-JR	400.00	Special	Console	6	2	3	Tr & I	2	36x12x55	110	5	A & G	
	Imperial Super-8	460.00	Special	Table, no	7	2	4	Tr & R	2	40x20x12	80	5	A & G	
	Imperial PL-10-6-SR	500.00	Special	Table Console	6	2	3	Tr & I	2	30x18x45	110	5	A & G	
	Imperial PL-10-6-SR	520.00	Special	Console	6	2	3	Tr & I	2	36x18x65	140	5	A & G	
	Imperial Super-8	570.00	Special	Table Console	7	2	4	Tr & R	2	40x18x45	110	5	A & G	
	Imperial Super-8	610.00	Special	Console	7	2	4	Tr & R	2	36x18x65	140	5	A & G	
	Universal Transoceanic	990.00	Special	Metal Cont.	9	4	4	Tr & I	1-5	74x16x12	220	5	Both	
Gormac Electric Co. 311 W. 59th St., N. Y.	Gormac G-2	40.00	TRF	Table, no	5	2	2	Tr	3	9x18x8½	17½	Both	A & G	
	Gormac G	45.00	TRF	Table, no	5	2	2	Tr	3	9x18x8½	17½	Both	A & G	
	Gormac Air Pilot	55.00	TRF	Table, no	5	2	2	Tr	3	9x20x9	19	Both	A & G	
	Gormac Highboy	115.00	TRF	Console, yes	5	2	2	Tr	3	48x24x14½	90	Both	A & G	
Grebe & Co., Inc., A. H. 109 W. 57th St., N. Y.	Synchrophase Type MU-1	155.00	TRF	Console	5	2	2	Tr	1-2-3	23½x14	22	Both	Both	
	CR-18 Short wave receiver 10 to 200 meters.	100.00	TRF	Table, no	2		1	Tr	2	17x7	17	Both	A & G	
Grimes Inc., David New York	Information not ready for release.													
Guthrie Co., Inc. Grafton, Ohio	Nightingale-5	35.00	TRF	Console, no	5	2	2	Tr	3	7x21x9½	20	Both	A & G	
	6	40.00	TRF	Console, no	6	2	3	Tr	3	7x21x9½	20	Both	A & G	
	5-50	50.00	TRF	Table, no	5	2	2	Tr	3	9x22½x11	22	Both	A & G	
	6-60	60.00	TRF	Table, no	6	2	3	Tr	3	9x22½x11	22	Both	A & G	
Halldorson Co. Chicago, Ill.	Halldorson RF-500	75.00	TRF	Table, no	5	2	2	Tr	3	8x9x22	17		A & G	
Harold Herbert, Inc. Long Island City	Harold Herbert 39	39.50	TRF	Table, no	5	2	2	Tr	3	31x10x13	30	Both	A & G	
	Harold Herbert 59	59.50	TRF	Table, yes	5	2	2	Tr	3	31x10x13	30	Both	A & G	
Hartman Elec., Mfg. Co. Mansfield, Ohio	Hartman Compact	100.00	TRF	Table, no	6	3	2	Tr	1	16x8½x5	11	Both	A & G	
	Hartman Junior Upright	135.00	TRF	Console, no	6	3	2	Tr	1	18x40x12	40	Both	A & G	
	Hartman Upright	165.00	TRF	Console, yes	6	3	2	Tr	1	28x44x14	60	Both	A & G	
	Hartman Sharitan	180.00	TRF	Console, yes	6	3	2	Tr	1	28x42x14	65	Both	A & G	

Receiving Sets for the Season 1926-27 (continued)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operates on Antenna and Ground or Loop
Hearwell Electric Co. 53 Devonshire St. Boston, Mass.	Forbes Short-Wave Note loop covers Wave Band	\$15.00 d from 50 3.75	to 200 m 2 ckt cry	eters, by using a special receiver.	1		special attachment	t cover	1	12x8x7 10 to 50 meters	5	3	3 strand Loop
Henderson Bros. 93 Federal Street, Boston	Henderson Compact Standard	29.50 45.00	TRF TRF	Table, no Table, no	5 5	2 2	2 2	Tr Tr	3 3	15x8x8 25x9x9		5 5	A & G A & G
Hunt Co., W. D. 4961 Sunset Blvd. Los Angeles, Calif.	Hexadyne *Hexadyne *Note—Includes battery eliminator	125.00 300.00	RF RF	Portable Console amplifier, cone speaker.	6 6	3 3	2 2		1 1	10x14x14 28x42x15	35	3 Both	Loop Loop
Herald Radio Co. 366 W. 110th St., N. Y.	Herald Dyne-6	50.00	TRF	Console	6	2	3	R	2	24x40	68	5	A & G
Illinois Radio Appliance Co. 1426 E. 70th St. Chicago, Ill.	Emmons Premier-18 21 28 H-18	40.00 60.00 75.00 150.00	TRF TRF TRF TRF	Table, no Table, no Table, no Console, yes	5 5 5 5	2 2 2 2	2 2 2 2	Tr Tr Tr Tr	3 3 3 2	8x9x20 94x11x24 94x11x31 15x24x37	16 19 23 67	5 5 5 5	A & G A & G A & G A & G
Illinois Radio Engineers Mt. Vernon, Ill.	Illinois-5	80.00	TRF	Table, no	5	2	2	Tr	3	8x26	15	Both	A & G
Imperial Radio Corp. Grand Rapids, Mich.	Imperial-5	55.00	TRF	Table, no	5	2	2	Tr	3	20x9 1/2 x 11 1/2	24	Both	A & G
Industrial Radio Service Saginaw, Mich.	Ultra-Marvel Ultra		TRF TRF	Table, no Console	5 6	2 3	2 2	Tr Tr	2 2	8 1/2 x 20 x 9 8 1/2 x 22 x 9		5 5	A & G A & G
International Radio Corp. 145 Pac. Elec. Bldg. Los Angeles, Cal.	Rotofor- 3 5 10 20 30 41 51 40 50	69.00 89.00 97.00 110.00 150.00 160.00 190.00 235.00 250.00	TRF TRF TRF TRF TRF TRF TRF TRF TRF	Table, no Table, no Table, no Table, no End table, yes Upright, yes Desk, yes Highboy, yes Console, yes	5 5 5 5 5 5 5 5 5	2 2 2 2 2 2 2 2 2	2 2 2 2 2 2 2 2 2	Tr Tr Tr Tr Tr Tr Tr Tr Tr	1 1 1 1 1 1 1 1 1			5 5 5 5 5 5 5 5 5	A & G A & G
Jones Radio Mfg., Co. 419 Neutaw St. Baltimore, Md.	Jones DeLuxe Concordyne Oriola	150.00 175.00 250.00	RF RF RF	Table, no Table, no Console	5 8 8	3 4 4	2 3 3	Tr Tr Tr	1 2 2	20x8x12 30x9x14 40x42x14	30 50 100	Both Both Both	Loop Both Both
Kehler Radio Labs. 901 W. 1st St., Adilene, Kan.	Tranadyne	110.00	TRF	Table, no	5	2	2	Tr	3	10x25 1/2 x 10	25	5	A & G
Kellogg Switchboard & Sup. Co., Chicago, Ill.	Information not ready for release.												
Keystone Radio Co. Greenville, Penn.	Classic-5 Classic-6	50.00 165.00	TRF TRF	Table, no Console, yes	5 6	2 2	2 3	Tr R	3 1 or 3	21x12 1/2 x 10 1/2 4 1/2 x 32 1/2 x 16 1/2	18 150	5 5	A & G A & G
Keystone Radio Labs., Inc. 154 Whiting St. Chicago, Ill.	Keystone-1 2 3 4	35.00 50.00 55.00 60.00 60.00	TRF TRF TRF TRF TRF	Table, no Table, no Table, no Table, no Table, no	5 5 5 5 6	2 2 2 2 2	2 3 2 2 3	Tr Tr Tr Tr Tr	3 3 3 2 2	21x9x10 1/2 21x9x10 1/2 21x9x10 1/2 21x9x10 1/2 21x9x10 1/2	17 18 18 17 17	5 5 5 5 5	A & G A & G A & G A & G A & G
King's Radio Sales Co. St. Louis, Mo.	Kings RF-5 Kings RF-5	45.00 95.00	TRF TRF	Table, no Console, yes	5 6	2 2	2 2	Tr R	3 3		25 60	Both Both	A & G A & G
Kodel Radio Corporation Cincinnati, O.	Gold Star C-111 Gold Star C-112 Gold Star C-113 Unitrol Standard 5 Unitrol Big 6	12.00 20.00 30.00 85.00 115.00	TRF TRF TRF TRF TRF	Table, no Table, no Table, no Table, no Table, no	1 2 3 5 6				1 1 2 1 1	12 1/2 x 6 1/2 x 6 1/2 19 1/2 x 11 1/2 x 9 1/2 23 1/2 x 10 1/2 x 12 1/2	6 12 1/2 18 1/2	5 5 5 5 5	A & G A & G A & G A & G A & G
Langbein-Kaufman Radio Co., 511 Chapel St. New Haven, Conn.	Elkay-5S Elkay-6S	80.00 125.00	RF Lord-Elkay	Table, no Table, no	5 6	1 2	3 3	1-Tr 2-R	2	9 1/2 x 11 x 21 11 x 14 x 26		5 5	A & G A & G
Larkin Co., Inc. Buffalo, N. Y.	No.-65	120.00	TRF	Console, yes	6	2	3	1-Tr 2-R	2	45x21x40 1/2	100	5	A & G
Lenford Inc. 408 W. 27th St., N. Y.	Lenford Special		TRF	Table, no	5	2	2	I	3		12	5	A & G
Lester Radio Shop 221 West 2nd St. Los Angeles, Cal.	Lester A.C. Lester-5 Lester Portable Lester Grand Trans. Continental	22.00 50.00 54.00 75.00 200.00	Reflex TRF TRF TRF Super	Table, no Table, no Portable Console Table, no	2 5 4 6 9	1 2 1 3 5	1 2 2 2 3	Tr Tr Tr R R	2 3 2 3 2	9x16x9 9x24x9 9x9x9 10x20x9 9x30x9	22 32 20 40 60	5 Both 3 Both Both	A & G A & G Loop Loop Loop
Listen-In-Co. Boston, Mass.	Talking Book	5.00	Crystal set						1	6x8 1/2			
Machen Mfg. and Distr. Co., F.E., Cedar Rapids, Ia.	W-5	180.00	TRF	Table, no	5	2	2	Tr	3	29x12x9 1/2	23	5	A & G
MacLaren Mfg., Co., Inc. 26 Park Place, N. Y. *Note—This receiver operates without the use of batteries, taking its power supply from either 110 volt 60 cycle alternating current or 110 volt direct current.	Domin-Aire *A and B	250.00 300.00	TRF TRF	Table Console	5 5	2 2	2 2	Tr Tr	3 3	39x12x15 39x15x42	70 85	5 5	A & G A & G
Magnavox Co., Oakland, Cal.	Information not ready for release.												
Malone-Lemmon Prod., Inc., 52 Vanderbilt Ave. N. Y. C. *Note—Designed specially for marine use.	Model 31 SP5 Power Six MR-6*	78.50 95.00 140.00 195.00	TRF TRF TRF TRF	Table, no Table, yes Table, no Table, no	5 5 6 6	1 1 2 2	3 3 3 3	R R R I & Tr	2 2 3 3			Either	A & G A & G A & G A & G
Mazda Radio Mfg. Co. 3405 Perkins Ave. Cleveland, O.	Consomello Concert Consomello Premier Consomello DeLuxe Consomello Royal	85.00 175.00 235.00 285.00	RF RF RF RF	Table, no Table, no Console, no Console, yes	5 8 8 8	2 2 2 2	2 2 2 2	Tr Tr Tr Tr	1 2 2 2	10x25x11 1/2 10x30x12 40x36x16 47x36x16		5 5 5 5	A & G Loop Loop Loop
Melodee Radio Mfg. Co. 2627 W. Lehigh Ave. Philadelphia, Pa.	Mel-o-dee Five Mel-o-dee Five Mel-o-dee Six	35.00 90.00 125.00	TRF TRF TRF	Table, no Console, yes Console, yes	5 5 6	2 2 2	2 2 3	Tr Tr R	2 2 2	24x8x8 48x26x14 48x26x14		Both Both Both	A & G A & G A & G

Radio Retailing's Complete Specifications of

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operate on Antenna and Ground or Loop	
Melodyne Radio Co. 116 W. 65th St., N. Y.	Electric Receiver 10	\$200.00† 140.00‡	RF	Table, no	5	2	2	Tr	3	11x14x20	40	5	Either or Without Either or Without Either or Without Either or Without	
	11	300.00	R. coup.	Console	6	2	3	R	1		80	5		
	11-A	300.00	R. coup.	Console	6	3	2	R	1		80	5		
	12	350.00	R. coup. & imped.	Console	7	3	3	R & I	2		80	5		
† A.C. ‡ D.C.	Note—All these receivers operate from household current, D.C. or A.C.													
Metro Electric Co. Chicago, Ill.	Metrodyne	88.00	TRF	Table, no	5	2	2	Tr	1			5	A & G	
Metropolitan Engr. Service Boston, Mass.	Veriphone B-2	175.00	Neut.	Table, no	4	2	2	Tr	3	32x13x11	17	3	A & G	
Midwest Radio Corp. Cincinnati, O.	Miraco Ultra 5	49.75	TRF	Table, no	5	2	2	Tr	3	7x8x27		Both	A & G	
	Miraco Unitone	89.50	TRF	Table, no	5	2	2	Tr	1	12x13x28		Both	A & G	
Mississippi Valley Radio Co. St. Louis, Mo.	Lafayette	65.00	TRF	Table, no	5	2	2	Tr	3	20x8x8	19	5	A & G	
Modernola Co., Inc. Johnstown, Pa.	Caddy	50.00	TRF	Table, no	5	1	2	Tr	2	10½x18		Both	A & G	
	Sheraton	75.00	TRF	Table, no	5	1	2	Tr	2	15½x19		Both	A & G	
	Delano	135.00	TRF	Console	5	1	2	Tr	2	50x24		Both	A & G	
Monroe Radio Mfg. Co. Monroe, Mich.	Monrona 300	150.00	TRF & Reflex	Portable, yes	5	3	2	Tr	2	20x16x10½	55	Either	Both	
Morris Register Co. Council Bluffs, Ia.	Monarch	60.00	TRF	Table, no	5	2	2	Tr	3	30x8x8	8	5	A & G	
Morton, Geo. Stockton, Calif.	Morton Model A-102	85.00	TRF	Table, no	5	2	2	Tr	1		21	Both	A & G	
Mu-Rad Radio Corp. Asbury Park, N. J.	Mu-Rad Type B	125.00	TRF	Table, no	5	2	2	Tr	1	24x13x10		5	A & G	
	Mu-Rad Super-Six	195.00	TRF	Table, no	6	2	3	Tr	1	33½x14x12		5	A & G	
Murdock Co., W. J. Boston, Mass.	Murdock M-26	65.00	Neut.	Table, no	5	2	2	Tr	3			5	A & G	
Mutual Radio Co. Francis Rd. Wellesley, Mass.	Super Six—Type S	95.00	Super h.	Table, no	6	3	2	Tr	2	21x8x8		3	Loop	
	Type L	110.00	Super h.	Table, no	6	3	2	Tr	2	30x8x10		3	Loop	
	Type TC	140.00	Super h.	Console, yes	6	3	2	Tr	2	24x15x10		3	Loop	
	Type FC	175.00	Super h.	Floor console	6	3	2	Tr	2			3	Loop	
Naylor Radio Corp. 161-163 Chambers St. N. Y. C.	Sterling	39.50	TRF	Table, no	5	1	3	1Tr 2R	2	8½x9x20	12	5	A & G	
	Sterling-5 Table Cabinet	64.50	TRF	Table, yes	5	1	3	1Tr 2R	2	13x12x29	27	5	A & G	
	Sterling-5 Console	69.50	TRF	Console, yes	5	1	3	1Tr 2R	2	36x14½x34	50	5	A & G	
Neutrowound Radio Mfg. Co., Homewood, Ill.	Neutrowound	85.00	TRF	Table, no	6	2	3	Tr	3	34x6½x9	23	5	A & G	
New York Album & Card Co., Inc., N. Y.	Nyaceo R-5	40.00	TRF	Table, no	5	2	2	Tr	3	20½x8½x9		5	A & G	
	Nyaceo Port	65.00	TRF	Portable	6	2	3	Tr	3	18x9x12	26	3	Loop	
Norbert Radio Service Bureau, 152 West 42nd St. New York	Melodee Console	75.00	TRF	Console, yes	5	3	2	Tr. & R.	3	36x33x13½		Both	Both	
	Melodee S-6	53.50	TRF	Console, yes	6	3	3	Tr. & R.	3	36x33x13½		Both	Both	
	Melodee N-5	53.50	TRF	Table, yes	5	3	2	R	3			Both	Both	
	Famous-5	28.50	TRF	Table, no	6	3	3	R	3			Both	Both	
Northwestern Radio Mfg. Co., Portland, Ore.	Norco-55	75.00	RF	Table, no	5	2	2	Tr	3	9x10x20½				
	Norco	165.00	RF	Console, yes	5	2	2	Tr	3	45x25½x14				
Nunn-Landon Company Milwaukee, Wis.	Cascade	135.00	RF	Table	5	2	2	Tr	2	25x13x10	29	5	A & G	
	Cascade	260.00	RF	Console	5	2	2	Tr	2	25x13x10	29	5	A & G	
Okay Radio Corp. Brazil, Ind.	RF-2	50.00	TRF	Table, no	5	2	2	Tr	3	11x10x20	35	Both	A & G	
	2-DeLuxe	65.00	TRF	Table, no	5	2	3	Tr	3	13x10x34	48	Both	A & G	
	RF-4	70.00	TRF	Table, no	5	2	2	Tr	2	12x10x22	32	5	A & G	
	RF-3	85.00	TRF	Table, no	6	2	3	Tr	2	21x10x22	32	5	A & G	
O'Neill, William Downers Grove, Ill.	O'Neill	90.00		Table, no	4	0	3	R	1	7x10x24		5	A & G	
	O'Neill	200.00		Table, no	4	3-5	3	R	1			5	Both	
Operadio Corp. Chicago, Ill.	Operadio	160.00	RF	Portable, yes	6	3	2	Tr	1	9x12½x17½	55	3	Both	
Orator Radio Corp. 1717 Broadway, N. Y.	Orator Midget	15.00	Crystal	Table, no	3	1	2	Tr	2	19x7x9				
	Popular-3	45.00			4	2	2	Tr	3					
	Popular-4	58.50			6	3	2	Tr	1	18x18x4½		25	3	
	Light-6	98.50			4	2	2	Tr	2	20x15x10				
	Console-4	150.00			10	2	7	R	2	36x24x12				
Orthodyne Radio Mfg. Co. 24 Wooster St., N. Y.	Airo-Master Chest	60.00	TRF	Small chest (front door)	5	2	2	Tr	3	20x10x10		5	A & G	
	Airo-Master Concert	75.00	TRF	Table, yes	5	2	2	Tr	3	20x10x18		5	A & G	
	Airo-Master Highboy	130.00	TRF	Console	5	2	2	Tr	3	36x42x12		5	A & G	
Patterson Radio Corp. 239 S. Los Angeles St. Los Angeles, Cal.	Supreme C	65.00	TRF	Table, no	5	2	2	Tr	3	8x12x20	21	5	A & G	
	T	75.00	TRF	Table, yes	4	1	2	Tr	2	8x12x27	30	Both	A & G	
	T	90.00	TRF	Table, yes	5	2	2	Tr	3	8x12x31	33	5	A & G	
	K	100.00	TRF	Console, yes	5	2	2	Tr	3	13x38x33	57	5	A & G	
	B	125.00	TRF	Console, yes	5	2	2	Tr	3	14x42x32	65	5	A & G	
Penna Radio Mfg. Co. New Castle, Penn.	De Luxe-5	85.00	TRF	Table, no	5	2	2	Tr	3	27x10x15	24	Both	A & G	
	De Luxe-6	90.00	TRF	Table, no	6	2	3	R	1	27x10x15	25	Both	A & G	
	De Luxe-5	150.00	TRF	Console, yes	5	2	2	Tr	3	42x40x15	70	Both	A & G	
Pennsylvania Wireless Mfg. Co., 38 Montgomery St. Jersey City, N. J.	Ambassador	35.00	Regen.	Table, no	3			Tr	1	21x8x8	14½	5	A & G	
	Ambassador	55.00	TRF & Regen.	Table, no	5	1	2	Tr	2	26x13x11	18½	5	A & G	
Pfanstiehl Radio Co. 11 So. La Salle St. Chicago, Ill.	Overtone- 18	95.00	TRF	Table, no	5	2	2	R	2	24x9x14	16	5	A & G	
	20	125.00	TRF	Table, no	6	2	3	R	1	20x10½x13½	19	5	A & G	
	181	135.00	TRF	Console, no	5	2	2	R	2	39x21x14		5	A & G	
	182	170.00	TRF	Console, no	5	2	2	R	2	39x21x14		5	A & G	
	201	170.00	TRF	Console, yes	5	2	3	R	1	41x18x13½		5	A & G	
	202	210.00	TRF	Console, no	6	2	3	R	1	41x18x13½		5	A & G	

Receiving Sets for the Season 1926-27 (continued)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operate on Antenna and Ground or Loop
Plaza Music Co. 10 West 20th St., N. Y.	Fine-Arts R-1	\$35.00	TRF	Table, no	5	2	2	Tr	3	9x11x20½	16	5	A & G
	R-2	50.00	TRF	Table, no	5	2	2	Tr	3	12x18x22½	30	5	A & G
	R-6	50.00	TRF	Table, no	5	2	2	Tr	3	16½x34x42	78	5	A & F
	R-3	85.00	TRF	Console	5	2	2	Tr	3	10½x12½x29½	28	5	A & G
	R-99	90.00	TRF	Highboy	5	2	2	Tr	3	13½x27½x46	55	8	A & G
Note—These sets may also be had with 6-tubes retailing at \$2.50 additional on each above model.													
Porter, Frank R. Washington, D. C.	Porter	350.00	RF	Table, yes	6					26x42x32	150	5	Loop
Ports Mfg., Co. Fresno, Cal.	Prmco Model-105-A	42.00	TRF	Table, no	5	2	2	Tr	3	21x8x14		5	Both
	Prmco Model-105	70.00	TRF	Table, no	5	2	2	Tr	3	21x8x14		5	Both
	Prmco Model-110	75.00	TRF	Table, no	6	2	2	Tr	3	21x8x14		5	Both
Premier Radio Corp. Defiance, O.	Allen, S, Rectaflex	37.50	R. coup.	Table, no	5	1	4					5	A & G
	Premier, 20	75.00	R. coup.	Table, no	7	2	4					5	A & G
Priess Radio Corp. 693 Broadway, N. Y.	Straight Eight PR-4	175.00	Priess	Table, no	8	5	2	Tr	1	14x28x11½	38	5	Loop
	Straight Nine	195.00	Priess	Table, no	9	6	2	Tr	1	14x28x11½	38	5	Loop
	Straight Nine	335.00	Priess	Console	9	6	2	Tr	1	18x36x42	70	5	Loop
O. T. Radio Products Co. 140 Park Ave. East Orange, N. J.	Q.T.-B	45.00	TRF	Table, no	6	2	3	R	3	8x21x9	12	5	A & G
	Q.T.-A	60.00	TRF	Table, no	6	2	3	R	1	8x27x12	20	5	A & G
	Q.T.-C	95.00	TRF	Console, yes	6	2	3	R	1	42x32x16	70	5	A & G
Radio Corp. of America 233 Broadway, N. Y.	Radiola-3	15.00	Regen.	Table, no	2		1	Tr	1			1-1	A & G
	3-A	35.00	Regen.	Table, no	4		2	Tr	1			1-1	A & G
	20	115.00	TRF	Table, no	5	2	2	Tr	1	19½x11½	30	3	A & G
	25	165.00		Table, no	6			Tr	1	28x19x37	43	3	Loop
	26	225.00		Portable, yes	6			Tr	2	14½x13x9½	30	3	Loop
	28	260.00		Desk, yes	8			Tr	1	26½x63x17	42	3	Loop
	8	340.00		Upright, yes	6			Tr	2		145	3	Loop
	30	575.00	Super-Heterodyne	Console, yes	8			Tr	1	46½x46½x22	200	3	Loop
Radio & Electrical Co. Kansas City, Mo.	Information not ready for release.												
Radio Products Corp. 3816 N. 28th St. Birmingham, Ala.	Superflex Model-A	80.00	TRF	Table, no	4	1	2	Tr	1	23½x9½x9½	16	Yes	A & G
	B	90.00	TRF	Portable, yes	4	1	2	Tr	1	22½x15½x10	16	Yes	A & G
	C	139.50	TRF	Console, yes	4	1	2	Tr	1	44½x29x19½	45	Yes	A & G
Radio Receptor Co., Inc. 106 7th Ave., N. Y.	RM-2-DC	125.00	Reflex	Table, no	4	2	3		2	8x24	30	5	Both
	M-DC	142.00	RF	Table, no	5	2	2		2	8x24	30	5	A & G
	RF-6	150.00	TRF	Table, no	6	2	2 and power		2	8x24	35	3 and UV-210	A & G
	RM-2-AC	180.00	Reflex	Table, no	4	2	3		2	8x24	60	5	Both
	M-AC	182.00	RF	Table, no	5	2	2		2	8x24	60	5	A & G
	P-F-6	250.00	TRF	Console, yes	6	2	2 and power		2	27x45	100	3 & 7½ pwr. tube	A
Rauschenberg Radio Shops Greenville, Pa.	Magnatone Midget	25.00	TRF	Table, no	5	2	2	Tr	3	5½x6x15	6	Both	A & G
	Magnatone W-3-D	45.00	TRF	Table, no	5	2	2	Tr	3	9½x13½x21	14½	5	A & G
	W-1-D	55.00	TRF	Table, no	5	2	2	Tr	1	9½x13½x21	14½	5	A & G
	C-3-D	125.00	TRF	Console	5	2	2	Tr	3	16x36x40	58	5	A & G
Ray Isler Radio Co. 1021 Park Ave. Rochester, N.Y.	Ray Isler-3-A	65.00	Regen.	Table, no	3	None	2	Tr	2	22x8	35	Both	A & G
	Ray Isler-3	70.00	Regen.	Table, no	3	None	2	Tr	3	22x8	35	5	A & G
	Ray Isler-55	90.00		Table, no	5	2	2	Tr	1	22x8	40	5	Both
Reichmann Co. Chicago, Ill.	Model 57	60.00		Table, no	5	2	2		2	11½x11½x20½		5	A & G
	Model 59	185.00		Console, yes	5	2	2		2	38½x38½x17		5	A & G
Rhason Mfg. Co. 217 48th St. Union City, N. J.	Air Tune A	45.00	TRF	Table, no	5	2	2	Tr	3	20½x9x9	15	Both	A & G
	B	65.00	TRF	Table, no	6	2	3	R	2	23x10x13	19	Both	A & G
	H	135.00	TRF	Console, yes	5	2	2	Tr	2	48x26x15	55	Both	A & G
Rich Mfg. Co., Geo. H. S. E. Cor. 18th and Dauphin Sts., Philadelphia, Pa.	3	35.00	Regen.	Table, no	3	0	2	Tr	2			5	A & G
	4	50.00	Reflex	Table, no	3	2	2	Tr	3			5	A & G
		55.00	Tr and Regen.	Table, no	4	1	2	Tr	3			5	A & G
	Special 5	75.00	TR	Table, no	5	2	2	Tr	3			5	A & G
*Note—Built-in A & B eliminator.													
Rodgers Radio Co. Chicago, Ill.	Rodgers	395.00	TRF	Console, yes	7	4	3	R	1	37x20x34	150	Both	A & G
Rose Radio Co. 245 Barrett St., Bklyn, N.Y.	Aurora-2-A	35.00	TRF	Table, no	5	2	2	I	3	21x9x9	11	5	A & G
	Aurora-2-B	80.00	TRF	Console, yes	5	2	2	I	3	24x36x18	100	5	A & G
Roth-Downs Mfg. Co. St. Paul, Minn.	Orpheus Type A	130.00	TRF	Console, yes	5	2	2	Tr	2	34x34½x14	38	Both	A & G
	C	100.00	TRF	Console, yes	5	2	2	Tr	2	22x16½x13	26	Both	A & G
	H	75.00	TRF	Table, no	5	2	2	Tr	2	22x10½x10½	19	Both	A & G
Showers Bros., Co. Bloomington, Ind.	Consola-20		TRF	Console, yes	6	2	3	Tr	1	7½x17½x8½	9½	5	A & G
Signal Electric Mfg., Co. Menominee, Mich.	Information not ready for release.												
Simplex Radio Co. Sandusky, Ohio	6-A	135.00	TRF	Table	6	2	3	Tr	1	19x10½x9	13	5	A & G
	6-A	175.00	TRF	Console	6	2	3	Tr	1	39x13x12	36	5	A & G
	6-A	195.00	TRF	Console	6	2	3	Tr	1	39x13x12	44	5	A & G
Seery Mfg., Co. Lansing, Mich.	Seeryola	150.00	RF	Table, yes	5	2	2	Tr	3	24x21x11	42	5	A & G
Shamrock Mfg., Co. 196 Waverly Ave. Newark, N. J.	A	95.00	TRF	Table, no	6	2	3	R	1	10½x14½x25½		5	A & G
	B	130.00	TRF	Console, no	6	2	3	R	1	14½x15x31½		5	A & G
	D	275.00	TRF	High Boy	6	2	3	R	1	51½x18x32		5	A & G
Simplex Radio Co. Rector and Main Sts. Philadelphia, Pa.	Simplex Compact	45.00	TRF	Table, no	5	2	2	Tr	3	9x9x15	12	5	A & G
	Simplex SR-9	65.00	TRF	Table, no	5	2	2	Tr	3	9x10x21	15	5	A & G
	Simplex SR-9 Console	95.00	TRF	Table, yes	5	2	2	Tr	3	9x12x30	24	5	A & G
	Simplex SR-9	185.00	TRF	Console	5	2	2	Tr	3	40x17x35	48	5	A & G
Simpli-Dyne Electric Co. Bradford, Ill.	Simplex Junior	60.00	RF	Table	5	2	2	Tr	3	24x12x9	20	5	A & G
	Simplex-Dyne DeLuxe	145.00	RF	Console	5	2	2	Tr	2	14x30x16	50	5	A & G
Singer Co., Inc., F. 40 Hudson St., N. Y.	26	70.00	TRF	Table, no	5	2	2	Tr	3	22x15x9	35	Both	A & G
	27-P	80.00	TRF	Table, no	7	3	3	Tr & R	2	22x15x9	35	Both	A & G
	27-C	135.00	TRF	Desk	7	3	3	Tr & R	2	30x30x15	45	Both	Both

Specifications of Radio Receivers, 1926-27 (concluded)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Type of Circuit	Style of Cabinet and is Loud-Speaker Built In	No. of Tubes	Stages of R.F.	Stages of A.F.	Type of A.F. (See Note)	No. of Tuning Dials	Dimensions in Inches	Total Weight in Pounds	Equipped to Use 3 or 5-Volt Tubes	Operates on Antenna and Ground or Loop
Slagle Radio Co. Fort Wayne, Ind.	10	\$70.00	RF	Table	5	2	2	Tr	3			Both	A & G
	12	100.00	RF	Table, yes	5	2	2	Tr	3			Both	A & G
	4	100.00	RF	Table, no	5	2	2	Tr	3			Both	A & G
	5	150.00	RF	Table, no	5	2	2	Tr	2			Both	A & G
	9	175.00	RF	Console	5	2	2	Tr	3			Both	A & G
	Console-4 Console-5	300.00 350.00	RF RF	Console Console	5 5	2 2	2 2	Tr Tr	3 3				Both Both
Sleeper Radio & Mfg. Corp. Long Island City	Scout	90.00	RF	Table, no	5	2	2	Tr	2	35x11x11	50	5	A & G
	Serenader	115.00	RF	Table, yes	5	2	2	Tr	2	35x16x11	60	5	A & G
Sonora Phonograph Co. 16 E. 40th St., N. Y.	D	125.00	RFL	Table, no	6	2	3	Tr	2			5	A & G
Sparks-Withington Co. Jackson, Mich.	Sparton-5-15	63.00	TRF	Table, no	5	3	2		3	20x9x12	28		A & G
	Sparton-5-26	83.00	TRF	Table, no	5	3	2		3	27x11x15	40		A & G
Splirdorf Electrical Co. Newark, N. J.	Splirdorf RV-580	80.00	TRF	Table, no	5	2	2	Tr	3	28x11x9 1/2		5	A & G
	RV-695	95.00	TRF	Table, no	6	3	2	Tr	2	22x12 1/2 x 10		5	A & G
	C-200	200.00	TRF	Console	5	2	2	Tr	3	32 1/2 x 17 1/2 x 44 1/2		5	A & G
	C-215	215.00	TRF	Console	6	3	2	Tr	2	32 1/2 x 17 1/2 x 44 1/2		5	A & G
Square Deal Radio & Elec. Co., Fenton, Mich.	Celestaphone	25.00	Regen.	Table, no	3	1	1	Tr	2	18x8x9	5 1/2	5	A & G
	Harmodyne	40.00	TRF	Portable	4	1	2	Tr	2	21x7x18	16	3	Loop
	Goldtone	50.00	TRF	Table, no	5	2	2	Tr	3	21x8x9	18	5	A & G
	Super Six	125.00	TRF	Table	6	3	2	Tr	2	28x10x12	22	5	Both
	Super Six-2	150.00	TRF	Console	6	3	2	Tr	2	38x18x22	45	5	Both
Steinite Labs. Aitchison, Kan. *+3 control	Steinite C-27	70.00	TRF	Console, yes	5	2	2	Tr	Local- ized*†	38x30x18	50	5	A & G
	Steinite-27	40.00	TRF	Table, no	5	2	2	Tr		21x9x10	24	5	A & G
	Steinite	6.00	Crystal						1	2x7x8	3		A & G
Stewart Warner Speedometer Corp. 1826 Diversey Blvd., Chicago, Ill.	300	65.00	TRF	Table C.	5	2	2	Tr	3	8 1/2 x 22x9 3/8		3	A & G
	330	65.00	TRF	T.C.	5	2	2	Tr	3	8 1/2 x 22x9 3/8		3	A & G
	325	75.00	TRF	T.C.	5	2	2	Tr	3	9 1/2 x 23 1/2 x 10 1/2		5	A & G
	340	75.00	TRF	Cons.	5	2	2	Tr	3	9 1/2 x 23 1/2 x 10 1/2		5	A & G
	305	95.00	TRF	Table C.	5	2	2	Tr	3	12 1/2 x 23 1/2 x 11 1/2		5	A & G
	310	175.00	TRF	Cons.	5	2	2	Tr	3	45 1/2 x 27 1/2 x 15 1/2		5	A & G
	335	175.00	TRF	T.C.	5	2	2	Tr	3	45 1/2 x 27 1/2 x 15 1/2		3	A & G
	315	250.00	TRF	Cons.	5	2	2	Tr	3	39 1/2 x 42 1/2 x 17 1/2		5	A & G
	320	400.00	TRF	Cons.	5	2	2	Tr	3	53 1/2 x 37 1/2 x 18 1/2		5	A & G
	345		TRF	Table C.	6	3	2	Tr	1	8 1/2 x 19 1/2 x 10 1/2		5	A & G
	350		TRF	T.C., yes	6	3	2	Tr	1	14 1/2 x 23 1/2 x 14 1/2		5	A & G
	355		TRF	Console	6	3	2	Tr	1	44 1/2 x 25 1/2 x 16 1/2		5	A & G
	Stromberg-Carlson Tele- phone Mfg. Co., Rochester, N. Y.	No. 601—Universal	225.00	Neut.	Table, no	6	3	2	Tr	2	27 1/2 x 14 1/2 x 18 1/2	75	5
No. 602—Universal		365.00	Neut.	Console, no	6	3	2	Tr	2	51x28x19	175	5	Both
United Elec. Co. of Chicago 930 Commercial Ave. Chicago, Ill.	Superior A-2	100.00	TRF	Table, no	5	2	2	Tr	3	29x10x11	27 1/2	5	A & G
	Superior A-2-c	140.00	TRF	Console, no	5	2	2	Tr	3	40x37x16	66	5	A & G
	Superior De Luxe	220.00	TRF	Hi-boy, yes	5	2	2	Tr	3	55x37x16	100	5	A & G
United Radio & Mfg. Co. Gary, Ind.	Chummy	15.00		Table, no	1				1	9x14		Both	A & G
	Rover	32.50		Table, no	3			Tr	1	9x18		Both	A & G
	Air Scout	60.00		Table, no	5	2	2	Tr	3	9x20		Both	A & G
	Harmony	80.00		Table, no	5	2	2	Tr	3	10x26		Both	A & G
	International	85.00		Table, no	4	2	2	Tr	1	10x20		Both	A & G
	Majestic	150.00		Table, no	8	4	2	Tr	2	10x30		Both	Loop
	*Majestic De Luxe	300.00		Console, yes	8	4	2	Tr	2	36x16x45			
	*Note—Complete with loop, all tubes, A battery, B eliminator etc.												
U. S. L. Radio, Inc. Niagara Falls, N. Y.	Receptor	75.00	TRF	Table, no	6	2	2	Tr	2	20 1/2 x 11 1/2 x 9 1/2	16	5	A & G
Walbert Mfg. Co. 925 Wrightwood Ave. Chicago, Ill.	Walbert Isofarad-5	140.00	Isofarad	Table, no	5	2	2	Tr & I	3	32x15x14	81	5	A & G
	6	180.00	Isofarad	Table, no	6	3	2	T1 & I	4	36x15x14	94	5	A & G
	6	200.00	Isofarad	Table, no	6	3	2	Tr & I	2	36x15x14	94	5	A & G
	7	350.00	Isofarad	Console, yes	7	3	3	Speed I	2	36x60x18	250	5	A & G
Wells Mfg., Co. Fond du Lac, Wis.	Wells-25	55.00	TRF	Table, no	6	2	3	R	3	10x22x10		5	A & G
	27	75.00	TRF	Table, no	5	2	2	Tr	2	10x22x10		5	A & G
	35	100.00	TRF	Table, no	6	2	3	R	3	10 1/2 x 27 x 16		5	A & G
	45	175.00	TRF	Console, yes	6	2	3	R	3	40 1/2 x 29 x 16		5	A & G
White Beauty Electric Co. Chicago, Ill.	White Beauty C-119	65.00	TRF	Table	5	3	2	Tr	3	30x9x9	15	5	A & G
Wilcox Lab. Charlotte, Mich.	Cathedral Junior	80.00	TRF	Table	5	2	2	Tr	1	12 1/2 x 17 1/2 x 9	20	Both	A & G
	Cathedral Grand	150.00	TRF	Table, yes	6	3	2	Tr	1	13x30x12 1/2	36	Both	A & G
Wilkins Radio Co. 5317 Central Ave. Los Angeles, Cal.	Artay Crystal	5.00							2	5x5x8	4		A & G
	Artay A	27.50	Reflex		2	1	2	Tr	2	26x8	28	5	A & G
	C	45.00	TRF		5	2	2	Tr	3	30x8	28	5	A & G
	D	50.00	RF	Portable	6	3	2	Tr	1	17x10x14	36	3	Loop
	B	85.00	B	Console	2	1	2	T1	2		60	5	A & G
Windsor Radio Corp. Minneapolis, Minn.	A-1		TRF	Table, no	5	2	2	Tr	3	8x20x9	15	5	A & G
	A-2		TRF	Table, yes	5	2	2	T1	3	13x20x12	23	5	A & G
	A-3		TRF	Console, yes	5	2	2	Tr	3	40x42x14	65	5	A & G
	B-1		TRF	Table, no	6	2	3	R	1	12x14x10	18	5	A & G
	B-2		TRF	Table, yes	6	2	3	R	1	15x14x10	24	5	A & G
	B-3		TRF	Console, yes	6	2	3	R	1	40x42x14	65	5	A & G
Wippel-Raine Co. 215 E. Pearl St. Cincinnati, Ohio	Wippel-Raine W-R-88	88.00	TRF	Table, no	5	2	2	Tr	3	29 1/2 x 11 x 9	20	5	A & G
	7	175.00	TRF	Console, yes	5	2	2	Tr	3	37x16x40	75	5	A & G
	22	195.00	TRF	Console, yes	5	2	2	Tr	3	37x16x40	80	5	A & G
	16	250.00	TRF	Console, yes	5	2	2	T1	3	37x16x55	100	5	A & G
W-K Electric Co. Kenosha, Wis.	Oriole-7-D	125.00	RF	Table, no	5	2	2	Tr	2	12 1/2 x 29 x 11	30	5	A & G
	7-D	145.00	RF	Console, no	5	2	2	Tr	2	12 1/2 x 29 x 35	40	5	A & G
	7-D	210.00	RF	Console, yes	5	2	2	Tr	2	21x43x37	90	5	A & G
Work Rite Mfg. Co. 1812 E. 30th St. Cleveland, Ohio	WorkRite-16	80.00	Neut.	Table, no	6								
	26	145.00	Neut.	Console, yes	6								
	36	270.00	Neut.	Console, yes	6								
World Radio Corp. 349 Washington St., Boston	World Compact	29.50	TRF	Table, no	5	2	2	Tr	3	15x8x8		5	A & G
	Standard	45.00	TRF	Table, no	5	2	2	T1	3	25x9x9		5	A & G

Note:—Transformer = Tr. Resistance = R Impedance = I

Using "Plate Glass Salesmanship" Effectively

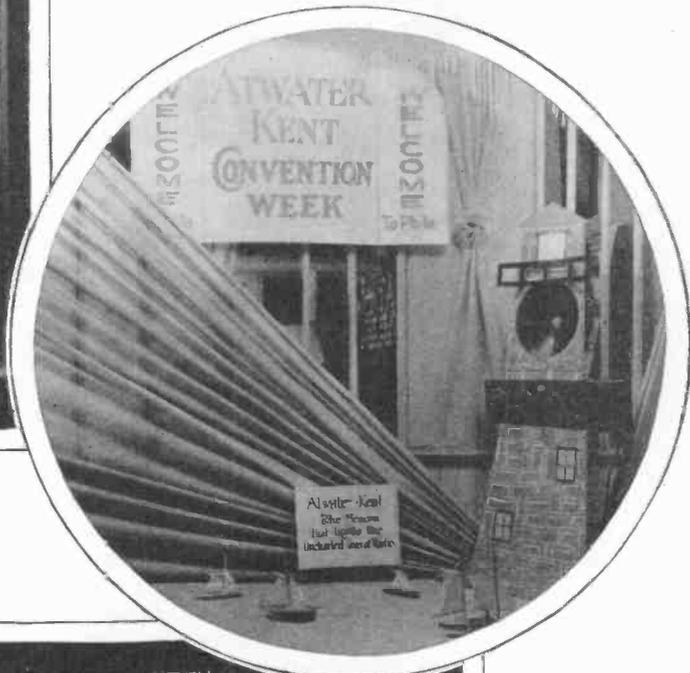
Appealing to the Farmer

Meier and Frank Company of Portland, Oregon, presented the attractive farm scene at the right in their recent window display. Needless to say it received widespread attention.



Atwater Kent Contest Winners

The window display at the left—that of the Alex. A. Gettlin Company, Philadelphia, won first prize in the window display contest held in Philadelphia during the recent Atwater Kent Distributors Convention. The prizes, silver loving cups, were awarded by the M. P.



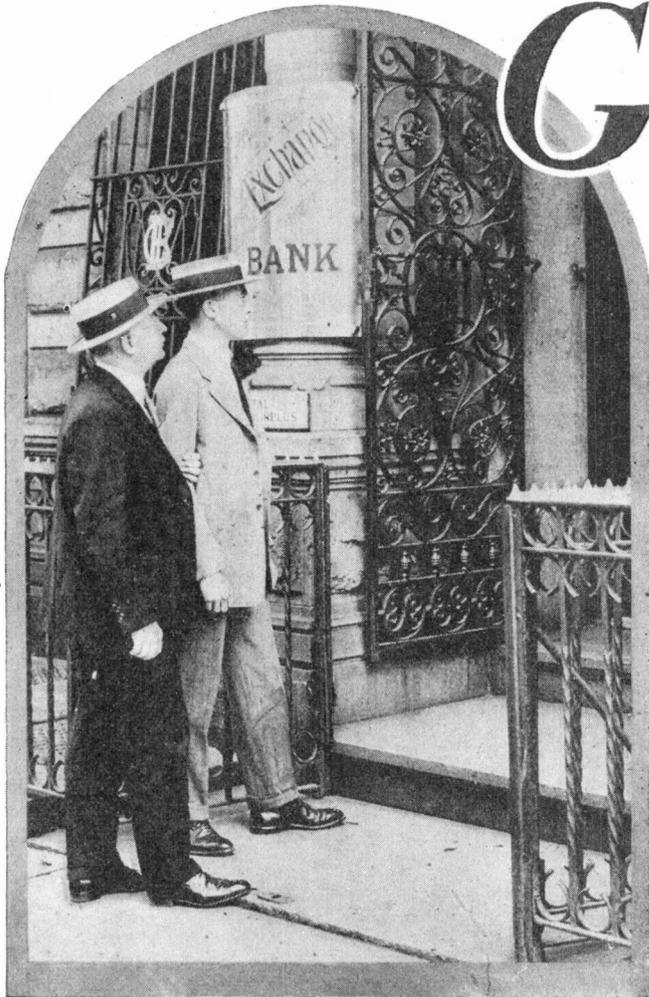
Radio Company and the Louis Buehn Company, both distributors of the Atwater Kent line in the Philadelphia territory.

Second prize (at the right) was won by Walter Stainthorpe.

Tying in with "Great Artists" Programs

The Phelps Dodge Music Company, of Dawson, New Mexico, combines the radio and phonograph in the same display by using "great artist" cut-out figures supplied by a talking machine company. "Hear them over the air as well as on their records" is the obvious message.





Go to Your Local

How the Manning-Hall Company, radio dealers at Far Rockaway, N. Y., use local institution to get funds for carrying radio installment paper.

THERE are but two commonly employed methods by which retail radio dealers finance time-payment sales: (1) Through commercial credit companies, and (2) by financing their own paper, in other words, by carrying the accounts themselves.

Of these methods the credit-company plan is the one most generally employed. In such a system the dealer investigates credit references furnished by the customer and if these prove satisfactory, collects a down payment and secures promissory notes for the balance. These notes and a signed chattel mortgage permitting the dealer to repossess the merchandise if the customer defaults in payments are mailed to the finance company which discounts the notes for about 90 per cent of their face value.

Under this plan the commercial company actually purchases the paper and mails all maturity notices to the customer, also duplicate notices to the retailer who made the sale. This service saves the dealer the trouble of bookkeeping on individual accounts, but he is held re-

sponsible if sets are returned or if payments are not made. In such instances he must make good the finance company's loss by redeeming the customer's notes.

The advantage of this system is obvious. The retailer is relieved of practically all accounting routine. Notices, etc., are mailed to the customer by the finance company. Several drawbacks have only recently become evident. First of all the instability of various clients of the finance companies has caused a reduction in the term of time-payment contracts, and now transactions which run more than six months are not ordinarily accepted.

Many of the commercial finance companies are now taking only paper which offers as collateral one of the very well known makes of receivers. In many instances exclusive franchises and closed retail territory instigated by manufacturers has made it impossible for a reputable dealer to obtain these lines, thus preventing him from obtaining credit on this plan, though his line is as reliable as those stipulated by the credit companies.

Next, a rather high rate of interest, or carrying charge is imposed by companies which specialize in radio time-payment finance. Though this is usually added to the final payment of the customer it creates no little difficulty for the retailer. A customer will enter a retail store, listen to a receiver and show every indication that he is pleased with it and intends to buy. But when it comes to making out the deferred-payment contract however, the dealer may try in vain to explain that the "extra charge" on the last payment is only an interest charge and not an addition because the transaction is not for cash. He may go on to say, by way of explanation, that such a charge is always added on time-payment sales in other lines, but is usually added to the cost of the merchandise and distributed evenly or a portion of it included in *each* payment. But the customer often cannot see it that way, and will not be convinced. Right here a stumbling block is interposed in the process of making the sale.

Financing Your Own Time Payment Paper

Dealers who finance their own time-payment paper, who in other words retain notes tendered by the customer until maturity and then collect them themselves, are in the minority. Obviously this method ties up capital which could be used elsewhere to greater advantage. At this time of the year the retailer is usually in a position where a reduction of capital and stock tie-up is imperative. It is therefore impos-

Bank in Order to Finance **Time Payments**



sible for most dealers to carry much deferred payment paper in this way and business is lost because of their inability to finance such transactions. As it is at this season that ratio of time-payment sales over cash sales increases this is particularly unfortunate.

Often the radio retailer uses a combination of the two systems, financing his own accounts to the extent of a few hundred dollars and relying on the commercial system to finance the rest. At best this method is a makeshift. If the retailer can afford to handle all his time sales himself, without relying on outside sources of credit, well and good. But is seldom possible. For this reason it is to the advantage of the retail dealer to establish other credit connections.

Why Not Your Local Bank?

Local banks earn their money largely on the interest accruing from commercial loans. This is their regular business and they are constantly seeking commercial enterprises which merit financial support. In the larger cities, the commercial

banks have been rather "cold" toward radio paper. First of all such metropolitan organizations can afford to be discriminating, to extend credit only to time-honored concerns and trades. In the larger cities there is more than enough business of this kind available and the comparative instability of the radio industry in the past has caused the average city banker to look askance at financing radio-set purchases.

Furthermore, in the past, radio trade conditions in the cities have been far from satisfactory; cut prices, dumping and such irregularities have all made adverse impressions which will take time to erase. Eventually metropolitan banks will see the wisdom of offering better credit facilities to the radio retailer. At present they are not favorably inclined as a rule.

On the other hand, conditions in the small towns in the rural districts are entirely dissimilar. The small bank in the outlying district is in an entirely different position. It must usually cater to all local business enterprises if they have any merit and does not base its opinions

on the past of an industry. The small bank must be on the alert to secure every commercial loan offered by responsible and reliable merchants for the development of local trade, if for nothing else.

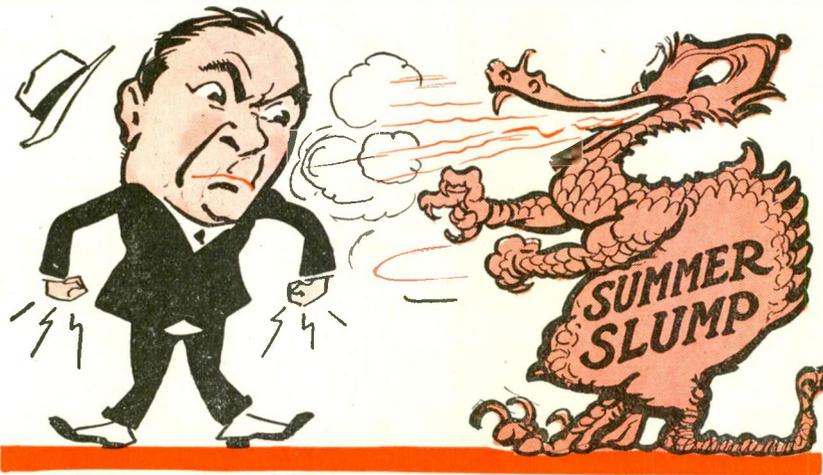
In the smaller towns, radio trade conditions have always been more favorable than in the cities. Price cutting, dumping of merchandise and other irregularities have not been frequent occurrences, and in many cases the man in the radio business has conducted some other business in town for some time. Quite often the applicant for radio credit is a personal friend of a bank official, or is one of the responsible residents of the community.

How Dealer Establishes Credit With Bank

The Manning-Hall Company, Far Rockaway, N. Y., finances all its time-payment accounts through a commercial bank. The store manager, R. Jacobs says, "It remains for the responsible, reputable dealer in the radio business to take the initiative and to call on the officials

(Continued on Page 58)

Facing Seasonal Slumps



Many trades encounter seasonal depressions and have worked out ways to survive them — How operating costs jump as sales decrease

DEALERS in farm implements have always had to face a drastic falling off in business during a certain portion of the year, this "slump" coming in the winter, however, instead of in the spring or summer. C. E. Woodward, of Minneapolis, has had 30 years experience in the implement game. A digest of his recent address, delivered before the Northwest Radio Trade Association, is given herewith because its clear cut, common sense analysis of "slumps" is based on a broad experience in a business which meets, recognizes and overcomes seasonal depressions.

"We in the implement business have always had to face the problem of the seasonal 'slump.' It is nothing to be alarmed at whatever," said Mr. Woodward. "It is a normal, healthy condition, one that almost every line of business encounters. This annual cycle of activity and lull is most essential to the well-being of an industry. The lulls give us time in which to prepare for the busy season, time to perfect our plans for getting the greatest volume of business in the most efficient manner.

"But it must also be remembered that the 'slump' should not be permitted to become of such dangerous proportions that it menaces the life of the dealer."

Mr. Woodward then stated there were three ways in which "slumps" can be viewed.

First—the attitude of *negation*. The "there ain't no sich critter," way of reasoning. To continue to spend almost as much effort and money to sell merchandise when the public

does not want to buy as when it does, may not always be good business, according to Mr. Woodward. Sales expenses jump to dangerous proportions when sales returns are meager, he said.

Second—the attitude of *combative-ness*. The "let's fight the slump and lick it," brand of thinking. This is an excellent policy if wisely carried out, he stated, but here again it is hardly good business to overdo it. Adapting sales efforts to the buying capacity of the public at any one time of the year is the rule of the older industries who have learned by experience, he remarked.

Third—the attitude of *adaptation*. This may be accomplished in any one of three ways or by combinations of each.

a. Continuing a degree of sales effort and propaganda to keep radio interest alive. Adapting the organization to meet seasonal requirements.

b. Diversification of lines. Adding non-radio lines that have a hot-weather appeal.

c. Use the quiet period to prepare for the fall and winter. Get more business during the rush and get that business at a minimum sales cost by working during the summer months; compiling and pruning prospect lists; conducting consumer surveys; selling service contracts; selling parts and accessories; preparing newspaper advertisements and circulars with a local "punch" in them; drawing up time saving forms and systems; improving appearance of store; making personal contacts with future prospects and mastering

every sales and service point about the set or sets carried.

For the purpose of analysis as to just what happens to an average retail radio business in summer, the editors of *Radio Retailing* have drawn up the accompanying chart based on the average monthly radio sales percentages compiled by this magazine.

For convenience, the major groups of expenses are classified on the chart as follows: Occupancy and administrative, selling and publicity, and "other costs." The first class can be assumed as being invariable, since rent, administrative salaries, etc., remain practically constant regardless of seasonal fluctuation of sales. Hence, their percentages vary indirectly in proportion to sales. The selling and publicity expenses may be variable, in that a dealer may, within certain limits, increase or decrease his commissions, salaries and publicity from season to season. On the chart, however, it is assumed that this group also is constant, varying indirectly with sales.

A glance at the chart immediately reveals that in the average radio store the occupancy and administrative expenses alone eat up the entire margin during July and August, and that the total expenses exceed the margin for six months, from April to September, inclusive. Since the radio stores reporting in *Radio Retailing's* survey of retail costs made last year showed an average yearly profit of 5.5 per cent, the net profit in dollars and cents for the six winter months necessarily was large.

This summer, then, the individual radio dealer has this problem to face: Will he sit back and take his loss and expect the winter harvest to replenish his storehouse; will he put extra sales effort into the summer months in an attempt to keep the gross margin above expenses, or will he adapt his business to meet seasonal requirements?

These questions were put to several leading Los Angeles, Cal., dealers by a representative of this magazine. Most of them had every intention of adjusting their selling policies to seasonal conditions.

In looking for dealers who won't admit defeat in summer, the writer called on A. G. Farquharson, secretary of the Radio Trades Association of Southern California. "I didn't know there was a summer slump," he said. "Go downstairs to the radio sales and service store and see what P. E. Fuller, the sales manager, has to say about it."

Mr. Fuller proved to be a man who makes it a business to enjoy being in business. That attitude alone would make it pretty hard on the summer slump. His business, winter and summer, he said, is based on his sales philosophy and policy of "personal contract." The "r" in "contract" is not silent.

By "personal contract," Mr. Fuller explained, "I personally close every time payment deal and put my own name down on the dotted line with that of the purchaser. Ninety per cent of our sales are due to that

"Slumps can be handled in three ways," says a veteran business man who has had to face them for 30 years:

1. The Negative Way—the, "there ain't no sich critter" attitude.
2. The Combative Way—the, "let's fight the slump and lick it," frame of mind.
3. The Adaptive Way—adjusting one's business to fundamental conditions.

method of closing. Although we have mighty good salesmen, I find that it makes a better impression on a customer and makes a surer sale if I take charge just before time for closing."

"And how do you get your prospects?" the writer asked.

"My 'shakers of the brush' attend to that," he answered.

"Shakers of the brush?"

"Yes, prospectors, 'shakers of the brush,' a mining term that I apply to the men who prospect for my gold. When they find it, I work the vein. Our business is built up on just that system; my regular employees are 'shakers of the brush'; many of my friends are 'shakers of the brush'; and they in turn have their 'shakers of the brush,' an endless chain, you see.

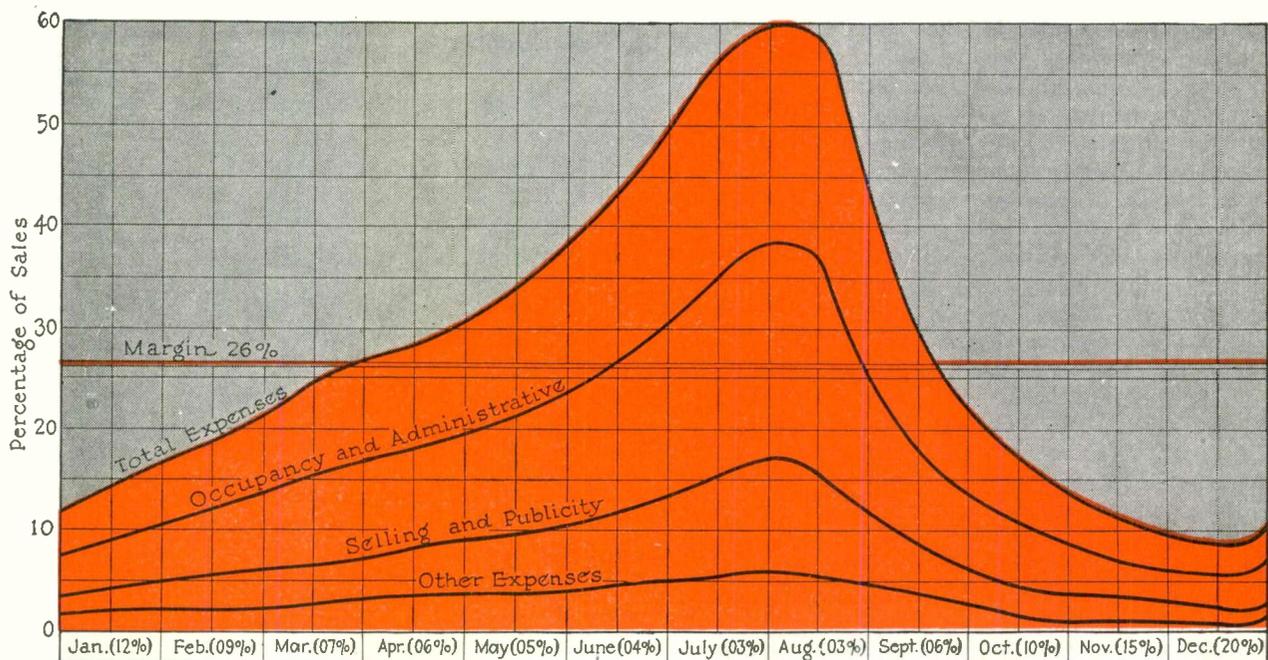
"Several months ago I sold a wealthy man a set. A few weeks later I went out to see him and found him enthusiastic over the beautiful tonal qualities produced.

"How would you like to be a 'shaker of the brush'? I asked, and explained that I wanted him to invite his acquaintances in to hear the set and to send those who were interested to see me. Although he wasn't interested in the commissions offered, he liked the idea of giving radio entertainments, so consented to try it. Several of his friends purchased sets and were pleased. He now is one of my most valuable 'shakers of the brush.'"

"But what influence does that system have in overcoming the summer slump?" the writer asked.

"With us there is no summer slump," he answered promptly. "Business keeps up, because we don't just sit around and wait for people to come into the store. The 'shakers of the brush' send them in. Of course, we don't expect the July business to be as large as the December business, but there is no slump if by slump you mean a great falling off in business.

"Incidentally, I want to mention right now that many of the ideas that are 'making' this business were gleaned from your magazine. I don't mean that I put everything into practice that I read, but by a system of selection and adaptation, I gain many helpful ideas that make me money."



This chart shows how expenses increase as sales decrease. Note that during the summer months when little business is done selling expenses go far up over the margin of profit. The figures along the bottom of the chart are the percentage of yearly business done month by month.



Service School for Dealers Keeps Jobber's Repair Bills Down

Illinois Electric Company of Chicago has solved the "returned set" problem by educating dealers to do their own servicing

THE problem of the radio dealer, whose service organization lacks the necessary technical knowledge to service properly the sets he sells, is of vital interest to the jobber as well as to the dealer himself. The jobber, in the final analysis, must bear the brunt of the trouble and expense resulting from insufficiently trained retail service men.

It takes a certain amount of electrical knowledge to demonstrate or install radio equipment. It takes an even greater degree of skill to do a real servicing job. The Illinois Electric Company, a radio distributor in Chicago, Ill., is supplying this necessary training to dealers and their men free of charge through the medium of their recently inaugurated service school. They have met their responsibility as a jobber, both to manufacturer and to dealer, in a manner worthy of consideration by other wholesalers.

Helps Retail Sales

"We feel that no radio dealer can establish a reputation for efficient service in his community unless either he or some of his men possess a fair knowledge of radio engineering. This is obtainable only from technical experts," says J. A. Duncan, sales manager for the company. "Since this school was started we have noticed a marked falling off in

the number of sets returned for repairs or for credit. We are able to point out to our dealers that, in many instances, it is cheaper for them to make their own minor repairs and adjustments than it is to box up a set and ship it back.

Finds School Has Saved Jobber \$200 a Month

"This latter method entails unavoidable expenses, losses and delays. I estimate that this school has saved my concern over \$200 every month that it has been in operation, as it cost practically nothing to equip it. Also, the aggregate amount saved by our dealers must be far greater than our own individual saving."

This school, which is in charge of an expert, meets every Wednesday from 9 a.m. to 4 p.m. in the offices of the jobber at Chicago.

"Since it is difficult for the average service man to leave his work for more than one day," continues Mr. Duncan, "we have endeavored to make our program include the important points on each item, so that a man who attends one meeting gets all the necessary features. Our cus-

tomers, however, are welcome to attend as many meetings as they wish."

The program given below is strictly adhered to. Inquiries by mail requiring additional information on any special problems, are given prompt attention.

The Service Course Program

- 9:00-9:15 — Discussion — What Service Means to the Dealer.
 - 9:15-9:30—Unpacking Sets When Received. Re-packing Sets When Returned for Repair.
 - 9:30-12:00—Set Operation and Trouble Shooting.
 - 1:00-2:00—Blackboard Talk.
 - 2:00-2:30—Loud Speakers.
 - 2:30-3:00—Eliminators—Their Operation and Use.
 - 3:00-3:30 — Tubes — Description, Application, Operation and Testing.
 - 3:30-4:00—Adjustment of Defective Tubes.
- Questions and Answers.

Over 150 dealers or their men attended this school during March and April for instruction in the servicing of radio sets and accessories with a consequent reduction of handling costs.

How to Get the Correct Mark-up and Turnover

Method of figuring for a desired profit—Usual basis is on selling price.

GETTING one's facts straight as to mark-up and turnover is a long step towards a profitable business. Such facts are easy to find and to apply. The following simple rules show how to do this:

1. The number of times a stock is turned in a year is determined by dividing the net retail sales by the average monthly stock at the selling price.
2. Do not use the amount of the annual inventory as the divisor to obtain the rate of turnover. The annual inventory is nearly always too low. Use the figures of the average monthly retail stock on hand.
3. Do not divide amount of net annual retail sales by average stock at cost prices. Use selling prices. Both amounts must be on the same basis, either cost prices or selling prices.
4. The rate per cent of overhead expenses is determined by dividing amount of expenses for the year by net retail sales.
5. Figure profits on the basis of the selling price of the goods.

Refer to item No. 1: If the gross sales of an article like radio plugs amount to \$1,000 for the year, and the average monthly quantity of plugs on hand amounts to \$50 (at selling prices; not cost) the turnover would be 20.

Refer to item No. 4: If the retail sales of a business amount to \$50,000 for the year and the expenses for the year amount to \$15,000, dividing the expenses into the retail sales gives the percentage of overhead expense. Namely, \$50,000 sales, divided by \$15,000 expenses, is 30 per cent.

As to the right and wrong way of figuring profits on selling prices, referred to in item No. 5, the two paragraphs that follow will make the matter clear and simple.

This paragraph shows where the error is in figuring prices on the basis of the cost of the goods. Suppose the article to be priced cost \$1. Let the overhead be 20 per cent and the net profit desired 10 per cent, making the rate of gross margin 30 per cent. Thirty per cent of \$1.00 is 30 cents. On this basis the selling price is \$1.30. Now deduct 30 per cent from \$1.30 and there remains 91 cents, or 9 cents below actual cost. This is why dealers who figure by the foregoing method find returns not up to expectations.

This paragraph shows how to figure profits correctly on the basis of the *selling price*. On this basis the selling price whatever it may be is 100 per cent. Let the cost of the article be \$1.00 and the gross profit 30 per cent. Subtract 30 per cent from 100 per cent and there remains 70 per cent. So the cost of the article, \$1.00, is 70 per cent of the selling price. Divide \$1.00 by 70 gives .0143, which figure multiplied by 100 gives the selling price, or \$1.43. So the article must be marked up 43 per cent on the cost in order to pay 30 per cent on the selling price. By deducting 30 per cent from \$1.43 the correctness of this way of figuring is shown as the remainder is \$1, the original cost of the goods. From the method of figuring shown in this paragraph the correct rate per cent of mark-up can be found for whatever profit is desired.

Lists Hours When Stations Can Be Heard

"Something Doing Every Minute," is the slogan on a placard hung on the wall of the salesroom of a Colo-

rado radio dealer. Under this title appears a list of the various stations that can be heard in the section at any given hour of the day and night, with the data arranged according to the hours at which the various stations broadcast from 9 o'clock in the morning until midnight.

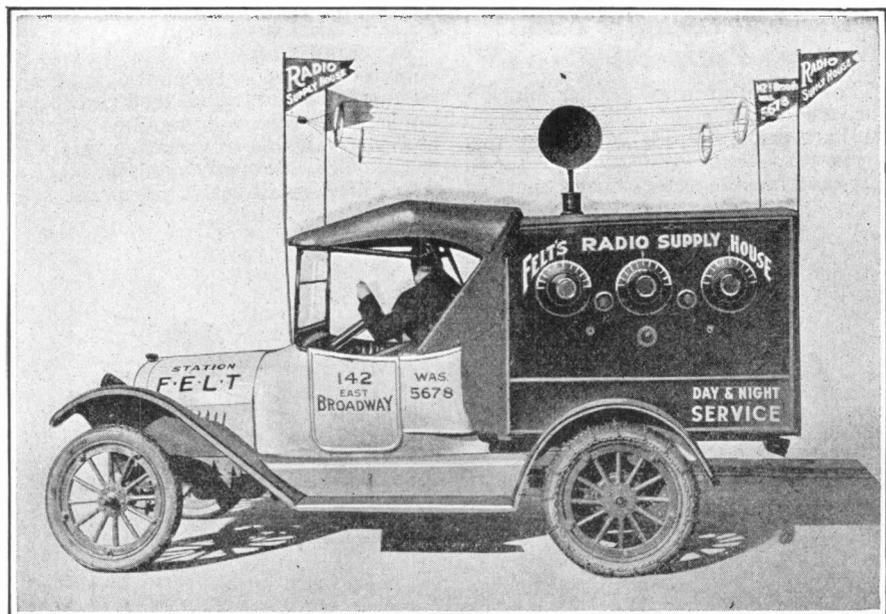
"Radio Bug" Startles Salt Lake City

Station F-E-L-T, or "The Radio Bug," is the latest invention to keep the residents of Salt Lake City, Utah, awake to the fact that radio is still on the map. Station F-E-L-T is simply the service car used by the Felt Radio Supply House, of Salt Lake City, dressed up for advertising purposes.

The back of the car has been made to represent a large receiving set and on the roof is the aerial and loud speaker. The actual receiver is on the seat beside the driver, who tunes in as he drives about and treats the populace to concerts from whatever stations are on the air at the time. The idea puts the Felt Radio Supply House vividly in the public's mind.

V. P. Felt, manager of the concern, believes that the dealer who uses the best means of advertising his business and who handles only standard, well-advertised lines, is the one who is going to get the largest share of the radio trade.

The car not only broadcasts concerts for the "Main Street" crowds but is also the store's delivery wagon.



V. P. Felt, manager of the Felt Radio Supply House, Salt Lake City, advertises his business by decorating his service car as shown. The fore part of the car is done in alu-

minum paint and on the back a large radio set is built. A sign invites the witness to phone the shop for a free radio demonstration in his home.

Get Live Leads to Work on This Summer—

Radio sets can be sold every month in the year, but the dealer must have a good, up-to-date list of red hot prospects

Radio Circulars Mailed With Monthly Remittances

"When a merchant receives a remittance, he is in a receptive frame of mind and that is the time to suggest a radio set," says R. Jenkins, proprietor of the Jenkins Radio Store, 114 East Second Street, Davenport, Ia. Jenkins has a personal charge account in most of the prominent stores in town. He settles these accounts once a month by check and incloses an advertisement of his radio store with each remittance.

Jenkins says that in a small town the proprietor of a store frequently goes over his remittances and at that time is in a very pleasant mood. Apparently this is sound philosophy as Jenkins sold three sets last month directly traceable to this scheme.

Letters Offer Old Customers A Commission for New Sales

"Your old customer is the best source of leads," according to J. M. Bess, of the J. M. Bess Radio Company, Springfield, Mass. "We decided to try getting our old customers to furnish leads," says Mr. Bess, "and mailed letters offering 6 per cent sales commission for each lead we succeeded in closing. The morning after I mailed these circulars five leads came in from a customer and more than paid for the postage and labor on the letters. One resulted in a \$275 sale and of the others, three will probably be sold in the next few days."

Baseball Fans Are Good Prospects

The baseball fan who finds himself marooned at an office desk, away from the ball park will go to almost any length to secure the score returns. This has been the experience of the Fay

Radio Company, 1206 Main Street, Springfield, Mass. "Many of the bosses in the downtown section of the city are rabid ball fans. Last summer we made a canvass of all the local office buildings and succeeded in installing a number of sets," said the manager.

Model Home Installation Sells Sets

When several merchants of New Haven, Conn., got together and furnished a model home in the outskirts of the city, the proprietor of the Auto Tire and Repair Company jumped at the chance to install a light-socket receiver.

The model home was visited by thousands of local residents and this dealer was right on the job to demonstrate his set.

Musical Survey Provides Radio Leads

Two girls were recently employed, at a salary of \$18 per week, by the Sherman & Clay Company, Portland, Ore., to make a "musical survey" of that city. These girls made about 100 calls a day on local residents. No mention of Sherman & Clay was made in the survey, unless the canvassers were questioned.

Among the questions asked and listed on a card were: "Have you any children?" "Are any of them studying music?" "Have you a piano—a phonograph—a radio?" "Have you any other musical instrument?"

In many instances the housewife volunteered the information that she possessed some musical instrument and intended purchasing another shortly and this valuable information was filed at the office. Several days later a salesman called on all active prospects.

Boy Scouts Get Leads For This Dealer

A Fitchburg, Mass., dealer offers a radio set to the member of a local Boy Scout troop who brings him the greatest number of productive leads each month. A small wooden "post box" has been nailed up outside the shop door and the boys drop the names of prospects into this box each morning on the way to school.

This merchant's theory is that every one of these boys has at least two relatives or friends who may be interested in a set and that if he can manager to get his "army of solicitors" pepped up enough each one will get at least this number of leads without making a canvass of the neighborhood. Up to date the plan has been found highly profitable.

Service Men Get Many Leads

"My service men are responsible for many active prospects," says R. McLean, proprietor of the McLean Radio Service Company, Springfield, Mass. "When I send a man out to cover a complaint, or to make an installation, I give him the names and addresses of several old customers in the neighborhood, with instructions to call and see if their set is in perfect working order. When customers are on the same block, this takes little time, and if my man only finds it necessary to poke his head in the door and say hello it makes the customer feel that we are taking an interest in him."

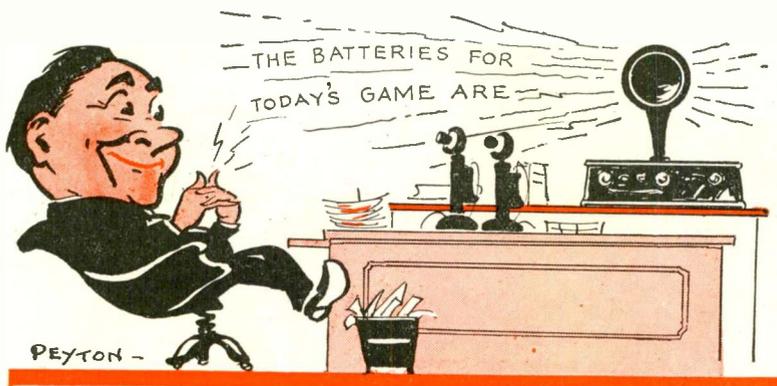
Leads From Time Payment Customers

"When your customer comes into the store to make a payment on his radio set, that's the time to get leads from him," says N. T. Young, manager of the Eastern Cycle Company, radio retailer of Hartford, Conn.

"Personal interviews with every customer who comes into the shop for this purpose has been responsible for at least 50 per cent of my gross business this summer," he declares. "If the customer is enthusiastic about his set he usually volunteers the names and addresses of friends who are in the market for radio and if he has been having trouble with his receiver that is the time to send your service man out to rectify it."

Uses Credit Clothing House to Sell Sets

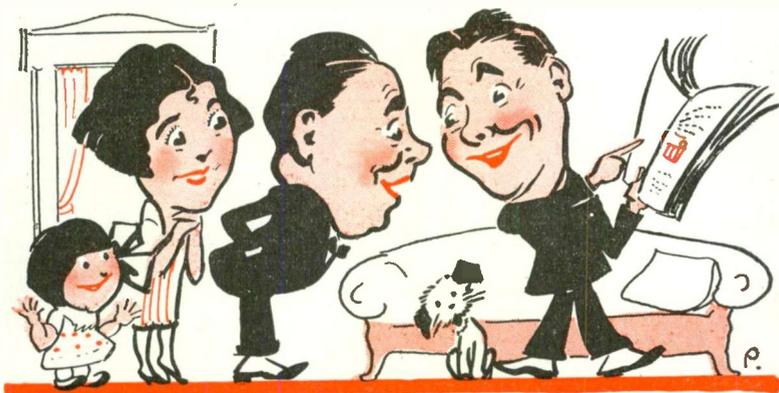
J. Reich, proprietor of the Springfield Radio Company, Springfield, Mass., has made an arrangement with a local credit clothing store which has resulted in the sale of \$4,500 worth of radio receivers—30 sets at an average value of



One dealer sells sets to business men who want to hear the baseball scores

Fourteen Clever Methods Dealers Are Using

On these pages are fourteen ways radio merchants have devised to compile productive lists of those who are *in the market* for a radio set



A Providence dealer concentrates on subscribers to magazines in which manufacturers' advertising appears

\$150—in the past year. A receiver of the console type was placed on the sales floor of the credit house which solicited radio business from its regular customers.

The credit house investigates time payment prospects and takes full responsibility for such sales. When a sale is made in this manner Reich installs the set and guarantees service, receiving a check immediately for the full amount less 15 per cent sales commission deducted by the clothing company.

Mailing List Ties-Up With Current Advertising

The telephone book or local election lists are entirely too general to be of great value as prospect-getters, according to a Providence, R. I., dealer. In order to be really productive it is necessary that such a list contain the names of people who are familiar with the set you have to sell; who have, if possible, read the national advertising of the manufacturer for several months.

This dealer handles a well advertised line of receivers and he has secured a list of all subscribers to the various consumer magazines in which his set is advertised. It is a sure thing, when you circularize these people or make a door-to-door canvass, that they have at least heard of the set you offer. In most instances such local circulation lists may be obtained by writing to the publisher of the periodicals.

Holds Marble Contest for School Boys

Co-operating with a local paper, the Springfield Union, and a large local department store, a Springfield, Mass., radio dealer gathered a harvest of prospects and publicity through a marble contest for the school boys of the town. The newspaper announced the offer of a five-tube radio set from the dealer to

the winner of the marble championship of the city. Contestants were to be selected from the best players of the various school districts.

The final contest took place on a specially prepared floor in the department store and the names and addresses of all contestants and their parents were jotted down. The prize was displayed for a week in the main show window of the department store and daily winners were announced through the newspaper.

The dealer estimates that aside from the leads he obtained, which were shared with the department store, the advertising in the newspaper was equivalent to about \$300 worth of paid space.

Sells "Seconds" to Customers Who Cannot Afford a New Set

Very often a prospect comes into the store and is interested in a receiver, but is lost because of his inability to pay the price asked. The Barney Radio Company, Springfield, Mass., uses a follow-up system which, in the opinion of H. L. Barney, proprietor of the shop, has meant the difference between profit and loss this summer.

When such a prospect is lost temporarily, because of price, Barney takes his name and address, lists it on

a card, together with the make of receiver which the customer would like to own. He then keeps his eyes open for one of these sets and if possible picks up a set as a trade-in from another customer. Just as soon as the set has been thoroughly overhauled he phones the old prospect.

Leads From Accessory Canvass

When business slows down in the store, W. A. Sturtevant, proprietor of the Sturtevant Radio Company, 41 Center Street, New Haven, Conn., puts twenty-five or thirty batteries and tubes and a few loud speakers in the back of his car and runs out into the country. Whenever he sees an antenna on the roof of a house he stops—puts a portable tube and battery tester under his arm and gains entry by offering to test tubes and batteries free.

"Do you think that the present trade discount on tubes and batteries warrants such outside sales expense?" we asked him. "Well," was the answer, "I doubt if it is possible to make more than a dollar or two on the sale of these accessories. However my original object in calling on set owners is to get a line on their neighbors or friends who do not own sets."

Inexpensive Sets Lead to Bigger Sales

The Shutter Radio Company of West Haven, Conn., keeps about a dozen inexpensive, two-tube receivers in stock which sell complete for about \$12.50. According to Charles Shutter, the store proprietor, these sets are cheap enough to attract newcomers into the radio field, those who have never had a radio set and hesitate to invest a hundred dollars or more in one of the larger models before they are certain that they will like radio entertainment.

Shutter tells us that many of these cheap receivers have been in and out of the store 9 or 10 times this year, each return marking the sale of a larger, permanent receiver. Full trade-in value is offered when the customer buys a larger model.



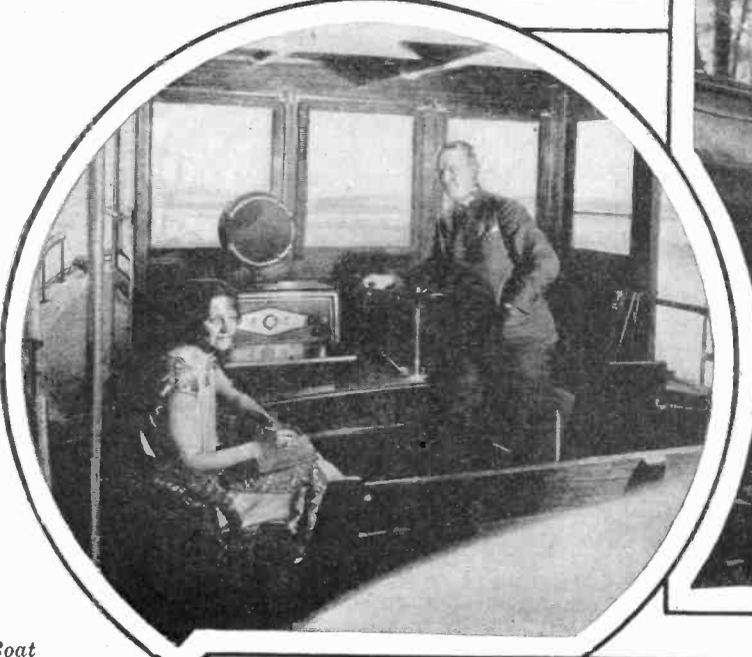
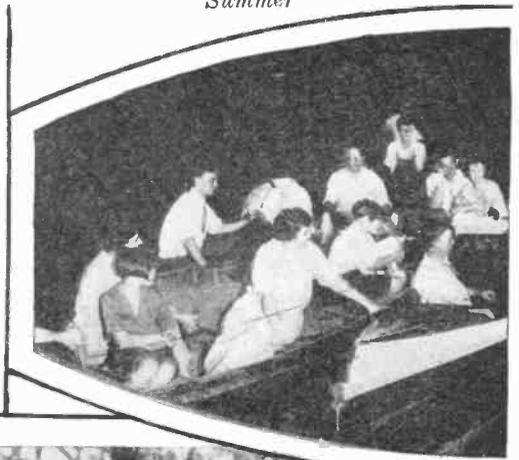
A marble contest was another method used to get names and addresses

Summer Markets

Summer



Resort Hotels



Boat Owners



Motor Campers



Lawn Fetes, Church

Summer Bugalows

for Radio Receivers

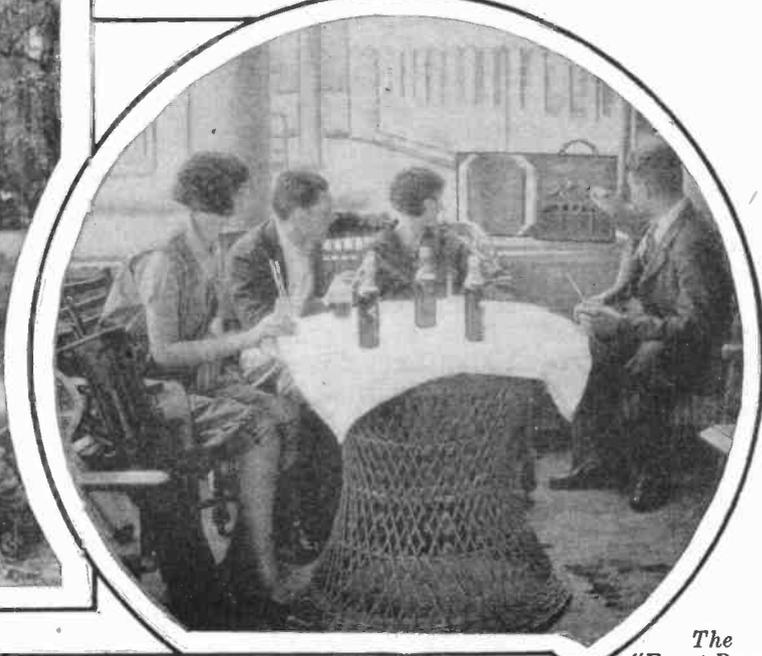
Camps



Yacht and
Country Clubs



"Sunday Tourists"

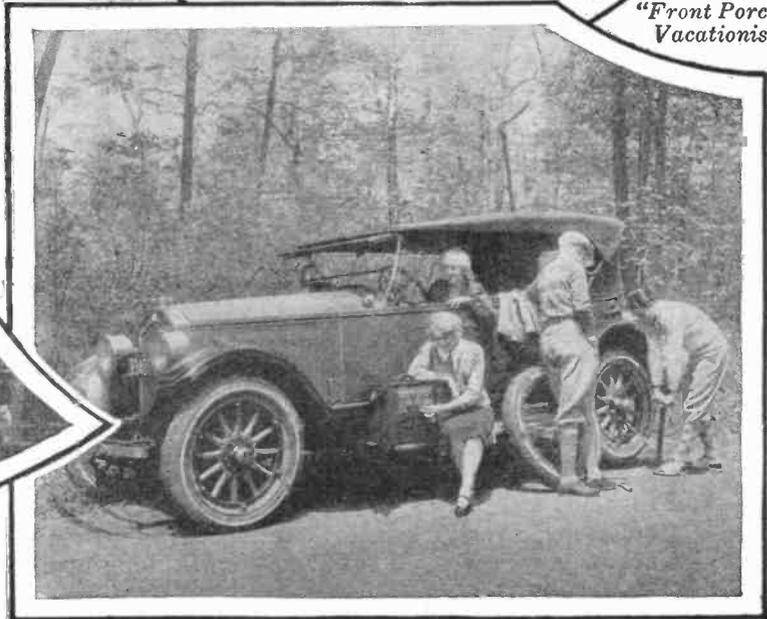


The
"Front Porch"
Vacationist

Bazaars, Etc.



Auto
Owners



Financing Time Payments

(Continued from Page 49)

of his local bank, preferably the bank in which he keeps his account.

"Establishing credit with the local bank is not more difficult for the responsible dealer than establishing such a connection with a commercial corporation. The only thing necessary is the initiative; the ability of the dealer to convince his banker that radio is a profitable investment; that with his financial help a highly profitable and safe business in time-payments can be developed.

"Based on my experience when approaching the bank I find that a banker required first of all, when approached on the subject of financing a radio dealer, the assurance that the merchant is financially sound. In any transaction of this kind it is necessary, whether the dealer approaches a bank, commercial credit company, or other financing medium, that he show a good financial statement of his business.

"Credit rating, or the maximum amount that a bank will advance on collateral is not based so much on the retailer's bank balance as it is on the personal standing of the merchant himself. Does he pay wholesaler's promptly? Does he usually discount bills? Is his reputation in the community favorable? Of course the maximum rating of an individual dealer is based to a certain extent on his average daily

balance and a bank rarely grants credit for more than five times this amount.

"When a customer is sold a receiver on the deferred payment plan, first of all I make a careful investigation of his references. This is highly important as several bad accounts to a certain extent jeopardize banking credit connections. If the references are favorable, I accept the down payment and have the customer sign promissory notes for the balance. These notes are made payable three, six or eight months from date, respectively. A chattel mortgage agreement, similar to the form used by commercial companies is of course signed by the customer.

"I then make out my own note for four months, covering the entire amount of the notes tendered by the customer, attach these notes which serve as collateral and present my note, all duly indorsed, to the bank for discount as per my previous arrangement. With the customer's promissory notes as collateral and the investigation of references the bank discounts my note for about eighty per cent of its face value.

"Usually my time payment accounts do not extend much over six months and I have found that four months is long enough for the term of my note and to permit me to finance my time-payment business without tying up too much capital. An arrangement has been made with the bank whereby my note may be

extended for a further term if necessary.

"The bank is primarily interested in the reliability of the dealer and not the customer, but a favorable investigation of references does much to better my standing."

When this method is employed, the dealer makes all collections, as his note and not the customer's is discounted. The customer's note is held by the bank only as collateral for the loan.

When a customer makes out notes to cover the time-payment account and these notes are given as collateral to the bank, as each note is paid by the customer or as the maturity date of these notes is reached, the bank's collateral security is reduced. This reduction is easily covered by establishing a special account in the same bank and depositing payments as they are received from the customer into this account. The proceeds of these collections on notes are actually the property of the bank; collateral on which it has already advanced credit, and it is entitled to the protection of a special fund a/c. Such an arrangement can be made with the bank and an interest allowance, usually 2 per cent, is paid by the bank on this special fund a/c., reducing the cost of obtaining the credit loan. The special account is an excellent feature with which to strengthen an argument when seeing your local banker.

(Continued on page 80)

Advantages and Disadvantages of Three Time Payment Financing Plans

Commercial Financing Company Plan

1. Applicable only to specified makes of sets.
2. Ironclad, short-term contracts necessary.
3. No tie-up of your own capital.
4. 90 per cent of customer's notes available.
5. Interest charges relatively high.
6. Finance company makes collections and handles accounting.

"Financing Your Own" Time Payments

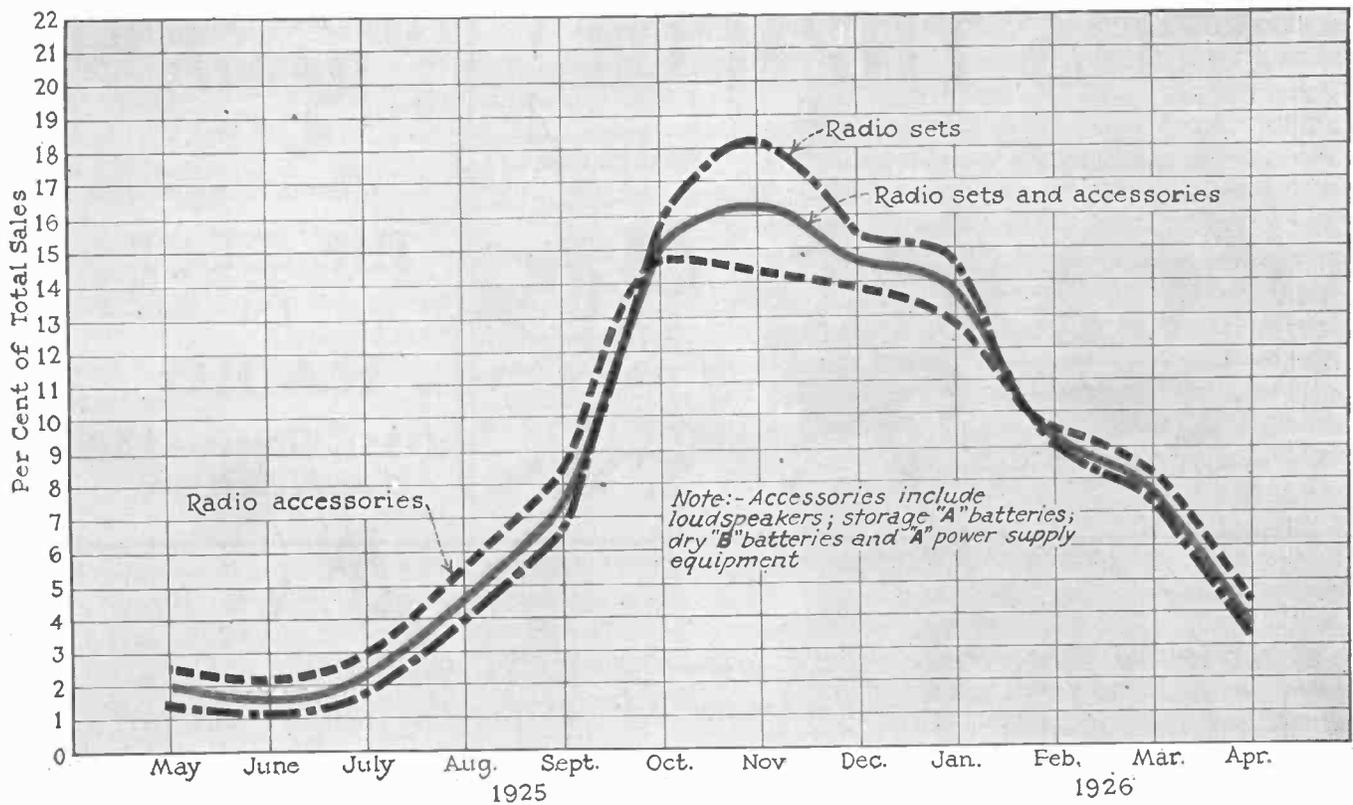
1. Applicable to any make of sets.
2. Flexible terms to suit customers.
3. Requires large investment of your own capital.
4. Value of notes tendered by customers not available until wholly paid.
5. Interest cost to dealer approximately 4 per cent.
6. Accounting and collection work done by dealer.

Bank Financing Plan

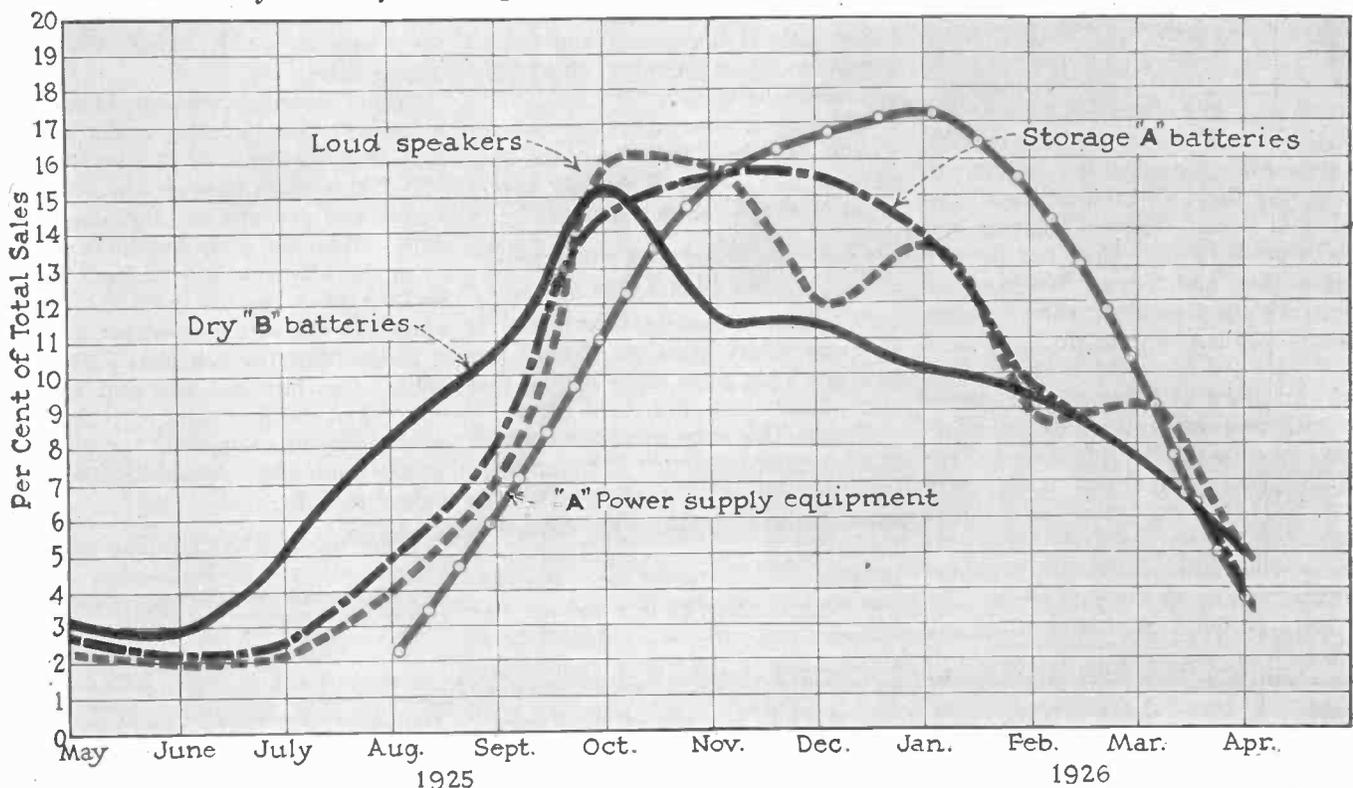
1. Applicable to any line.
2. Flexible terms to suit individual customers.
3. No tie-up of capital.
4. 80 per cent of customer's notes available.
5. Net interest charge 5 to 6 per cent per annum.
6. Dealer follows up collections and handles all accounting.

How Manufacturers' Sales Fluctuate

Monthly Sales of Radio Sets and Radio Accessories



Monthly Sales of Loud Speakers, Batteries and Power-Supply Equipment



These very interesting graphs, showing how manufacturers' sales of radio equipment vary from month to month, in proportion to the whole year's business, were presented by Major R. A. Klock, of the Gould Storage Battery Company, chairman of the statistical committee of the Radio Section, Associated Manufacturers of Electrical Supplies,

before the general meeting of the Radio Section at Hot Springs, Va., June 11.

They are based upon reports of some 26 manufacturers' sales, covering from 50 per cent to 90 per cent of the commodities represented, and give an accurate picture of the movement of goods from factories in the last 12 months.

SERVICE! SELLS THEM!



RADIO



The COLLINGWOOD RADIO CO.

L.M.(Bud) CLARK MGR.

THE BEST IN RADIO

2453 Collingwood Ave.
Opposite Scott High

How Clark uses Radio Retailing's cartoons to liven his newspaper ads

IN May, 1925, L. M. Clark and partner bought the assets, "good will," and liabilities of the Collingwood Radio Company, 2453 Collingwood Avenue, Toledo, Ohio, for \$1,500.

"The total assets of the concern when we took it over," says President "Bud" Clark, "were not quite \$950. Its liabilities exceeded \$1,900. It was up to us to think hard and work fast if we wanted to save the business and incidentally our own investment. We couldn't afford to wait for the Fall trade, it would be too late then. That old business had to be made to more than pay its way right then and there. We just had to work up a summer sales volume, that's all there was to it.

"They say necessity is the mother of invention and out of our necessity I conceived the idea of offering, 'A Year's Service for a Ten-Dollar Bill.' By this I meant that for \$10 we would sign a contract agreeing to keep anyone's radio outfit in efficient operation for a period of one year from the date of the contract. This did not mean, of course, furnishing replacement material free of charge, but it did include twelve monthly visits, if desired, to inspect the set and as many special calls between times as were necessary.

"Well, the service idea went over big," continued Mr. Clark. "I firmly believe that the plan was the one thing that pulled us through. It

Selling "A Year's Service for a Ten-Dollar Bill" during the summer months turned liabilities totaling \$1,900 into assets worth \$7,000 in less than a year

helped our outside men to obtain an audience in the home and they made many sales that summer and fall as a result of establishing these new consumer contacts..

"Today our assets amount to over \$7,000 and our liabilities are less than \$2,000. Do you wonder that I am a 'nut' for summer selling?"

Contacts Through Contracts— and Vice Versa

"Contacts through Contracts" is the way Clark puts it. There are two great big sales ideas behind this three-word catch phrase, he says.

First—The man who buys a \$10 year's service contract automatically becomes a customer of the Collingwood Radio Company for everything he needs in radio. This frequently includes a brand new set. Remember that a set owner who has one of these contracts is visited at least eight times a year by a representative of the company. This opens the way for any number of sales opportunities.

Second—This service contract gives Clark's junior salesmen (high school boys who want to break into radio) something tangible to sell. Something they can take from "house-to-house" in the summertime

and actually get orders for. This service contract furnishes the necessary entree which often leads to larger sales.

"Good morning, madam, have you a radio?" this budding young salesman will inquire. If the answer is "No," this gives him an opportunity to try and arrange for a demonstration. If, on the other hand, the reply is in the affirmative he doesn't have to turn away and go down the front steps—in the service contract he has a proposition for her also. No lost calls. One hundred per cent coverage. And the best part of it is that people are interested in the service proposition and frequently ask the young men in.

What Service Agreement Says

Clark's one year's service agreement reads as follows:

Service Certificate

Date here.

Received from James A. Garfield
Address... 382 North Spruce St., City
The Sum of..... Ten dollars (\$10)
for which *The Collingwood Radio Company* guarantees:

1. To keep your radio in efficient operation at all times during the life of this contract.

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., and a written report of same.

3. Free delivery to your home of all necessary new batteries, tubes, etc.

4. A 10 per cent reduction from regular price on all new accessories and parts. (Note: This clause is omitted from the 1926 contract. "It is not necessary and a source of trouble," says Clark.)

5. The privilege of calling one of our service men any time between 9:00 a.m. and 7:00 p.m., should any trouble develop between regular inspection periods.

The \$10 fee does not cover such work as charging batteries, installing or moving equipment, installing accessories purchased from other dealers, or for repairing equipment damaged by carelessness, mishandling, fire or lightning.

This Certificate is void unless signed by an officer and authorized salesman for the Company.

Good for a period of one year from date hereof.

TEN months' experience with this contract has taught Mr. Clark a number of things about it. As stated above, he will, this year, eliminate clause 4. He has also devised a system of "Request for Service" postcards. Under this year's plan the regular monthly inspection visits will run for the first three months only. After that the customer is at liberty to request a free service call at any time, and as many times during the life of the contract as he may require attention. This call for radio service may be made over the telephone or by simply dropping one of these postcards in the mailbox. A set of six cards will be given the client at the time he signs the contract. These cards read as follows:

To The Collingwood Radio Company—Gentlemen:

Please have your service man call at my residence at (insert hour) on (insert day). My set acts as follows:

Signed: (customer's name and address are typed on the six cards by the company at the time the contract is signed.)

CLARK will not write a contract on any home-made set, neither will he accept money from a man who owns a set which is known to be, fundamentally, a troublemaker or from a party who is so situated that his troubles are due to causes which the Collingwood organization cannot rectify. It is also understood, and will be so stated in his new contract, that tampering with the set by anyone other than the authorized service man nullifies the contract.

As previously stated, junior salesmen on summer canvass are the means whereby most of the con-

"You caught me cold; I confess that I am indebted to Radio Retailing for some of the illustrations I have been using," said President "Bud" Clark to his interviewer. "I think your cartoons are excellent and use many of them to liven up the appearance of my ads," he concluded with a grin. "Many thanks, Mr. Editor." "You're welcome, Bud, go as far as you like.—Ed.

tracts, during this time of the year, are sold.

"Whenever we sell a set, summer or winter," states Mr. Clark, "we always try to sell the customer one of our service contracts at the same time. I give my men, no matter whether they are junior salesmen, regular salesmen or service men, \$2 for every service certificate they turn in. It is surprising the number of people who come to us and ask about our servicing proposition. Of course we advertise this service frequently and 'word of mouth' advertising is also quite a factor.

"The first contract we ever sold was bought without direct solicitation and even before the blanks were printed. A year ago last June when I was thinking about it for the first time I went to a friend of mine who owned a good radio set and asked him if he would be willing to buy a service contract of this nature for \$10 provided our company should come out with one. In reply he put his hand in his pocket, pulled out a ten dollar bill and without a word shoved it across the table at me."

ANOTHER very important feature of the service contract idea is this: When the junior salesman is going from house to house selling these agreements he is constantly endeavoring at the same time to arrange for demonstrations. He gets one dollar for every demonstration he sells provided he goes with the regular salesman at the appointed time, introduces him to the proper party and stays throughout the demonstration and sales talk.

"Here's how it works out," explains Mr. Clark: "Junior Salesman Brown arranges for a demonstration. He takes Smith, one of the senior salesmen, out to the home with him. Brown 'listens in' and gets all of Smith's selling arguments and sales tricks. The next week Brown goes out with another of our finished salesmen. Brown gets his style and hears him hammer home a set of selling arguments from another angle, perhaps. The third week out goes Brown with someone else and sees him do his stuff. Don't you see how Brown is receiving the best kind of radio selling education in the world? Next year when school's over, Brown will be out selling sets for me."

Junior salesmen also receive a commission of 3 per cent on every

Continued on page 80

No. 901 Name James A. Garfield Address 382 North Spruce St. Amount Paid \$ 10.00	QUESTIONAIRE No. 901	SERVICE - CERTIFICATE No. 901
	Owner's Name <u>James A. Garfield</u> Address <u>382 North Spruce St. City</u> Make of Set <u>R. P.</u> Type <u>40 M</u> When Purchased <u>Nov 1925</u> Make of Speaker <u>Electro</u> Type _____ No. of Tubes <u>5</u> Type of B. Bat. <u>E.R.</u> Make of Charger _____ Type _____ Remarks: <u>Owner paying - follow up close.</u>	\$10.00 THE COLLINGWOOD RADIO CO. 2453 Collingwood Avenue Garfield 3457 Toledo, Ohio
THE COLLINGWOOD RADIO CO. SERVICE BUREAU 2453 Collingwood Avenue Garfield 3457 Toledo, Ohio		

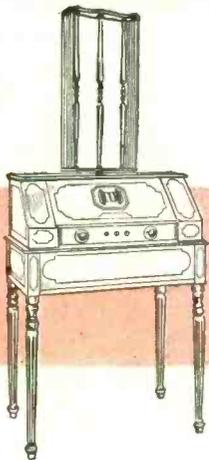
This service certificate was the thing that put the Collingwood Radio Company on its business feet. The cus-

tomers keeps the right hand, or service-certificate, part. The questionnaire section is filed alphabeti-

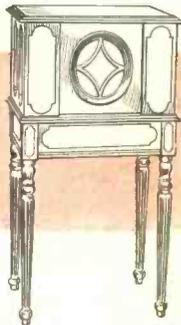
cally in a contract service card file; and the stub is retained by the salesman who made the sale.



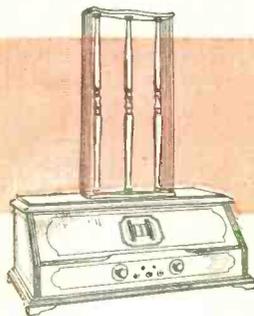
RADIOLA 30



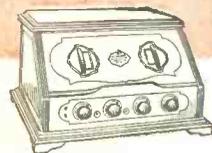
RADIOLA 28



RCA LOUDSPEAKER 104



RADIOLA 25



RADIOLA 20



RCA LOUDSPEAKER 100

RCA Radiola

MADE · BY · THE · MAKERS · OF · THE · RADIOTRON

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

PRICES GUARANTEED

Again RCA gives the dealer a price guarantee on all the new 1926 Radiolas, right up to December 31, 1926. If prices go down, an RCA Authorized Dealer will not lose! Last year, RCA gave its dealers over four million dollars in credit on lowered prices.

MODELS GUARANTEED

Every RCA Authorized Dealer can order now with confidence, for the dealers know and the public knows that the present models of Radiolas will not be superseded this year.

HEAVY ADVERTISING

Circulation numbers cannot tell the whole story of RCA advertising. It will reach practically every good prospect—some of them many times. The important national magazines—the radio, farm and boys' magazines—and more than a hundred newspapers.

and a BIG CAMPAIGN to advertise the dealer

To make the public choose its dealers as carefully as it chooses its sets, RCA is running a special \$30,000 campaign in The Saturday Evening Post to talk about its *dealers*, and to make the RCA Authorized Dealer sign one of the best known trademarks in the country.

Put in your fall order NOW



RCA Radiola

MADE · BY · THE · MAKERS · OF · THE · RADIOTRON

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What This Industry Needs

"The definition of a dealer" is one of the important topics discussed this month by readers of "Radio Retailing"

"Dealer Investment Should Be Not Less Than \$1,000"

BY W. W. GAMBILL, JR.

Braid Electric Company, Nashville, Tenn.

The minimum size of the dealer depends to a great extent upon the size of the community which he serves.

In our section of the country there are some small communities which are natural trading areas for farming sections immediately surrounding them, which communities are quite a distance from the larger towns. Ordinarily a dealer who does not have at least \$1,000 invested in radio merchandise is not entitled to consideration, and a dealer would not be satisfactory in our estimation, who did not maintain a service man and who did not devote the major part of his time to radio, during the entire year.

In the smaller communities which we mention the investment might be cut down to \$500 and undoubtedly the handling of radio will have to be a combination line in such communities. In our particular territory, we have two grocery stores who have made quite outstanding successes in the merchandising of radio. These stores are located in towns of 800 and 1,800 respectively, and their investment average would probably be \$1,000 each in radio.

Our experience has been that dealers who are smaller than these two, are probably a liability instead of an asset, and we are proceeding along these lines.

Is the Legitimate Dealer Doomed?

BY GEORGE A. PAGE

Page Radio Company, East St. Louis, Ill.

It is with considerable interest that I read the different articles in *Radio Retailing*. I was particularly interested in Spring Cleaning, What This Industry Needs, Stock Control, The Gyp Is Doomed, and Ignorant Competition, of the April number.

We have only three gyp dealers here that count. One is a department store, the other two handle other accessories besides radio. The department store specialized in selling cheap sets, and has sold large quantities of them. The other two dealers sell sets but specialize in accessories. Nearly all of these accessories are well-known, nationally advertised articles. Today these two dealers advertise two different makes of the vibratory type of battery charger. These chargers are not trash, but are

the best of their kind on the market. They are selling them for \$2 less than a dealer ordinarily pays for them. They nearly always retail tubes and batteries for the price the dealer pays for them, and it seems that it is the legitimate instead of the gyp dealer that is doomed.

Another evil to be corrected here is the selling at wholesale to individuals. Some of the jobbers that are guilty of this maintain two establishments, wholesale and retail. Others operate a retail business under the guise of a wholesale establishment. To get a dealer's discount from them you have only to tell them that you are a dealer, that you sell automobiles, or peddle shoe laces, or most anything. I know a shoe worker, an electrician, a painter, an embalmer, a timekeeper, and many others that buy at dealer's price.

Some of these things certainly have had a dampening influence on the radio trade in this locality, and nearly everyone in the business, including the ones that helped to bring it about, have felt this influence. There are logical solutions for the problems involved, and with a little effort by those that are interested, they can be successfully applied.

The Plight of the Small Dealer

BY H. D. HATFIELD

Hollywood, Cal.

Page 543 of May *Retailing* prompts me to write my "definition of a dealer." I am a small dealer. There are smaller ones, but as I see it, I am about the low limit. I am also a suburban dealer, being located just where Los Angeles proper tapers off and Hollywood commences. I have on one side of me some 2,000 homes which might be termed a "white collar" district. \$125 is the average price of sets sold on this side. On the other side I go to the high extreme with some 1,000 homes ranging from "one maid capacity" to "four maids," two butlers, two gardeners and three chauffeurs." I am in a large city, or nearly so,—well within the distribution limits of the so-called "large merchandising outlets"—meaning, so far as radio is concerned, that place where hard-put radio manufacturers unload their surplus.

Because of lack of capital I am unable to stock the more elaborate period models which grace the two-butler homes. The same reason, also disinclination, keeps me from stocking the dumped stuff. As a result, there are hundreds of radios in my district which

I did not sell. There are also a goodly number that I did sell, at full list prices. My only salvation has been two standard lines which will never be cut or dumped. At least I hope they will not and see no reason to believe they will.

My stock, fixtures, tools and supplies inventory, or did January 1, at \$2,900. It is now about \$1,900, as I have cut my sets to samples of each model carried. My cash sales for 1925 were \$19,000, divided about as follows: 30 per cent sets (complete installations); 50 per cent accessories and supplies; 7 per cent parts; 13 per cent service, including shop repairs.

Figuring my active stock at \$1,500, I have turned same on the average of once a month. If you don't think this takes careful buying, and buying often—try it for a year. 1926 monthly sales have been just about 20 per cent ahead of corresponding months last year. Business went to h— across lots the second week in May last year, the third week this year.

Now, I like this business. I started with little or no capital two years ago and have little now. It costs to live and keep the kids in school, and the other things that take money.

I am hanging on this summer, cutting everything to the bone except my efforts to sell. I think I will make the grade. I have reason to believe I will. My sales this fall and winter should be 50 per cent better than last year. The worst is now on, and on September I will be over.

Do you think I am entitled to the cognomen "Radio Dealer?"

Rural Sections Need Small Dealers

BY G. A. JADERQUIST

Patterson, Cal.

I am inclined to strongly resent the idea of measuring the value of a radio dealer in terms of dollars and cents of stock investment. A policy of dealer selection whereby franchises are awarded to those who carry a stock of specified size as determined by a manufacturers' or jobbers' association must be "viewed with alarm" by anyone closely connected with radio distribution, especially in rural districts.

Country dealers cannot profitably maintain a large stock investment, and in some cases cannot devote their entire time to radio because their field is too small, yet in these rural and outlying districts radio can render its greatest service. Therefore, it is my belief that dealers should be franchised; and their selection based upon ability to sell and to give service in the way of repair and adjustment. Let that dealer be the judge of the amount of stock he is to carry and the amount of time he is to devote to the game. As his field grows, so will his stock.

Says Combination Stores Make Best Outlets

BY SUMNER FORBES

Hearwell Electric Company, Boston, Mass.

If the radio store *does nothing else* its stock *at cost* should amount to \$1,000 or more to be rated as a dealer and receive dealer's discounts, or to get radio goods on open account. However, we do not agree with you, that a store having a small stock of radio but selling other goods principally, should not be rated as a dealer.

We find that the store exclusively radio is a dangerous credit proposition; but that electric and radio, or hardware and radio is safe. I would include also the auto accessory and radio store as safe—all these combinations have a year-round outlet, while the exclusively radio has a short season, high rents and heavy overhead for the non-producing six months. These combination stores I would rate as dealers and give them the usual favors even if the radio stock is small.

The Psychology of the Summer "Slump"

BY COL. S. HERBERT MAPES
Radio Center, Inc., New York City

Radio, at its inception, was a novelty and something new to be tried. The public was taken with the idea, and it was unfortunate that this first demand in 1921-2 came so near the summer season when the static level was high. It was impossible to explain the matter to the general public and sales dropped off to an extraordinary degree, the dealers calling it a "summer slump."

Maybe it was a slump that year, but by the time the next summer arrived broadcasting had been so improved that static showed very small effect on reception. Every year receivers have been improved to reduce the static to a minimum and recently the arrival of super-power has entirely eliminated the "bug-bear" of poor summer reception.

Notwithstanding these improvements, the psychological make-up of the dealer has been such that it is impossible for him to remove the complex that summer is an "off" season for radio. This effect has been passed on to the people for radio is taken out of the limelight as soon as the weather becomes warm. The longer this fallacy is carried on the longer and harder it will be to dispel it.

The chief reason for this misunderstanding, and misunderstanding is the word, is lack of co-operation between the various factions that go to make up the radio industry.

"Didn't Know About the Summer Slump"

BY HARRY E. SHERWIN
Garod Corporation, Belleville, N. Y.

Sometimes "ignorance is bliss."

Last May, Williams & Van Horn, a partnership of two energetic go-getter salesmen who had good book knowledge of radio and considerable experience

through the private ownership of radio receivers, organized a retail radio sales organization in Mount Vernon, a town in the northwestern part of the State of Washington. They had made a survey of the possibility of sales and were surprised that there was no radio activity but as they had not been located there through the previous winter and early spring, they had not realized that there were quite a number of actual dealers that had quit selling and were waiting for the leaves to fall before resuming activities again. In consequence, they started out on what to their mind was a normal field. Not being prejudiced with the thought that there was no market during May, June, July and August, they averaged the sale of about two receivers per day. There was no competition. By using a couple of coupes, they visited the ranch houses within easy striking distance of the town, hailed the rancher and opened their guns on him with something like this: "Radio reception is rotten. In fact in the history of radio telephony it has never been worse. But with no obligation to you, I want to put up a temporary antenna, place this receiver in your house and tune in Vancouver or Seattle for a demonstration."

Their purpose in making the statement that radio reception was so poor was to break down any resistance with which they might come in contact through static interference.

Demonstrating to the Ranchers In Their Own Homes

The temporary antenna used consisted of a 75-foot wire wound on a bobbin with insulators and lengths of 25 foot rope on each end. The salesman would tie one end of the rope on a shutter or the eaves of the house and extend the other end to some tree or barn 100 feet distant, place his receiver and equipment in the house; hook up the ground and leave the set. He would then drive over to a ranch nearby and repeat the same procedure. After supper, he would come back and see rancher number one, tune in one of the stations and, after 10 or 15 minutes operation, would call a member of the family to the dials and teach him how to tune. After about a half hour of this introduction, he would leave there and go over to the other ranch and duplicate the operation. These men thus had sometimes as many as six demonstrations running between them.

Don't Leave the Receiver

Their policy was to take out the receiver at the termination of the demonstration if they did not close. In that way they were able to consummate an average of two sales per night.

There is no question that summer sales can be had within one or two hundred miles of broadcasting stations, providing the dealer will go after them. There is a good proportion of business to be taken outside of the large cities but the summer is the time that it has to be canvassed. It is particularly desirable where time payments are accepted to install receivers in homes during this time, as it means much to get the monthly payments completed during the winter.

Hovey Hits Out Straight From the Shoulder

BY O. H. HOVEY

Southern Radio Supply, Perry, Okla.

I am always delighted to open an enclosure from you people, for there is always something mighty good in it. Yours of May 28, however, is a poser. Why? Well, simply because when I started out in this wholesale game I had a mighty good reputation over the state, for during 18 years I have owned a well-known commercial printing plant, from which customers always got what was promised, always on time, exactly as represented, with a guarantee of satisfaction. They knew me, and trusted me in the same way in the radio game. I started out in a religious frame of mind with their supreme confidence.

I now have lost their confidence. They cuss me loud and long. I have no more religion left in my system. Why? Manufacturers failed so often to live up to their guarantee. Manufacturers who guaranteed exclusive local agencies actually put their stuff with grocery stores, with auto tire dealers, with gyms, and with the Devil himself, I have no doubt.

Do you wonder that dealers were sore? Do you wonder that I almost want to walk up to my fine set and smash it one in the face with an axe? I say damn it. I could tell it to the gang through your columns were I permitted in a way that would set them thinking. The situation is rotten. There has got to be a change. When a fellow drives into a town of 300 inhabitants and finds six "radio dealers" all of whose legitimate lines of business are meat markets, restaurants, dry goods stores, groceries and filling stations, all trying to sell radio, and not one of them able to correctly install a set, what is the radio game coming to? There are dozens of such situations in this state.

A big distributor in Oklahoma City, having distribution for this state on several well-know sets, loads his dealers up on stocks, and then, in a big ad in our leading state paper offers these identical sets direct to the ultimate user at \$2.50 down and (?) a week.

Then, every little while comes to me (the last one this morning) a bulletin from your own city offering a well-known set at \$30 net. This set listed for the past several years at \$130, and the manufacturer in all his literature, and in all his correspondence with me, swore by all the angels in heaven that dealers were guaranteed exclusive sales franchises. I sold a lot of those sets to dealers last season. I stressed the above manufacturer's guarantee. I backed it up with my reputation. When my dealers every little while, and even boys of 18 living on farms received circulars advertising the sets at \$30 do you wonder that people wanted to mob me? Do you wonder that it was the cause of my printing establishment losing a lot of good patrons? For my customers plainly told me to my face, "Hovey, you lied to us about those radio deals. No doubt you have gone crooked in the printing business you own, and we are done with you." Hell. It makes a fellow want to fight.

Sends Printed Booklet to Radio Prospects

By LOOMIS HESTON

Haywood Publishing Co., Lafayette, Ind.

Upon looking through the April issue of *Radio Retailing* I noticed your request for ideas which would prove of assistance to your readers in stimulating radio sales during the summer. Accordingly I am enclosing a booklet gotten out by this company and sent to radio prospects.

The booklet, measuring 3½ by 5½ inches, and attractively printed, contains 12 pages and reads as follows:

"There is a popular notion that radio is a winter pastime—it is, and the greatest in the world today, but the super power stations are making it a summer pastime as well.

"Last summer in Lafayette in the daytime, reception was all a radio fan could desire with the exception of distant stations, and for that matter, night reception last summer afforded a lot of pleasure for listeners in.

"With the increase in the super power stations you are going to have good reception thruout the summer months. Is radio here to stay? This is only the fourth winter of radio—yet try and find someone who has had a radio in his home for as much as a month who does not have the same set or a better one today—that is the test—once you learn the pleasure there is in owning a radio you will never be without one.

"The trend of radio is toward better sets. Buyers of radio in the past have been cautious about putting much money into radio; today the buyers of expensive sets are invariably those who have had radio experience, they know radio is here to stay and that the pleasure to be derived from owning a good radio set justifies the expenditure.

"Another point to consider is the company behind the set. Mushroom radio factories are dying off now about as rapidly as they came to life a couple of years ago. It is a case of the survival of the fittest, and their fitness is measured by their ability not only to produce a good set but to service it thru responsible dealers. Thousands of radio sets today are failing to give proper service in the hands of the owners because the dealer has failed to provide proper maintenance. A poor tube will ruin reception on a good set, yet but few radio mechanics are able to judge poor tubes from good tubes, or to properly balance them. Poor tubes are not all the dealer has to contend with, it concerns almost every accessory that is necessary to use but those problems should not be the consumer's problems but the dealer's—the responsible dealer will assume that responsibility, and that is where we feel we fit in—we want to sell you a radio and we are prepared to give you intelligent service.

"Demonstrations should be made in your home—if you want to try out more than one make of radio, have them all put in at one time, compare them under like atmospheric conditions, operate the machine yourself, that is a real test and a convincing one.

"Antennas, we will be glad to install one for you and charge you just for the

material and wages paid men to put it up—only a few dollars, then you can test out any make of set and buy the one that suits you best.

"Will improvements be brought out on the present models of radio? Surely, just as with automobiles, during the past twelve or fifteen months these improvements have been largely refinements; the general principles have changed little. A radio sold today will be just as good a year from now as it is today—if you like it now you will like it better a year from now. Outside of your tubes and batteries there is no wear or depreciation to radio. Tubes properly taken care of will last several years and so will your wet batteries.

"We suggest you place a radio in your home now, pay for it on terms if you wish, and get the benefit of its use this spring and summer."

Set Development Depends on Perfection of Tubes

By WILLIAM H. FORTINGTON

Operadio Corporation, Chicago, Ill.

Too long has the radio manufacturer neglected the problem of experimental research. The demand for quality reception has caused radio manufacturers to recognize the fact that skilled engineering research plays an important part in the design of a superior product. It is now generally recognized that the research department of a radio company is the prime factor in the development of its product.

But, in my opinion, a great measure of the future technical development of radio sets will depend upon the quality of tubes which are obtainable from the tube manufacturer inasmuch as all the other apparatus entering into the set must be designed to work with, and are limited by, the characteristics of the tubes which are available.

Editor, *Radio Retailing*:

We believe that new models should be out by June 1 as a dealer can then spend a little time in establishing his lines.

We well remember that large corporation that came out with their new models last October and were able to make full deliveries about December 15.

Let's have our new prices and models June 1.

EDWARD W. HORRIG,
Horrig's Department Store.
Phillips, Wis.

Editor, *Radio Retailing*:

In my opinion the best definition of a radio dealer is that he is a merchant, the largest part of whose business comes directly from the sale of radio apparatus and its accessories. This definition does not include department stores and such other large organizations which devote a separate department to the sale of radio apparatus.

I am very pleased to see that you are making an effort in this direction, and believe it is warranted, and believe also that it would be of benefit to the entire industry.

SAMSON ELECTRIC COMPANY,
R. W. COTTON, Sales Manager.
Canton, Mass.

Outlines Stock Dealer Should Carry

By TROY B. WILDERMUTH

Fromar Company, Harrisburg, Pa.

In reference to your illustrated article on "How Small Can a Dealer Be?" I offer the following financial statement as one we would consider good, coming from a small radio dealer. In this statement we have set up the assets and the liabilities that he could carry, adhering strictly to the old English saying, that you can buy for cash and sell for credit and buy for credit and sell for cash, but you can't buy for credit and sell for credit and long survive."

Assets	
Cabinet sets.....	\$240
Console sets.....	200
Speakers.....	125
Batteries and tubes, accessories.....	200
Fixtures.....	500
Cash on hand and in bank.....	700
Accounts receivable.....	500
Total.....	\$2,465
Liabilities	
Accounts payable.....	\$300
Notes payable.....	150
Net worth.....	2,015
Total.....	\$2,465

With a set up of this kind, this dealer with one salesman should handle at least sales amounting to three complete sets a week, allowing himself the following expenditures:—

	Per Week
Selling expense.....	\$60.00
Expense on truck or auto.....	7.50
Rent.....	15.00
Supervision.....	15.00
Service.....	6.00
Miscellaneous.....	4.50
Freight and shortage.....	3.00
Clerk.....	7.50
Total.....	\$118.50

In handling a set fully equipped such as we are distributing, the dealer's cost of which, on the three sets, amounts to \$263.79, coupled with his cost of operation \$118.50, makes a total of \$382.29, the price of these sets to the consumer at \$150 each or \$450 for the three, leaves a profit of \$67.71, which added to his allowance of supervision of \$15 makes a total profit to him of practically \$84.

We take three sets because it is really the least that anybody in the radio business could possibly sell and still continue in business and with the amount of available credit that the small dealer has from the set-up shown, he could very easily handle up to ten sets a week, taking for granted that at least three of these sets would be cash sales, three on time payments financed and three on short term bank notes.

These figures advanced here are the ones that we have used this season for our minimum gage. They are the figures that our salesmen have charted and placed before prospective customers who are considering starting in the radio business.

Editor, *Radio Retailing*:

We believe that the best interests of the radio trade and also of the consumer would be served by limiting the announcement of new models to the summer months.

O. W. LILLARD,
Gould Storage Battery Company, Inc.
New York City.

Radio Is a Primary Product

Stores that forget radio entirely in the summer and devote themselves to another line should not receive as much consideration as the merchant who does an all-year selling job

WHETHER radio is to advance to a high position as a primary product or whether it is to backslide into a sideline for a varied group of other kinds of merchandise is a question that must be answered immediately by those within the trade itself.

Stores that milk the radio cow dry during the few months of the intense buying season and then leave the poor animal to starve to death during the slim summer months when she needs all the sustenance she can get should not receive primary consideration when allotting exclusive territories. Such stores take all they can get while the getting's good and contribute nothing in return.

Dealer franchises are valuable. They should go to the conscientious merchants who push radio as a year-round article.

Radio, ladies and gentlemen, is not a sideline. It is not of secondary importance. The music store that sells radio, the automobile store that sells radio, the electrical store that sells radio, all the stores, in fact, that

sell radio, have their place in the radio retail sales picture. There's no argument about that. Radio will probably always be sold through a variety of outlets.

The reason why we're pounding the typewriter this time is because it gives us a first-class pain where it hurts the worst to see all the stores that handle radio as a sideline close it out and forget all about it in the summertime.

When the public sees radio taken completely out of the picture and put out in the woodshed like Peck's Bad Boy, at the first sign of a climbing thermometer, the psychological affect on that dear public is bound to be disastrous. When they see the dealers themselves pushing radio into the background during the hot weather, can you blame the public for getting the same idea?

Of course, bringing a summer line to the fore during the proper season is good business. But for the store that sells radio and something else, or something else and radio, whichever it does, to forget radio altogether at any time of the year is the blackest

kind of a stab in the back not only self-inflicted on the store that does it, but is a blow to the whole radio structure.

From the sanctum sanctorum of the editorial chair can come only stray snatches of thought that are sent on their timid way with a prayer that they fall to earth where they will do the most good. We hope this thought falls in a fertile field—that the stores which sell radio AND SOMETHING ELSE should give radio equal prominence with that something else every hour, every day, every month of the year—and likewise, that stores now selling radio exclusively should also exhibit another line in the summer. But neither type of store should ever be permitted to forget that radio is a primary product and must therefore be given at least equal prominence, all the time, with whatever other lines it may carry.

Isn't that your opinion, also? Whether it is or not, we want you to tell us so. Address

The Editors, *Radio Retailing*,
Tenth Avenue at 36th Street,
New York City

Don't Foster the "Seasonal" Idea

BY RALPH A. SAYERS
J. B. Ferguson, Inc., New York, N. Y.

While there is a tendency among people to seek the outdoors instead of their firesides, many manufacturers and practically all the jobbers and dealers have taken it for granted that there is no business to be had during the summer months. Season-end "dumping" by manufacturers plus the general impression that with the Fall comes drastic changes in design that would render the present models obsolete, have helped still further to foster the "seasonal" idea.

Too many dealers try to stock up with too many brands of sets with the result that when Spring comes they have accumulated a stock of comparatively perishable merchandise. Few dealers have learned that radio sets

are to be sold like automobiles, adding machines or hot water and oil heaters, etc., in the prospect's own home.

Dealers in some localities have learned the secret of actually selling on demonstration instead of waiting for buyers to come in and buy. The writer knows of several dealers in Southern California, who, in 1923, accumulated much business through trained salesmen who kept the telephone wires hot making appointments which were promptly kept. One dealer in Dutchess County, New York, reports that 80 per cent of the sets installed on approval were sold.

We believe that other manufacturers would be wise in incorporating worthwhile improvements on their receivers as developed but not to make the present seasonal market more marked than it is now is by announcing yearly models in the spring of the year.

People are constantly looking for something new. Radio receivers that are more simple to operate, give bet-

ter tone quality and operate directly off the light socket are what they are seeking. The period of "revolutionary achievements" is over. Why continue marketing methods which mean furious activity for manufacturers during five to seven months each year and absolute idleness for the remainder?

Each year the automobile manufacturers announce their new models. One or two automobile manufacturers have attempted to make only minor changes in design as conditions warranted. This latter class has not met with much success because the first group of manufacturers have fostered the idea of "seasonal models." Now is the time for the radio manufacturers to reconcile themselves to either a six months or a full year's business. If they go on record as announcing "seasonal models" each spring jobbers and dealers will let down on their selling activities in the late winter or early spring and the public will decide to wait until autumn for the new radio set.

One Way to Stop Price-Cutting

IN LOOKING into the price-cutting evil the question is very often asked, "Where does the dealer get his supply?" It is quite evident that he must get it from some jobber, but just who that jobber is, sometimes forms quite a puzzle.

A certain manufacturer who is shipping large quantities of his products into New York City to various jobbers has devised a scheme whereby he marks the boxes in which his products are packed. The markings are hardly discernable and are known to no one except a certain few in the company.

In this way the manufacturer, when he hears of the prices on his products being slashed, can at once send an agent to the store and by merely looking at the boxes tell from what jobber they were obtained. As soon as this is determined the jobber is questioned and unless some reasonable explanation is forthcoming his supply is at once cut off.

*What this industry seems to need most is
December twelve months a year.*

Do You Advertise the Broadcasting Programs?

THE phonograph trade has learned a great deal from radio. There is also something here which the radio dealer can learn from observing methods of merchandising phonographs.

Note the advertising done by the leading music stores in your community. How many of them devote space to extolling the appearance, motor, or operating characteristics of the phonographs in their stock? None.

Instead, you read: "Victor records," "great artists in your home," "dance music at will." These themes, it is, that form the burden of their message. It is the old story of advertising the *results*,—rather than the mechanism by which they are obtained.

*"The definition of a dealer" seems to be
anyone who can keep one jump ahead of the
sheriff during July and August.*

Faking Storage Battery Ratings

OF LATE, misrepresentation of storage batteries by "gyp" dealers and producers has increased to such an extent that responsible manufacturers have deemed it necessary to enlighten both the responsible retailer and the ultimate consumer, who eventually become the "goats."

It is quite possible to manufacture a storage A battery which, while on the surface is an exact counterpart of some well-known reliable brand, has much lower ampere-hour, or storage capacity. This counterfeiting may be done by reducing the number of lead plates in the battery and adding in their place a quantity of acid, which maintains the weight of the accessory at normal.

(Such substitution of acid for lead plates reduces the manufacturing cost of the battery, therefore it may be sold cheaper to both the dealer and the consumer.) In connection with this plate reduction, a case is used which is three to four inches larger than is actually necessary. In other words, the article is a container without its proper contents. Questionable manufacturers have gone so far as to over-rate the capacity of the battery on the name plate attached, or in other cases have left this space entirely blank, the rating to be inserted later.

It's getting to be the custom of radio manufacturers to go to Florida in the winter and the North Pole in the summer. Why not stay home and get the seasons right? It's cheaper.

Already Equipped for Outside Selling

BY THE very nature of radio and the methods necessary to demonstrate sets the radio dealer is already equipped for outside selling.

He has always been under the expense of sending his men into the home for installation, demonstration and servicing purposes. He must operate one or more automobiles, he has to advertise, and he has to carry charge accounts. In the light of these circumstances, we ask, is the average radio merchant making the fullest use of his sales opportunities and of the equipment which he already has at his disposal—for "house-to-house" selling?

Why not take the next logical step and go to the home for sales-creating purposes as well?

*"Dealer inertia is responsible for the summer slump," says prominent manufacturer.
"Manufacturer inertia is responsible for the summer slump," says prominent dealer.
H'm. Is diss a system?*

Blame Inefficient Sets—Not Super-power

WHEN a complaint is heard about the new high power stations blanketing the dials, it may be well to investigate the type of radio receiver the complainant is using. In most cases a set which does not tune efficiently or is not properly shielded is found and this results in the operator's inability to tune out the super-power stations.

In the case of a great many commercial receivers the coils themselves pick up enough energy to make the extremely fine tuning necessary impossible. A cure may be effected in most cases however by the use of what is known as a wave trap. Many of these are in use today on sets located near high power broadcasting stations. They consist of a coil shunted by a variable condenser which effectively traps out all signals except the desired one, where the energy being utilized by the receiver is coming entirely from the antenna.

This to Say—

**Radio
Retailing**
Vol. 4, No. 1

Now He Sells Local Reception Only

"YES, it seems to be a good set," said a customer who had been trying out a set, to a San Francisco dealer, "but I didn't have any success with distance."

"What did you get?" asked the dealer.

"Well I got Chicago and Denver and a station in Kentucky last night, but I couldn't get real distance at all."

This conversation was an illuminating one to the dealer and he hastily ran over in his mind the sales arguments he had used in introducing the set to his customer. He saw that he had oversold the idea of distance. The purchaser had been led to expect more than he had received.

The public as a whole is thoroughly sold on the accomplishments of radio—oversold in fact, so that it accepts quite calmly anything offered and is even ready to complain if the miracle seems too plausible. Sound merchandising calls for conservative statements in making a sale. "Sell on local reception and add a caution rather than a promise in the matter of distance," says this dealer now. "It does not pay to oversell radio merchandise."

Even the radio magazines are being blamed for the summer slump. "The trouble with you radio magazines," a radio factory representative said to us recently, "is that you haven't forced manufacturers to advertise in the summer."

Which left us, for the first time in our lives, in a condition bordering on hysterics.

Goods Are "Exported" Around the Block

WHERE do the gyps get their supply of merchandise which enables them to sell at such low prices? Sometimes the jobber or manufacturer is hard pressed enough to turn over his stock at practically no profit to one dealer, thus enabling him to undersell his competitors, but here is another scheme which is widely used in New York:

A greater discount is allowed to the export trade than to the domestic. Also, the manufacturer in bringing out a new product often makes advance shipments to the export trade. The New York gyp dealer is aware of this fact and therefore sets up a fake office address on the water-front, and through an agent, orders goods supposedly for export.

They are consigned to some certain dock and upon arrival there sometimes are not even unpacked, but immediately sent to a retail store and there unloaded. This not only puts some products on the domestic market before they are intended to be so placed, but also gives this particular dealer the edge on his competitors in that he has gotten a greater discount.

Jobbers should check up very carefully on all export

Radio Retailing, July, 1926

orders to see that this thing is not happening, for it is their laxity in checking that enables the gyp to continue this practice.

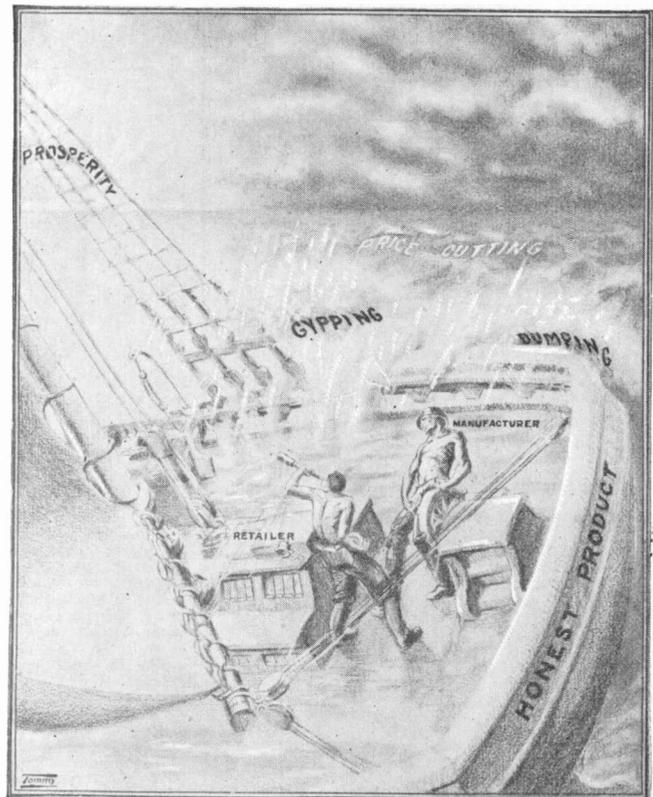
The Fall season is on the way, and with it will no doubt come the usual blowouts "for their loyal dealers" by some of our best manufacturers. But booze parties don't sell radio sets.

"The Survival of the Fittest"

THE question has arisen, probably brought about by the retirement from business of several radio manufacturers and more or less universal dumping of merchandise, "How can a reliable, legitimate manufacturer survive this period of price-cutting and questionable merchandising by irresponsible manufacturers?" Obviously and unfortunately, some will not. Those that do survive, will do so because of the actual worth of their products and the economic soundness of their merchandising policies.

Chicago weather prophet says this summer will be the first in 110 years without hot weather. Sounds like propaganda from the RMA.

Who Will Ride Out the Storm?



*The manufacturer who makes—and the dealer who sells—
an honest product, will survive the stormy sea
of economic instability*



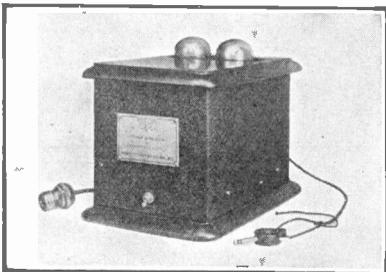
What's New in Radio and

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

Power Amplifier and B Eliminator Combination

Radio Retailing, July, 1926

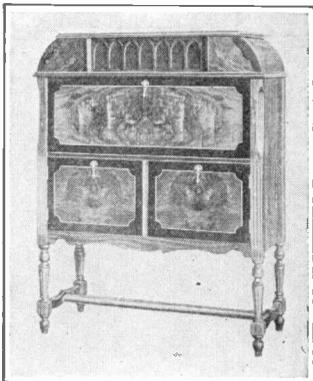
The Radio Receptor Company, 106 Seventh Avenue, New York, is making a combination power amplifier and B battery eliminator unit known as "Powerizer." It is encased in metal with a mahogany top and bottom. One UX-216 B and one UX-210 tube are used. Overall dimensions are 6½ in. x 6½ in. x 11 in. Heavy carbon resistances are used to insure steady operation and to eliminate possibility of resistance variations due to heat. Binding posts are furnished on the inside so that detector voltage up to 45 volts and amplifier voltage up to 135 volts may be supplied to the receiving set if desired. Used as an amplifier this device is placed between the loud speaker and the set. An on and off switch is furnished on the case so that the amplifier may be connected to the house line at all times. Intended retail price, less tubes, \$49.50.



Walnut Console

Radio Retailing, July, 1926

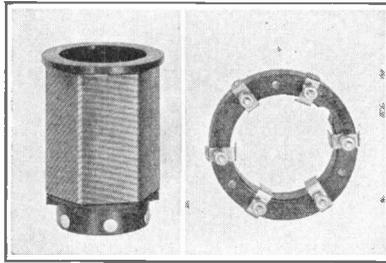
Style R-23 console, manufactured by the Excello Products Corporation, Cicero, Ill., is made in piano finished, two-tone American walnut with five-ply veneered top and panels. The tone chamber, above the set compartment, is constructed of seasoned wood with a metal throat. The cabinet is equipped with adjustable panels which permit the installation of receivers whose panels do not exceed 10½ in. x 32 in. A lower compartment accommodates all batteries and necessary chargers and is furnished with a leaf which permits batteries to be pulled forward for charging and replacement. Overall dimensions are 37 in. wide, 16 in. deep and 45 in. high.



Replaceable Coils with Socket Mounting

Radio Retailing, July, 1926

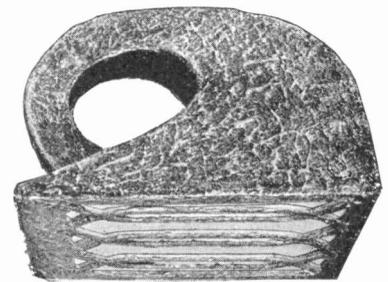
The illustrated coil and socket mounting, manufactured by Silver-Marshall, Incorporated, 102 South Wabash Avenue, Chicago, Ill., may be used as a radio frequency transformer, antenna adapter, oscillator coil, three circuit tuner or wave trap. All coils are wound on ribbed bakelite forms with standardized terminals fitted for mounting in a standard socket-type receptacle, covering wavelengths between 30 and 3,000 meters. Thirty to 550 meter coils are space-wound with enameled wire, while the larger inductances are bank-wound on similar forms. The primary winding is in a slot at the base of the secondary.



Horn Type Loud Speaker in Compact Form

Radio Retailing, July, 1926

A 24 in. horn, condensed in such a manner as to occupy a space of 10 in. x 8½ in. x 8½ in. is being made by the Rahem Horn Corporation, 65 West Houston Street, New York. It is finished with a decorated silk or wire lined grill so as to give it the effect of a combination horn and cabinet. The material used is fibre board, hardened with a special non-vibrating resonant composition. The finish is pebbly, roughed or stucco effect with a metalized coating of oxidized antique gold, silver or bronze. This model is equipped with an adjustable unit and has an intended retail price of \$5.



Audio Frequency Transformer

Radio Retailing, July, 1926

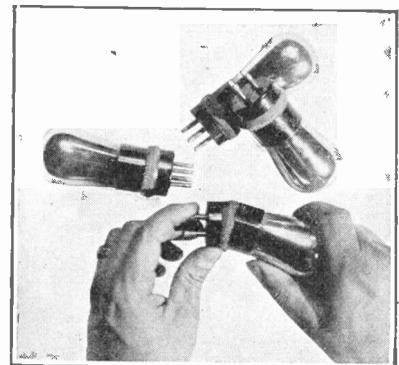
Silver-Marshall, Incorporated, 870 West Jackson Boulevard, Chicago, Ill., is making the illustrated type 220 audio frequency transformer. This is a very heavily constructed transformer, with a binding post located at the base, totally shielded in a heavy case. It is to be mounted from the bottom. It is said by the manufacturer that the transformer tends to compensate for the falling in amplification of loudspeakers at high frequencies. This transformer has been designed to operate with cone speakers, and has an intended retail price of \$6.



Cushion Base Tube Prevents Vibration

Radio Retailing, July, 1926

The Van Horne Company, Franklin, Ohio, is making a tube known as Cushion 5VAX, equipped with push-type prongs, so constructed as to check all tube vibration. This is obtained by a ring of soft resilient crepe rubber incorporated in the Bakelite base, as shown in the illustration. The base is split in half and the rubber, which is about ⅝ in. wide is securely fastened to the edges. Aside from this special feature the tube is of the five-volt, ¼-ampere type. No changes in the set are necessary in order to use this tube. The 5VC Mogul power tube made by this company can also be had in two different style bases to accommodate all types of sets.



Where to Buy It

News of Latest Products
Gathered by the Editors



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

Cabinets for Table Radios

Radio Retailing, July, 1926

The Radio Master Corporation of America, Bay City, Michigan, has brought out a line of cabinets which make the table radio into a piece of furniture. They are made to fit all table sets, and installation is very easy, requiring just a few minutes work. There is ample space below to hold batteries, charger, etc. A built-in speaker above is arranged to receive the dealer's favorite unit. All wiring is concealed. Cabinet work in walnut and mahogany, some with striped walnut, cratch mahogany and burl overlays. Construction is solid and durable. There is a disappearing arm rest, and the radio frame pulls out, making tubes accessible from the front.



Space Wound Coils on Cellulose

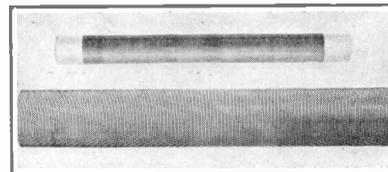
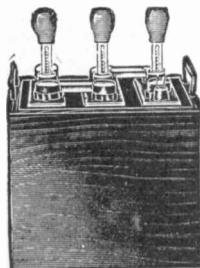
Radio Retailing, July, 1926

The Hammarlund Manufacturing Company, 424 West 33rd Street, New York, manufactures space wound coils of the type shown illustrated. These are supplied in 20 in. lengths and may be cut to any desired size with a pen knife. Use of this material saves time and trouble in winding solenoid coils, and insures a constant value for the same number of turns. Spacing between turns prevents short circuits and lowers distributed capacity and resistance. Can be wound in any diameter between 1½ in. and 3 in., with any size of wire and any desired space between turns. The larger coil illustrated is of No. 16 green silk over cotton wound 10 turns per in. and is for use in short wave receiving sets. The small coil is wound with No. 36 s.s.c. wire, wound 100 turns per in. to be used for radio frequency choke coil. Coils having a diameter of 3 in. wound with No. 22 s.s.c. wire have 36 turns per in. and are generally used for broadcast receivers.

Hydrometers Mounted in Battery Caps

Radio Retailing, July, 1926

The illustrated Hydrometer is being made by In-A-Cap Hydrometer Company, 1343 West Fourteenth Place, Chicago, Ill. It measures approximately four in. high and is mounted in a threaded battery cap by means of a rubber bushing. Use of this device in the cell tops of a storage battery eliminates the danger of spilling acid which so often occurs by using the ordinary type of hydrometer. The caps are provided with large vent holes which allow for escaping gas. These may be had separately with an intended retail price of 75c. or \$2 for a set of three.



Underground Antenna

Radio Retailing, July, 1926

An antenna for which the reduction of static and power line interference is claimed, called "Pitts Underground Antenna" is being marketed by Ernest W. Sawyer, 1915 Santa Fe Avenue, Los Angeles, Cal. This antenna, it is said, may be used to advantage in connection with any type of receiver by burying it in the ground and attaching a lead-in to the receiver. Overall dimensions are 6 in. x 24 in. x 18 in. Intended retail price, \$12.75.

Plug for Clarifying Output

Radio Retailing, July, 1926

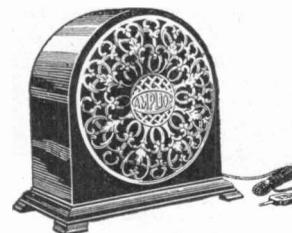
The Polymet Manufacturing Corporation, New York, is now marketing what is known as the "Claro-Plug." This device is used in a similar manner to that of an ordinary plug, and when attached to a loudspeaker is said to eliminate much of the noise that would otherwise be detrimental to good reception. It measures 4 in. long by 1½ in. wide. It is not adjustable and may be also used on sets using binding posts instead of jacks. Intended retail price, \$1.50.



Rectifier Tubes of Thoriated Filament Type

Radio Retailing, July, 1926

Two new tubes for use in battery eliminators are manufactured by the Perryman Electric Company, North Bergen, N. J. Type P.R.1 is designed for use in half-wave rectifiers using one tube or in full wave-rectifiers using two tubes and type P.R.11 for use in full-wave rectifiers employing one tube. Both rectifiers are of the thermionic emission type operating on from 4½ to 5½ volts filament potential. It is claimed that these tubes have a low-voltage drop between plate and filament and that accurate spacing of the elements insures long life.

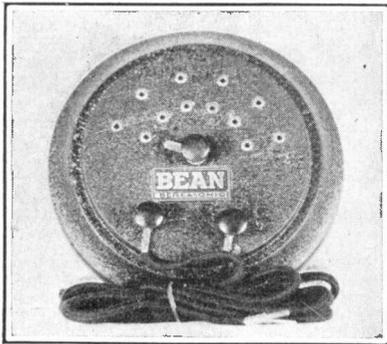


Cabinet Type Loud-Speaker

Radio Retailing, July, 1926

Illustrated is the "Radiolux-Amplion" loudspeaker manufactured by the Amplion Corporation of America, 280 Madison Avenue, New York City. This speaker is said to embody a new acoustic principal and the sound chamber forms a hyperbolic or curved race from the unit in the bottom. This method lengthens the sound path and keeps the size of the instrument within bounds. The cabinet is finished in mahogany and stands 15½ in. high, the grille is finished in oxidized silver and is 13½ in. in diameter.

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



Change Over Switch for Comparing Reproducers

Radio Retailing, July, 1926

Known as No. 38 conductor, is the switching device being made by Liberty Metal Products Company, Berea, O. As can be seen in the illustration it is circular in shape, having approximately a 5 in. diameter. A switch is located in the center and provision made so that the cord tip of reproducer units may be inserted on the face. By turning the pointer, instant comparison may be made between any one of 6 or less reproducers. This device may be either fastened to the counter or lie on it. The output from the set is connected to the two terminals, located at the bottom. The proper polarities are marked and should be carefully watched. Furnished with a 5-foot cord, the intended retail price is \$3.25.



Cabinet Loud Speaker

Radio Retailing, July, 1926

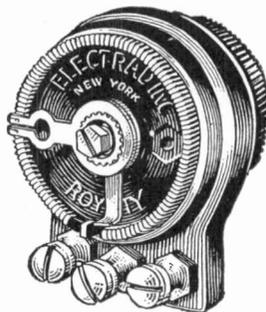
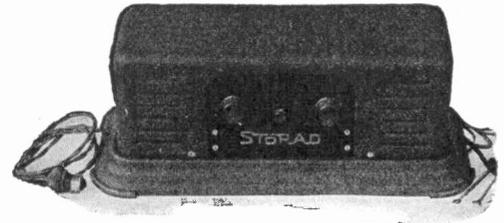
The cabinet loud speaker shown in the illustration is being made by the Jewel Phonoparts Company, 154 Whiting Street, Chicago, Ill. The tone amplifier in this cabinet is made entirely of wood and said to be designed to deliver sound waves of every length for proper reproduction. It is also stated that certain acoustic laws, not previously used in connection with radio reproduction, have been utilized in this loud speaker with the result that its tone has a fine quality and timbre. The cabinet is substantially built of five-ply veneer and is finished in a mahogany brown. The intended retail price, complete with cord, is \$25.

Automatic Radio Power Supply

Radio Retailing, July, 1926

Made by the Storad Manufacturing Company, Cleveland, O., is the illustrated automatic power supply. This consists of a storage A battery and charger, also a B battery supply unit. One connection is made to the house lighting circuit and the unit may be placed near the set or in the cellar. The entire control is with a switch located on the set. When the set is in operation, current for the A circuit is drawn from the storage battery and for the B circuit from the B power supply which is incorporated in the unit. When the set is turned off, the charger imme-

diately starts to recharge the A battery, brings it back to full capacity when charging automatically ceases. It is claimed by the manufacturer that this outfit is entirely "fool proof" when in operation.



Wire Wound Variable, Etc.

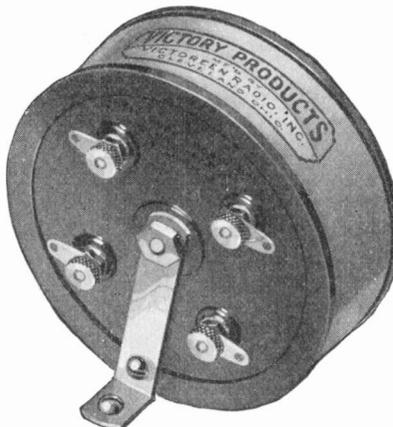
Radio Retailing, July, 1926

Electrad, Incorporated, 428 Broadway, New York City, manufactures the high resistance unit shown in the illustration in sizes suitable for use in resistance coupled audio amplifiers, as shunt resistances across transformer secondaries and as variable units to control the voltage of B eliminators. The units may also be used as variable grid leaks. The resistance coil is embedded in bakelite, three terminals are provided and the entire resistance range may be covered with less than a single turn of the attached knob.

Clock Operating from Set's Batteries

Radio Retailing, July, 1926

An electrically operated clock that may be incorporated in a radio set and runs on either dry cell or storage batteries is being made by the Magnetic Clock Company, 160 Huyshope Avenue, Hartford, Conn. The clock consists of two units which are assembled in a strong die cast case. The amount of current used is negligible and the clock face is 2 1/2 in. in diameter. The dial has a black background with white figures and hands. Six or 12 volts can be used. The barrel is 1 1/2 in. deep. Vibrations and temperatures do not affect the driving mechanism. Intended retail price \$12. Luminous dial \$1 extra.

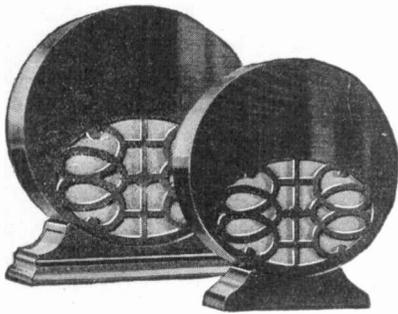


R.F. Transformer Designed for Dry-Cell Tubes

Radio Retailing, July, 1926

The illustrated R. F. Transformer is the latest "Victoreen" product to be marketed by the George W. Walker Company, Cleveland, Ohio. These, it is said, due to their special design make possible greater volume and satisfaction from dry-cell tubes. They have extremely sharp resonance curve permitting the use of an aperiodic primary which gives greater selectivity according to the manufacturer. Known as No. 171, this transformer is especially adaptable to those who wish to build a portable superheterodyne for summer use.

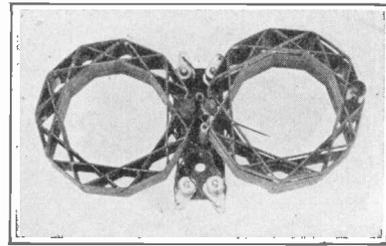
News of Latest Products Gathered by the Editors



Loudspeaker Using Violin Sound Principles

Radio Retailing, July, 1926

Teletone Radio speakers, manufactured by the Teletone Corporation of America, 449 West 42nd Street, New York City, are fashioned in the manner of a violin, utilizing a patented amplifying principal. An internal sound chamber of resonant spruce, or violin wood, is said to preserve true tone reproduction. Type 60 is manufactured with either an American black walnut or African mahogany and has an intended retail price of \$32.50. Type 62 has an intended retail price of \$22.50 and is obtainable in mahogany finish only.



R. F. Transformer with Adjustable Coupling

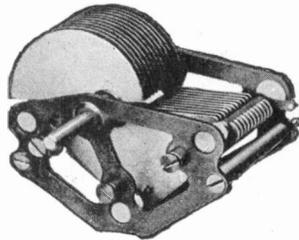
Radio Retailing, July, 1926

The Gen-Ral Duo-Former, manufactured by the General Manufacturing Company, 6637 Cottage Grove Avenue, Chicago, Ill., is a radio-frequency transformer, basket wound, in the familiar figure-eight form. According to the manufacturer this form of winding reduces distributed capacity and permits the use of heavier wire, decreasing resistance. Adjustable coupling is provided between primary and secondary by slipping the secondary winding up or down the mounting pins. Binding posts are conveniently provided and the unit is designed to cover the broadcast band when used in conjunction with a .00035 variable condenser.

Straight Line Frequency Condenser

Radio Retailing, July, 1926

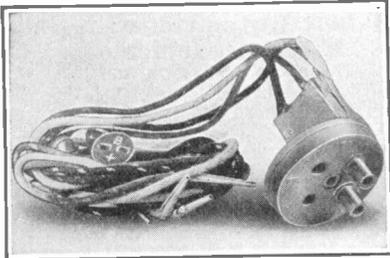
The Power-Plus straight frequency line condenser shown in the illustration is manufactured by the A. F. Henninger Corporation, 4509 Ravenswood Avenue, Chicago, Ill., in all standard capacities. Eccentric rotor construction is used to secure the S L F effect, and a pigtail connection to the rotor binding post minimizes resistance and insures proper connection. The endplates are of latticed metal construction and a steel cone bearing prevents grinding, insuring perfect alignment. Intended retail prices, .0005 mfd. \$5.50, .00035 mfd. \$5.25, .00025 mfd. \$5.



Adapter for UX-112 Power Tube

Radio Retailing, July, 1926

The Alden Manufacturing Company, 52 Willow Street, Springfield, Mass., is manufacturing the illustrated "Connectorald" No. 112. After fitting the tube in this thin shell which is then inserted in the socket, the additional B and C battery connections may be made by means of 4-wires coming from the side of the shell. This means that power tubes can be used without changing any of the wiring in the set. Due to the thinness of the side wall which this design necessitates it has to be handled with care but once the tube is inserted there should be no further difficulty. These are to be used with old-style sockets. The connecting wires are marked by means of metal tabs and each wire is a different color. Intended retail price \$1.25.



Vernier Dial Giving Straight Line Frequency Tuning

Radio Retailing, July, 1926

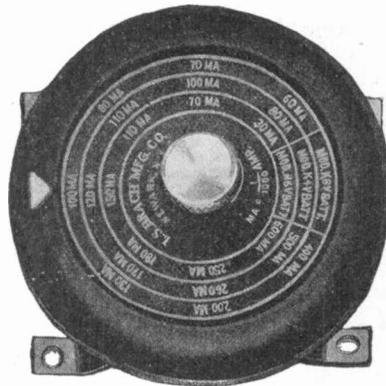
Two new models of tuning dials are announced by the Bruno Radio Corporation, 221 Fulton Street, New York City. The two types are alike in external appearance, being constructed of solid bakelite shells 4 in. in diameter and 1/2 in. thick. One is of the regulation micrometer style, and has an adjustment ratio of 24 to 1. It can be used with any type of variable condenser or movable coil. The other provides the effect of straight line frequency tuning when it is fastened to the shaft of an ordinary straight line capacity variable condenser. The conversion is attained by interlocking cams and levers.

No gears are employed in the new dials. Slow movement is obtained by small friction wheels working against larger ones. White scales numbered from 0-100 are visible through glass windows. A red marker line indicates the readings. The scales are made clockwise or counterclockwise. No mounting screws of any kind are required. A small hole is drilled in the panel just above the opening for the instrument shaft. The dial is prevented from turning by a projection on the back of its bakelite shell which fits into the drilled hole.

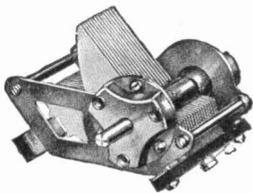
Rheostat for Regulating Charging Rates

Radio Retailing, July, 1926

In order to cut down the rate of a Balkite model H charger which normally is 2 1/2 amperes, to a trickle charge ranging from 30 to 600 milliamperes, the L. S. Brach Manufacturing Company, 127 Sussex Avenue, Newark, N. J., is manufacturing the illustrated rheostat. With this, the charging rate may be set to compensate for the amount of current used by the receiver. Complete instructions accompany each rheostat. Once it is set there are no further adjustments to make and the only attention necessary is to add water to the battery and charger. Intended retail price, \$2.25.



What's New in Radio and Where to Buy It



Straight Line Frequency Condenser

Radio Retailing, July, 1926

The Wirt Company, 5221 Greene Street, Germantown, Philadelphia, Pa., has placed on the market a straight line frequency condenser. The bearings are self-aligning and consist of two steel hemispheres working in brass sockets. Plates are of small size, thus requiring a minimum of panel space, and are of aluminum, staked on to the bars by a special process which insures the good contact. A spiral connector is provided, which serves the purpose of the "pigtail" and it is so proportioned that it balances the rotor in any position. Large covers are placed over each bearing, and besides keeping dust out of the bearings, they serve several other useful purposes. The back cover encloses both the connector and tension springs, which insures against tampering. The front cover provides a very rigid mounting and carries three threaded eyelets for this purpose. These condensers are being furnished in the various capacities and also in twins and triplets mounted on one shaft.

Loudspeaker Extension Cord and Connector

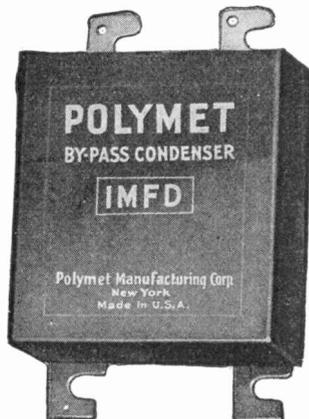
Radio Retailing, July, 1926

The Birnbach Radio Company, 370 Seventh Avenue, New York City, manufacturers a 20 ft. loudspeaker extension cord which is equipped with a plug in which speaker terminal tips may be inserted. The tips of the opposite end of the extension which is in single cable form, may be inserted in the output circuit of the receiver. Intended retail price with connector, \$1.

By-Pass Condensers

Radio Retailing, July, 1926

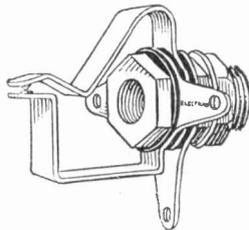
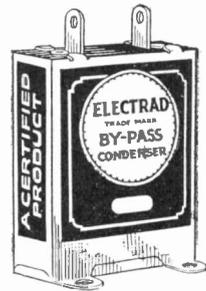
The Polymet Manufacturing Corporation, 599 Broadway, N. Y., has recently announced their new line of by-pass condensers, as illustrated. High break-down test; 800-1,000 volts. Polymet by-pass condensers are made in special sizes for manufacturers, according to specifications submitted. They are put up in standard cans, for distributors and dealers. Intended retail prices from 60c. to \$3.50.



By-Pass Condenser

Radio Retailing, July, 1926

Low power loss and low radio-frequency resistance is claimed for the new by-pass condenser manufactured by Electrad, Incorporated, 428 Broadway, New York. A working voltage of 250 volts a.c. is guaranteed by the manufacturer and condensers are tested at 1,000 volts before leaving the factory.



Space Saving Radio Jack

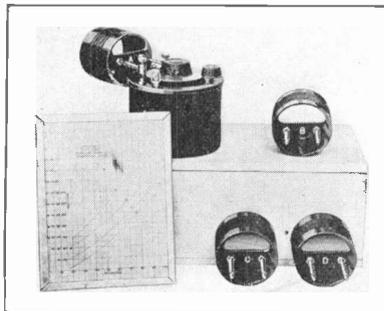
Radio Retailing, July, 1926

The jack shown in the illustration requires but one in. of space behind the set panel and is manufactured by Electrad, Incorporated, 428 Broadway, New York City. Compactness has not been achieved at the expense of efficiency, according to the manufacturer and the jack is equipped with sterling silver contact points, hard rubber insulation and is constructed of phosphor bronze. Tinned lugs make soldered connections easy.

Special Detector Tube

Radio Retailing, July, 1926

The "Ceco" vacuum tube, type H, is more sensitive to distant and weak signals than the conventional type in general use, according to the manufacturer, the C. E. Manufacturing Company, Incorporated, 702 Eddy Street, Providence, R. I. The tube is designed to be used specifically as a detector. Specifications of this tube are Filament Voltage—5, Filament Amp.—.25; Plate Voltage—45-90. Intended retail price, \$2.50.



Amateur Wavemeter with Bulb Resonance Indicator

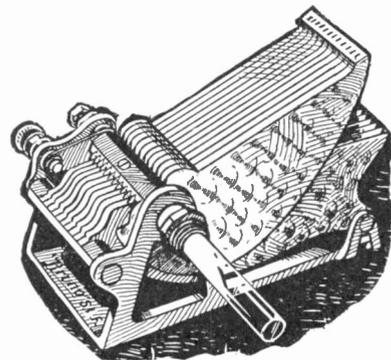
Radio Retailing, July, 1926

Type 358 amateur wavemeter, manufactured by the General Radio Company, Cambridge 39, Mass., is equipped with 4 plug-in, or replaceable coils, covering all wavelengths between 14 and 240 meters. Their range is as follows, 14 to 30 meters, 25 to 60 meters, 50 to 115 meters and 150 to 240 meters. The instrument is supplied with calibration charts giving the wavelength curve of each coil and is equipped with a small neon lamp which indicates resonance. A short circuiting device is provided so that when the lamp is removed from the socket, the circuit is closed and the reactive method of checking resonance may be used. A .000125 variable condenser is employed in the instrument. Intended retail price \$20.

Variable Condenser with Bakelite Shaft

Radio Retailing, July, 1926

The Bruno Radio Corporation, 40 Paynter Avenue, Long Island City, is making a variable condenser with a bakelite shaft instead of usual metal one, the bakelite furnishing the insulation between the rotary and stationary plates. The condenser has aluminum frame and brass plates. Overall size is 3 1/2 in. wide, 1 1/2 in. high and 2 1/2 in. deep behind panel. It is of the straight line frequency type with a maximum capacity of .0005 mfd. One hole mounting. Also mounts flat on back on panel, and is made in left and right hand models so that two of them can be mounted in line and the two shafts controlled by means of one paddle-wheel type of thumb-actuated dial. Intended retail price, \$4.



For the Service Man

A monthly department of service helps—For practical ideas in 200 words if acceptable for publication two dollars will be paid.

Radio Interference From Electrical Refrigerators

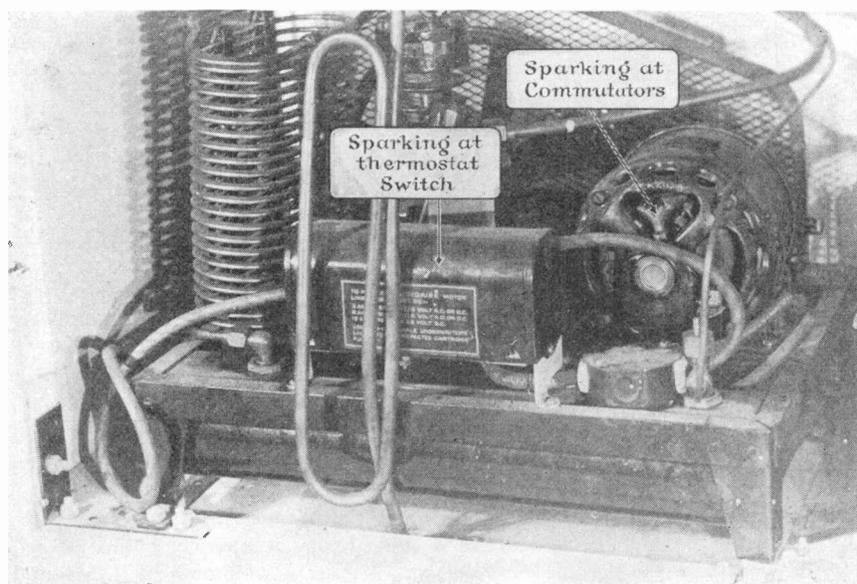
This summer will see more electric refrigerators in use in homes than ever before. Although a great number of these refrigerators use repulsion induction motors, and are therefore comparatively free from blame so far as radio interference is concerned, there are some series motors and d.c. motors in use, which will and do cause much discomfort to the radio listener. The symptom is a frying or crackling noise.

According to A. S. Clarke of the Clarke Electric Company, Danville, Virginia, "this type of disturbance caused by dirty commutators and sparking at the thermostat contact points sometimes interferes with radio sets as far as a block away from the source. Where a repulsion induction type of motor is used, in which the brushes are thrown off the commutator after starting, interference is caused while the motors are starting. On offending series motors we have found the filter shown in the accompanying sketch to minimize if not entirely eliminate the radio interference caused.

"Radio frequency choke coils are wound on porcelain tubes which are about 1 in. in diameter and 12-in. long. The windings consisted of approximately 175 turns of No. 16 d.c.c. wire.

"This size of wire will pass the current necessary for ¼-hp. motor, which is the size most commonly in use on these devices. The exact number of turns as well as the size of the bypass condensers will have to be determined experimentally for each job since we have found that no set rule can be laid down that will be equally effective on every motor. Most of the time however a 1 mfd. condenser will do the trick.

"In some cases elimination of the

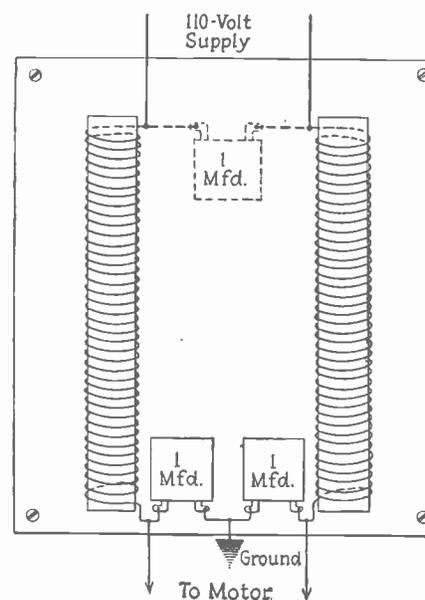


Above—A common home-refrigerating unit showing sources of radio interference. Right—Circuit for chokes and condensers as described in text for interference elimination.

trouble has not been effected immediately. It has however been minimized to a satisfactory degree and therefore this device, consisting of two choke coils and one to three condensers, is well-worth experimenting with. A piece of Bakelite 7 in. x 14 in. should be used to mount the coils and condensers on. This is then enclosed in a 10 in. x 6 in. x 4 in. metal service box. Filter type condensers must be used capable of standing at least 450 volts a.c. A size of 1 mfd. is suggested but this will be found to vary so try other sizes. In some cases no condensers are necessary.

"A satisfied customer is the best advertisement that you can possibly obtain, and the elimination of one or two troubles like the one above will set tongues wagging that will be worth more than all your appropriation for newspaper advertising.

"As for who bears the cost, we try to have the owner of the offending device do so, and we find that he is usually willing to if he has a set himself. If he won't do it we ascertain how many set owners in the vicinity are effected, go to them with the proposition and have them split the cost. If nobody is willing to pay, then do it yourself, as its cheap advertising that will probably lead to sales in the neighborhood."



How We Cut Service Costs Fifty per Cent

By J. CARTER
Service Manager, Ludwig Baumann & Co.,
New York City

Many radio retailers find servicing work unprofitable because "unlimited service" was offered on sets in order to make the original sale. Customers have been promised the earth and naturally expect too much. Very often one of my service men reports that the customer upon whom he has just called has objected to the service charge and exhibited a newspaper advertisement of a competitor, offering unlimited service. Such practice is utter foolishness and is the result of "not-seeing-beyond-the-

nose" reasoning. What does it profit a dealer to make a sale through these exaggerated offerings if his profit is eventually "chewed to ribbons"? Baumann's service department is run on a sound and tried business principle. If a service call is necessary as a result of our negligence, we pay for it. But if it is due to some fault of the customer he must pay a charge of \$3 an hour for our time.

Servicing and repairing in the shop is far less expensive to us than outside work. Therefore, our outside charge is deliberately high and we encourage customers to bring their sets to the store by making repairs of this kind without charge. This service is of course extended only to those who purchase sets from us. We do not make a practice of servicing sets bought elsewhere.

Service Men Supply Own Cars

We employ but four competent service men. These employees have been selected out of triple this number originally employed, these men being chosen for their reliability, ability and general characteristics. We have found that four men easily do the work and that less time is spent *un-doing* that of less proficient associates. These men use their own cars, for which we pay them a flat rate of \$2 per day when used on company business. Out of this amount they pay for the car's upkeep.

As far as possible, men residing in widely scattered localities are employed for servicing work and the daily list of calls allotted to each man is made to cover a section as near as possible to his home. In this way each man will make a call or two more per day because of the convenience to his home when through. Employees are not required to re-



These easily made racks allow service men to keep tubes in the same order as used in the set. They also make a much safer place to keep them.

port after the day's work, but report in the morning when it is impossible to make calls.

When leaving a job, service men are required to obtain the customer's signature on a report card listing the trouble, the remedy and the time expended. This assures the office that this customer has been satisfied and also keeps a general check on calls.

A competent man is stationed at the service department 'phone in the office and is able to adjust many complaints over the wire by inquiring as to the condition of batteries, etc., and making suggestions which the customer can try while he holds the wire. This man at the 'phone also reminds the customer that the \$3 service charge will be made if trouble is his own fault, and that service will be rendered free if the receiver is returned to the store.

How to Solder Without an Iron

Sometimes it becomes necessary for the experimenter or the repair man to make a soldered joint on a radio set when no electric iron is available. There is a method which is inexpensive and the materials

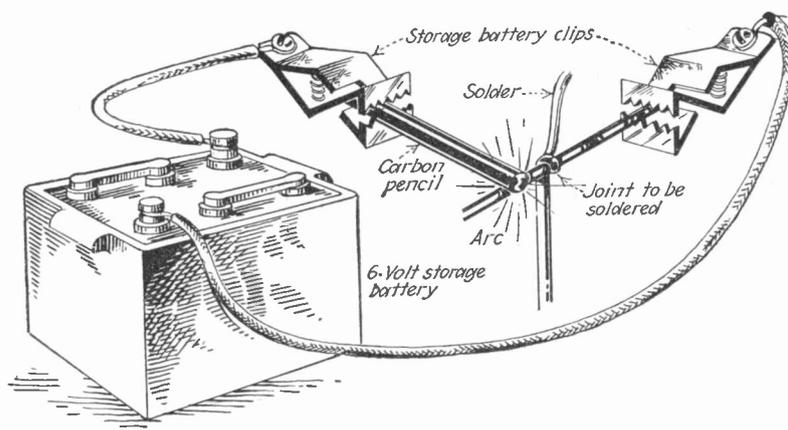
close at hand. The materials needed are: a storage battery — used on nearly every set—two flexible wires, a piece of carbon, some solder, and preferably two battery clips. The wires need not be of the flexible kind but they are more easily handled. A small round pencil of carbon may be easily obtained from any discarded B battery of the dry cell type. The desired piece of carbon may be removed from the cell by tapping the zinc covering lightly with a hammer until the composition on top loosens. The carbon may then be pulled out with a pair of pliers.

Connect the two wires to a six volt battery as shown in the diagram. Place one of the clips on the wire to be soldered at some little distance from the joint to be made. Then place the carbon pencil in the other battery clip. If no battery clips are available the wires may be twisted to make the electrical connections. Everything is in readiness to make the joint. Hold the solder on the splice and touch the carbon pencil lightly at a point about one fourth of an inch away from the joint. An electric arc is formed at the end of the carbon which quickly heats the wire and the solder will run on making a very good soldered joint. Care should be used to see that the wire is clean and do not hold the arc too long as the wire will be come oxidized.

Shorted Grid Condenser

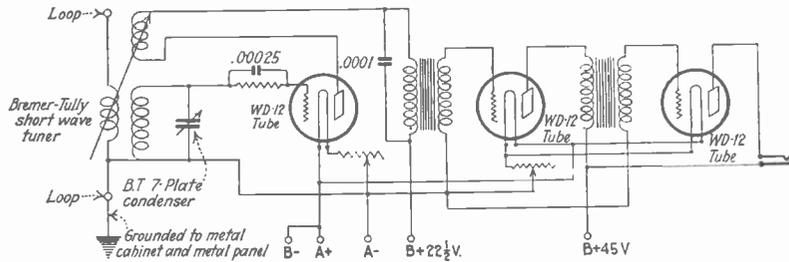
A shorted grid condenser in a radio receiving set will be indicated by a lack of volume, the stations coming in very faintly with perhaps one-tenth of the normal volume. An easy test for trouble of this nature is to place the finger on the grid post of the detector tube. If everything is operating in a normal manner a whistle will be heard in the speaker. If nothing is heard the trouble may be a shorted grid condenser or a grid leak which is of too low a resistance.

A shorted grid condenser is not very usual as there is very little electrical strain at this point. However, cases have been found where the connecting wire formed a short, or the small soldering lugs had become turned in such a manner that they caused trouble. If by mistake, a resistance such as that used in the resistance coupled audio circuit is placed in the position of the normal grid leak of 2 to 3 megohms the loss of volume would be immediately apparent.



A storage battery, two battery clips, an old piece of carbon, and some solder, are all that are necessary in order to do some improvised solder-

ing. With a little practice a very good connection may be made in this way, when one is "stuck" for a soldering iron.



Illustrated is the circuit used in the portable three-tube loop operated set, used by H. E. Lawrence, Nashville, Tenn., for locating radio interference.

Putting New Life in Old Tubes

By H. W. BAUKAT

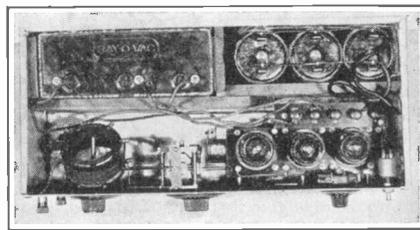
Most set owners are already familiar with—although they may not understand the cause of—the conditions which definitely indicate that their tubes are no longer functioning as they did when new. Common evidences are weak signals on distance stations, loss of volume on local stations, and general poor quality of reception from all stations. Another indication is the necessity of turning the filament current higher and higher in an effort to force the tubes to function with their original vitality. This latter is a very injurious practice, not only because it draws excessive A battery and lessens the volume of the good tubes in the set, but also because the excessive filament voltage damages the tubes and hastens the time when they will become wholly inoperative.

Filament Emission

Only those tubes that have thoriated filaments may be reactivated. The most common example of this type is the UV-201A and the UV-199. From the very first time that a tube is used, its efficiency and life start to decrease. In order that a vacuum tube will operate at all, its filament must give off electrons. This is known as "filament emission." The higher the emission the greater the amplifying qualities of the tubes.

The increased emission is due to a layer of thorium atoms adsorbed on the surface of the tungsten. To form this layer the thorium oxide, which originally exists throughout the volume of the filament, must first be reduced in part by heating it for a few minutes at a high temperature. Then by heating it for some time at a suitable activating temperature some of the thorium atoms

are brought to the surface by diffusing faster than they evaporate. It is evident that the rate of activation depends directly upon the difference between the rate of diffusion to the



The assembly of the three-tube radio interference finding set used by H. E. Lawrence, Nashville, Tenn., is shown in the illustration. Both A and B batteries are located in the rear.

surface and the rate of evaporation from the surface.

Filaments are active only when there is a layer or coating of thorium on the surface, as it is this coating which controls the amount of filament emission. As soon as the filament has been heated, this emission takes place. If the filament voltage is too high, the coating is used up at a higher rate than is necessary, and therefore results in rapid deterioration of the tubes. When the tube is seemingly dead, although the filament may light, it is usually due to the fact that the layer of thorium atoms on the surface has been used up. However, there are more thorium atoms within the filament and it is only necessary to find some means of bringing them to the surface in order that the tubes may once more function as formerly.

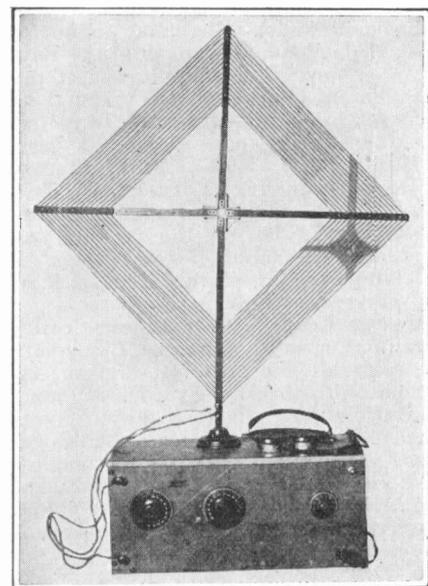
Devices are now on the market for reactivating tubes. In this process a high voltage, usually three times normal, is placed on a filament for about 30 seconds, then is lowered to normal or a little over. The tube is allowed to burn on this from 2 to 10 minutes with no plate voltage. The time that this takes depends

solely upon the condition of the filament with respect to the amount of thorium still present in the tungsten. When the layer has finally been formed, the tube is once more ready for operation.

A Lamp Socket Antenna That Gives Results

Many times, R. B. Aldrich, owner of the South Carolina Radio Shop, 379 King Street, Charleston, S. C., has found it impractical or undesirable to put up either an outdoor or indoor antenna, so the following scheme was devised and found to function as well as an outdoor antenna.

"When I encounter such a condition," says Mr. Aldrich, "I take about ten feet of ordinary lamp-cord wire, attach it to a socket and carefully tape the open ends. Then about ten feet of flexible silk covered cord, such as is used on loop antennas, is carefully and tightly wound over the lamp cord. The end nearest the outlet receptacle is also carefully insulated by means of taping. After the wires have been fastened so that they will not come apart, the open end of the loop wire is run to the aerial post on the receiving set. This makes not only a very efficient aerial both for local and D.X. reception but also one that operates with a minimum of static and other noises. No direct electrical connection is made to the lighting circuit."



Here is shown the complete outfit which H. E. Lawrence, Nashville, Tenn., uses to locate sources of radio interference. It is a three-tube dry cell operated set.

What the Trade Is Talking About

Radio Section, A.M.E.S., Convenes at Hot Springs

Industry statistics, broadcasting legislation, summer sales promotion, and standardization of radio products occupied the sessions of the Radio Section of the Associated Manufacturers of Electrical Supplies held at Hot Springs, Va., the week of June 8.

Meetings of the various committees were held during the earlier days, and on Friday at a general session, the activities of the committees were reported on.

While the work of standardizing radio equipment is fundamental, said George Scoville, Stromberg-Carlson Company, chairman of the Radio section, he recommended that in future particular attention be also given to commercial and merchandising topics by the radio manufacturers.

Wm. H. Thornley, president of the A.M.E.S., told of the plans to consolidate that body with other organizations of electrical manufacturers, making an even stronger national association of which the radio group would constitute a section or division. This change will put the organized electrical industry behind the present A.M.E.S. radio group, which comprises 62 manufacturing concerns.

Strongly Opposes Dill Bill

G. C. Furness, chairman of the legislative committee, introduced a resolution calling upon the United States Senate to pass the White Bill and kill the Dill Bill now in committee. If the White Bill cannot be passed at the present session, the resolution, as adopted by the meeting, urged that no radio legislation be enacted at this time, but that next fall opportunity be given for hearings at which the radio industry can present its position on behalf of the radio trade and the listening public.

W. E. Holland, Electric Storage Battery Company, Philadelphia, told of the stringent and unreasonable restrictions proposed by the Underwriters to be imposed on socket power radio devices.

Major R. A. Kloch, Gould Storage Battery Company, Philadelphia, chairman of the statistics committee, presented curves showing the monthly proportions of manufacturers' sales of receiving sets, batteries, loudspeakers and other accessories.

George Lewis, chief engineer Crosley Manufacturing Company, Cincinnati, chairman of the technical division reported on the broadened scope of standardization work undertaken by the various technical committees. Additional items are being studied and standardized, and pains are being taken to make available to the industry and the public, the technical information thus obtained. A sheet compiling the full characteristics of all vacuum tubes in major use, will shortly be issued. Ninety per cent of the demand for antenna wire comes in the 100-ft. length, said Mr. Lewis.

Other committees of the Radio Section which held meetings during the week were those on: Transformers, C.

F. Cairns, Acme Apparatus Company, chairman; Antennas, George J. Eltz, Manhattan Electrical Supply Company, chairman; Merchandising, G. C. Furness, American Eveready Company, chairman; Storage Batteries, W. E. Holland, Electric Storage Battery Company, chairman; Parts, W. F. Hubley, American Transformer Company, chairman; Publicity, M. M. Keith, Burgess Battery Company, chairman; Vacuum Tubes, S. M. Kintner, Westinghouse Company, chairman; Aural Devices, R. H. Manson, Stromberg-Carlson Company, chairman; Dry-Batteries, W. B. Shulte, Burgess Battery Company, chairman; and Socket Power Devices, A. Stein, Jr., General Electric Company, chairman.

At the motion of the nominating committee, M. C. Rypinski, C. Brandes Company, chairman, the following officers were unanimously elected for the year.

Chairman, L. B. F. Raycroft, Electric Storage Battery Company, Philadelphia.

Vice-chairman, R. H. Langley, General Electric Company, Schenectady, N. Y.

Secretary, J. M. Skinner, Philadelphia Storage Battery Company, Philadelphia.

Treasurer, G. J. Eltz, Manhattan Electrical Supply Company, New York.

Music Interests Convene in New York City

It is unquestionable that the outstanding achievement of the 25th annual convention of the National Association of Music Merchants, held during the week of June 7th at the Hotel Commodore, New York City, was the

resolution of both the manufacturers and retail music merchants to conduct extensive co-operative advertising campaigns for the advancement of music.

A resolution adopted by piano manufacturers pledged the expenditure of at least \$200,000 a year for three years on propaganda to stimulate the "back to the home" movement and renewed interest in the piano, referred to as the basic musical instrument.

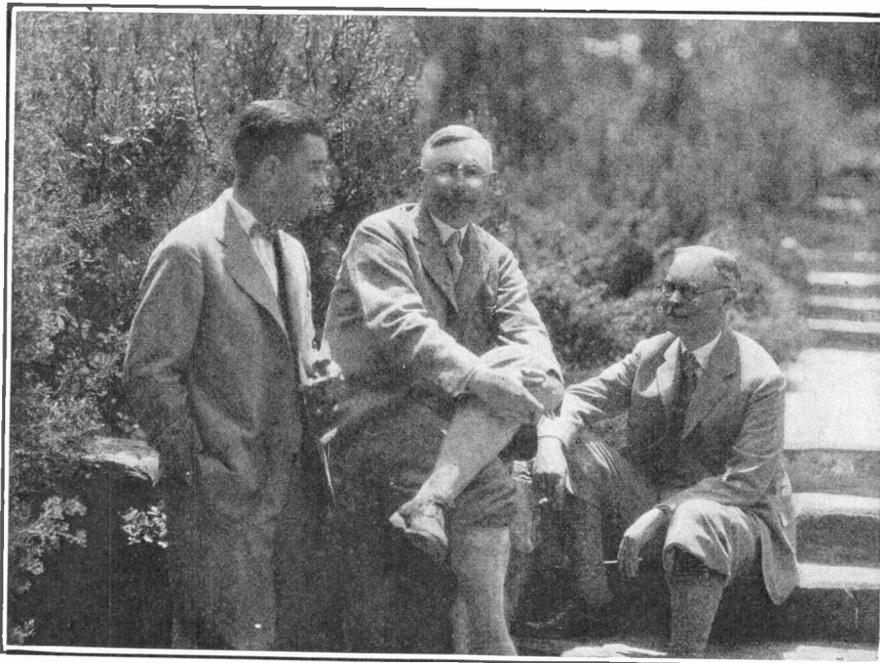
A similar spirit was in evidence in the retail dealers' section of the convention where a resolution to obtain funds for this purpose was passed, establishing a stamp tax on each piano sold at retail.

Second in order of importance was the adoption of a revised constitution, the highlight of which was a provision for the establishing of affiliated state, city and local organizations under charter grants from the national association. Associations of Michigan, Pennsylvania and Southern California music dealers have already secured such charters and many others are in the process of organization.

The new executive officers of the association are as follows: Edward H. Uhl, president; Charles H. Yahrling, 1st vice-president; Parham Werlein, 2nd vice-president; J. P. Kepler, 3rd vice-president; Charles E. Wells, 4th vice-president; Carl A. Droop, treasurer. Directors include the following: W. C. Hamilton, E. A. Geissler, F. J. Bahley, Alex McDonald, C. J. Roberts, G. J. Winter, O. B. Heaton, S. E. Philpitt, W. H. Beasley.

The 1927 convention is to be held in Chicago.

Leaders of Radio Section, A.M.E.S., at Hot Springs, Va.



Here are the new chairman, retiring chairman, and secretary-elec of the Radio Section of the Associated Manufacturers of Electrical Supplies, which met in June at Hot Springs, Va. From left to right, they are: J. M. Skinner, Philadelphia Storage

Battery Company, new secretary; George C. Scoville, Stromberg-Carlson Telephone Manufacturing Company, retiring chairman, and L. B. F. Raycroft, Electric Storage Battery Company, elected Radio Section head for the coming year.

New R.M.A. President Outlines Work to Be Done

In a statement to *Radio Retailing*, Arthur T. Haugh, vice-president, King-Buffalo, Inc., and recently elected president of the Radio Manufacturers' Association, outlined the plans of the RMA for the ensuing year.

"The Broadcasting Committee will concern itself with protecting the public from any monopoly of the air," Mr. Haugh said, "and I believe will take a stand in favor of broadcast advertising supporting both the free and the paid broadcasting programs. The advertising of a magazine supports its editorial writers and since advertising has become so distinct a part of radio broadcasting, there is no reason why the advertiser should not support good programs on the air just as advertisers support good editorial content in the magazines.

"The Broadcasting Committee will also support efforts to secure legislative guarantees of freedom of the air both from a political and a monopolistic standpoint. They will support efforts to get legislation to secure a fair price as author's compensation for musical numbers and will support a National Radio Week which shall have for its object radio tests which are capable of consummation at this stage in the development of the art. The National Radio Week should tie up closely with the New York annual radio banquet so that both events will serve to start off the season with a rush.

"It will be the purpose of the Merchandising Committee to establish a research bureau at headquarters to aid manufacturers in procuring authoritative data for their guidance in laying out production and sales. We believe that this is one of the most important activities of the association and if properly organized, this bureau can do much to stop over-production with the consequent evils of dumping and distress merchandise.

"This committee will also support the 'truth in advertising' movement. It will define the legitimate field of advertising as applied to radio industry and use its influence to see that radio advertising generally is confidence-building.

"The Merchandising Committee will also investigate and give association sanction only to those local radio shows which are conducted for the direct benefit of the industry and not merely for a promoter's profit.

"It is the intention of the Patent Committee to maintain and extend its patent activities and to provide an authoritative patent index for the radio industry.

"We expect to have a Standard Practices Committee which will set up standard practices for the radio industry utilizing first of all the standard practice work of previous committees in engineering organizations, amplifying this as much as may be necessary for the radio business.

"The Show Committee will make its business to support two national shows, one in New York and the other in Chicago. It will also sanction the San Francisco show in co-operation with the radio interests of that section.

It will recommend that the national shows be open certain mornings for jobbers and open other mornings for dealers to avoid congestion.

"The Show Committee will also suggest a Spring trade show at convention time to be operated by the association, to be restricted to manufacturers, jobbers and dealers. This show will do much to set the styles and facilitate early buying on the part of the distributors.

New R. M. A. Head



Arthur T. Haugh, recently elected president of the Radio Manufacturers' Association.

"We will have a Legislative and Public Relations Committee to keep in touch with all state and national legislative bodies, to originate legislation for the benefit of the radio industry and to co-operate with other bodies on legislative matters.

"The Credit Committee will provide for an exchange of credit information through a bureau supported by the Association.

"In addition we may eventually form a congress of radio interests which will be of real power in matters affecting the radio industry including not only the manufacturer, but jobbers, dealers and listeners."

Lighthouses Now Have Radio

In the April issue of *Radio Retailing* an appeal of Herbert Hoover of the Department of Commerce, for radio sets and equipment for the use of government employees stationed at remote and isolated lighthouses was published. To date the lighthouse service has received 381 receiving sets and 100 headsets, enough to take care of all remote stations.

To quote secretary Hoover, "The whole plan has worked out splendidly, due to the help of the press; and the generosity of the public. I hope that those who have been responsible for this success will permit me to express my gratitude for their co-operation."

Only One Farm in Five Has Radio

Only one-fifth of the farms in the country are equipped with radio receivers, according to a national survey based on an actual canvass of 18,456 typical farm homes by the Sears-Roebuck Agricultural Foundation, Chicago. New England farm homes have the highest percentage of installations with 38 per cent, the Central Corn Belt is next with 33 per cent and the Eastern cotton states remain a salesman's paradise with only 3 per cent. 25 per cent of the farmers prefer musical programs, 24 per cent utilize the radio primarily for farm news reports and weather forecasts and 16 per cent are interested in the educational programs broadcast from universities; 41 per cent of the women prefer household help programs, 31 per cent musical selections, and 8 per cent lectures; 16 per cent of the men and 18 per cent of the women like every feature and do not state a preference.

Southwest Exposition in October

October 18-23 is the date set for the Second Annual Southwest National Radio Exposition to be held in the Coliseum, St. Louis, Mo. A general trade convention is planned for the week of the show by its sponsors, the St. Louis Radio Trades Association. This entire week is to be designated as Radio Week by the Chamber of Commerce and members of the association have been urged to employ co-operative displays and advertising to aid the radio exposition.

Northwest Radio Trade Tour in August

From Minneapolis-St. Paul comes the report of H. H. Cory, secretary of the Northwest Radio Trade Association, that the association plans to spend more than \$50,000 in 1926-7 promoting radio in the Northwest. The association will stage its second annual "Northwest Radio Trade Tour" the first week in August. Seventy-five members of the association will make a 1,500 mile railroad trip through North and South Dakota and Minnesota. Mid-summer radio conferences will be held with several hundred dealers who will gather at points along the route of the annual trade tour.

Mr. Cory also announces that all available space for the association's annual radio show has been sold out, four months before the show's opening date.

Los Angeles Exposition in September

The Fourth Annual National Radio Exposition will be held September 5-11 in the Ambassador Auditorium, Los Angeles, Cal., under the direction of the Radio Trades Association of Los Angeles, sponsor of previous shows. A pre-view of the exposition has been arranged for the trade on the opening day by Waldo T. Tupper, managing director.

"Go to Your Banker"

(Concluded from Page 58)

When this method of financing is employed, the dealer may handle any make of receiver without jeopardizing his credit arrangement with the bank. Of course due precautions should be taken to sell only such sets which stand up and give little trouble. Defective merchandise is a source of much "grief" to the dealer who sells on time. If a customer's set is in perfect working order and if his references have been carefully investigated, the set usually stays sold.

The time limit within which the customer must pay for his set may be arranged to suit the dealer in each individual case. In some instances the accounts are paid in from four to six months, but in the majority of cases the customer who purchases on this plan requires more time to complete payment. With the down payment in hand and also eighty per cent of the balance advanced by the bank, the dealer can easily carry such accounts for longer periods.

By this method only six per cent, less the interest on the special account, is paid to the bank for discounting, the actual interest being about four per cent.

"Service Sells Them"

(Concluded from Page 61)

set that is sold as a result of their leads and the same commission on the accessories they sell.

Clark has divided his territory into districts. Since July, 1925, he has sold over 340 service contracts. One service man can just about cover these calls. This would not be possible if he were obliged to call on every client once a month but Clark has succeeded in swinging over a large majority of his service customers to the idea of letting him know when they require service and of not expecting regular thirty-day visits.

The records of the Collingwood Radio Company show that the cost of the service runs close to \$11.50 per contract per year, but the records also furnish proof that each service contract holder has purchased on an average of fifty dollars' worth of radio merchandise from the Collingwood Company during the last ten months. Thirty-five brand new sets, replacing old ones that were being serviced, are included on the credit side of the ledger.

Take the case of Mr. Tiffany,

president of the People's State Bank of Toledo. Mr. Tiffany was delighted to know that there was such a thing as a radio dealer who would sell a year's service guaranteeing satisfactory set operation. He had a four-tube set. During three months of regular service calls, Clark got sufficiently acquainted with Mr. Tiffany to broach the subject of a new and better set. The upshot of it was that he sold him a \$345 installation.

"How about the turn-in allowance?" we asked.

"My men are taught never to quote an allowance on an old set until they sell the prospect the new one," Clark replied. "Then I personally fix the allowance. It rarely exceeds fifteen per cent of the customer's cost of the new set."

"Paying the doctor when you're sick is all wrong," according to Clark. "I believe in the Chinese way," he says; "pay the doctor to keep you well. That is another advantage of this one-year service contract. Regular, monthly inspections for the first three months and visits

Radio Shows and Conventions

August 21-28: Third Annual Pacific Radio Exposition. Exposition Auditorium, San Francisco, Cal.

September 5-11: Fourth Annual Radio Exposition, Ambassador Auditorium, Los Angeles, Cal.

September 13-18: Radio World's Fair, New Madison Square Garden, New York City.

September 13-18: Winnipeg Radio Show. Alexander Hotel, Winnipeg, Manitoba, Can.

September 15-18: Akron Radio Exposition, Akron, O.

September 20-26: Cleveland Radio Exposition, Cleveland, Ohio.

September 20-25: Second Annual Pacific Northwest Radio Exposition, Public Auditorium, Portland, Ore.

September 25-29: Fourth Wisconsin Radio Exposition and Trade Convention, Milwaukee.

September 26-October 2: Pittsburgh Radio Show, Motor Square Garden, Pittsburgh, Pa.

September 27-October 2: Sixth Annual Boston Radio Exposition, Mechanics' Building, Boston, Mass.

September 27-October 2: Fifth Annual Northwest Radio Show and Northwest Radio Trade Association Convention, Kenwood Armory, Minneapolis, Minn.

September 27-October 2: National Radio Exposition, Exposition Hall, Hotel Sherman, Chicago, Ill.

October 4-9: Montreal Radio Show. Windsor Hotel, Montreal, Quebec, Can.

October 11-17: Fifth Annual Chicago Radio Show, Coliseum, Chicago, Ill.

October 18-23: Second Southwest National Radio Show and Trade Convention, Coliseum, St. Louis, Mo.

October 18-25: Buffalo Radio Show, Broadway Auditorium, Buffalo, N. Y.

October 25-31: Fifth Annual Detroit Radio Show, Convention Hall, Detroit, Mich.

October 25-30: Second Annual Indianapolis Radio Exposition, State Fair Grounds, Indianapolis, Ind.

October 25-30: Toronto Radio Show, Coliseum, Toronto, Ontario, Can.

October 30-November 6: Third Annual Radio Exposition, 23rd Regiment Armory, Brooklyn, N. Y.

October 30-November 6: Cleveland Radio Industries Exposition, Public Auditorium, Cleveland, Ohio.

November 9-13: Fourth Wisconsin Radio Exposition and Trade Convention, Milwaukee Auditorium, Milwaukee, Wisc.

thereafter at the first sign of trouble, enable the radio expert to catch incipient troubles before they grow large enough to interfere seriously with the operation of the set. Thus the Collingwood Radio Company has a large list of owners who are boosting their sets and the Collingwood company instead of letting a bunch of 'knockers' continue to give the whole idea of radio a black eye."

New York Will Have Only One Radio Show

Cancellation of one of the two conflicting radio shows that were scheduled to be held the week of September 13th in New York City clears up what has hitherto been considered a serious problem.

The Associated Manufacturers of Electrical Supplies at their convention at Hot Springs, Virginia, decided to relieve the unsatisfactory show situation by ordering activities stopped on The Radio Show which was to be held under their auspices September 10-17, at the Grand Central Palace, New York City.

Storm-O-Guide Club Formed

An organization known as the Storm-O-Guide Club has been formed which has as its object the investigation of the relation between countrywide weather conditions and radio reception, according to the Taylor Instrument Company, Rochester, N. Y. It is the intention of the club to list 1,000 charter members consisting of broadcast listeners throughout the country to be known as observers, who will periodically mail reports on blanks provided by the club to headquarters where they will be tabulated and the results of the observations distributed in bulletins issued for the club by the Taylor Instrument Company. Membership in this organization involves no expense.

Atwater Kent Distributors Attend Annual Convention

The third annual convention of distributors of the Atwater Kent Manufacturing Company, held May 18-20 at the Bellevue-Stratford Hotel, Philadelphia, was attended by 189 wholesale representatives of the company, most of whom also represent the Pooley Company, manufacturer of cabinets and consoles.

The convention was addressed by A. Atwater Kent, president of the organization, and V. A. Collamore, sales manager, who welcomed the delegates and outlined the company's sales policy for the coming year. Dr. E. J. Cattel, nationally known economist, stressed the importance of radio in the development of the nation. The new models of the company were displayed during the convention in conjunction with Pooley models.

An elaborate entertainment program was arranged by A. Atwater Kent, consisting of an inspection of the plant, a masked ball at the close of business activities and a week-end at Atlantic City which was attended by distributors and their guests, totaling more than 300.

King Jobbers at Buffalo

Wholesale distributors of the products of the King Quality Products Company attended a convention at the company's plant at Buffalo, June 10, 11 and 12. Arthur T. Haugh, president of the corporation and recently elected head of the Radio Manufacturer's Association, presided at this three-day convention held for the purpose of introducing the new line of King receivers. The company intends to release its new line to the trade early in July.

Sleeper Radio Re-Organized

The Sleeper Radio and Manufacturing Corporation, Long Island City, N. Y., formerly the Sleeper Radio Corporation, reported to be in financial difficulties due to the cancellation of its contracts with the Music Master Corporation of Philadelphia, has been organized under a Delaware charter to take over as a going business the entire assets of the original company.

Production of the company's Scout and Serenader models will continue as heretofore under practically the same management. Gordon C. Sleeper is president of the new organization; Herbert C. Doyle, vice-president; Edgar A. Smithe, treasurer, and George C. Castell, secretary. The new concern is capitalized for \$22,000 of 7 per cent cumulative preferred stock and 200,000 shares of common stock of no par value.

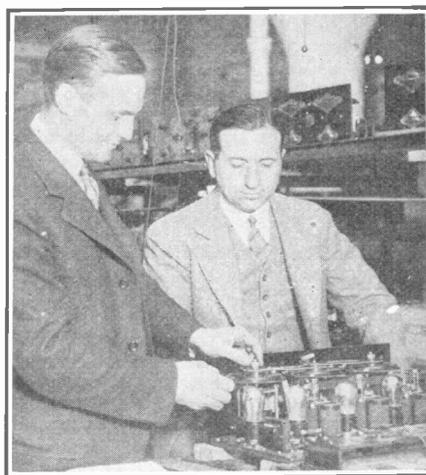
Day-Fan Buys \$1,000,000 Factory

The Day-Fan Electric Company, formerly known as the Dayton Fan and Motor Company, Dayton, Ohio, has purchased the plant of the Recording and Computing Machine Company of that City. The new factory, which was recently appraised at \$1,000,000, has 400,000 sq.ft. of floor space as against the space formerly occupied by the company, 120,000 sq.ft., and will enable it to treble production.

At present the capacity of the factory is 700 sets per day, and approximately 600 people are employed. It is expected that more than 1,000 will be on the company's payroll before July 1st.

The De Forest Radio Company, Jersey City, N. J., has elected Arthur D. Lord, president, at the resignation of Theodore Luce. Hiram L. Lanphear, former assistant to the president has been appointed general manager. Dr. Lee De Forest remains a director and consulting engineer of the company.

Nonchalant Pioneers



Pioneers both,—salesman and engineer Maurice Raphael, on the left, has the distinction of being the first salesman to have taken complete sets with him on the road, and A. H. Grebe, president of the company that bears his name, was one of the very early pioneers who established themselves in the radio manufacturing business when the industry was young. Mr. Raphael is well known on the Pacific Coast where he is branch manager for the company with headquarters at Los Angeles. Both gentlemen are here shown bravely trying to look nonchalant, and succeeding admirably, while they presumably are engaged in examining the synchrophase circuit in the test room of the Grebe plant at Richmond Hill, N. Y.

Radio Dealer Exonerated

Julius Modell, proprietor of J. Modell and Company, Vesey and Church Streets, New York City, who was arraigned before Judge Mancuso of the General Sessions court of this city, charged with the sale of counterfeit vacuum tubes by John S. Harley of the Radio Corporation of America, was honorably discharged June 10. The court quashed the indictment with the comment that a mistake had been made by the Grand Jury in voting upon it.

Judge Mancuso added that it was necessary to prove that the seller of such counterfeit merchandise was aware of its nature in order to sustain a charge of this kind. Modell claimed that he believed the tubes genuine and a court comparison with a standard tube proved the counterfeit so like the original that only an expert could tell the difference.

New Dongan Plant

The Dongan Electric Company, Detroit, Mich., is constructing a new two-story building and re-modelling the plant which it now occupies, in order to provide additional manufacturing space. Modern equipment is being installed throughout and the two buildings are to be joined together.

A department has been equipped for the manufacture of B Eliminator chokes and transformers. Production will continue during alterations.

Micarta Fabricators, Inc., is the name of the new company formed through the consolidation of the Paul Goldstein Company, Westinghouse Micarta distributors, and Poster & Company. The new company has headquarters at 307 Canal Street, New York City, and a branch in Chicago. The officers of the new concern are as follows: J. Poster, president; P. Goldstein, 1st vice-president; N. Goldstein, 2nd vice-president; E. A. Baum, secretary, and E. R. Berger, treasurer.

The Beacon Radio Manufacturing Company, 323 Berry Street, Brooklyn, N. Y., manufacturer of Trinity receivers, Beacon condensers and Pilot dials, which formerly marketed its products direct to the retail trade has established relations with jobbers throughout the country and will secure national distribution solely through this medium in the future, according to E. J. Totten, sales manager of the organization.

F. A. D. Andrea, Inc., Chicago office, formerly at 326 West Madison Street is now located at 2619 South Michigan Avenue. According to R. P. Van Zile, district manager, the new location affords more extensive display space and will facilitate sales and service.

The American Bosch Magneto Corporation, Springfield, Mass., has added Louis Gruen, formerly Cincinnati branch manager for the Music Master Corporation, to its staff as radio sales manager for the New York district. Mr. Gruen will establish his headquarters in New York City.

Many Summer Broadcast Features Scheduled

Radio enthusiasts and music lovers may well look forward to delightful evenings at home this summer. According to reports received from many broadcast stations the quality of programs during July and August is to reach a standard never before attained.

Programs are being adapted and modeled to meet summer needs. Schedules are noticeably lighter with a reduction of features of a scientific nature with an increase in musical attractions designed to stimulate and increase interest in radio during the warmer months.

The New York Philharmonic Orchestra is to be broadcast semi-weekly, on Wednesday and Saturday nights, through WJZ and WRC, direct from the Lewisohn Stadium. Both stations will broadcast the weekly concerts of the United States Marine Band on Thursday evenings. For those who prefer the lighter forms of musical entertainment at least 8 hours of dance music by popular orchestras will be available each week. A new feature of WJZ's program, Cook's Travelogue Tour of the World, will enable the listener to peer into far distant corners of the world while comfortably entrenched against the summer's heat in his own home.

The programs of KDKA, Pittsburgh, are noticeably of a lighter vein. Scientific features broadcast from the station's university studio have been discontinued for the summer. Vaudeville and music from the Grand Theater each Tuesday evening and programs by the "Willows" popular dance pavilion orchestra and the Giles Everglades Club Orchestra have been substituted on Monday and Thursday evenings.

WBBM, Chicago will broadcast an organ recital from the Stewart-Warner air studio each day from 4:25 to 4:50 followed by baseball news. In addition to these attractions three dance orchestras have affiliated with the station and will be on the air every evening but Monday, Chicago's silent night.

Tentative plans for the linking of WGBS, New York, WIP, Philadelphia and WPG on the steel pier at Atlantic City, are under way. It is planned to broadcast programs direct from the Sesqui-Centennial Exposition in Philadelphia, of an unusual nature. WGBS plans to increase its percentage of orchestral features and Tuesday and Thursday are to be regular musical evenings.

M. E. Seegmiller, former manager of the radio division of the Zinke Company, has taken charge of sales for the Howard Radio Company, 469 East Ohio Street, Chicago, Ill.

The Globe Technolian Corporation, Reading, Mass., has been formed by a merger of the Globe Phone Manufacturing Company, of that city, manufacturer of Globe phones and loud speakers and the Technolian Corporation, an outgrowth of the Irving W. Kimball acoustic laboratories, Boston.

The concern will manufacture loud speakers, phones and similar accessories.

Earl R. Cotter, who for three years has been connected with the sales promotion department of Sternfield-Godley, Inc., advertising agents, located at 154 Nassau Street, New York City, has been elected vice-president of the company.

And He's Right!



Robert T. Devlin, general sales manager of the Electrical Research Laboratories, Chicago, manufacturers of the Erla receivers, says right out in meeting that every time a jobber's salesman sells a dealer a radio set, the dealer buys a liability until he sells the set. "Most dealers try to sell radio like they would groceries—put it on the shelf and wait until the dear public comes in to buy," Mr. Devlin declares. "But there is a decided change going on in the merchandising of radio. Those who see it and realize the courage needed to meet these changing conditions, will succeed. Those who don't had better get out of business right now."

The Kurz-Kasch Company, Dayton, Ohio, has announced direct factory distribution as its sales policy for the coming season. Sales offices have been established in the following cities: New York City, 250 Park Avenue, under the direction of John B. Sanborn; Chicago, 608 South Dearborn Street, under the direction of J. J. Bauman; Dayton, Ohio, 1415 South Broadway in charge of C. J. Terrill. John M. Redell has become affiliated with the sales force of the company, with headquarters at the Chicago office and will cover several middle western states.

Northwestern University Law School, administrators of the income of the Charles C. Linthicum Foundation, for the purpose of cultivating research, study and instruction in topics of the law involving the development of trade, announces the offer of \$1,000 to the author of the best essay or monograph, submitted by March, 1, 1927 on "The Law of Radio Communication." The scope of this essay is to include the aspects of the subject as a problem of international and national legislation. The author of such a work must be a member of the bar or registered in a law school in the United States or Canada. For further information address the Linthicum Foundation, Northwestern University Law School, Chicago, Ill.

Plant Addition for Crosley

The Crosley Radio Corporation, Arlington and Sassafras Streets, Cincinnati, Ohio is adding a new wing to its present plant which will increase available manufacturing space by 120,000 sq.ft. The new section, which is to be of modern concrete construction, will enable the company to greatly increase its output of receivers and Musicones and will be ready for occupation on or about September 1st.

The C. F. Hartung Company, Los Angeles, Cal., manufacturer of battery clips, which formerly distributed its products east of the Rocky Mountains through the Battery Equipment and Supply Company of Chicago, has appointed the following distributors to permit closer co-operation with retailers: New York, Arkay Sales Company; Boston, G. K. Thompson; Cleveland, Henger-Fairfield Company; Kansas City, Walter I. Ferguson Company; St. Paul, Marsh-Smith; Chicago, O. J. Roskoph; San Francisco, West American Sales Company. Los Angeles dealers will be served through the home office of the company.

Erlichman Brothers, 2810 West Lehigh Avenue, Philadelphia, Pa., automotive factory representative, has entered the radio field and desires to be placed on manufacturers' mailing lists. The company is interested in representing manufacturers of chargers and vacuum tubes.

Maj. Patrick F. O'Keefe of the P. F. O'Keefe Advertising Agency, Boston, and the creator of the popular slogan, "Say It With Flowers," was elected president of the Advertising Club of Boston at its annual meeting at the Boston City Club.

The Amplion Corporation of America, 280 Madison Avenue, New York City, has appointed Lloyd Spencer, formerly manager of the Silas E. Pearsall Company, general sales manager of the organization. Mr. Spencer has been associated with the music industry for the past twenty years.

The Pioneer Radio Corporation, formerly located in Galesburg, Ill., is now in its new and larger plant at Plano, Ill. The company contemplates no change in its merchandising policy during the coming year.

The Aeolian Company of Missouri, wholesale and retail distributors of radio and musical instruments, has purchased the six-story building at 1004 Olive Street, St. Louis, which it has occupied for the past 20 years. The purchase of this building, ideally situated and equipped, involved an expenditure of approximately \$250,000.

The Simplex Radio Company, Philadelphia, Pa., in view of its entry into the radio manufacturing field among the first in the state, has been officially selected to represent the entire radio industry in Pennsylvania at the Sesqui-Centennial Exhibition now in progress. Various receivers and accessories manufactured by the company will be displayed at the exhibition.

New Dealer Help Material

Aids to greater profits provided by
radio manufacturers for their dealers

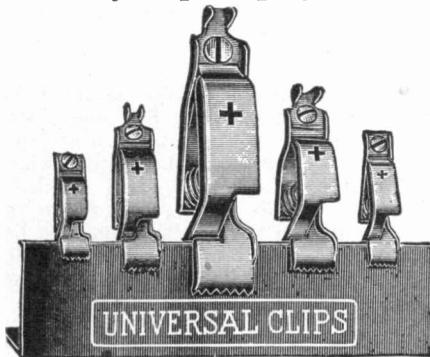
Valley Electric Features Unique Counter Displays

The latest merchandising help releases of the Valley Electric Company, St. Louis, Mo., cover its entire line of radio apparatus. A 22x14-in. blue and gold counter card featuring the Valley-tone receiver in its original colors and a battery eliminator display card are the outstanding advertising mediums.

Both of these cards are equipped with easel backs and a unique arrangement permits the set or accessory to be set slightly forward from the colored background, making them stand out. A flexible wire drawn from the eliminator to an illustrated wall plug further adds to the realistic appearance of the displays.

Small direct mail folders outlining the features of several accessories which the company manufactures are available in quantity with the dealer's imprint. Electros and mats for newspaper advertising purposes may also be obtained on request.

Battery Clip Display Stand



This metal angle bracket serves as a display standard for battery terminal clips manufactured by the Mueller Electric Company, 1583 East 31st Street, Cleveland, Ohio. Several clips may be clamped over the vertical rim of the standard and the entire display placed upon the store counter.

The Tobe Deutschmann Company, Cornhill, Boston, Mass., gives complete data and outstanding sales advantages of the high voltage filter condensers which it manufactures, in a new circular distributed to retailers. Prices of the various capacities manufactured are also given. A similar circular lists the characteristics of Mueller transmitting tubes which the company markets, with prices and details of construction.

The Wireless Specialty Apparatus Company, Jamaica Plain, Boston, Mass., is supplying a 9x11-in. easel-backed counter card on which three Faradon condensers which it manufactures are

mounted for display purposes. The card is printed on buff stock and lists the prices of the various types of condensers manufactured. A revised edition of the company's catalog listing all of the UC high-voltage condensers is also available.

The Sparks - Withington Company, Jackson, Mich., supplies retailers of Sparton radio receivers with distinctive display posters and counter cards. In both these merchandising aids the model 5-26 receiver is reproduced in its original walnut color against a black background. A yellow border gives the effect of a framed picture. The window poster is 42x30½ in. and the counter card is an 8x11½ in. easel-backed reproduction.

The Acme Apparatus Company, 37 Osborn Street, Cambridge, Mass., has issued the eleventh edition of its leaflet, "Amplification without Distortion." This 32-page booklet in which the Acme line of receiving apparatus is described and illustrated, contains general information on the principle of radio transmission and reception and a résumé of the industry's technical progress. Data and constructional details for those who wish to construct a B-eliminator is given in a section of the booklet called, "How to Build Radio Sets and Accessories," in which circuits and constants are shown for the Acme eliminator and several other radio accessories.

The General Electric Company, Schenectady, N. Y., furnishes a 35 x 6½ in. window streamer together with a 17 x 20½ in. easel-backed display card designed to increase the sale of the Tungar battery charger which it manufactures. The posters are printed in blue, orange and black.

The General Instrument Corporation, 477 Broadway, New York City, has published two new merchandising help leaflets. "Solving the Tuning Problem," though primarily designed as a description of the Metalign variable condenser which it manufactures, contains concise information regarding the relative merits and disadvantages of various types of condensers. A similar booklet describes the company's method of shielding amplification units and gives a general resume of instrument shielding fundamentals.

The Gray Products Company, Poughkeepsie, N. Y., manufacturer of small lightning arresters for indoor installation, mounts twenty arresters on a counter card from which they may be sold. The lightning arrester, essentially a summer seller, is approved by the Board of Fire Underwriters and is effectively displayed in this manner.

The Van Horne Company, Franklin, Ohio, manufacturer of Van Horne tubes furnishes an 11½x9½-in. display card

Miniature Stage Setting

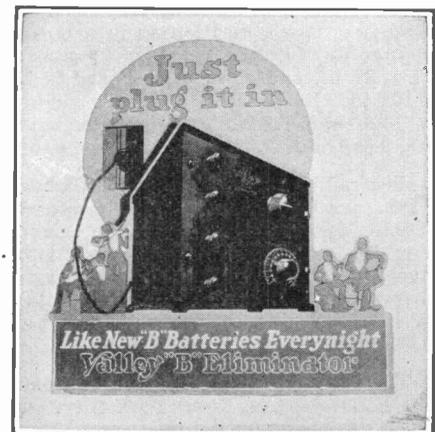


Tubes manufactured by the Gold Seal Products Company, New York City, may be placed on a shelf in this miniature stage display. The curved background is of red cardboard and if placed below a light the display is highly effective.

entitled, "Put Balloons on Your Set," which ties in admirably with the sale of this new product. The card is equipped with a cardboard support, and is appropriately illustrated.

The Diamond Electric Specialties Corporation, 101 South Orange Avenue, Newark, N. J., combines one of its B batteries with a counter card to make an effective display. When placed on a small platform in front of this 18x13½-in. card, the battery is displayed and at the same time, makes a support for the card. Printed in blue, black and red.

Battery Eliminator Display



A Valley Electric counter display, equipped with a flexible lead to the illustrated wall plug.

Latest Marathon Helps

An unusually comprehensive piece of printed matter on vacuum tubes has been released by the Northern Manufacturing Company, 371 Ogden Street, Newark, N. J., manufacturer of Marathon tubes. This dealer help item is an eight-page, 12 x 9-in. catalog, which contains photographic illustrations in original colors of each tube the company manufactures.

Complete tube characteristic data and prices are given as well as selling and talking points which may be used to advantage by the retailer. The catalog illustrates in photo form, the difference between various types of tube bases and the last page is devoted to a brief, non-technical explanation of radio and radio tubes.

Merchandising helps offered by the company, free of charge, consisting of window display signs, counter displays, pamphlets and free ad cuts are listed in the new catalog.

The Pacent Electric Company, 91 Seventh Avenue, New York City, manufacturer of the Powerformer, a power amplifier and battery supply unit, is distributing a two-page leaflet, "A New Day Has Dawned in Radio," which describes this accessory and its installation. Endorsements of noted users printed in this circular make it suitable for distribution to customers as a sales producer.

The Radiall Company, 50 Franklin Street, New York City, supplies a small 5 x 5½ in. sheet which may be posted on the store counter calling attention to the proper amperite resistance, which the company manufactures, for use with the new power amplifier tubes.

The In-A-Cap Hydrometer Company, 1343 W. 14th Place, Chicago, Ill., supplies a small two-page folder in which information relative to the care of storage batteries is reprinted from several magazine articles. A space is provided on the cover in which the dealer's imprint may be inserted when the pamphlet is used for circularization.

The Polymet Manufacturing Corporation, 599 Broadway, New York City, has brought out a counter display card and a window poster to be used in merchandising its Claro-plug. The poster is 7¼ x 37 in. and the counter card is 13¼ x 10¼ in. Both dealer helps are printed in blue against an orange background and bear illustrations of the accessory.

Electrad, Incorporated, 428 Broadway, New York City, packs its latest antenna kit in a stripped window or counter display carton. The kit is most effectively displayed by opening the carton cover, which is equipped with a folder, "What You Should Know About Your Antenna System."

The Testrite Instrument Company, 101 Fifth Avenue, New York City, supplies twelve hydrometers in an attractive counter display carton. An illustration on the top of this carton shows a hydrometer in actual use. This package is available to dealers at the price of the instruments alone.



Tuning units manufactured by the Unilog Radio Company, Chicago, are furnished in individual cartons and are also packed ten to the box in an attractive counter display. The unique coloring and "northern lights" design of the counter salesman is certain to attract attention.

The Bodine Electric Company, Ohio Street and Oakley Boulevard, Chicago, Ill., distributes a leaflet giving full constructional details of a simplified five-tube receiver using Bodine Twin-Eight radio frequency transformers which it manufactures. Wiring diagrams in both schematic and pictorial form and a panel layout are given on the back of this leaflet which is furnished free of charge.

The Mohawk Corporation, Chicago, Illinois, will distribute, on request, to its dealers, radio charts listing 100 broadcast stations, their wavelengths and location. This service is free of charge to Mohawk dealers.

The Langbein-Kaufman Radio Company, 511 Chapel Street, New Haven, Conn., packs a 3 in. x 6 in., easel-backed card with each Elkay receiver shipped, which may be placed on the cover of a set on display. This card, bearing the set name and several descriptive words, is conservatively printed in white against a black background with a narrow red border, and adds to the appearance of any display window.

The Pressed Metal Manufacturing Company, Waukesha, Wis., manufacturer of the Wave-X non-directional antenna, supplies 21 in. x 16 in. lithographed dealer help posters in colors. A photographic illustration of the antenna in use is reproduced in orange, green and black on white stock.

Solder Display Carton



Illustrated is the display carton furnished with each order for Kester rosin core solder, manufactured by the Chicago Solder Company, Chicago, Ill. The carton is brilliantly colored and small boxes of solder may be sold directly from the display.

Three Daven Dealer Aids

There is little to indicate a summer slump in the dealer help policy of the Daven Radio Corporation, 158 Summit Street, Newark, N. J. The company is starting an intensive campaign and has sent trained service engineers to retailers to instruct them in the proper installation of Daven audio-frequency units. Retailers who meet the standard set by the engineers will be appointed authorized service stations.

A new pamphlet called "Lost Notes" has made its appearance and will be mailed monthly to the trade. It contains numerous sales and service hints and one popular receiver will be diagrammed in each issue showing how resistance-coupled audio amplification may be added to improve tone quality. An entire page of "Gloom Resistors" or humorous paragraphs adds to the interest of this book.

In addition to these free service helps the company has published the latest edition of the Resistor Manual, a 48-page booklet written on the subject of resistance-coupled amplification. This pamphlet is well illustrated and is sold to retailers for 25c.

Silver-Marshall, Incorporated, 110 South Wabash Avenue, Chicago, Ill., supplies dealer help material in the form of circulars describing the various knockdown receiver kits it manufactures. On the cover of the latest leaflet "The Why of the Silver Six," space is provided so that the dealer may insert the name and address of customers for mailing purposes.

The Mississippi Valley Radio Company, 203 Pine Street, St. Louis, Mo., manufacturer of radio apparatus, supplies retailers with display stands which aid in the sale of sub-panel brackets. A small bakelite panel upon which the trade name "Pan-Bracket" and the list price are engraved, is equipped with two of these supporting members and may be placed on the store counter.

The Randall Radio Supply Company, 46 Broadway, Denver, Col., wholesaler of radio apparatus, lists in a new 6 in. x 9 in., 36-page catalog its entire line of equipment and accessories. Each item is illustrated and retail prices as well as trade discounts are given.

The Interstate Electric Company, 4339 Duncan Avenue, St. Louis, Mo., manufacturer of the Handy storage battery charger, distributes advertising material in the form of three-page folders which may be used as mailing circulars, in which the operation and installation of the charger are explained. A diagram showing an entire charger and battery installation with a convenient switching arrangement is shown in the booklet.

The National Carbon Company, New York City, manufacturer of Eveready batteries, has issued a small folder entitled, "How to Select the Right Size B Battery for Your Set." The folder is attractively colored in red and blue and contains general information regarding the selection and care of batteries of the dry cell type.

CROSLLEY



On June 8 and 9, the fourth Annual Convention of the Crosley Distributors was held in Cincinnati.

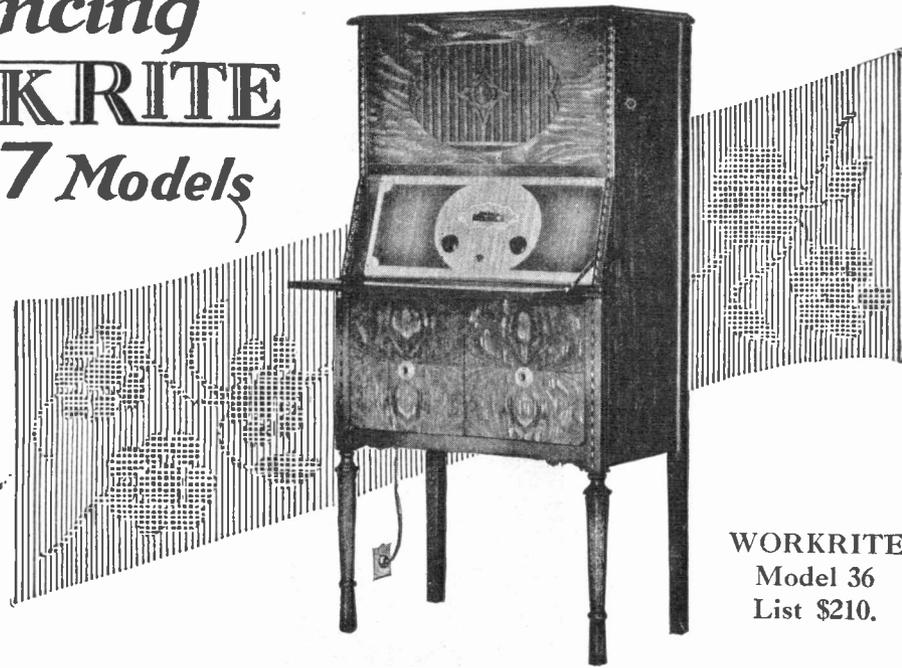
Powel Crosley, Jr., announced the most startling line of radio receiving sets in the history of the industry.

Every radio dealer is urged to get the story from his nearest Crosley distributor immediately.

RADIO

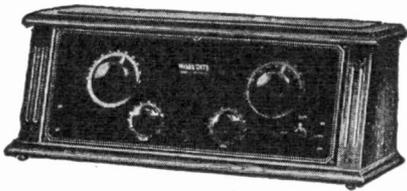
Better-Costs Less

Announcing **WORKRITE** 1927 Models



WORKRITE
Model 36
List \$210.

*The New **WORKRITES** embody every down-to-the-minute improvement that is practicable*



WORKRITE MODEL 16
6 tubes—2 controls, no verniers necessary. Walnut Cabinet with panel and dials to match. List Price, \$80.00.

WORKRITE MODEL 26
Same chassis as above mounted on a small floor console with high grade loud speaker enclosed. List Price, \$145.00.

Distributors:

Some excellent territory is still available for the WorkRite line.



*Just test
a WorkRite*

All models use six tubes—two stages radio, detector, one stage transformer coupled and two stages resistance coupled. Three way switch giving "Off, Soft, Loud," straight line broadcast condensers, battery cable and cabled wiring, beautiful cabinets and panels, gold trimmings, wired for new power tubes and power unit supply. One or two dial control of new design.

WORKRITE Radios are backed by a conservative, well financed company with 17 years of manufacturing experience, five of them in radio. This means reliable, standardized manufacturing methods on an economical basis. It means that you are selling a line that will be on the market next year.

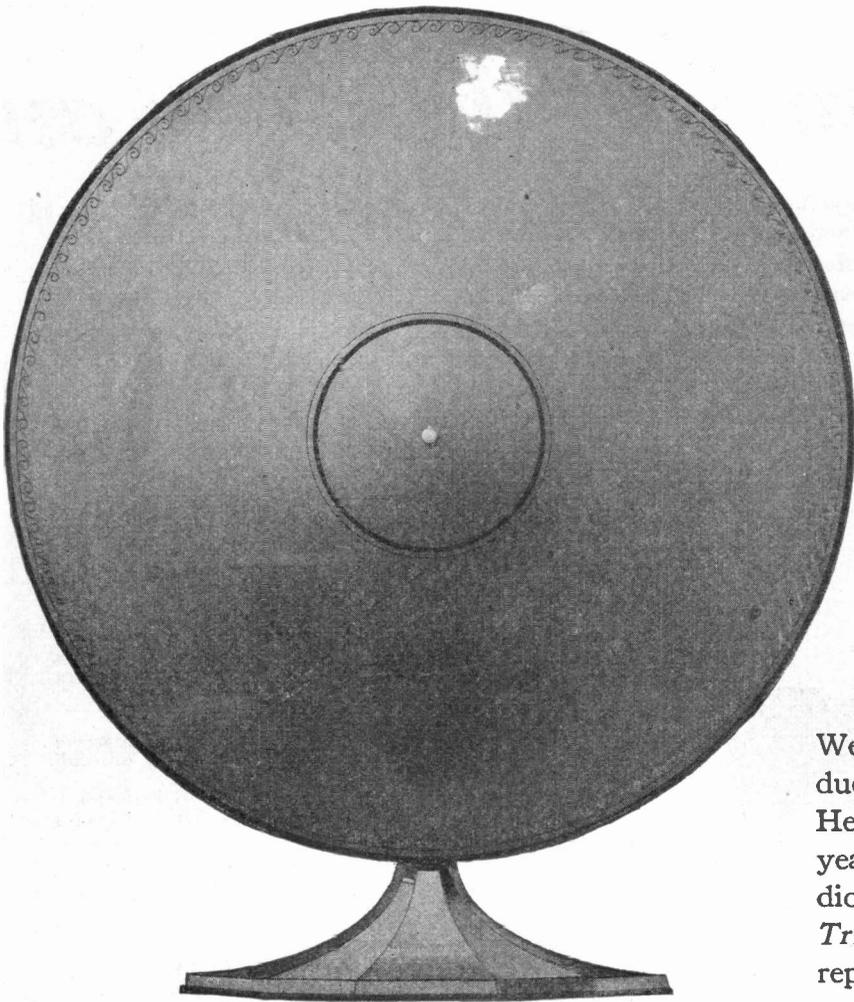
WORKRITE Radios are sold by exclusive franchised dealers. Such franchise is valuable this year and years to come. You can make some real profits on this line. Your territory may be open—write today.

The WorkRite Manufacturing Co.

1819 E. 30th St., Cleveland, Ohio

Branch: 536 Lake Shore Drive, Chicago, Ill.

WORKRITE
SUPER NEUTRODYNE RADIO SETS



The
**TRIMM
 CONE**
is here



\$1600

[\$16.50 west of Rocky Mountains]

This is the amazing retail price of the New Trimm Cone. A value as sensational as the reproducer itself. It will be beyond doubt the season's greatest buy.

We announce today a Trimm Reproducer of the Cone Type. Just as Trimm Headsets and Trimm Horns in past years established new standards of Radio reproduction, so also is this *New Trimm Cone* in advance of all radio reproducers you have listened to. It reproduces with true definition every instrument, every tone, every pitch of voice or instrument, throughout *the entire scale* of audible sound. It brings to radio the deeper and higher tones heretofore so frequently missing from radio amplification. The Trimm Cone embodies an entirely new principle of vibratory transmission here used for the first time.

Unquestionably, it is the last word in radio reproduction. This will be the season's biggest money-maker for every retailer and jobber. The coupon below will bring you complete information.

Send this Coupon Now!

TRIMM

RADIO MANUFACTURING
 COMPANY

24 So. Clinton St.

CHICAGO
 U.S.A.



TRIMM RADIO MFG. CO. (3)
 24 So. Clinton St., Chicago, Ill.

Send me at once full information covering the New Trimm Cone Reproducer.

Name.....

Address.....

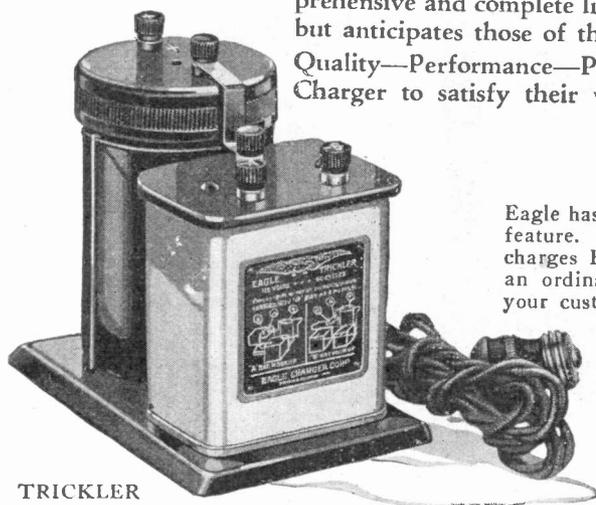
Announcing the New and

The long-experienced radio merchant knows that his average customer is a crank, and has been forced to keep his shop looking like a national radio exposition in order to satisfy these exacting buyers.

There are, perhaps, a hundred different makes of chargers on the market, good, bad and indifferent; but each commands a few sales because it claims to do a certain job differently or better than the others.

Here, then, is a way out of the profitless overstocking of "ten brands to please ten customers"—a comprehensive and complete line of chargers that not only meets all present-day demands but anticipates those of the future.

Quality—Performance—Price—Whatever customers ask for, there's an Eagle Charger to satisfy their wants. Furthermore, the increasing number of charger



TRICKLER

EAGLE TRICKLER

Eagle has incorporated in this popular type charger an absolutely exclusive feature. Namely—that in addition to charging your A batteries it also charges B batteries. Practically a complete power unit for the price of an ordinary trickle charger. Another big advantage to both you and your customers is the fact that the Trickler is shipped *dry*. No liquid chemicals needed—just add plain water. Cost of operation less than two cents per day.

Particularly adaptable for the new TAB re-chargeable dry B batteries that are coming on the market this fall.

Charges A batteries at half ampere rate. B batteries at 250 milliamperes. Charges A batteries while listening in. Beautiful crackle finish.

List price—\$10.00 complete



MASTER

EAGLE MASTER

The charger of the future! When connected to batteries the Master forms a complete power unit. Charges A batteries, full or trickle, and at a turn of the switch becomes a charger for B batteries of all standard voltages. It is not necessary to disconnect any wires from the set or batteries—the Master being automatic in operation—simply POINT THE ARROW AND THROW THE SWITCH. All connections are made in rear, making it particularly adaptable for cabinet use. No variable resistances in the form of lamps or coils for various size B Bats. Entirely automatic. Particularly adapted for the new TAB re-chargeable batteries that are coming on the market this fall.

Charging range for A Batteries—trickle to 2 amps.

Charging range for B Batteries—45 to 135 volts.

Green crackle finish with copper and black background panel.

List Price—\$21.00 without tube

EAGLE 16B Gang Charger

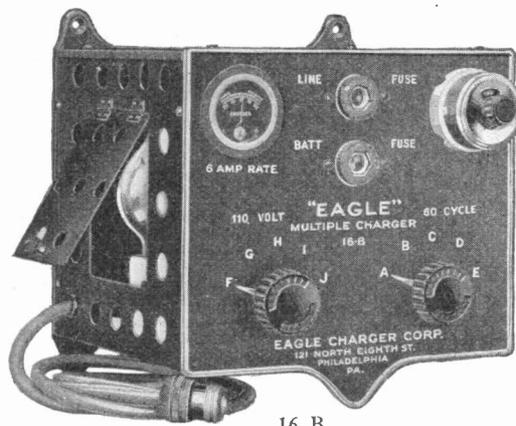
Tube type rectifier for service station work. Will charge from one to sixteen automobile or radio batteries at six ampere rate.

Will charge sixteen batteries in the same length of time that it takes to charge one. Current consumption for sixteen batteries is slightly less than a Kilowatt per hour. Equipped with accurate ammeter, showing charge and discharge. Has double pole, double throw switch and is fused both in the A.C. line and in the Battery Circuit.

Finished in black crackle with gold raised letters and gold border. Suitable lugs are cast on case to either stand on bench or mount on wall. Equipped with one set of battery leads and tube complete.

110 Volts—60 cycle—NET price, \$ 85.00

220 Volts—60 cycle—NET price, \$105.00



16 B

Complete Line of Eagle Chargers

buyers will be "Eagle" buyers when our *nation-wide newspaper campaign* "talks" to your customers this Summer and Fall. Study these pages carefully, compare the performance of these instruments with the demands of your customers, bear in mind the growing popularity of chargers and place an order with your jobber to take care of the mighty profitable business that this Fall will bring. If your jobber can't supply you, get in touch with "Charger Headquarters" at once.

EAGLE CHARGER CORPORATION
121 North 8th St., PHILADELPHIA, PA.

EAGLE JUNIOR

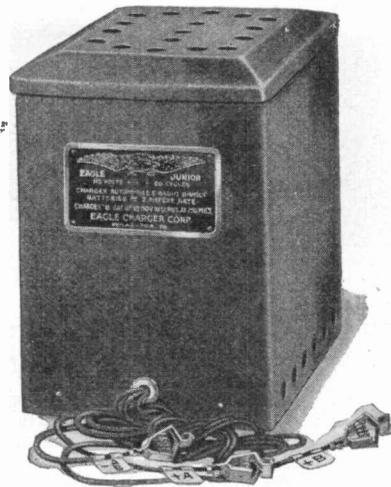
Tube type rectifier—charges automobile and radio six-volt batteries at full two (2) ampere rate.

Charges B batteries up to 150 volts in series at 250 milliamperes. Straight transformer winding—cannot burn out radio tubes.

Finished in Green Crackle with copper and black background name plate.

Ample cable and markers, eliminating the possibility of a reverse hook-up.

List Price—\$14.00 without tube



JUNIOR—2 AMP.

EAGLE SENIOR

Tube type rectifier—charges automobile and radio six-volt batteries at six (6) ampere rate.

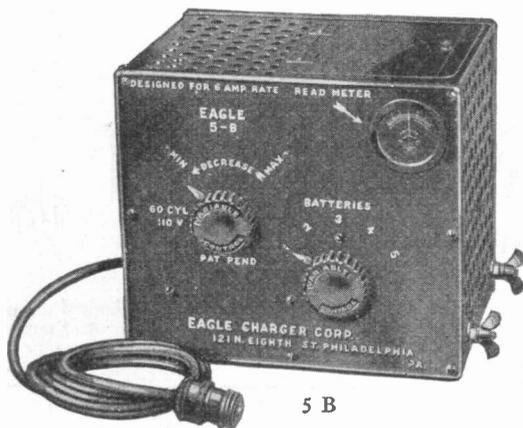
Charges B batteries up to 150 volts in series at 250 milliamperes.

Finished in Green Crackle with copper and black background plate. Ample length of battery leads, properly marked, with strong battery clips as equipment.

List Price—\$20.00 without tube



SENIOR—6 AMP.



5 B

EAGLE 5B Gang Charger

Tube type rectifier, service station charger. Charges from one to five 6-volt automobile and radio batteries at six-ampere rate.

Has patented magnetic control which permits the charger to accommodate any line voltage from 100 to 140 volts, thus eliminating the possibility of over charging where the line voltage is high and under charging where the line voltage is low.

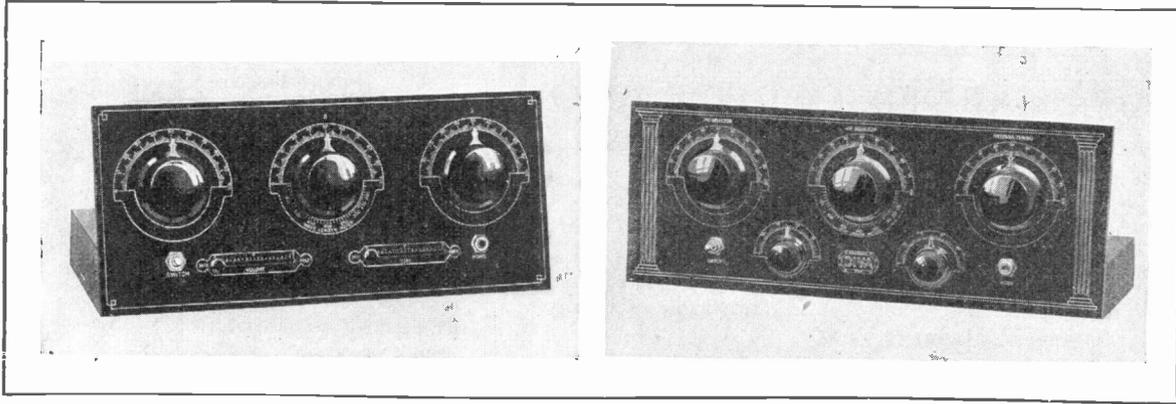
The current consumption for five batteries is slightly less than half a Kilowatt per hour.

Beautiful black crackle finish with gold raised letters and border, together with accurate reading ammeter.

One set of battery leads and tube complete.

NET Price, \$54.00

DISTINCTLY



THE DIVA CHASSES PLAN

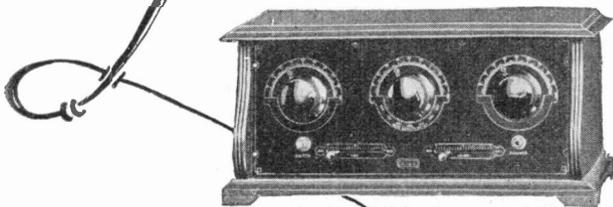
Make up your own sets, selecting your cabinets to suit your particular market. Think how many "inquiries" would be turned into sales by selling the prospect on the idea of putting his money first in a good receiver and then choosing the cabinet to suit his or her taste and purse.

The Diva Chasses Plan offers you that decided advantage, on a basis never ap-

proached before. Diva here too was first to recognize a definite need on the part of the jobber and dealer, and to take the initiative in working out a constructive plan to meet it.

The very keystone of the success of such a plan is the receiver itself; and in this the several Diva chassis hold out to you an advantage you will be quick to appreciate.

Prices upon application.



DIVA 35

The popular Diva 35 that "sold" riveted strip construction to radio jobbers and dealers on the basis of the elimination of servicing, upon its high efficiency and exceptionally fine reception. It is this set that established Diva as a factor in radio to be reckoned with. Five tube tuned radio frequency.

List \$35



DIVA RADIO CORPORATION

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

Seattle
2817-31st Avenue South
Represented by Howard B. Thomas

St. Louis
915 Olive Street
Represented by Wood & Anderson Co.

Chicago
28 East Jackson Boulevard
Represented by Hawthorne & Stemm

Write, wire or phone for more detailed information!

Communicate either direct or through our representatives. New York telephone, Mott Haven 8930.

DIFFERENT

THIS year's advance in Radio must make sales produce profits that actually stay and grow. There were a lot of sets sold last season. At the height of the selling season no jobber would have sold out "for a million." But the same jobbers toward the end of the season were talking about giving up radio. Not because the selling had slowed down, but because their good profits had been drained by servicing costs, returned sets, price disturbance, etc.

The average dealer found himself the victim of the same condition.

Diva's appeal to the jobber and dealer is unique because it stops up those drains—not by a so-called policy, but by going to the root of the servicing trouble; the construction of the connections themselves.

The success of Diva indestructible construction is such that we unhesitatingly challenge the entire radio trade to match our record in low percentage of returns.

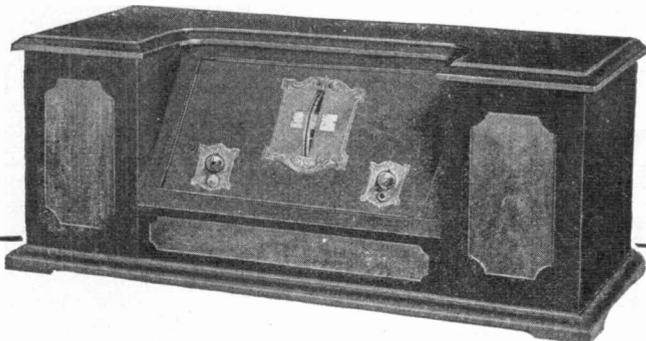
That is why last year's Diva was the outstanding contribution to the profitable selling of radio. This year we advance an equally significant development—significant from the standpoint of a greater jobber and dealer profit on every sale made.

A study of this announcement will make our claim self-evident.

THE DE LUXE DIVA 65

The DeLuxe Diva has a distinct individuality. In operating characteristics, in simplicity of control, in cabinet design—it is incomparably fine. The smoothness and ease of this single control, with precision adjustment on both wave length and station, is a new experience in radio. Six tubes, shielded coils, transformer coupling. The cabinet has compartments for two oversize "B" batteries. Overall size of cabinet 11x9x26.

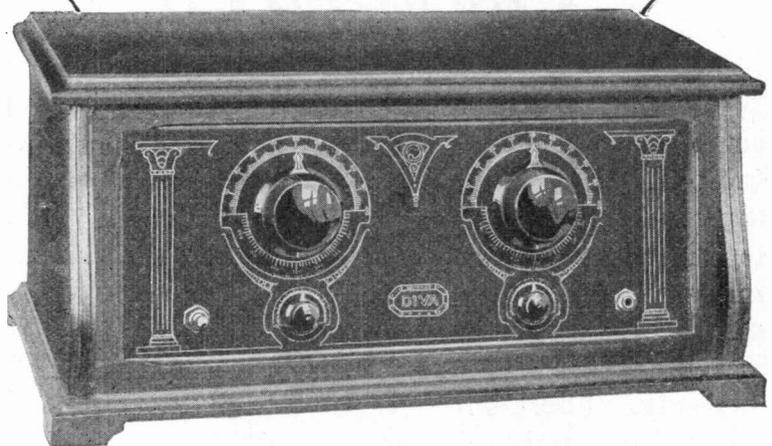
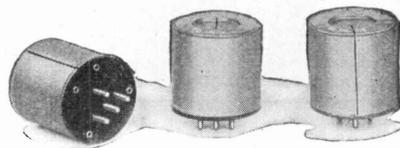
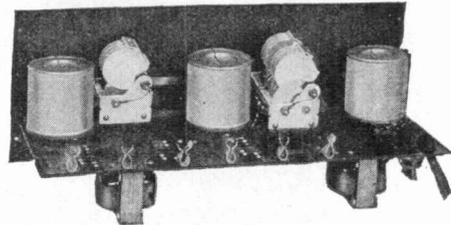
List \$65



The second great contribution that Diva has given to radio—First, the completely serviceless set

—and now

**INTERCHANGEABLE
COILS** & shielded



DIVA 45

To the efficiency of transformer coupling and the shielding of coils add the development of interchangeable coils! They give the trade a highly efficient receiver which by virtue of this interchangeability of coils can readily be made to solve peculiar local conditions. It makes operation possible on all wave lengths from the amateur range right up through the European. Five tubes.

List \$45





“They turn over faster”

EVEREADY Radio Batteries are featured in the windows, showcases and shelves of the Pyramid Radio Company, of Chicago, because “they turn over faster at a good profit than any other item in our stock. It is in line with our policy to be identified with leaders that Evereadys are handled exclusively. These batteries also satisfy another important requirement, that the customer must be satisfied.

We know that the National Carbon Company is back of us in guaranteeing service to our customers.”

Eveready Radio Batteries are fast-turning, profitable items. Order from your jobber.

Tuesday night means Eveready Hour
—8 P. M., Eastern Standard Time,
through the following stations:

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

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.

New York San Francisco
Atlanta Chicago
 Kansas City

Canadian National Carbon Co., Limited
Toronto, Ontario

EVEREADY

Radio Batteries

—they last longer



CHARACTERIZED by a rare combination of desirable properties, Bakelite materials have been able to serve effectively nearly every branch of radio manufacture. Through their use, many advantages have been obtained—improved design, greater uniformity, finer appearance, superior performance. Products of high quality have been the result.

To give the Radio Trade some idea of the manifold ways in which Bakelite is contributing to radio development, a number of leading manufacturers have co-operated with the Bakelite Corporation in presenting the story told in the succeeding pages.



Bakelite Molded

The adoption of Bakelite Molded by radio manufacturers has in turn been of marked benefit to the dealers who sell and service radio receivers and accessories.

As the material for dials, knobs, plugs, and other conspicuous and frequently handled parts, Bakelite Molded can be depended upon to retain its original attractive appearance. The rich color and high lustre of Bakelite Molded are permanent — unimpaired by time, temperature changes and moisture.

The use of Bakelite Molded for rheostats, condensers, tube sockets, tube bases, and other parts requiring effective insulation assures freedom from complaints based on loss of insulating value — through use, exposure, or destructive chemical action. The insulation value of Bakelite Molded is constant, as it is chemically inert and does not deteriorate with age.

Wherever used, Bakelite Molded improves the appearance of radio sets and parts, and makes selling easier; it is an insurance of dependability in set operation—hence customer satisfaction. It pays to handle Bakelite-insulated radio equipment.

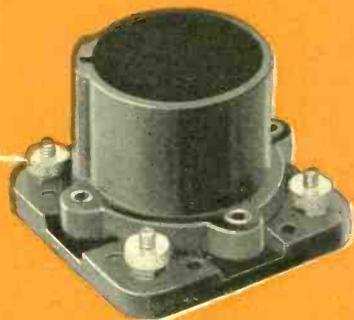


BAKELITE CORPORATION

247 Park Ave., New York, N. Y.,

Chicago Office, 636 W. 22nd St.

BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin Street, Toronto, Ont.



BAKELITE

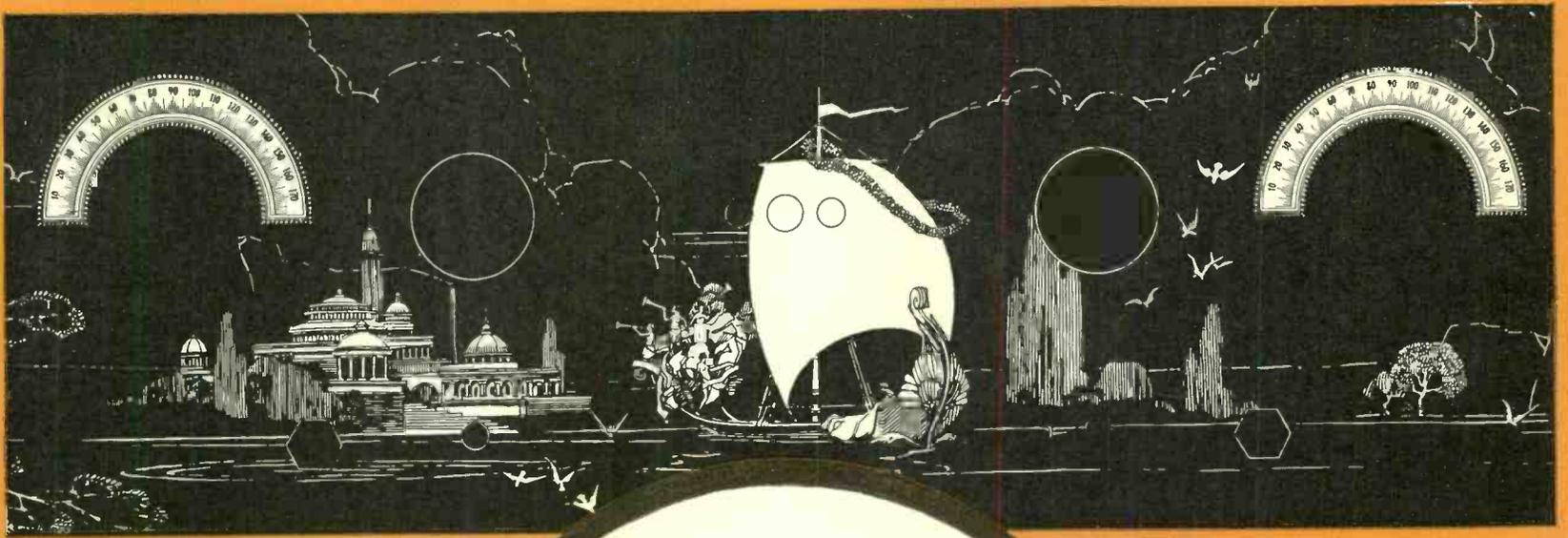
REGISTERED

U.S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation Products.



Bakelite Laminated

Radio receivers have been made more beautiful in appearance and more dependable in performance through the widespread use of Bakelite Laminated by manufacturers.

Bakelite panels in mahogany or walnut finish provide an exact reproduction of the color and grain of natural wood. When produced in black, both plain and decorated, they have a depth of color and permanence of finish which is distinctive and pleasing. There is a type to harmonize with every cabinet.

From the standpoint of utility as well as ornamentation

the use of Bakelite panels is well justified. Being unharmed by extremes of temperature and excessive humidity, they are serviceable in any climate. Moreover, panels made from this Bakelite laminated are so rigid that they do not sag nor warp under the weight of any instruments mounted upon them.

The strength, high insulation value and durability of Bakelite make it an ideal material for base panels, coil mountings, mica condensers and many other insulating pieces. Its use on radio equipment helps to eliminate service troubles.

BAKELITE CORPORATION

247 Park Ave., New York, N. Y.,
BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin Street, Toronto, Ont.

Chicago Office, 636 W. 22nd St.

BAKELITE

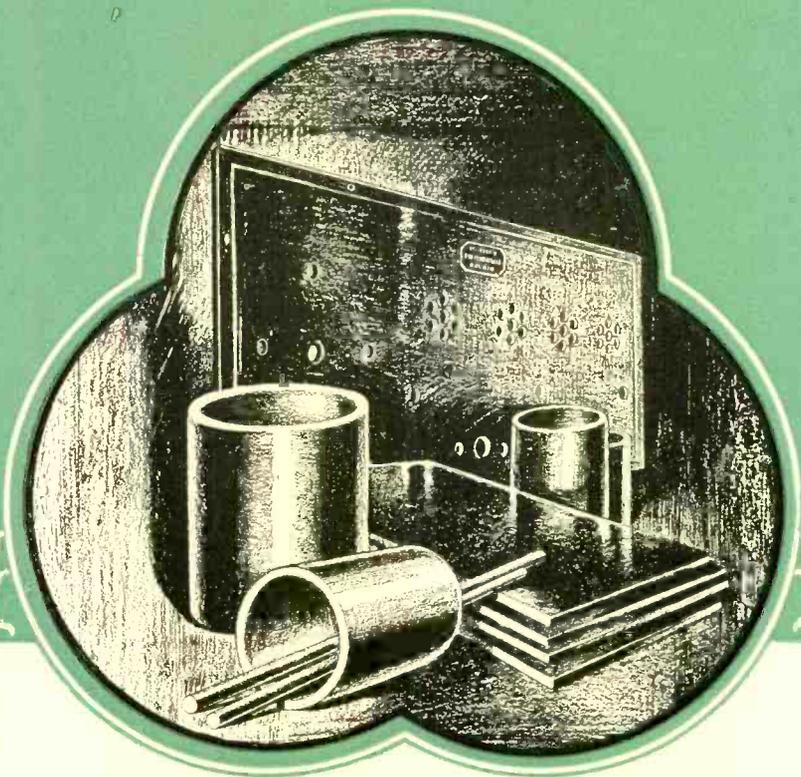
REGISTERED



U. S. PAT. OFF.

THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from material manufactured by Bakelite Corporation. Under the capital 'B' is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."



The basis of standardization



If you know the electrical industry, you know National Vulcanized Fibre! And if you know National Vulcanized Fibre, you also know something of the inherent quality and dependability of Phenolite.

Phenolite can be depended upon at all times and under all conditions to react in precisely the same manner to the same forces. It is uniform to the last fraction of a degree in hardness, toughness, dielectric strength and machining quality. Made in thicknesses from one sixty-fourth of an inch to two inches, and in six grades — to meet the exact chemical and physical requirements of specific use. Sheets, rods, tubes — and, when our customers require it, we will furnish Phenolite in any special shapes desired. Write us your requirements.



Phenolite can be milled, punched, threaded, turned, tapped, sawed, drilled, bored, ground — worked by any operation used on either wood or steel.

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

NATIONAL VULCANIZED FIBRE CO.,

Phenolite Products Division

Wilmington, Del., U. S. A.

We operate six great plants and maintain sales and service offices in Baltimore, Birmingham, Boston, Chicago, Cleveland, Denver, Detroit, Greenville, Los Angeles, Milwaukee, New Haven, New York, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle, St. Louis, Toronto.

BAKELITE

THE MATERIAL OF  A THOUSAND USES

RADIO RETAILING, A McGraw-Hill Publication



BAKELITE KURZ-KASCH

Kurz-Kasch workmanship and Bakelite materials
have joined hands to produce

THE *Aristocrat* LINE
Reg. U. S. Pat. Office.
of
RADIO PARTS

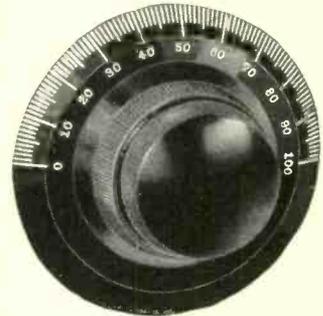
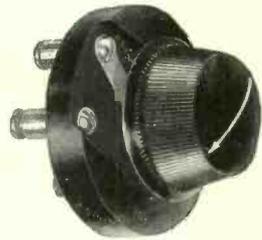
Kurz-Kasch products represent the utmost in
beauty and originality of design. They are used
wherever Radio is known. The use of Kurz-
Kasch Mouldings is a guarantee of quality and
excellence. Watch for them on the sets you see
and insist on them for the parts you buy.



Reg. U. S. Pat. Off.

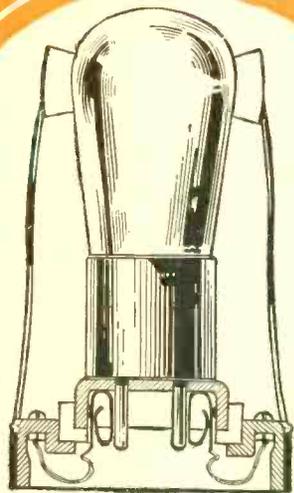
THE KURZ-KASCH CO.
Manufacturers of

THE *Aristocrat* LINE
Reg. U. S. Pat. Office
NEW YORK DAYTON, OHIO CHICAGO



BAKELITE

THE MATERIAL OF  A THOUSAND USES



Cut shows Detector Type with double absorbers—top and bottom.

Price
\$1.00

Note the long yielding springs which make contact over a large area. Tubes are easily inserted and are removed without sudden or unexpected release.

Regular UX Absorber Socket without side mufflers. 75c.

NEW!!! DIFFERENT!!!

A new B-T Socket that absorbs vibrations in addition to preventing shocks. Shocks and sudden jars cause damage to the tube,—vibrations ruin reception—
This remedy is the cure for both troubles.

PERMANENT as BAKELITE!



While developing new technical features, the external appearance of the new COUNTERPHASE has not been overlooked. Cabinet and Console models will possess the rich-looking appearance that usually brings forth the exclamation,

"Isn't it good looking!"

The Radio Public well knows B-T ability in technical design, mechanical refinements and most exacting workmanship. These prized qualities have never before been better exemplified than in the COUNTERPHASE-EIGHT and new COUNTERPHASE-SIX, Permanent Model Receivers.

These features alone will create unlimited interest,—

Uniform sensitivity across entire scale accomplished by COUNTERPHASE methods.

Selectivity we have never before equalled, and without the difficulties attending fine tuning.

B-T Visual Indicator, patented, permits accurate calibration of station wave lengths.

Simplicity, with only one station selector.

Straight Line Selectivity is accomplished with new S-L-S condensers, exclusive B-T developments and registered as such.

AUTHORIZED B-T DEALERS only will sell COUNTERPHASE Sets. Write or wire your application for exclusive territory.



Vertical Type Micro-Mike Condenser. extremely sensitive. bakelite base, \$1.00.

Manufacturing Company
532 So. Canal St., Chicago



Eliminate "guesswork" with the new B-T B-Power Unit. We recommend it for use with our receivers. We can give no better endorsement. Furnishes B-Power for sets of two to seven tubes without the uncertainty of variable resistances.

Dealers have hoped for a dependable B-Power Unit. The B-T product would not be on the market unless we believed it superior.

BAKELITE

THE MATERIAL OF  A THOUSAND USES

For Better
Radio Reception
— Recommend

Exide

RADIO BATTERIES



6-VOLT "A" BATTERY
The rugged, good-looking Exide 6-Volt "A" Battery, in the one-piece case.



4-VOLT "A" BATTERY
Compact Exide "A" Battery for low-voltage tubes. Also made in 2-volt size.



RECTIFIER
Exide Rectifier for economically recharging "B" Battery from your own house current.

Sound recommendations
create confidence in
your judgment—

You are always safe when you recommend Exide Radio Batteries to your customers. Tell them they can rely on your judgment. The results will prove you right. You run no risk in doing this.

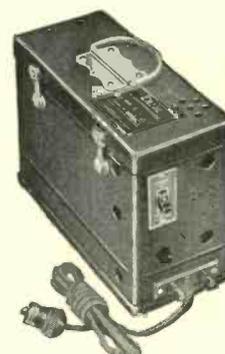
Exide Radio Batteries always deliver that steady, powerful flow of current so necessary for clear reception. And they give long, steady, dependable service.

Exide Radio Batteries are built with the same care that characterizes the manufacture of every type of Exide Battery. In the Exide Radio Power Unit, for instance, **BAKELITE** is used.

For better radio reception, recommend Exide Radio Batteries. There is one for every size and type of radio set.



24-VOLT "B" BATTERY
In glass cells, 6000 milliamperere hour capacity. Also made in 48-volt size.



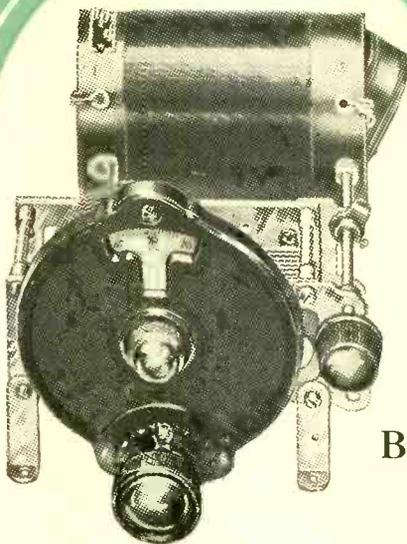
EXIDE RADIO POWER UNIT
(Combination "A" Battery and Charger.) To be kept connected to both light socket and radio set. When switch is raised, radio set is connected, when lowered, battery is automatically placed on charge. Made in two sizes—for sets using 4-volt and 6-volt tubes.

THE ELECTRIC STORAGE BATTERY COMPANY
PHILADELPHIA

Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto

BAKELITE

THE MATERIAL OF  A THOUSAND USES



B D-2 B

Steady demand—substantial profits

on standard quality

NATIONAL RADIO PRODUCTS

*Have you seen the New
NATIONAL Tuning Units*

including the Genuine

BROWNING-DRAKE

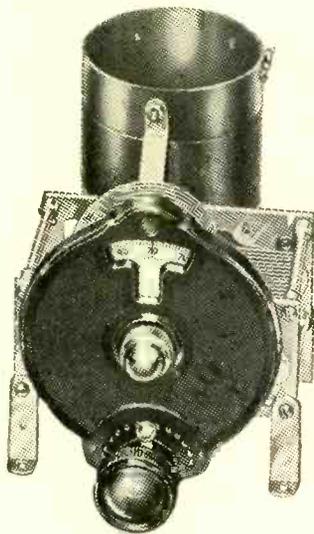
Space Wound Transformer

and the

**NATIONAL EQUICYCLE
(S.L.F.) CONDENSER**

and

VELVET VERNIER DIALS



B D-1 B

Of genuine BAKELITE construction throughout, the beauty and efficiency of these units will make ready sales to your keenest customers. Be sure to get your share of this business. Consistent, well-planned advertising in leading radio papers is resulting in a steadily growing demand.

Ask your jobber, or write us direct for bulletins 105 and 110 RR.

NATIONAL COMPANY, INC.

W. A. READY, President

110 Brookline Street, CAMBRIDGE

BAKELITE

THE MATERIAL OF

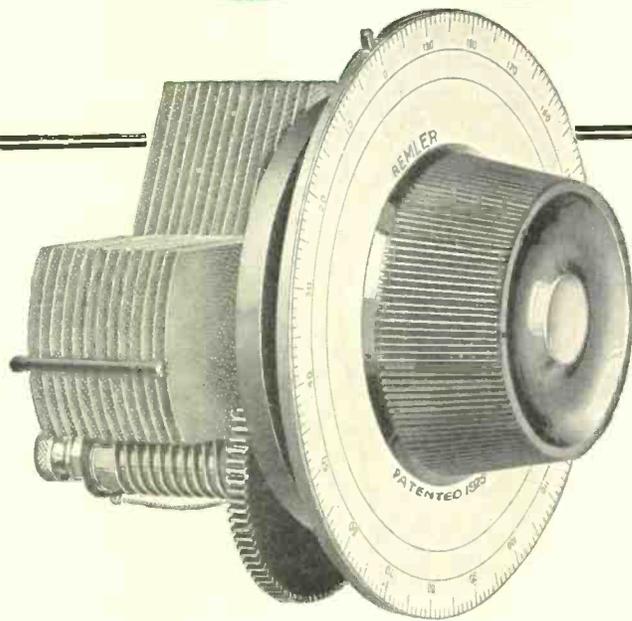


A THOUSAND USES

RADIO RETAILING, A McGraw-Hill Publication

REMLER TWIN-ROTOR STRAIGHT-LINE CONDENSER

National recognition marks this wonderful instrument as an unfailing source of Customer Satisfaction. Satisfied Customers are the solid foundation of the Good Will, which is your most valuable asset. Remler Parts are essential in the upbuilding of your trade.



One hundred divisions on the Dial cover the 200-300 meter range in this straight-line frequency condenser.

Type 630 Maximum .00035

Type 631 Maximum .0005

Complete with Dial

\$5.00

REMLER

Division of

Gray & Danielson Mfg. Co.

260 FIRST STREET

SAN FRANCISCO

BAKELITE

THE MATERIAL OF  A THOUSAND USES



Write or
Wire—

If Your Jobber
Can't Supply You!

The Public Will Buy If It's *NEW!* The DYMAC Somerlog Kit

IS a new circuit that gives results never before attained—Distance as great as the most—Volume greater than most—AND no distortion—There can't be!

This new circuit gives you a wonderful talking point to the amateur who wants to rebuild his set into an efficient receiver. It gives you a wonderful sales opportunity to the thousands who are planning to build their own sets. You can tell everyone with assurance that it's a brand new circuit, amply protected by patent; invented by Dr. George A. Somersalo, and engineered

to perfection by our own eminent radio engineer, Charles V. Logwood.

This new circuit will not howl, squeal or bloop. It puts the receiving set in perfect balance. One sold and in use will sell scores of others. Put this in your windows—on your counters NOW, and watch your radio business liven up. To delay ordering is to delay sales and—profit.

The DYMAC Somerlog Kit includes—

- 3 DYMAC Space Wound Twin Inductances
- 3 Somerlog Fixed Balancers
- 1 By-pass Condenser, 1 Mfd.
- 1 Complete set of working drawings

The Kit
\$19.50

ELECTRICAL PRODUCTS MFG. COMPANY

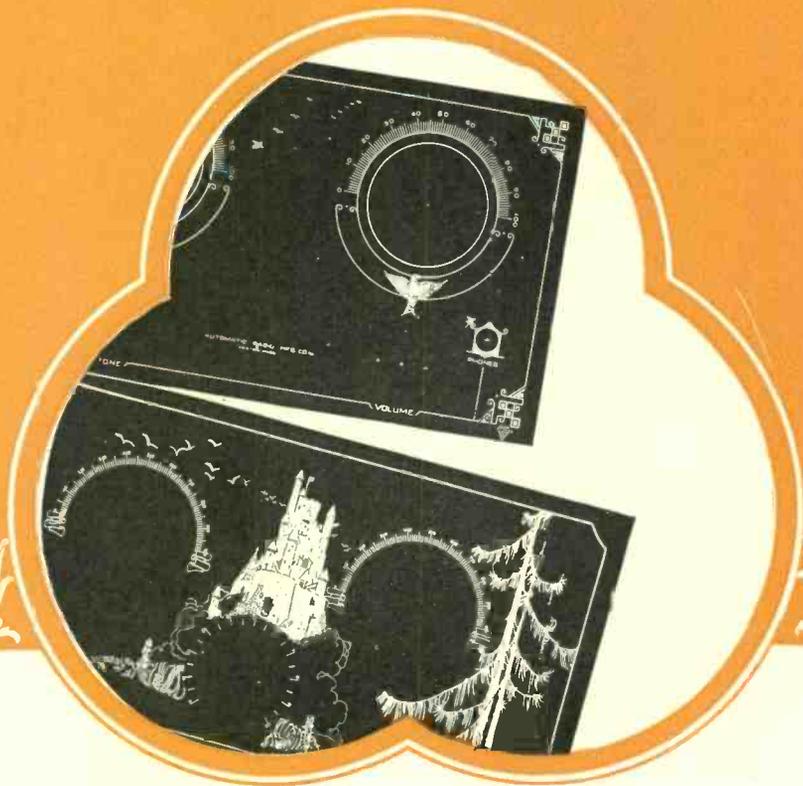
69 Sprague St., Providence, R. I.

Exclusive manufacturers of DYMAC products

EVERY *Dymac* PRODUCT
GUARANTEED FOR ONE YEAR

BAKELITE

THE MATERIAL OF  A THOUSAND USES



The Handsomest PANELS in Radio Today With a PERMANENT Finish!

A Formica front panel is a mark of quality in any radio set — evidence that the maker has thought first of permanent good looks, style and durability.

Formica in wood finishes, with Veri Chrome decorations either simple or elaborate are extraordinarily good looking. Their beauty endures. Both the surface of the panel and the decoration are immune to in-

jury by weather or time or fumes of any kind.

There is no discoloration of the surface, no checking or crazing. The panel remains indefinitely as it was when new.

Formica Sub Panels offer the best method of insulating the interior of the set — and the one that is simplest and most easily handled with the most certain good results in manufacture.

Formica panels for well known kits—black polished finish, Veri Chromed in gold are available for the following sets which are popular with home set builders: Bremer Tully Counterphase, Browning Drake National, General Radio Four Tube Universal, LC 26 Cockaday, Victoreen Superheterodyne, Madison Moore Superheterodyne, Aerodyne Five Tube, St. James Eight Tube, Camfield Duoformer V and other kits.

Formica panels of the usual standard sizes for home set builders are packed in neat individual envelopes and sold by jobbers and dealers.

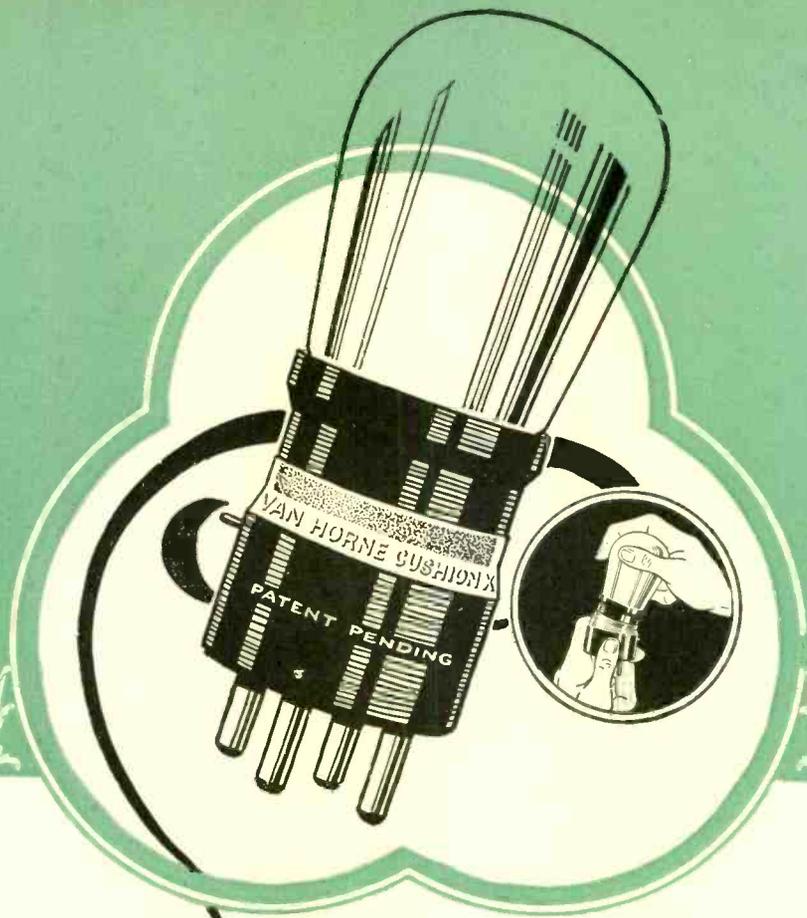
THE FORMICA INSULATION COMPANY

4631 Spring Grove Avenue, Cincinnati, Ohio

FORMICA
Made from Anhydrous Bakelite Resins
SHEETS TUBES RODS

BAKELITE

THE MATERIAL OF  A THOUSAND USES



It Means

- Purity of tone for the user
- Greater Profits for the Dealer

You cannot help but make money on Van Horne CUSHION Base Tubes. The reason is—they are distinctively different plus the fact that they do improve reception. These unusual tubes, with a soft sponge rubber cushion in the base upon which the tube floats—cause a surprising softness of tone. They completely eliminate all howling or other microphonic noises caused by vibration. They will fit all sockets—no trouble to apply—just insert as regular tubes.

Your jobber will supply you, or write direct for a dozen. Try them out—show them to your customers.* Return them if they do not open the way to greater profits.

**Sales are practically automatic as soon as these tubes are shown. Dealers everywhere are cashing in on the cushion base idea—the simple solution to microphonic trouble.*

Radio dealers find the Van Horne line of tubes a profitable one for them. The Van Horne Company manufactures a variety of tube types in both the Van Horne Selected and Certified brands for all receiving purposes, all of which are unconditionally guaranteed. Dealers write for discounts and descriptive matter.

The Cushion Base Tube and the Adapted Mogul 5 VCX Power Tube are Van Horne Developments and are manufactured exclusively by the Van Horne Company under patents pending to J. S. Van Horne.

THE VAN HORNE COMPANY
FRANKLIN, OHIO

BAKELITE

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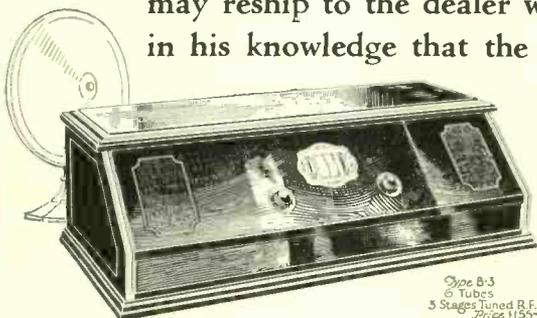
RADIO RETAILING, A McGraw-Hill Publication



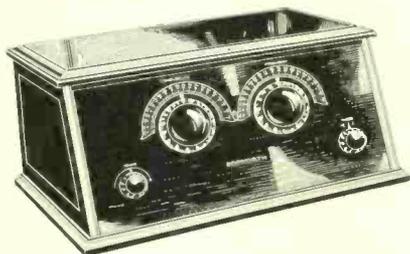
Freedom from Service is now a definite accomplishment

Jobbers and dealers are interested in sets which are free from service, because expenses in selling and handling are lower, and profits are therefore more appropriate.

Freedom from service becomes a *definite accomplishment* when the jobber may reship to the dealer without opening the package for inspection; secure in his knowledge that the set does not require it.



Type B-3
5 Tubes
3 Stages Tuned R.F.
Price \$11.55



Type B-2
5 Tubes
2 Stages Tuned R.F.
Price \$11.55

This is the ideal condition which Bosworth offers the trade. Bosworth receivers are free from service because they are perfectly built, uniform in performance, and sturdily packed in wire bound wooden boxes. The Bosworth guarantee insists that these thorough measures be adhered to rigidly.

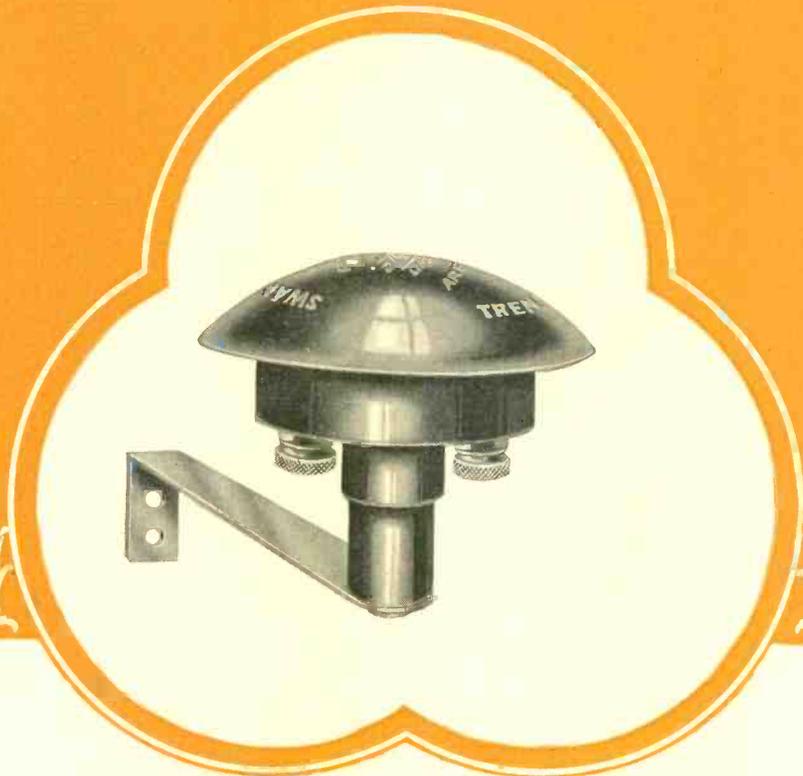
Jobbers and dealers who have come to realize the increasing part which dependability will play in successful radio selling, will see the logic of fitting Bosworth into their picture now.

Write for "Product and Policy," a portfolio giving complete information. Address The Bosworth Electric Manufacturing Company, 3746 Montgomery Rd., Cincinnati, O.

BOSWORTH RADIO

BAKELITE

THE MATERIAL OF  A THOUSAND USES



S-H Lightning Arrester *the one live summer item*

When the thunder storm season brings in the lightning arrester buyers, be ready to meet their demands for absolute protection with the new type **S-H Safe-Guard**.

An improved design made of *Bakelite* with *Bakelite* protective "petticoat." Sells easily from its attractive display carton, and carries a mighty sweet profit for the dealer.



S-H AERIAL KIT

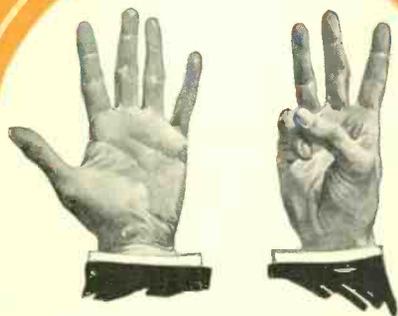
Merchandise displayed in kit form stocks easier, sells quicker and appears to give the customer more for his money than "bulk" items. The S-H Aerial Kit is a best seller with scores of dealers. Packed in five standard types and priced according to contents.

Blue label	\$2.50 List	Yellow Label	\$3.00 List
Green label	\$2.75 List	Gold label	\$5.00 List
Red label—special packing			

SWAN-HAVERSTICK, Inc.
TRENTON, N. J.

BAKELITE

THE MATERIAL OF  A THOUSAND USES



8 out of 10 Manufacturers Know EB Y Quality

A
BAT
+

A
BAT
-

B
BAT
+

B
BAT
-

C
BAT
+

C
BAT
-

B
AMP
+

S
P
E
A
K
E
R
+

67
VOLTS
+

A-
BAT
C+

-

S
P
E
A
K
E
R
-

135
VOLTS
+

-

B
DET
+

ANT

LONG
ANT

SHORT
ANT

LOOP

PHONE

GND

INPUT

LOOP
2

45
VOLTS
+

130
VOLTS
+

+

LOOP
1

22
VOLTS
+

90
VOLTS
+

A+
BAT
B-

—and the meaning of reliable service. That's why you find most of the leading receivers equipped with EB Y Binding Posts.

Electrical and radio engineers insist on equipping their receivers with binding posts that make the best and safest electrical connection. Salesmanagers with an eye for merchandising, want nationally advertised binding posts of unquestionable quality, beautifully finished with non-removable heads that are clearly marked.

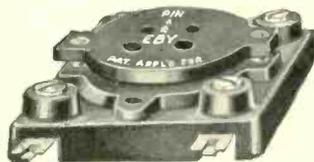


*Tops Don't
Come Off*

It is the Purchasing Agent's job to be sure of his source of supply to insure uninterrupted production and satisfy both of these demands, at a fair price—and the answer is invariably EB Y Binding Posts.

You can now get EB Y Binding Posts in genuine BAKELITE. The advantages of this marvelous material—resistance to heat, highly polished surface and ability to withstand hard usage—are available in EB Y Binding Posts at a slight additional cost.

—and now the EB Y Socket another BAKELITE Product

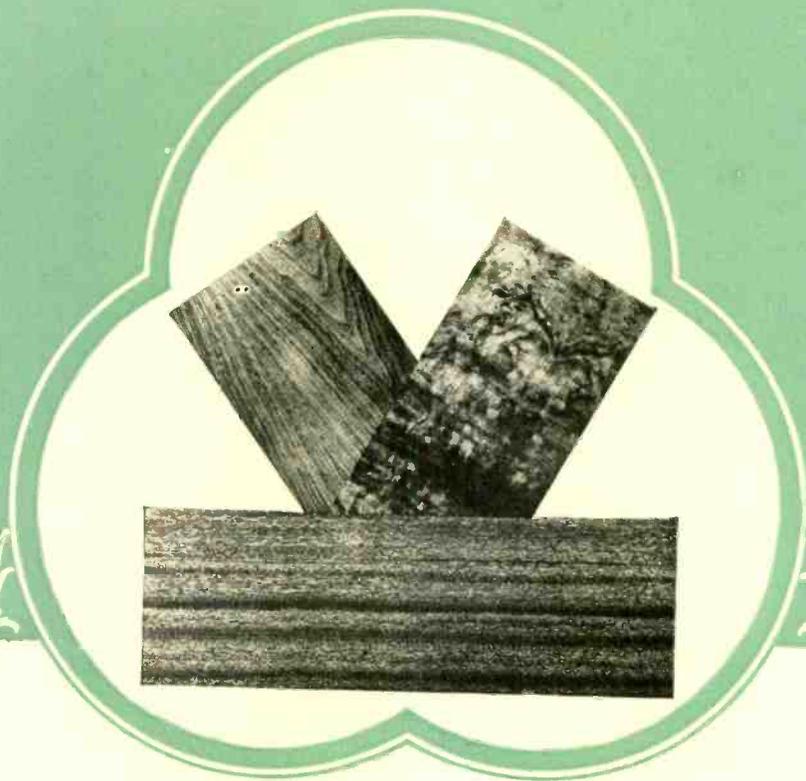


This socket is electrically and mechanically designed to assure a positive wiping contact, even where tubes have imperfect prongs. Singular contacts support the tube above the body of the socket, thus reducing microphonic noises and holding the tube firmly, eliminating the possibility of moving parts causing circuit noises while the receiver is in operation. Takes UX and CX tubes and is available in several designs for sub-panel mounting.

THE H. H. EB Y MANUFACTURING CO.
4710 Stenton Avenue, Philadelphia, Pa.

BAKELITE

THE MATERIAL OF  A THOUSAND USES



In finishes that rival the beauty of finest woods, assuring absolute harmony of cabinet design

FIBROC PANELS are finished

in the natural warm, red beauty of mahogany, in natural and circassian walnut finishes, and in high lustre or satin finish black. These finishes are permanent, they cannot fade or discolor. Supplied in large sheets or in all standard sizes each carefully packed in individual envelopes.

An Innovation in Decorated Panels

In addition to the colorful natural wood finishes of mahogany and walnut FIBROC panels are now offered embellished with decorative designs of inlaid wood, mother-of-pearl and marble effects; with elaborate floral designs—in fact there is no limit to the beautiful effects which may be reproduced on FIBROC panels.

This new development of FIBROC offers manufacturers of receiving sets the opportunity to obtain panels that will harmonize with any cabinet whether of period design or of specially created styles.

for greater beauty and more efficient performance

FIBROC-PANELS

There are five points to consider in choosing a panel material: 1—Insulating qualities; 2—Strength and rigidity; 3—Chemical inertness; 4—Heat and moisture resistance; 5—Durability. Panels of Fibroc meet all five qualifications with the added advantage of greater beauty.

Fibroc is used throughout the electrical industry as an insulator. It is free from hysteresis and eliminates distortion. It has high tensile strength. FIBROC PANELS will not sag or deteriorate with age. They can be drilled easily without chipping or splitting. They contain no sulphur to give a "bloom" and cause surface leakage. They are unaffected by ordinary solvents, oil, soldering flux or sunlight. Fibroc has no melting point—it will not warp.

These features assure better performance and longer service. Write for complete details, samples and prices.

Radio Dealers— You can depend upon sets using FIBROC PANELS to give more efficient and longer service.

FIBROC INSULATION CO.

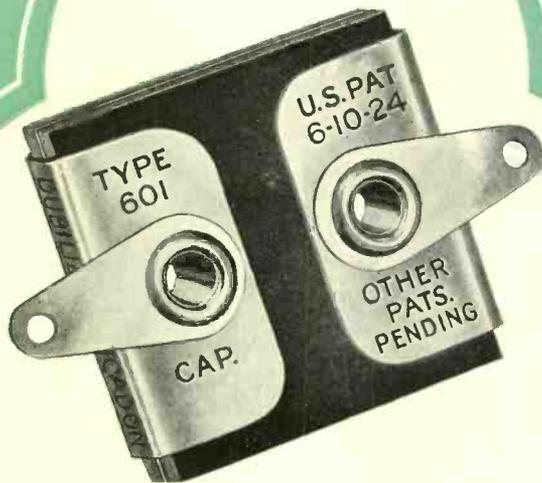
258 LINCOLN AVE., VALPARAISO, INDIANA

BAKELITE

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RADIO RETAILING, A McGraw-Hill Publication

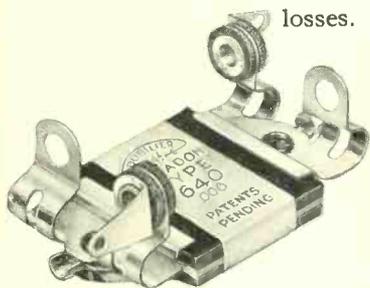
Micadon 601



Why Micadons stay accurate!

It is more than the patented principles discovered by William Dubilier that have made Micadons the standard fixed condensers of radio.

Micadons are not only accurately made; they *stay* accurate because every detail of construction and material has been subjected to the most exhaustive tests. Thus, Micadons are shielded with canvas Bakelite because it was found that of all methods and materials, this provided the best insulation and the lowest losses.



Micadon 640A

From the first selection of its flawless mica plates, through all the many processes of assembly, compression, impregnation and testing, Dubilier applies to the manufacture of each Micadon those same standards which have made DUBILIER CONDENSERS famous in the greatest broadcasting stations of the world.



Micadon 640

Dubilier

CONDENSER AND RADIO CORPORATION

4377 Bronx Blvd., New York, N. Y.

BAKELITE

THE MATERIAL OF  A THOUSAND USES

Full "B" Power
From the Lamp Socket!



Quality Construction—Faithful Reproduction

THE Aero "B" Power Unit is engineered and built for *performance in service* on all standard types of radio receiving sets. To insure consistent performance of the highest quality, only the finest of materials are used in its construction. The quality of the beautiful Bakelite panel and handsome grackle case are typical of the quality that is built into Aero B where quality is invisible, but essential to performance.

Aero B not only delivers a smooth, steady, quiet "B" voltage from the home lighting circuit, but it reproduces the broadcasted program with *absolute fidelity of tone*. The tonal quality with an Aero B is the very best of which the set itself is capable.

Aero B is sold on the basis of *operating performance and quality of reproduction*. Thousands of installations have proved its serviceability and hundreds of dealers have proved its ready saleability.

Don't neglect the wonderful sales possibilities of Aero B for this season. Ask your jobber—or write us direct.

Bakelite is
used in the
Aero B

List Price
Without Tube
\$44.00

THE GLENN L. MARTIN COMPANY
RADIO DIVISION CLEVELAND, OHIO

AERO B

POWER UNIT

BAKELITE

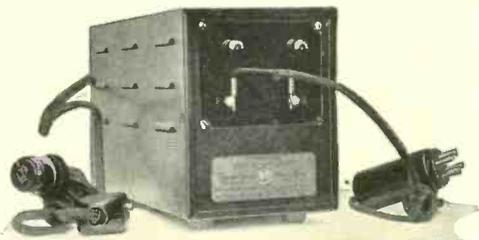
THE MATERIAL OF  A THOUSAND USES

RADIO RETAILING, A McGraw-Hill Publication

You can be
 "In Clover"
 with the big
NEW TIMMONS LINE!

Sell *True Tone Quality*

1 Getting Tone Quality With
POWER



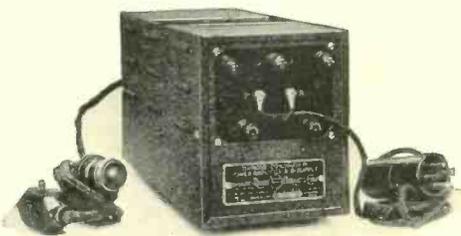
Timmons Power Amplifier
 List Price: \$45.00 (without tubes)
 Uses UX-216B and UX-210 or their
 Cunningham Equivalents

2 Keeping It With Unvarying "B"
 Voltage



Timmons
 Raytheon Blim
 (also Type 25
 Timmons B-Limiter)

3 or Both In One Unit!



Timmons Combination
 Power Amplifier and "B" Supply
 List Price: \$70.00 (without tubes)
 Uses Same Tubes as Power Amplifier

4 And hearing it with the
TIMMONS CONE

Write for Complete
 Set of Folders.

**TIMMONS RADIO
 PRODUCTS CORP.**

Germantown
 Phila.

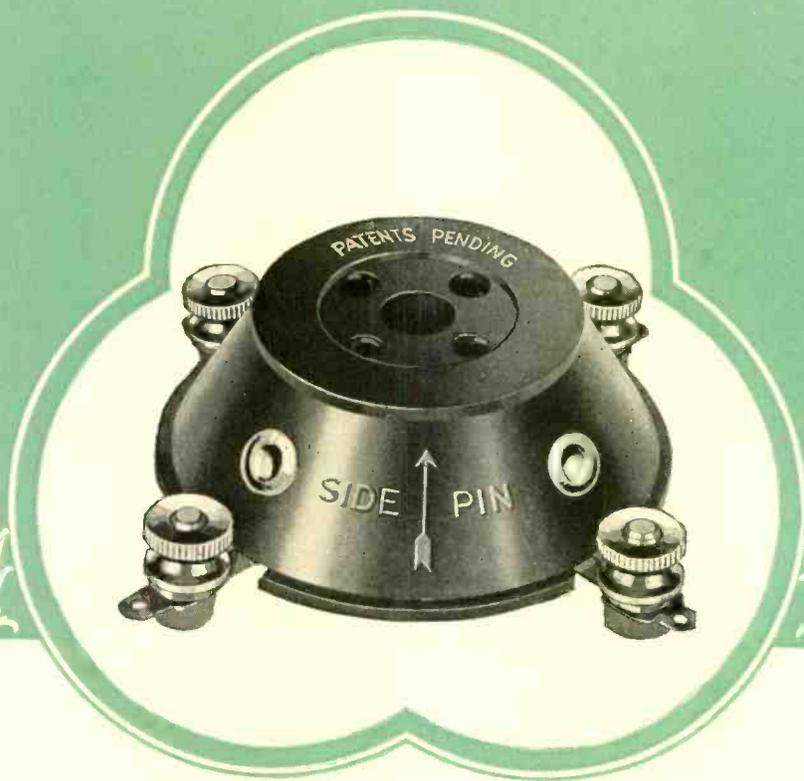
Oval Base Type
 List Price \$30.00
 Diamond Base Cone
 Lists at \$25.00



All Prices Slightly Higher West of the Rocky Mountains

BAKELITE

THE MATERIAL OF  A THOUSAND USES



The New RESILIO Shock Absorbing SOCKET

Simple as the socket may seem, it is one of the most vital zones in the radio receiver.

By concentrating upon the development of the ideal socket from every standpoint, we evolved the Resilio. It now is recognized by engineers everywhere.

The Resilio Socket provides a delicate four-point suspension so that the most minute shocks are perfectly absorbed, thus eliminating objectionable horn noises and prolonging the life of the radio tube.

Absolutely perfect contact is insured. There is no possibility of loss in efficiency after continued use.

Made of Duo-Pressed Bakelite, it is sturdy, attractive.

The four connections are made with either knurled thumb-nuts or by soldering. It fits all standard tubes.

For set makers we recommend our Special Resilio Socket for under panel wiring. Send for samples.

Write for Prices and Literature

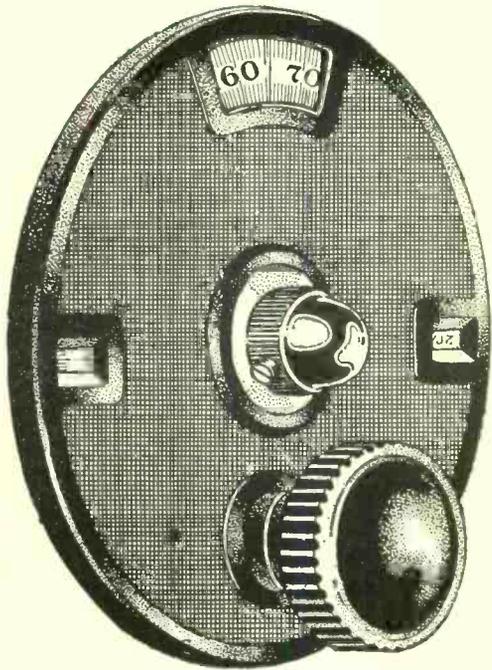
Automatic Molded Products Co.
280 Passaic St., Newark, N. J.

BAKELITE

THE MATERIAL OF  A THOUSAND USES

RADIO RETAILING, A McGraw-Hill Publication

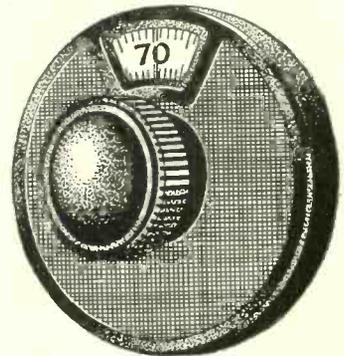
The year's most profitable accessory-seller



Today's broadcast congestion demands too much of an ordinary dial. MAR-CO dials alone provide the searching, responsive tuning action that meets today's needs. Accurate to the fraction of a hair's breadth, free from gears or any suggestion of "play", they have swept the country in a wave of well-deserved success. A quarter-million sets have MAR-CO tuning...

and now...

MAR-CO announces the new rheostat dial that matches the tuning dial exactly in appearance, and sells for \$1.00

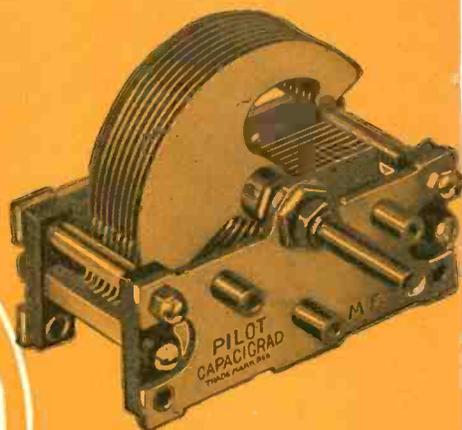
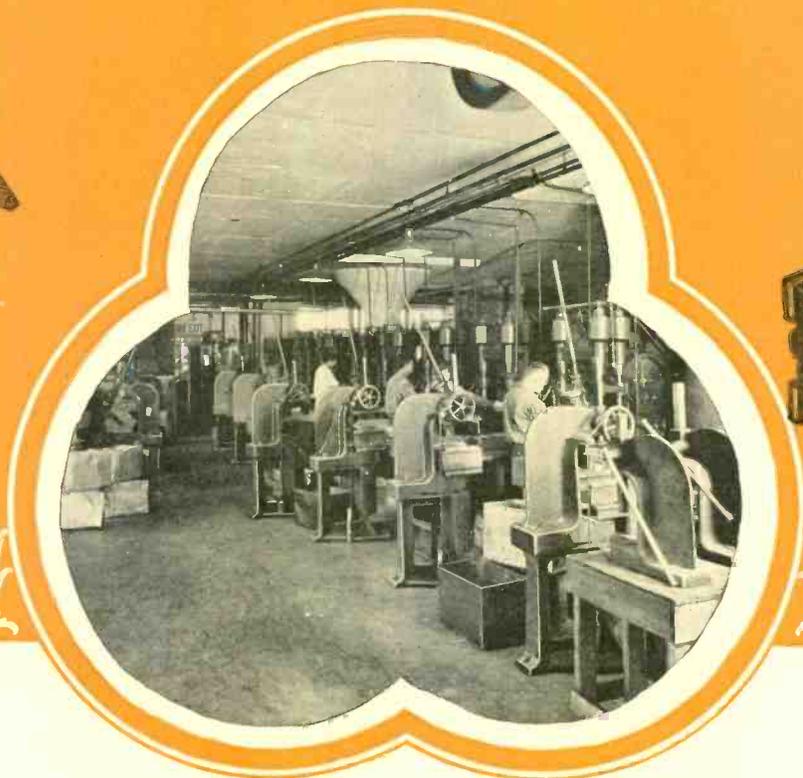


MAR-CO DIALS moulded from Bakelite

Martin-Copeland Company, Providence, New York, Boston, Chicago, San Francisco

BAKELITE

THE MATERIAL OF  A THOUSAND USES



The Bakelite Moulding Plant of the Pilot Electric Mfg. Co.

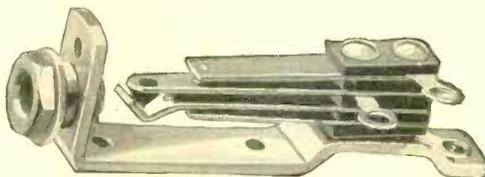
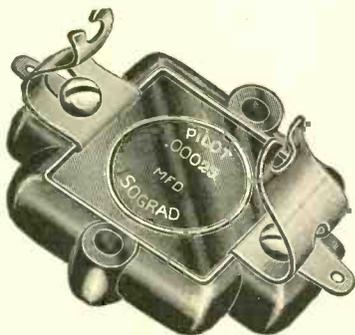
Largest parts production makes possible lowest prices without sacrifice of quality

Hundreds of thousands of Radio Receivers are giving daily testimony to the perfect performance of Pilot Parts. Pilot has proven that high quality radio parts can be produced to sell at economical prices—allowing satisfactory profits to those selling them and assuring satisfactory service to those using them. Recent Pilot part attainments include "International Contest," conducted through Radio Broadcast—the winner, Thomas H. Butler of Brooklyn, N. Y., used Pilot S. L. F. Condensers. In competitive tests by the U. S. Naval Department Bakelite Moulded Isograd fixed condensers were selected for Naval Radio use.

Produced in the World's Largest Radio Parts Plant

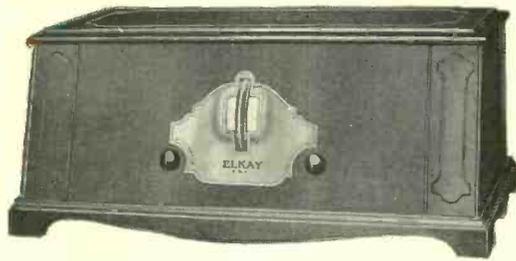
Catalog of Pilot parts sent on request.

PILOT ELECTRIC MFG. CO.
323 Berry St., Brooklyn, New York



BAKELITE
THE MATERIAL OF  A THOUSAND USES





Six Tubes—\$125 Retail
 (Licensed Under Patents Granted and Pending)

Now—the new



With a Tone MORE BEAUTIFUL THAN EVER

IN beauty and realism of tone—in uniform volume on all waves—and in “needlepoint” selectivity in congested areas, the new ELKAY represents the very utmost in radio—totally regardless of price!

—it embodies the new DONLE TRUPHONIC SYSTEM OF AUDIO AMPLIFICATION, plus Automatic Synchronized R. F., which give it a pure tone and a very high amplification from 200 to 580 meters, *uniformly*;

—It has the Elkay Tube Equalizer System of interchangeable, automatic rheostats; any type of tubes can be used;

—both R. F. stages and the detector entirely shielded;

—new Uni-Control with the flexibility of three dials, *very simple to tune*—no sub-verniers;

—“floating” sockets, mounted on Bakelite sub-panel; all important insulated and wearing parts, genuine Bakelite;

—all connections from a common cable, plainly tabbed;

—in a beautiful, sloping front cabinet of brown, antique finished mahogany;

—price, \$125 retail. Discounts, liberal. Restricted franchises to the trade. In production now. Arrange today for the rights to your territory.

THE LANGBEIN-KAUFMAN RADIO CO., Dept. M., 511 Chapel St., New Haven, Conn.

BAKELITE

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50c List

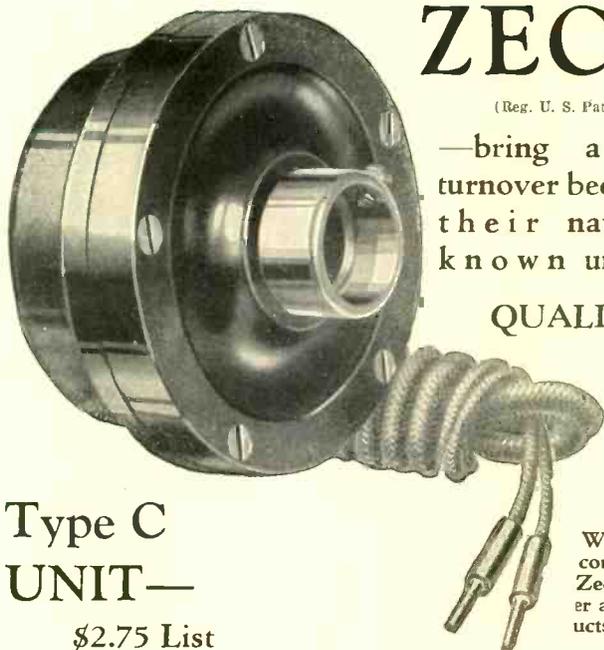
This ZECO Reverso Plug provides absolutely correct polarity for ear phones or speaker. A press of the button is all you need. No changing of wires. Price 50c list.

ZECO PRODUCTS

(Reg. U. S. Pat. Office)

—bring a rapid turnover because of their nationally known unfailling

QUALITY



Type C
UNIT—

\$2.75 List

Write for discounts on the new Zeco Loud Speaker and other products shown here.

Here's a superior quality unit which gives fine tonal reproduction, faithful, clear and equal to any on the market. List price of this Type C Unit is \$2.75.

Zisch Engineering Corp.
39-43 Avenue L, Newark, N. J.



Full
Floating
Diaphragm
Patents Pending

New! ZECO Louder Speaker

(Reg. U. S.
Pat. Office)

\$16.50 List

The ZECO Loud Speaker shown here is a new product from the ZECO Laboratories, where perfection in radio production has attained National recognition. Full floating diaphragm. The unit is made entirely of Bakelite. Price \$16.50 list.

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A THOUSAND USES

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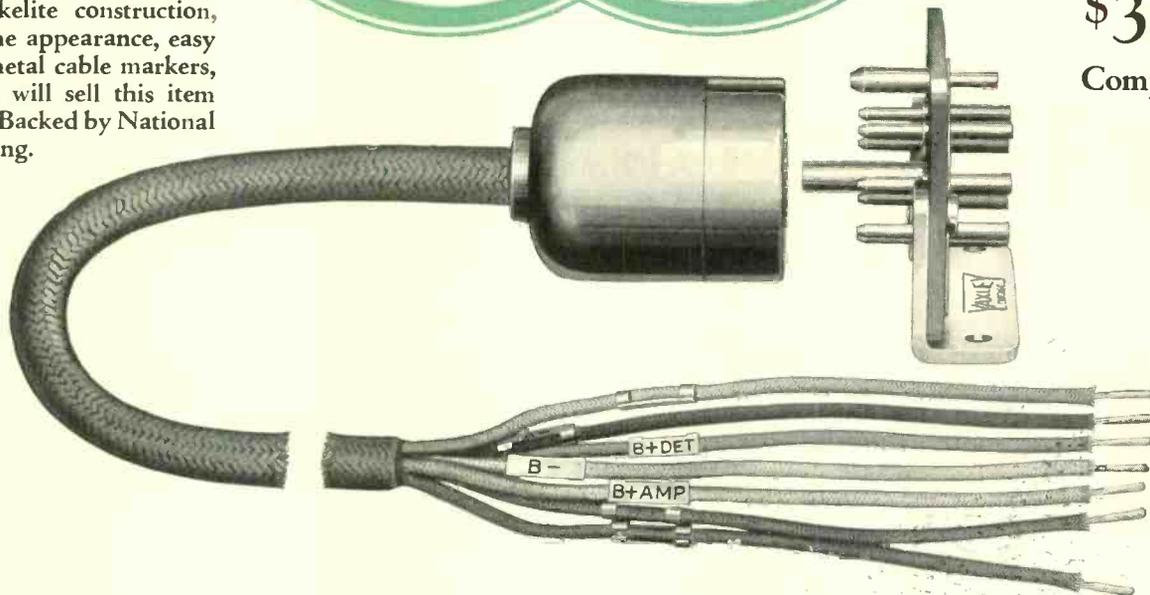
The New
YAXLEY
APPROVED RADIO PRODUCTS

Cable
 Connector
 Plug



Here's the Cable Connector Plug you have been waiting for. Bakelite construction, Handsome appearance, easy wiring, metal cable markers, etc., etc., will sell this item for you. Backed by National Advertising.

Price
\$3.50
 Complete



Study these Outstanding Features:

The Plug Proper

Phosphor bronze double contact springs, tinned to prevent oxidizing, seated in Bakelite. Cannot work loose. Shorting impossible. Plug cannot be used incorrectly.

The Connector Plate

Contact pins seated in Bakelite. Not affected by heat of soldering iron. Pins are brass, tinned for soldering.

The Connector Plate mounts by means of bracket which is reversible or bracket may be removed entirely for subpanel mounting—an exclusive feature.

Standard RMA Color code, also plainly marked with battery designations, permanently attached to assure proper connections.

The Cable

Extra quality, seven strand standard (RMA colors) cable furnished. A and B strands marked with Yaxley Cable Markers that snugly hug strands. Six extra markers packed with each plug. Wire ends tinned.

Jacks
 Switches
 Rheostats
 Plugs
 Pilot Lights
 Etc.

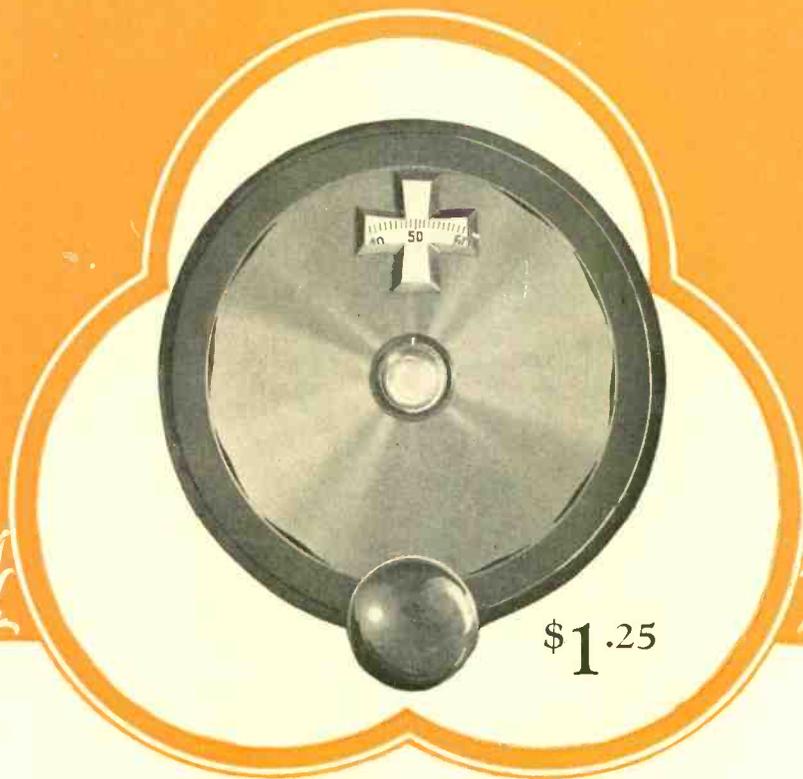
Order a sample from your jobber today,
 or send his name with your order to

Yaxley Manufacturing Company
 9 So. Clinton Street, Chicago

Complete
 Descriptive
 Catalog
 on
 Request

BAKELITE

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WHITE CROSS DIALIER

Precision tuning

STURDY

Popular Price

The White Cross Dialier is the 360 degree vernier dial with an approximate ratio of 6-1.

Constant spring tension against a washer over which revolves the knurled disc, eliminates every trace of backlash and gives adjustment at any degree.

The dial face is marked so that it may be used on either clockwise or anti-clockwise tuning, the clockwise figures in black and the anti-clockwise figures in red.

Having a full revolution, it allows for condenser or tuner.

The distinctive White Cross allows ample room for station markings. Numerals are on aluminum bronze which permits perfect vision regardless of lighting conditions.

The rosette finish on the Bakelite case gives it a really distinctive appearance.

Dialier No. 104

This Dial is made in a shape for the convenience of a panel mounted condenser where there are three holes drilled through the panel. The cut on this Dial, as you will notice allows a 180 degree revolution without contact with the screws or fasteners. The dial part is mounted inside the panel with shaft protruding through.

Descriptive literature on these new dialiers is now ready. It will be mailed upon request.

W. F. Loughman

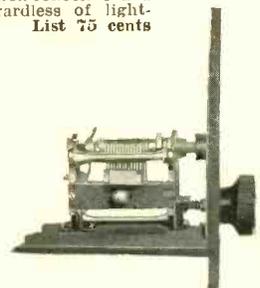
161 High Street, Boston, Mass.

Dialier No. 180

A very simple gear and friction device inside the panel allowing the dial readings to be made through window or bezel in panel.

A small pinion revolves on a gear of 180 degrees. The assembly is quickly made, and is especially fool-proof.

The face of the dial is finished with process aluminum non-reflective and easily readable regardless of lighting conditions. **List 75 cents**



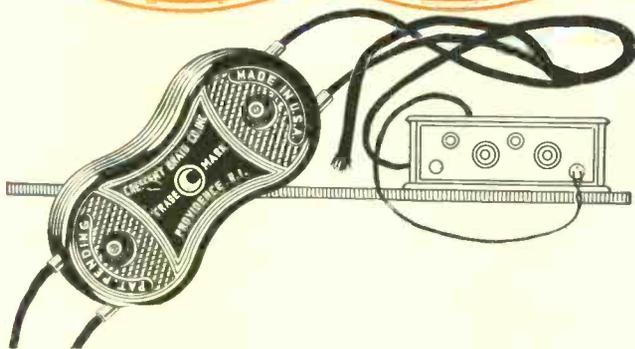
BAKELITE

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RADIO RETAILING, A McGraw-Hill Publication

Radio
Premier
Battery Cables
and

Premier
20 ft.
Extension Cord



There's an all year 'round demand for Premier 20 ft. Extension Cord with Bakelite Connector Plug—

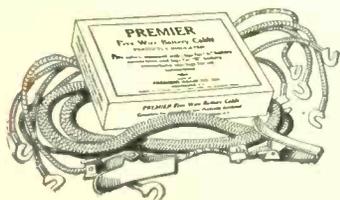
The big demand and the liberal profit makes this a real money maker. Though nationally advertised, it competes in price with unknown cords and is far ahead in quality, service and general dependability.

List Prices
(discounts sent on request)

\$1.00 for Premier Jr. with connector plug. (Premier Jr. is a serviceable light weight cord.)
gold cord. Also a display card of unusual design for window and counter display.

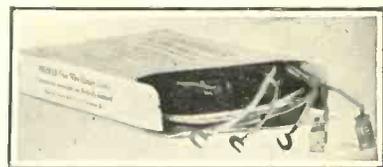
\$1.75 for Premier Sr. with connector, beautiful combination of black and Premier Jr. in longer lengths—25 ft., \$1.50; 35 ft., \$1.75; 50 ft., \$2.00.

Write to your jobber or direct to us for complete particulars of Premier Products.



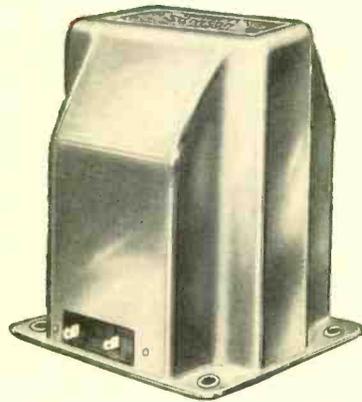
Crescent Braid Co., Inc.
Providence, Rhode Island

Makers of Extension Cords, Battery Cables and Phone Cords for headsets and loud speakers.



BAKELITE

THE MATERIAL OF  A THOUSAND USES



Samson Audio Frequency Unit

Samson offers you the biggest market of all

Every set owner—every set builder—in your neighborhood wants the wonderful tone quality given by the new sets, which comes from a greatly improved and refined audio amplifier.

You can put unbeatable tone quality into the audio amplifiers of all sets by using expertly designed parts built by experienced manufacturers if you follow the simple directions contained in the new Samson Book on Audio Frequency Amplification.

This authoritative textbook on the subject explains all systems used, illustrates them thoroughly, shows all their good and bad points, and tells when to use them. It's also a wonderful aid in finding all kinds of trouble.

Much of the information is published for the first time and cannot be obtained elsewhere except in the research laboratories of the Samson Electric Company or possibly (in part only)

in the leading technical universities. Better send 15 cents for a copy today. Use letterhead.

To further help you satisfy these wants and reap these wonderful profits the Samson Electric Company has perfected eleven audio frequency units for the 1926 season. They form the most complete line of any manufacturer. They are adapted for use with the new tubes that may be announced at a later date.

The astonishingly better tone quality from these units is permanent, unchanged by weather conditions due to hermetic sealing. Each reflects Samson's nearly half a century of leadership and experience in communication engineering.

Samson Symphonic Transformer, climax of several years' development, gives perfect reproduction of broadcast tones over greater range than average loud speakers can cover or is now broadcast \$9.00
 The new Samson HWA3 Transformer, 2:1, 3:1, 6:1. Standard equipment with leading set manufacturers and home constructors. Built for service as well as quality of reproduction \$5.00
 Samson Push-Pull Input Transformer, type X. Gives uniform amplification characteristics needed to assure minimum distortion and give remarkable tone quality \$5.50
 Samson Push-Pull Output Impedance, type Z gives maximum volume with a minimum of tube distortion, permitting excellent results \$5.00
 Samson Dual Impedance (Donle Design) is complete—no condensers or leaks required—being connected like a trans-

former, and gives better tone quality than the ordinary transformers. It keeps on giving this tone quality because hermetically sealed \$5.00
 Samson Audio Plate Impedance. A high inductance choke for use with standard or high Mu tubes where the very best results are desired. \$4.50
 Samson Audio Grid Impedance forms ideal power amplification combination with Plate Impedance. \$4.50
 Samson Output Impedance, keeps direct current component out of loud speaker \$5.00
 No. 3A.F. Choke. This choke helps eliminate squealing and howling due to A.F. regeneration, noises due to "B" Batteries, as well as troubles and noises due to "B" Eliminators. Due to its patented helical winding, it performs the function for which intended instead of acting as a bypass condenser \$3.00

SAMSON ELECTRIC COMPANY

Manufacturers since 1882

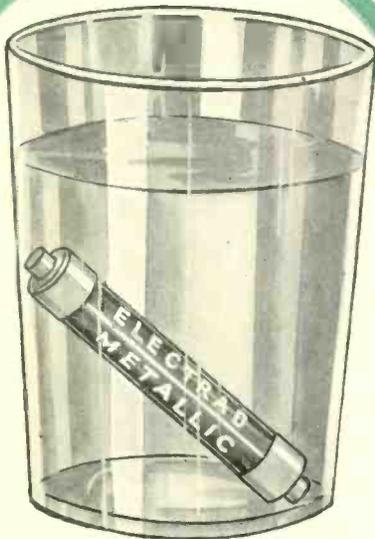
Sales Offices in
Thirty Leading Cities



Main Offices and Factory
Canton, Mass.

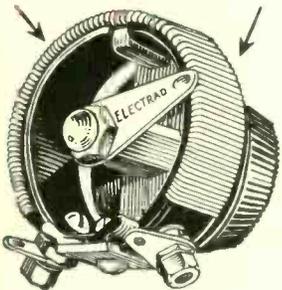
BAKELITE

THE MATERIAL OF  A THOUSAND USES



MOISTURE PROOF

BAKELITE BAKELITE



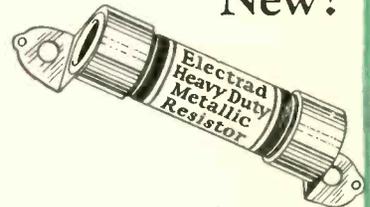
**A Better Rheostat—
Six Reasons Why**

Resistance element guaranteed to within 5%. Milled shaft with squared hole in contact arm insures rigidity—no wobble of shaft. Extra long metallic bearings. Highest grade Bakelite insulation. Maximum radiation and mechanical strength. Single hole or three-hole mounting. For three-hole mounting, base is tapped, eliminating need of nuts behind panel. Phosphor bronze spring contact arm insures contact. 6, 10, 20 and 30 ohms. list price, \$1.25—in Canada, \$1.75. Potentiometers, 200 and 400 ohms. list price, \$1.50—in Canada, 2.00.

A BETTER Resistance Unit

No carbon, paper, varnish or fibre. Metallic resistance element fused to inside of glass tube. Impregnated under high vacuum. Capped with exclusive Electrad ferrule. Noiseless, accurate, non-inductive, non-hydroscopic. Uniform in all weathers and working conditions. Gives clearer reception with greater signal strength. Great current-carrying capacity without over-heating or change of resistance. List price 60c—in Canada, 85c.

New!

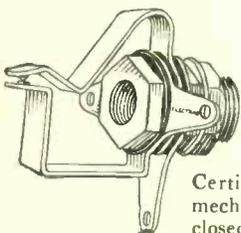


**Electrad Heavy Duty
Metallic Resistor**

Specially developed for B eliminators and power supply units. Special features are:

1. High current-carrying capacity.
2. Non-inductive. Accurate calibration.
3. Low temperature coefficient.
4. Resistance element fused to inside of Lavrock tube.
5. All standard high resistance sizes.

List price, \$1.00; in Canada, \$1.40.



Electrad Certified Jacks

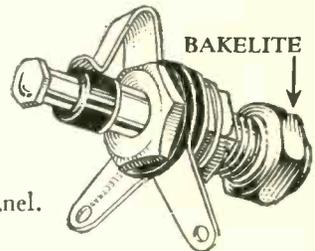
Positive acting spring of phosphor bronze. Sterling silver contact points. Insulation of hard rubber. Tinned soldering lugs, placed to make good connections easy. Requires less than 1-in. behind panel.

Certified and guaranteed electrically and mechanically. List price, S.C. open 25c, S.C. closed 35c—in Canada, open 35c, closed 50c.

Electrad Certified Switches

Solid brass construction. Tinned soldering lugs placed to make good connections easy. Neat design, genuine Bakelite knob. Requires less than 1-in. behind panel.

List price, 40c—in Canada, 60c.



BAKELITE

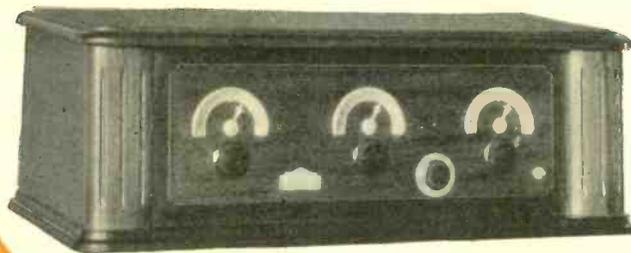
ELECTRAD INC.

428 BROADWAY, NEW YORK

BAKELITE

THE MATERIAL OF A THOUSAND USES

AMRAD
GENUINE LICENSED
Neutrodyne
\$60



WHAT Will CROSLEY DO With AMRAD?

THE FIRST CHAPTER

of the answer to that momentous question was given with dramatic intensity, when AMRAD announced its new five-tube genuine licensed Neutrodyne for only \$60. A set that would have listed at \$100, had it not been for the advent of Powel Crosley, Jr.—“Master of Mass Production”—into Amrad’s destiny.

THE NEXT CHAPTER

which you may have read by this time, will be so astounding, so far reaching and of such universal scope as to completely revolutionize the radio industry in America. Beside it, previous radio achievements will pale into insignificance.

For it marks radio’s final arrival at the goal of the connoisseur—the man who demands the finest regardless of cost—and at a figure that today seems utterly impossible to even approach.

*Full details may be obtained from
AMRAD Distributors—or from us.*

THE AMRAD CORPORATION

Medford Hillside, Mass.

BAKELITE

THE MATERIAL OF  A THOUSAND USES

The
Long Life Tube
with the
BAKELITE BASE

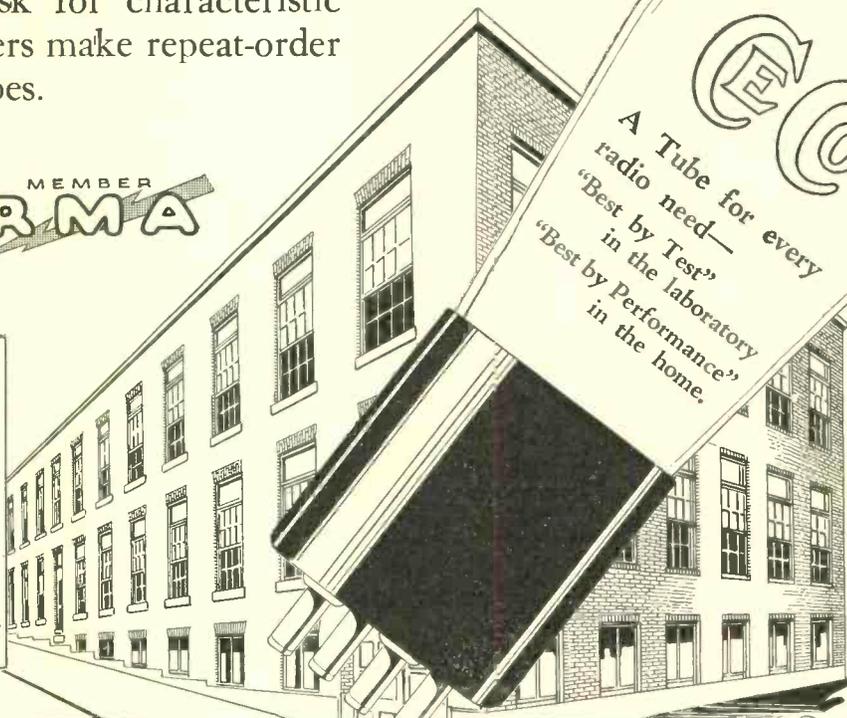
CECO

10,000 CECO Tubes Per Day!

This increased productive capacity assures prompt service to jobbers and retailers throughout the year on the complete line of CECO Tubes—Ask for characteristic sheet and catalog. Retailers make repeat-order customers with CECO Tubes.

C. E. MFG. CO., Inc.
702 Eddy Street
Providence, R. I.

MEMBER
RMA



The Complete Line
CECO
A Tube for every
radio need—
"Best by Test"
in the laboratory
"Best by Performance"
in the home.

Patents
Pending

The New CECO Plant Located at Providence, Rhode Island
The Largest in the World Devoted Entirely to Radio Tube Manufacture

BAKELITE

THE MATERIAL OF  A THOUSAND USES



This is the Atwater Kent Model 30 Receiving Set with the Model H Radio Speaker.

The biggest Radio factory —but that's not all

WE HAVE just completed a 3½-acre addition to our 12 acres of factory devoted to the manufacture of radio.

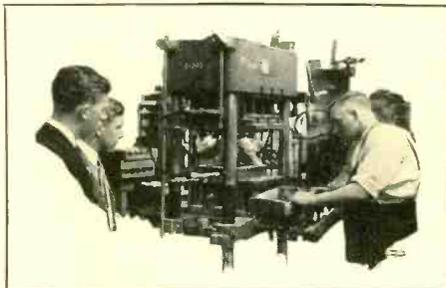
In this great factory we are making Receiving Sets and Speakers as carefully as if it were the smallest factory in the world and we had a reputation yet to win.

Before a set is permitted to leave the factory it has been subjected to 159 inspections or tests. One employee in every ten is an inspector or tester.

That the public appreciates integrity in manufacture is indicated by large and growing sales.

We have invested our money in building and enlarging our factory because we are in the radio business to stay.

Leading dealers throughout the United States and Canada sell Atwater Kent because they know it's the radio people want and because it *stays* sold.



Moulding the Bakelite Dials

Into these presses, Bakelite goes as fine powder, to come out as beautifully moulded dials. This is just one of the many ways in which Bakelite plays its part in the manufacture of Atwater Kent Radio.

You will find the complete Atwater Kent line described and illustrated if you will turn to page 28, opposite the table of contents, in this magazine.

ATWATER KENT MFG. CO.

A. ATWATER KENT, *President*.
Philadelphia, Pennsylvania

ATWATER KENT RADIO

BAKELITE

THE MATERIAL OF  A THOUSAND[®] USES

A
Radio
"BABY
GRAND"
in our
New
1927
Line

AUDIOLA

This Baby Grand Your Biggest Opportunity

Audiola presents another triumph in radio—a "Baby Grand!" The only console designed for the corner of a room where a console properly belongs both for reasons of acoustics and appearance. This new, fine-appearing and excellent performing "Baby Grand" has greater selling advantages over every other type of radio cabinet. Because it is so different, so advanced, so attractive, you should have it on display at once. As yet, no dealer has seen or heard this set without ordering. That means the sale value of this "Baby Grand" is being instantly recognized by dealers. Your next move now, and your best one, is to get this "Baby Grand" on display—greater radio profit is a surety.

Audiola Sets Sell and Stay Sold

Audiola sets offer the three most important selling features of radio today. These features are beauty, simplicity of operation and tonal quality. They have determined Audiola's popularity. They have been the reasons for dealers' success with Audiola and assure future sales success. Consider these Audiola points of merit (there are more) and you will understand why Audiola is a success. Simplified control (two dial vernier). Quiet to operate (heavily filtered circuits). Superb tone quality (Thorardson push-pull amplification). Selectivity (Benjamin Lekeless R. F. Coils). Trouble-free (wiring mechanically self-sustaining). Appearance (beautiful cabinet work).

Dealers Make Money With Audiola

Audiola unfailingly upholds its past quality record. This dependable quality goes far towards helping dealers make money. The name Audiola is the symbol of the highest radio engineering. Dealers sell highly satisfactory performance with every Audiola. No Audiola set has or ever will be dumped on the market—we guarantee this. Your immediate action will be well rewarded—let us send you complete information on our New 1927 line.

AUDIOLA RADIO CO.
 430 So. Green St., Chicago, Ill.



Price \$250.00

Console Type

No. 627C—6 tube—\$185
 No. 527C—5 tube—\$120

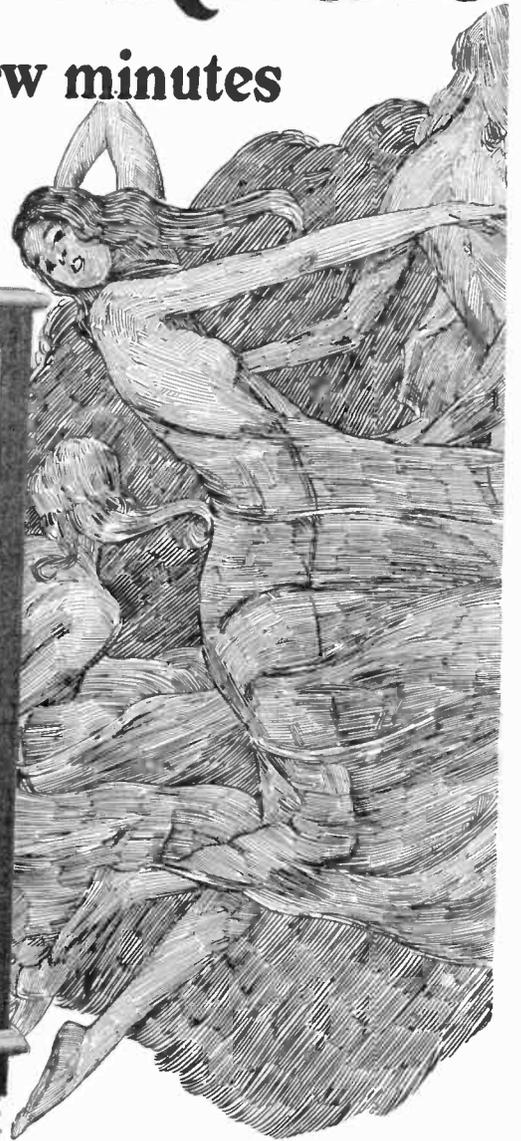
Table Type

No. 627T—6 tube—\$100
 No. 527T—5 tube—\$ 70



Profit By The Demand With *Radio*

Fit any set ~ Installed in few minutes



Radio
of
ONE OF
BAY

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

For Cabinets Master's Matchless Beauty

Opens a new market - Without saturation

T

HERE can be no question of the demand for the cabinet feature in radio—it is there and big—almost universal.

But, millions of table sets have been sold—good sets at good prices—and the owners naturally dislike to sacrifice them.

The answer is—sell them Radio Master Cabinets in which their table set can be mounted.

Radio Masters fit any set. Installation requires only a very few minutes. Wiring, batteries, etc., all concealed.

Built in wood horn above panel is arranged to receive your favorite speaker unit. Pull out radio frame makes tubes accessible from front-disappearing arm rest.

Matchless in beauty, superb in workmanship, Radio Masters come in eight designs of walnut and mahogany. Some have striped walnut or burn overlays. They make of the table set a splendid, enduring piece of furniture.

Continued and worthwhile profit on Radio Masters are guaranteed by the liberal discounts and settled dealer and jobber policy. List prices are low enough to attract a wide variety of trade.

Be the first in your territory with Radio Masters. Use the coupon *today*—it will bring full information—prices, discount, etc.

Master Corporation America

THE WARD INDUSTRIES
CITY, MICHIGAN

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

Radio Master Corp.
Bay City, Michigan.

Please send me complete information about your
Cabinets as advertised in Radio Retailing.

Farrand Announces

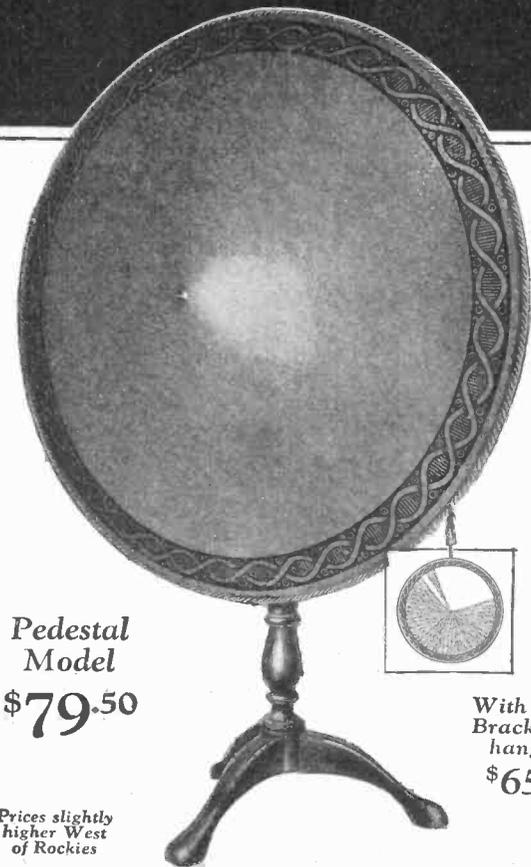
New!

Farrand Power SPEAKER

with 36-inch Cone

A DE LUXE size Farrand Speaker capable of volume reproduction never before achieved, attaining power and fidelity which actually competes with an orchestra itself. Brings in tones, especially bass, that are unobtainable with a smaller cone. Can be used with or without Power Amplifier. Beautifully finished with typical Farrand nicety of design and detail. Two models—illustrated.

for DANCE FLOORS
RESTAURANTS
LARGE ROOMS



Pedestal
Model
\$79.50

With Wall
Bracket for
hanging
\$65.00

Prices slightly
higher West
of Rockies

MADE BY THE MAKERS OF

3 New Radio Products!

HERE are three additional reasons why you should obtain a Farrand Franchise this season—three, fast-moving, quality products that bid fair to compete with the Farrand Speaker, itself, as profitable retail money-makers. You know the leadership of the Farrand Speaker, the quality prestige of the Farrand trademark, the price and territorial protection of the Farrand sales policy. You know that folks everywhere have been waiting for new radio developments such as these—especially for a real, practical, fool-proof “B” Eliminator. Here’s one they’ll accept on its face value—“made by the makers of the Farrand Speaker” will prove immediate buy-words. Make your store Headquarters for Farrand Products and the sales will take care of themselves. Don’t wait. Get in touch with your distributor NOW!

FARRAND MFG. CO., Inc. Long Island City, N. Y.

Farrand B Eliminator (60 cycle A. C.)

\$48.50
without
tube



Uses one UX 213 or CX 313 Tube

A HEAVY-DUTY “B” Battery Eliminator which marks as decided an advance in Eliminators as did the Farrand Speaker in reproducers. Does away with bothersome, continual adjustment. Nothing to wear out. Requires no acid or water; uses only one rectifying tube. Provides new high-voltage capacity with an output of 75 milli-amperes. Will operate a multiple-tube set, giving the following voltage:

15 to 70 volts on detector tube. 60 to 100 volts to radio frequency tubes.

135 to 200 volts on last audio stage—equivalent to one stage of power amplification.

Finished in bronzed steel; neat, trim, distinctive in appearance.

Farrand POWER B AMPLIFIER Eliminator

Prices slightly
higher West
of Rockies

\$62.50
without
tubes



THE Farrand “B” Eliminator combined with Power Amplifier—using two rectifying tubes, and one amplifying tube. Delivers 400 volts of “B” power. Used in connection with a cone speaker will exactly reproduce the full volume of an orchestra entirely free of distortion.

THE FAMOUS FARRAND SPEAKER



Broad and easy or fine and selective—virtually two sets in one cabinet.



A type of set for every type of buyer.



A national advertising campaign in leading periodicals and farm papers.



Exclusive sales territory for every A-C DAYTON dealer.



Our strength protects your business. Our policy protects your price.

FIVE DOMINANT FACTORS for the Man Who Believes HIS OWN EARS

TO THE competent dealer A-C DAYTON offers nothing less than a tremendous radio business. It is not a matter of high-pressure selling or overwhelming publicity. It is a matter of 5 DOMINANT FACTORS—backing a *provably better product* that will outperform its competitors on a *demonstration* basis.

Look at any A-C DAYTON Model in its price class! It bristles with sales points—it is *different, distinctive, set apart* from the ordinary. It *insists* on a demonstration and *speaks for itself*. Most people believe their own ears; most people will buy A-C DAYTON.

Regardless of your present plans and connections, get the facts in your hands immediately.

THE A-C ELECTRICAL MANUFACTURING CO.
DAYTON, OHIO
Makers of Electrical Devices for More Than Twenty Years.

A-C DAYTON RADIO

MAIL THE COUPON!

Territories are being allotted. We urge you—write us today.

R.R.-7

THE A-C ELECTRICAL MFG. CO.,
Dayton, Ohio.

Gentlemen: I am interested in receiving an exclusive franchise for a high-grade line of radio. Send me full particulars about the A-C DAYTON line, prices, advertising and dealer plan.

Name

Address

City and State



The A-C DAYTON line of six handsome models. Priced from \$56 to \$255—prices slightly higher Denver and west.

the reward of the pioneer

THE pioneer travels no easy road. Going it alone, breaking trail for the less courageous to follow, he fairly earns whatever his reward may be . . . For three years MOHAWK pioneered one-dial radio, blazing a trail into which other feet are turning, for it ends in leadership and profit. Now we claim the reward of the pioneer. And we'll get it in the 1926-1927 season. With a three-year start in knowledge, hard won through countless experiments, MOHAWK has first claim to the profits sure to result from public acceptance of one-dial control as radio's greatest recent achievement. We have designed a better set, established a better price . . . MOHAWK for 1926-1927 is a 6-tube set of amazing compactness and technical excellence (see description at left); it is a shielded set at considerably less than the cost of most other high quality shielded 6-tube sets. And full control of our cabinet facilities enables startling values in original and exclusive cabinet and console designs . . . Complete public announcement of MOHAWK Radio for 1926-1927 will be made shortly—but don't wait for it—write today for advance information.

Six Tubes Shielded

Tuning Circuit: Triple Gang, Modified Straight Line Frequency Variable Condenser controlled with one dial. Three matched Solenoid type Radio Frequency Transformers completely shielded in especially designed copper compartment case. Selector Dial engraved 0 to 100 on upper scale, 200 to 600 meters on lower. Rotates behind gold plated control panel carrying Filament Control Switch Knob, Selector Knob and Volume Control Knob. Filament Supply controlled by self-adjusting current ballast. No rheostats. Volume controlled by especially designed Variable High Resistance of 500,000 ohms. Tube Sockets integral part of Bakelite sub-panel. Socket Springs specially designed double full side wiping contact.

Mohawk Corporation of Illinois

Established 1920

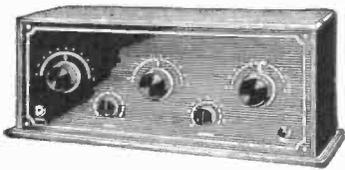
Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago

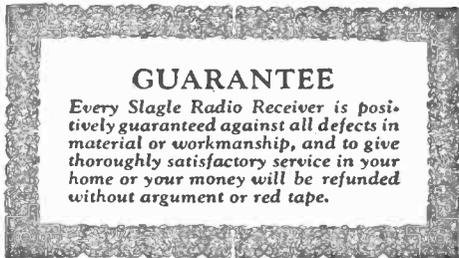
Mohawk Radio

One  Dial

This "Hook-Up" Makes Money For You



Model VII. This compact little 5-tube set is the wonder of all who see it and hear it. Simple, plain cabinet, that looks well anywhere. Full 5-tube reception that brings the programs in as well or better than many higher priced sets. Here's a quality set at the lowest price you can expect. Use it for a leader. You'll not be disappointed. List \$70 without accessories.



GUARANTEE

Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and to give thoroughly satisfactory service in your home or your money will be refunded without argument or red tape.



Model V. Free of noises for which sets are often responsible. Low battery consumption; extreme sensitivity to signals; sharp, clean tuning; plenty of volume; simple and complete control; full, rich tone values; and beautiful appearance are some of the points that make this set sell. It's real value. List \$150 without accessories.

There is real money in a radio store or department when properly conducted. This is the story of a "hook-up" that gives you real material to work—a common sense plan that gets results and is easy to follow.

A COMPLETE line of radio sets; designed right, built right, priced right and supported by a clean cut guarantee that means just what it says. . . . That's the beginning.

We support our trade with a powerful, hard-selling advertising campaign. It's aimed at your prospects. Through leading farm journals and newspapers it is working up business for you all the time. That's not all.

Our dealers get an attractive assortment of window streamers and easel cards for window and counter. That's not all, either.

We help you go after your prospects by mail with letters and interesting literature. We help you make sales, and we keep in touch with owners afterwards, boosting your game all the time.

The Slagle line is sold through recognized channels of distribution with liberal margins of profit. Let us tell you more of this "hook-up", what it will do for you and where you can connect with it.

SLAGLE RADIO COMPANY

Fort Wayne, Indiana

A set is no better than its
accessories—*Sell good ones*

TRADE MARK
Slagle Radio

Steady Unfailing **POWER** *in the* **MODERN** *"B" Power Unit*



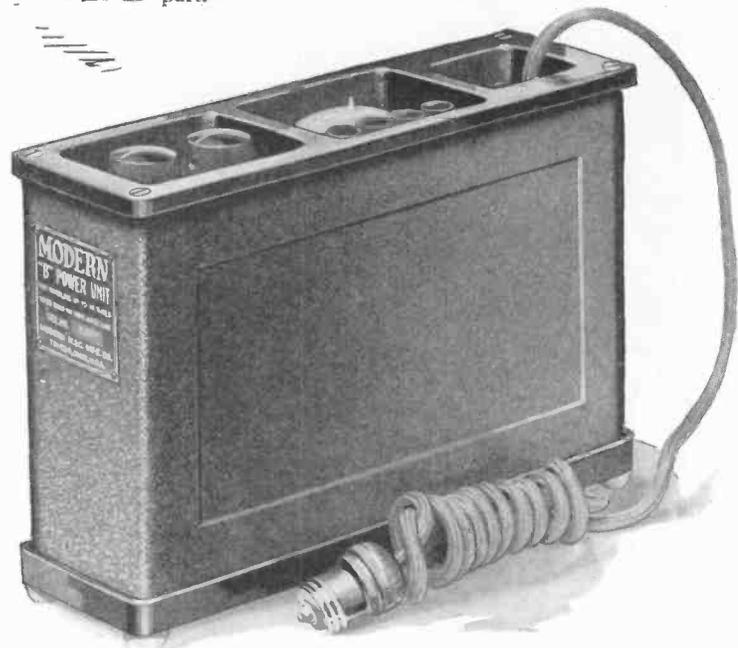
Sell your customers power enough to take care of tomorrow's needs as well as today's.

The MODERN'S ample capacity guarantees 60 millimeters and a steady unfailing current. The Raytheon tube is used.

Sell your customers on the sound basis that although they may be using small sets now, it is to their advantage to invest in a "B" power supply that will be adequate for the larger sets they will want later.

The MODERN is built to meet the needs of the big multitube sets of tomorrow, and it is built to operate as perfectly in the years to come as when new.

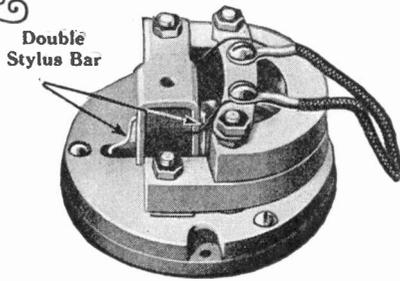
In the perfection achieved and the durability built into the MODERN, Bakelite and the Raytheon tube play a part.



List Price, \$50.00

Slightly Higher West of the Rockies

The Modern Electric Manufacturing Co.
Toledo, Ohio



The Velvet Speaker Unit —bringing new radio satisfaction!

The Borkman Velvet Unit is the first unit to be developed that reproduces naturally the articulation of clear speech and yet yields both high and low overtones of the whole range of musical instruments. Not merely "low pitch", for Velvet Speakers retain the higher tones unimpaired.

The double stylus bar construction is patented. The wonderfully balanced diaphragm of unusual thinness, specially formed, is extremely sensitive —yet won't blast and won't distort on the heaviest power amplification.

Tone qualities like velvet! Smooth, clear, delightful! Radio reception as you have dreamed it!

Dealers!

Watch next month for the complete Velvet Radio Speaker line—rarely beautiful models—perfect acoustic engineering.

Sales Department
The ZINKE COMPANY
1323 So. Michigan Ave.
Chicago, Illinois

Manufacturers
The BORKMAN RADIO CORPORATION
Salt Lake City, Utah

ART NOVELTY CABINETS



Sell more Radio Cabinets

No. 206-R Radio Cabinet illustrated here is one of our many new 1926 models that move rapidly and make money for you. See them in our latest catalog—send for it.

THE ART NOVELTY COMPANY
GOSHEN, INDIANA

TOBE

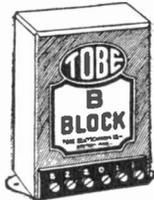
Means better
Condensers,
better resistors

The Radio public knows the trade-mark of the Tobe Deutschmann Company and when it is mentioned or seen, a picture of high-grade, dependable fixed condensers or resistors is immediately registered.

There will be no difficulty in selling the TOBE line this coming Radio season. It will be supported by consistent advertising and a fair policy of price maintenance and replacement of material returned for any good reason.

The TOBE B BLOCK, Type 780, is the leading condenser block, for use in Raytheon filter circuits, and is recommended by the Raytheon Company as unsurpassed by any for this use. It contains one 8, two 2's, and two 1 Mfd. units.

Price \$11.00



The TOBE VACUUM "TIPON" LOEWE LEAK, "changeless resistor in a vacuum," is unique and unexcelled for all ordinary gridleak and plate resistor uses in Radio sets and amplifiers.

The TOBE VERITAS Hi-Current Resistor is an over-size unit, especially designed for use in B-Eliminators, as a transmitting grid-leak and for all other purposes where 4 or 5 watts must be continuously carried. At this high load, the TOBE VERITAS Resistor shows no change or deterioration from its rated value. Made to be soldered into circuits, but fits standard clips.

If you are not already a Tobe Deutschmann Company dealer, write us for name of our nearest jobber.

The Public is demanding TOBE products

Tobe Deutschmann Company
Engineers and Manufacturers of Technical Apparatus
Cambridge, Mass.

SPLITDORF

SEVENTY YEARS of experience in the manufacture of *dependable* electrical products . . . an organization with vast resources in equipment, engineering knowledge and experience . . . financial resources of the highest calibre . . . an established reputation for radio sets that *stay sold* . . . a well-defined merchandising policy that insures the soundness of the business structure of the manufacturer, wholesaler and retailer—

These are outstanding factors that make the Splitdorf Radio franchises of such tremendous value to men who want to establish themselves *permanently* in the radio business.

Write or wire for "The 9 Vital Points", showing why *you* can Succeed with Splitdorf.

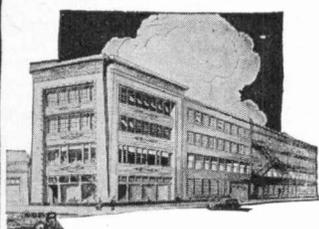
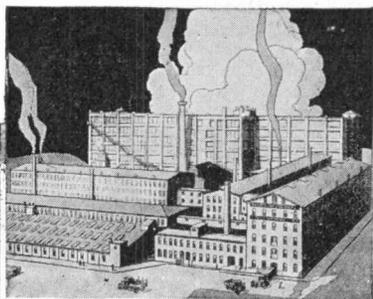
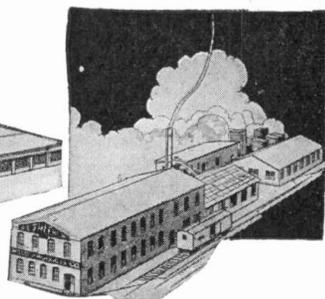
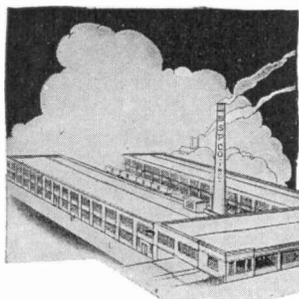
SPLITDORF ELECTRICAL COMPANY

392 High Street : Newark, N.J.

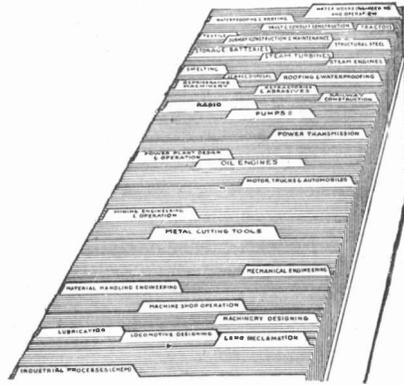
Subsidiary of

Splitdorf-Bethlehem Electrical Company

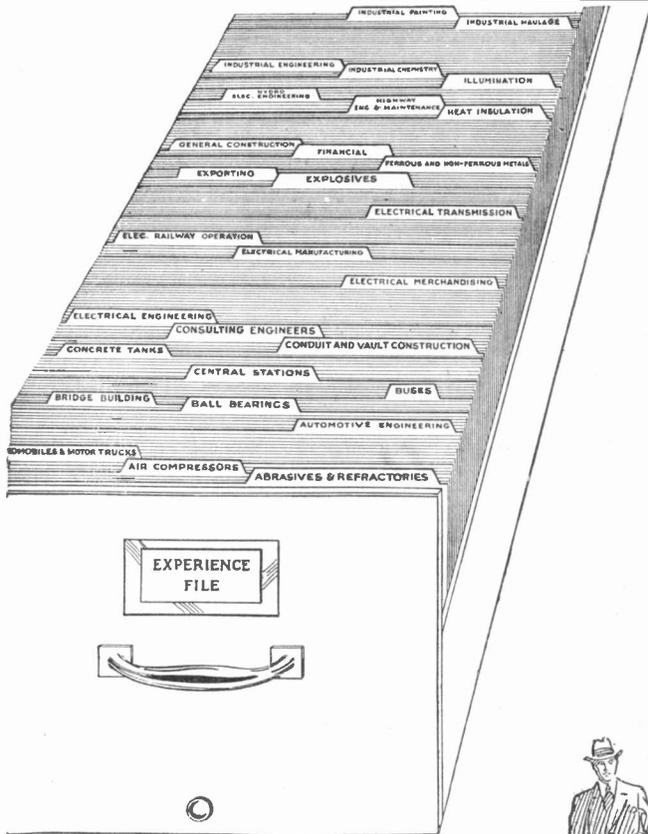
*Succeed
with
Splitdorf*



PLANTS IN BETHLEHEM . . . NEWARK . . . CHICAGO



Knowledge of your industry



From shop and mine, from factory and generating station, from chemical laboratory and construction job, from jobber and dealer, have come the men who make the McGraw-Hill organization. Production men, operating experts, specialists in selling from many industries have come to develop the McGraw-Hill Publications as authorities in industry..... authorities, first, to their subscribers, the creators and builders of industry..... authorities, next, to the men who are selling to industry.

As editors, department heads, service men, marketing counselors and field representatives, these men have become essential units in the McGraw-Hill organization, absorbing its purpose and spirit and devoting their fine attainments to carrying forward its tradition of over a half-century's service to industry.

The experience of these men has been cataloged, classified and filed for instant reference. That file is the nerve center of the organization. Thumb over the index tabs and it will be strange if you do not find a man, or twenty men, who have a working knowledge of the industry to which you sell, or the equipment which you make.

For more than fifty years the McGraw-Hill Company has known industrial America. Its contacts have been inside contacts; its fund of experience is the composite gained in shop, factory and field.

Through this intimate knowledge and constant contact, McGraw-Hill seven years ago sensed the step that industry is now taking in applying to its selling the same science and caution that have advanced industrial production and reduced costs. The service of McGraw-Hill Publications was extended to embrace not only the publishing of technical information on production and engineering but counsel on scientific, waste-free selling. This counsel is epitomized in the following McGraw-Hill Four Principles of Industrial Marketing which today are bringing country-wide endorsement from industry, bank, advertising agency and university.

MARKET DETERMINATION—An analysis of markets or related buying groups to determine the

A Few Facts From The Experience Index

Going through the McGraw-Hill experience file at random you will find such facts as these:

- 9 McGraw-Hill men formerly radio dealers and radio engineers.
- 8 McGraw-Hill men formerly in material-handling engineering.
- 2 McGraw-Hill men formerly in subway construction.
- 12 McGraw-Hill men formerly with process (chemical) industries.
- 9 McGraw-Hill men formerly in electrical merchandising.
- 4 McGraw-Hill men formerly consulting engineers.
- 16 McGraw-Hill men formerly with central stations.
- 9 McGraw-Hill men formerly with electric railways.
- 6 McGraw-Hill men formerly machinery designers.

And so on.



is here!

potential of each. With a dependable appraisal of each market, selling effort can be directed according to each market's importance.

BUYING HABITS—A study of the selected market groups to determine which men in each industry are the controlling buying factors and what policies regulate their buying. Definite knowledge eliminates costly waste in sales effort.

CHANNELS OF APPROACH—The authoritative publications through which industries keep in touch with developments are the logical channels through which to approach the buyer. In a balanced program of sales promotion these publications should be used effectively and their use supplemented by a manufacturer's own literature and exhibits.

APPEALS THAT INFLUENCE—Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

These Four Principles are more than a formula. They are a method, repeatedly tested by practical application, backed by a half-century of intimate acquaintance with industry. Any manufacturer selling to industry can apply them to advantage in his own marketing program. Our Marketing Counselors will be glad to lay the details before you or your advertising agent. A conference can be arranged by communicating with our nearest office.

McGraw-Hill Publishing Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London

McGraw-Hill Publications

45,000 Advertising Pages used Annually by 3,000 manufacturers to help Industry buy more effectively.

CONSTRUCTION & CIVIL ENGINEERING
ENGINEERING NEWS-RECORD
SUCCESSFUL METHODS

ELECTRICAL
ELECTRICAL WORLD JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

INDUSTRIAL
AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING
POWER

MINING
ENGINEERING & MINING JOURNAL
COAL AGE

TRANSPORTATION
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

OVERSEAS
INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(EUROPEAN EDITION)

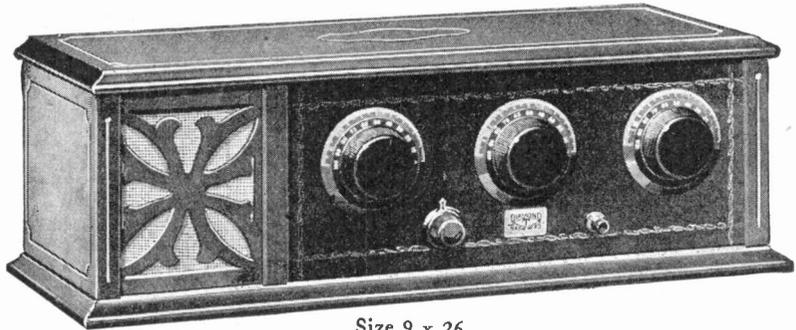
RADIO
RADIO RETAILING

CATALOGS & DIRECTORIES
ELECTRICAL TRADE CATALOG
RADIO TRADE CATALOG
KEYSTONE CATALOG KEYSTONE CATALOG
(COAL EDITION) (METAL-QUARRY EDITION)
COAL CATALOG CENTRAL STATION DIRECTORY
ELECTRIC RAILWAY DIRECTORY
COAL FIELD DIRECTORY
ANALYSIS OF METALLIC AND NON-METALLIC
MINING, QUARRYING AND CEMENT INDUSTRIES

NO OTHER VALUE LIKE THIS

Modern Radio with:

- Speaker built in.
- Selectivity and volume for present day conditions.
- Beautiful cabinet.
- 5 tube tuned radio frequency.



Size 9 x 26

Diamond T "Super Special" Model—\$49.50

To introduce this profit payer to a new dealer we are glad to lose about \$5.00 on a sample set, as its quality and value will make a steady customer of you.

One Sample Set to New Dealer, \$24.75

Only one at this price

Our Guarantee: If this set is not satisfactory or does not meet with your approval, we will refund the price paid us without asking any questions if returned within 10 days.

This offer in January and February magazines brought us hundreds of new dealers in all parts of the country. A big percentage have repeated and only four have returned set for refund. Our guarantee is good or this magazine

would not accept our copy month after month if they had complaints about us.

We are willing to lose money that you may try this wonderful set, but we ask you to **SEND CHECK WITH ORDER.**

Remember, this is quality merchandise, both in looks and performance.

Nothing to equal a "Super Special" under \$75.00.

Three other models and all leaders at their price.

We reserve the right to refuse orders if we have a satisfactory dealer in your town.

DIAMOND T RADIO MFGRS., SOUTH BEND, IND.

Alden Processed



Sockets and Dials

New Contributions to RADIO

STARTLING are the results obtained from the new Na-Ald Truphonic Coupler. Based on an entirely new principle, this amazing development in the field of amplification gives a combination of improved tonal quality and sustained amplification never before equalled. An invention of H. P. Donle.

Featured by the leading radio writers, the Na-Ald Localized Control Unit attains at last the goal of single tuning control. This wonderfully simple tuning device realizes all the benefits of single control without losing any of the flexibility of multiple control.

A new addition to an illustrious family, the Na-Ald Spring Socket has the perfect resilient mounting which absorbs both vertical and horizontal vibrations protecting the tube from all disturbance.

The Na-Ald line is the only complete line of adapters and connectorals. There is an adapter or connectoral that will fit any tube to any set.

A full line of Na-Ald sockets, dials and knobs is manufactured.

For full information write

Alden Manufacturing Co., Dept. A16

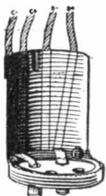
SPRINGFIELD, MASS.



The Truphonic Coupler for quality reproduction

Price \$20 per Unit

Complete with output unit and connections for attaching to any set



112

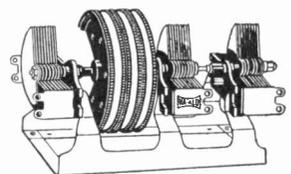


120

Na-Ald Connectorals 112 and 120

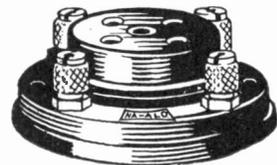
No. 112 for 112, 171 and 210 tubes

Price \$1.25 each



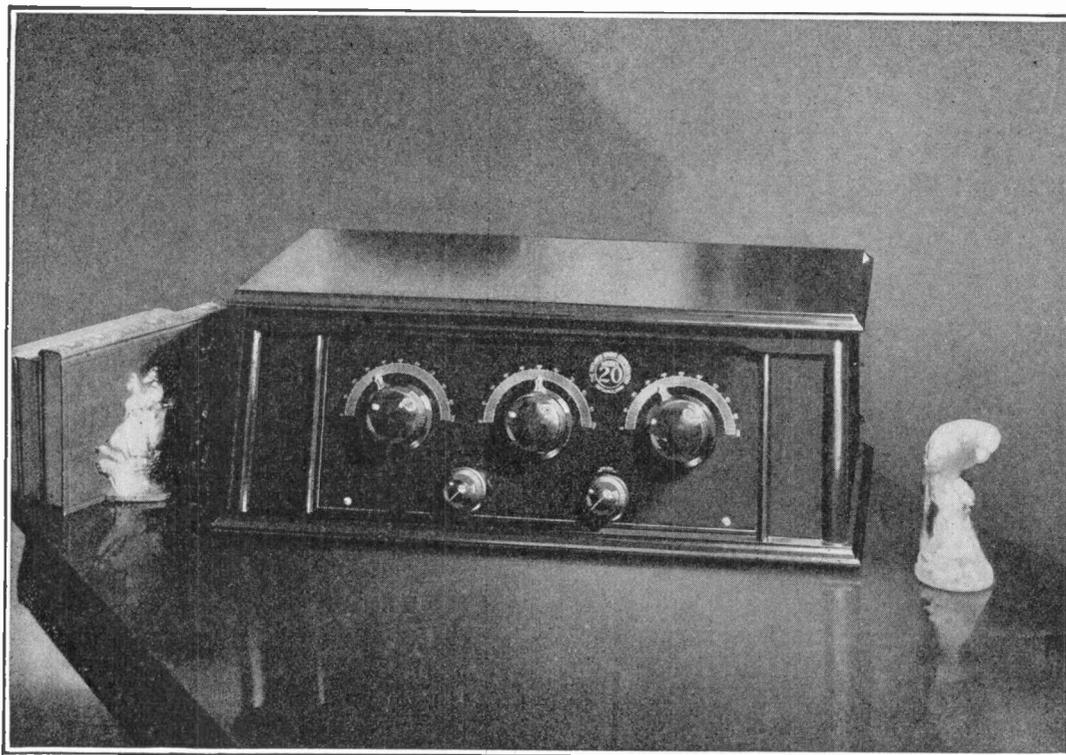
Na-Ald Localized Control Unit, an amazingly simple tuning device

**Triple Price \$10
Twin Price \$8**



Na-Ald Spring Socket, a new addition to an illustrious family

Price 50c.



A 7 Tube Set That Retail for \$75^{.00}

Through a unique application of resistance coupling, we have produced, in this Premier Model 20, a set which accomplishes things which we are confident have never been achieved with any other set of any kind.

Range to the ultimate of 7 tubes. Splendid volume. Remarkable clarity of tone. Artistically beautiful cabinet and panel.

Operates to particular advantage on a 30 foot antenna, with which it gives full range and wonderful selectivity. Reaches distant stations through locals.

It is a set which shines in the city. Order one. It will be a revelation to you; and when customers see it, hear it, and learn the price, orders will be easy.

The Premier Radio Corporation
Defiance, Ohio
U. S. A.

.....
The Premier Radio Corporation
Defiance, Ohio
Please tell me more about your Model 20
Name.....
Address.....
.....

**SET IT
INSTALL IT
FORGET IT**

**NO
ACID
ALKALI
WATER
TUBES
MOVING
PARTS**

**Why Dealers
are
Selling
the**

**NO
INTER-
FER-
ENCE**

**ELKON
Trickle Charger**

THE ELKON has proved to the set owner that it is a practical assurance of AUTOMATIC "A" power—"CONSTANT POWER CONSTANTLY," without attention fuss or trouble.

*Made of bone-dry
immovable solids.*

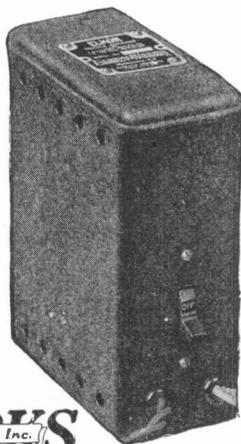
\$15⁰⁰ complete with switch

There is no water to renew, no acids or alkali to fume and spill, no delicate moving parts, no tubes, no noise, no interference.

This is the charger you want to sell to the customers you want to keep.

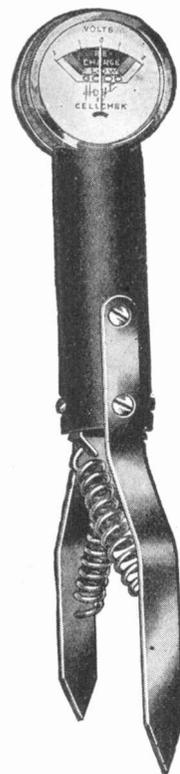
**SET IT—INSTALL IT
FORGET IT**

Elkon Works
Subsidiary of P. R. Mallory & Co., Inc.
Elkon Works
Inc.
Weehawken, N. J.



Exclusive licensees under General Electric Co. patents dated May 26, 1925 and Sept. 1, 1925. Other patents pending to Elkon Works, Inc.

Hoyt CELLCHEK



A new, simple method for testing your storage battery in your radio set or car is available in the Hoyt CELLCHEK.

It uses a carefully built meter, correctly designed with the proper load to place on the cells and with a special scale on which you read direct whether the battery needs recharging, is low, or is in good condition.

Does away with hydrometer difficulties, dangers from damaged furniture, rugs and clothes and the inaccuracies possible in making hydrometer readings.

Tests one cell at a time,—one instrument fits all radio batteries whether 2, 4 or 6 volts. In this way a weak cell will immediately show up and it can then be separately charged to bring it up to the level of the others.

Ask the nearest Hoyt jobber to show you the new Hoyt Radio instruments for 1926-7:—the Universal "Tip-in" Voltmeter for attachment in any position to sets equipped with tipjacks; the new Type 17 Flush Mounting instruments with zero adjuster; the easily mounted Front of Panel Case moving coil voltmeters and milliammeters—Type 17; the Phone-Plug Milliammeter instantly attached to the loud-speaker plug for checking B-battery consumption and proper C-battery Voltage on the power-tube; the new precision and standard pocket meters; and, finally, the Model 200 Direct Reading Tube Tester which gives mutual conductance, MU and plate impedance of all vacuum-tubes without the use of a pen or pencil.

If you are not already a Hoyt dealer or do not know the name of the nearest Hoyt jobber, write and ask us—it will pay you to handle the Hoyt line this year.

BURTON-ROGERS COMPANY
26 Brighton Ave., Boston, Mass.

The Coil's the thing
that makes Radio

No Radio Unit
Is Any Better
Than Its Coil

EVERY Electrical or Radio Engineer knows that *it's the coil that does the work* in electrical apparatus.

The audio transformer is a good example of this important truth. Unless the coil is just right—to the minutest detail—improper amplification distorts the true tone values of an otherwise fine set.

The most successful manufacturers of Radio and other electrical apparatus now realize that *coil winding is so highly a specialized field* of Electrical Engineering that it pays from every standpoint—quality as well as economy—to use Dudlo Coils.

This is manufacturing wisdom that shows up in the profit column.

If you are an electrical manufacturer, you are probably using Dudlo Coils now. If not, you are cordially invited to make our experimental laboratories a department of your own organization. We will either assist you in the design and development of your coils or quote on coils built to your specifications. Correspondence invited.

DUDLO

THE WORLD'S LARGEST MANUFACTURERS
OF FINE MAGNET WIRE AND WINDINGS

DUDLO MANUFACTURING CORPORATION FT. WAYNE, IND.

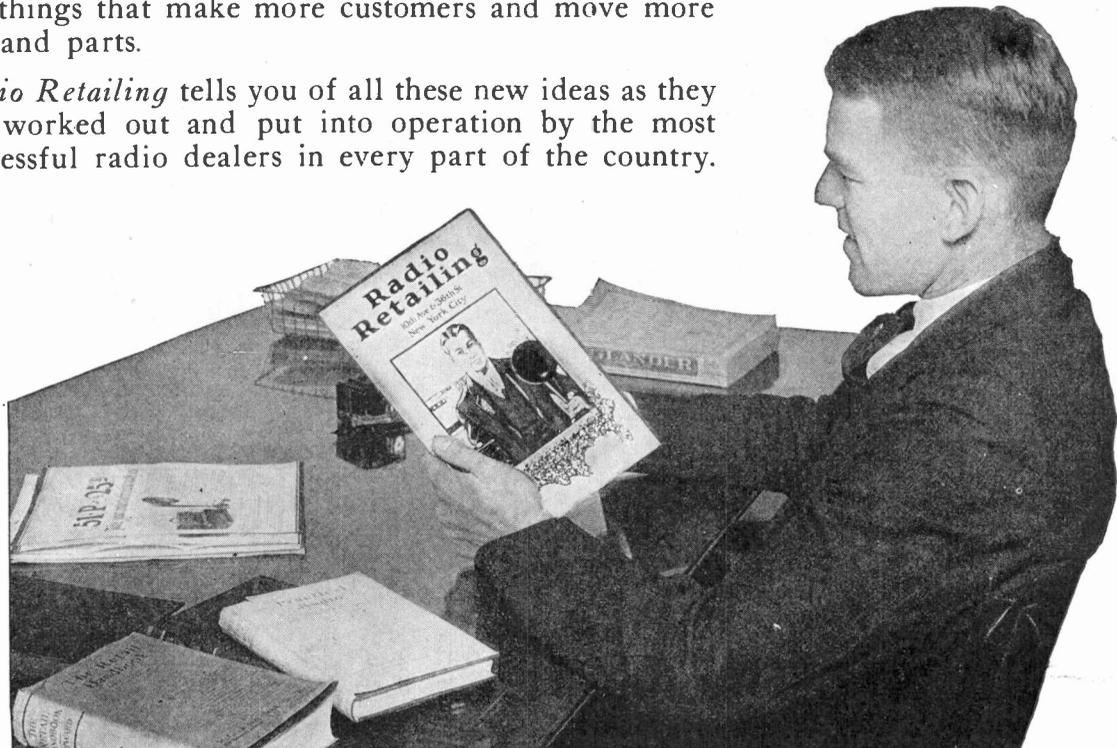
Eastern Office and Warehouse: 412 Chamber of Commerce Building, NEWARK, N. J.

Chicago Office: 160 North La Salle Street, CHICAGO, ILL.

New ideas in selling radio

New ideas are the life of the radio business—they are the things that make more customers and move more sets and parts.

Radio Retailing tells you of all these new ideas as they are worked out and put into operation by the most successful radio dealers in every part of the country.



Radio Retailing gives you complete details about the most successful radio campaigns, just the ones that have gone over big.

From all the big centers, from medium-sized cities, from town and village, from every source, the editors of this monthly journal secure the basic information that you need, give you full plans and speci-

fications of actual sales plans that have produced the business and produced the profits.

This service places before you in attractive form, just the facts that you would get if you could devote an important part of your time to travelling, interviewing your fellow-merchandisers, discussing your problems with them and absorbing their experiences.

The cost of this valuable service is within the reach of all—only \$2 for twelve, big, idea-packed issues at the rate of one a month.

The coupon at the left is handy—fill it in and return today.

Return the coupon now!

Radio Retailing, Tenth Ave., at 36th St., New York, N. Y.

Gentlemen:—

Send me *Radio Retailing* for one year, the price to be \$2 for the twelve, big, idea-packed issues.

Name.....

Street.....

City..... State.....

Name of Company.....

Besides Radio We Sell.....
7-26

RED SEAL DRY CELLS

Now a National Carbon Product

ON MAY first the Red Seal Dry Battery business of the Manhattan Electric Supply Company was purchased by the National Carbon Company, Inc., and Red Seal Dry Batteries are now being manufactured and sold by the National Carbon Company organization.

The Red Seal brand of dry batteries will be continued on the market and will have the same high quality as heretofore. This change in brand ownership will, we believe, bring advantages that the trade will be quick to realize. Adequate stocks will be regularly carried at National Carbon Company factory and warehouse points, which will insure prompt

and efficient service to the trade.

Present stocks of Red Seal cartons, display material and literature will be used until exhausted, after which the only change will be the appearance of the name of the National Carbon Co., Inc., as the manufacturer. Abundant window display material of the most effective kind will be supplied Red Seal dealers.

The manufacture of Red Seal Dry Cells, therefore, not only is being continued as heretofore, but preparations are being made to expand the production of Red Seal Cells to whatever extent may be necessary to meet your demands. Order Red Seal Dry Cells from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, INC.

Atlanta

Chicago

Kansas City

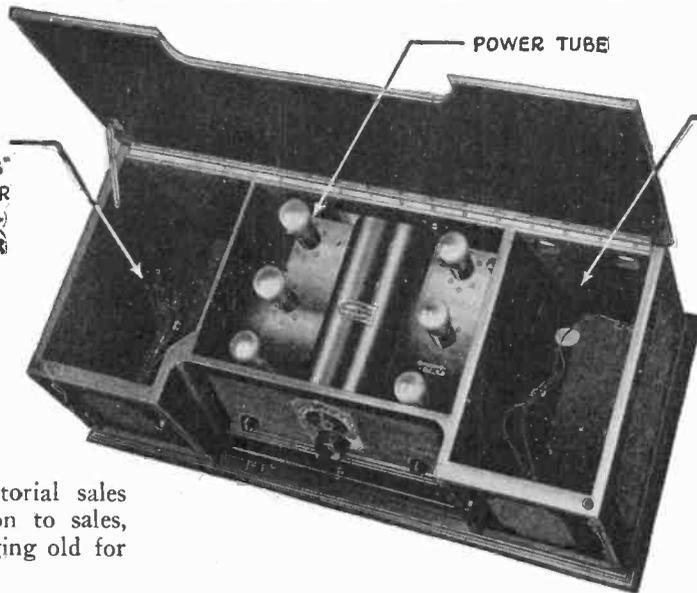
Canadian National Carbon Co., Limited, Toronto, Ontario

IDEAS make SALES

THE MU-RAD "Golden Rule" Policy

is a new idea in radio merchandising. It is a unique plan that embodies protective territory, small commitments, assignment of territorial sales quotas, bonuses in proportion to sales, and a fixed plan for exchanging old for new models to consumers.

And get the idea of solidity—this is the sixth year of broadcasting—it is MU-RAD'S sixth year also—stability is important.



SPACE FOR "A" BATTERY & TRICKLE CHARGER

The MU-RAD Super-Six Receiver

An advanced idea in broadcast receivers. Single tuning control—enormous volume controllable to a whisper—Power tube in last stage—

faithful reproduction—a receiver beyond competition among fine sets.

MU-RAD RADIO CORPORATION

Dept. R. ASBURY PARK, N. J.

\$10 Loud Speaker

You can sell, at \$10, the most satisfactory loud speaker that money can buy—the new, improved Dulce-Tone, the perfected radio-talking-machine-speaker.

Set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES COMPANY

Dulce-Tone Division
Formerly named THE GENERAL PHONOGRAPH MFG. CO.
305 Taylor St., Elyria, Ohio

Fully guaranteed to you and your customers. Nationally advertised in the Saturday Evening Post, Literary Digest and Liberty.

Write for sample and dealer's prices.



Efficient Service on Molded Parts

**BAKELITE AND COLD MOLDED MATERIALS
MADE TO YOUR SPECIFICATIONS**

American Insulator Corp.
52 Vanderbilt Avenue, New York City



Pal Products
are quick sellers!

Dealers and jobbers have proven this over a three-year period. Pal Products satisfy consumers and trade.

Having increased our production facilities we request inquiries from those not acquainted with our products and policies.



- Head sets
- Crystal sets
- Loud speakers
- Speaker units
- Soldering irons
- Phonog. attachm'ts.

PAL RADIO COMPANY, Inc.

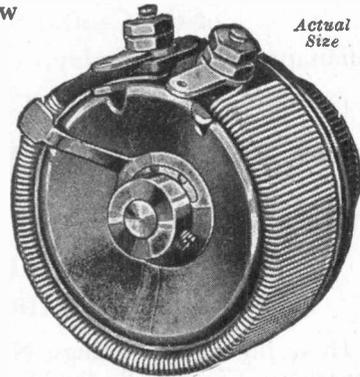
1204 Summit Ave., Jersey City, N. J.

FROST-RADIO

Ask Your Neighbor

First for the new
tube types

FROST - RADIO Rheostats were first to meet the requirements of the new tubes. Almost overnight old type rheostats have been made obsolete by the advent of the new type high efficiency tubes such as power amplifiers and the new detector tubes.



FROST-RADIO

FROST-RADIO Rheostats of the Type 700 Series (Metal Frame) and Type 800 Series (Bakelite Frame) have been especially designed to meet these requirements. They will not only carry the current loads indicated by the FROST-RADIO Rheostat Chart, copy of which will be sent you on request, but also will carry 25 to 50% overloads without reaching maximum of 90 degrees C. specified by R.M.A. standard. They possess additional resistance necessary to make them highly efficient as volume (output) control for entire set as well as a filament voltage control for tubes.

Type 700 FROST-RADIO Metal Frame Rheostats 50c. Type 800 FROST-RADIO Bakelite Rheostats 75c. Write for samples and FROST-RADIO Rheostat Chart.

HERBERT H. FROST, INC.

160 North La Salle Street
New York CHICAGO Los Angeles

Business Wants

THE *Searchlight* Section of this paper represents a meeting place for men and concerns who have immediate business "wants" to fill—the section covers

- | | |
|--|---|
| <ul style="list-style-type: none"> Agencies Wanted Agents Wanted Books and Periodicals Business Opportunities Civil Service Opportunities Contracts Wanted Desk Room for Rent or Wanted Educational Employment Agencies Employment Service Foreign Business For Exchange For Rent For Sale Franchises Labor Bureaus Miscellaneous Wants | <ul style="list-style-type: none"> New Industries Wanted Office Space for Rent or Wanted Partners Wanted Patent Attorneys Patents for Sale Plants for Sale Positions Vacant Positions Wanted Property for Sale Representatives Wanted Salesmen Available Salesmen Wanted Spare Time Work Wanted Sub-Contracts Wanted Tutoring Vacation Work Wanted Work Wanted |
|--|---|

"SEARCHLIGHT"

When you hear
TELEPHONE
Radio Speaker
you hear
RADIO
—right!



TELEPHONE CORPORATION of AMERICA
449-453 West 42nd Street, New York City
BUILT LIKE A VIOLIN

First Annual

RADIO DEALERS CONVENTION

of the Central States

Indianapolis—Wednesday, October 27, 1926

At the Second Annual Indianapolis

RADIO EXPOSITION

WEEK OF OCTOBER 25 TO 30, 1926

MANUFACTURERS' BUILDING
INDIANA STATE FAIR GROUNDS

Three Big Sales Meetings; Nationally Known
Speakers; Gigantic Radio Display in Indiana's
Finest Exposition Building, Conducted by

SPECIAL TRADE COMMITTEE
Indiana Manufacturers and Jobbers

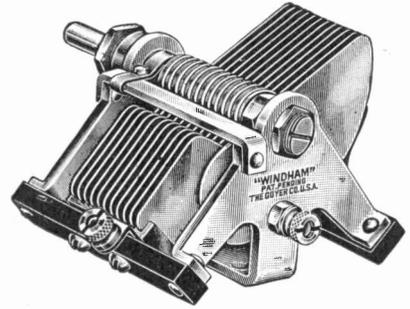
For Exhibit Space and Further Information Write

INDIANAPOLIS RADIO EXPOSITION
CORPORATION

1407 Merchants Bank Building, Indianapolis, Ind.

The New "Windham"

A
Low Loss
Station
Separating
Condenser



Regarded as the standard of excellence and used as standard equipment by those who wish to take advantage of the result of years of high grade radio instrument service.

The Windham condenser is rugged, space saving and mechanically strong, embodying the characteristics so necessary for low radio frequency losses, easy tuning and selectivity.

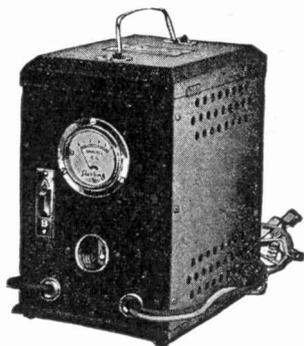
Special Offer to Set Manufacturers

The Goyer Company offers a stock condenser for testing purposes free, to any reputable manufacturer, in order to establish proof of this low loss feature.

THE GOYER COMPANY
WILLIMANTIC, CONN.

REPRESENTATIVES:

Davenport, Hickey Corp., Chicago. Samuel Toole, Indianapolis, Ind.
Weatherbee Bros., Dallas, Texas. J. L. Simon, Boston.
S. E. Tepper, New York City. Fitzhugh Funsten, Kansas City, Mo.



BATTERY CHARGER
Bulb Type

With Sterling's well known charger of the vibrating-reed type and this new bulb type charger, dealers can sell every customer the exact charger that suits the fancy.

No. 111 Bulb Type Charger
List \$18.00
or \$14.00 without bulb.



CHARGE INDICATOR

The new quick, clean way to test Storage "A" Batteries. Tells when battery needs recharging and when battery on charge is charged enough.

List \$2.00

These
New
Sterling
RADIO
PRODUCTS

Should
Interest
You!

because they represent the latest developments of radio practice and are of the same reliability as all well-known Sterling Radio Products.

THE
STERLING
MANUFACTURING
COMPANY

Cleveland, Ohio



10 inches
in dia.



Attention!
JOBBERs and DEALERS

Get these two Super products in your 1926-27 Catalog. The best sales proposition in Radio History backed by National Advertising.

WRITE or WIRE for Catalog Cuts and Sales Helps.

Don't Wait! Do It Now!

National Distributors

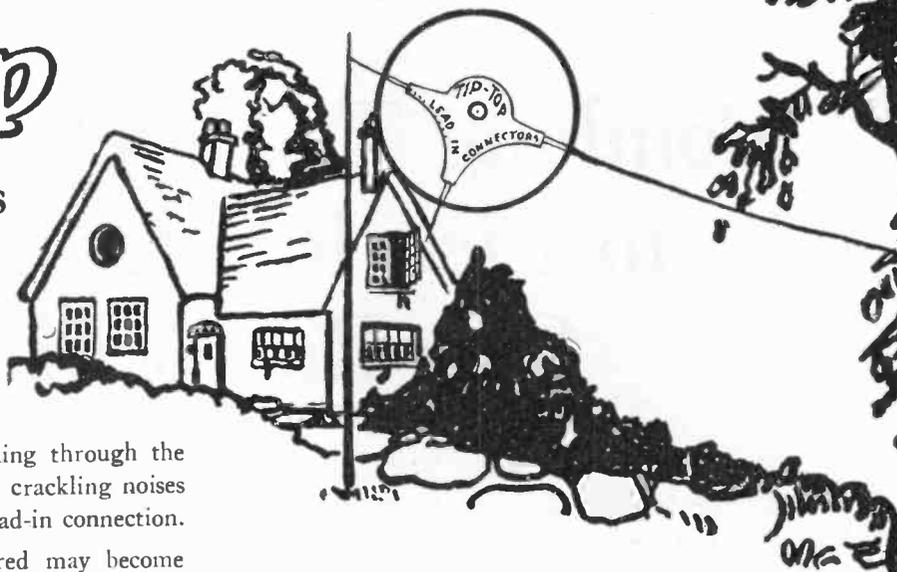
Yahr-Lange, Inc.
Milwaukee, Wis.

Mfgs. Super-Ball Antenna Co., Inc.
Green Bay, Wis.

Mfgs. of SUPER RADIO PRODUCTS

Tip-Top

Lead-in Connectors
eliminate
"outside
troubles"



Many service hours are spent looking through the set in an effort to find the cause of crackling noises when the real fault lies in a poor lead-in connection.

This connection even when soldered may become loose due to the constant swaying of the wires.

"Tip-Top" insures protection from this common cause of poor reception. Made of brass, it cannot corrode or rust and will last indefinitely.

Only a screw driver is needed to put a Tip-Top Lead-in Connector in place—the wires cannot come loose.

Perfect contact is assured with this new Lead-in Connector.

Jobbers and distributors

will find Tip-Top a fast moving progressive addition to the radio line.

Write for further details immediately.

JAMES F. DOOLAN
Manufacturing Corp.
62 W. 45th St., New York

Reserve
SPACE
Now

6th
ANNUAL
BOSTON
RADIO
EXPOSITION
Sept. 27-Oct. 2

**REFERENCES
SATISFIED
EXHIBITORS**

*For complete information
write or wire*

Sheldon Fairbanks
Director

209 Massachusetts Ave.
Boston, Mass.

Combing Ten Fields to Pick Readers for One Radio Magazine

IN an office in New York are 22 workers. Scattered over the country, constantly traveling, are 70 more.

These 92 men and women who make up the List and Circulation Departments of Radio Retailing are doing a unique job for the radio industry. They are combing ten major trades and many minor ones to find the actual radio retailers and wholesalers of the country.

NAMES are gathered in New York by this staff from local newspapers from all parts of the country from Chambers of Commerce, Rotary Clubs, trade organizations, telephone directories, mailing lists and many other sources. Then letters are sent to each store to find out whether or not radio is being sold, what stock is being carried, who in the store is responsible for radio purchases, etc.

Supplementing this office labor, the 70 field men constantly cover the retail trade in each of the 48 states. These men call on every store that might be selling radio, every wholesaler and every manufacturer and turn in to the New York office a complete report on each.

AS a result of this work, which costs thousands of dollars a month, Radio Retailing has verified completely authentic information on who is and who is not selling radio. Radio Retailing has made it possible for manufacturers to reach all worthwhile radio retailers and wholesalers of radio at the lowest possible cost and with a minimum of waste. There is no other magazine or combination of magazines that can offer this to the manufacturer.

IF you have a radio marketing problem, we invite your consultation.

Radio Retailing

The Business Magazine of the Radio Industry

—a McGraw-Hill Publication

473 Tenth Avenue, New York City

P.S.

In addition to the largest total circulation (coverage) Radio Retailing also has 17,050 subscribers, the largest *paid* circulation (reader interest) of any radio trade publication. Its application for membership in the Audit Bureau of Circulations has been accepted.

SM



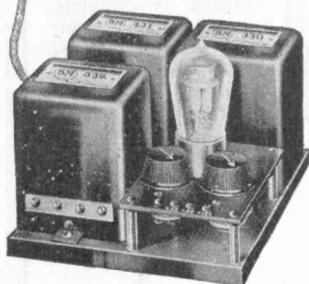
The 220 and 221 Audio Transformers

Unconditionally guaranteed to be better than any other practical audio amplifying device—or your money back. Big—husky—solid, they usher in a new principle in audio equipment—the falling high frequency characteristic that means no hiss or noise—and quality such as you simply never heard. The 220 audio and 221 output transformers are designed for the new power tubes as well as present day tubes. And remember these transformers are unconditionally guaranteed to give better quality than any audio amplifier you ever heard—resistance—impedance—any type at all. \$6.00.



“Plug-In B”

The S-M type 650-B “Plug-In B” has the highest power output of any commercial supply set. This is the only type that will supply 300 volts with sufficient current to operate not only the UX-210 power amplifier but a whole receiver as well—“A,” “B” and “C” power to an entire receiver including power amplifier stage. This is because of its generous design and the absolutely new Clough filter principle that leaves no trace of hum with the best of amplifiers. Completely assembled, ready to wire, \$35.00.



Type 635 Short Wave Kit

The type 635 short wave kit includes four plug-in coils, a universal socket, two 140 mmf. straight line frequency condensers and an antenna coupling condenser.

The range of the four coils is 18 to 150 meters, and the popular amateur bands fall in the middle of the condenser tuning scales.

Price \$23.00

(Licensed under Armstrong U. S. Patent 1,113,149)

Dealers: Get in touch with your jobbers at once on these and other outstanding Silver-Marshall products—or if he is not convenient write or wire us.

SILVER-MARSHALL, INC.

870 West Jackson Blvd., CHICAGO, U. S. A.



Prest-O-Lite Radio Batteries almost doubled his sales!

READ the following from one of our dealers and then ask yourself if you can afford to pass up the tremendous sales possibilities offered you by Prest-O-Lite:

“We have decided to handle Prest-O-Lite Batteries exclusively.

“Since our start with Prest-O-Lite, I do not remember a single kick on the price and we feel that we are giving our customers 100 per cent satisfaction and quality. Incidentally I might say that we have increased our storage battery sales almost double. We are absolutely sold on Prest-O-Lite.”

Heath, Long & Haig,
(Signed) F. Russell Heath,
Philadelphia.

Letters like this, which we are constantly receiving from our dealers, prove conclusively that Prest-O-Lite Radio Storage “A” and “B” Batteries are right in every detail, that they give satisfaction and that the advertising and merchandising policies back of them really sell the goods.

Write today for our attractive dealer proposition.

THE PREST-O-LITE CO., INC.

INDIANAPOLIS, IND.

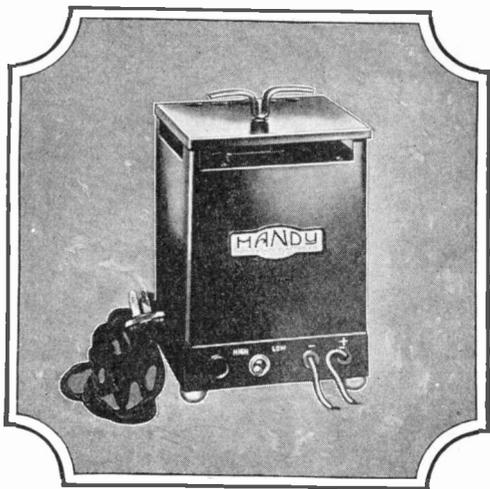
New York

San Francisco

In Canada: Prest-O-Lite Company of Canada, Ltd., Toronto, Ontario

Prest-O-Lite





ANNOUNCING The Amazing New Trickle Booster Charger

Instantly converted from continuous, slow rate charger to fast rate booster by merely throwing switch. Unlike all others.

Here, at last, is the solution to the radio A power problem—a trickling charger which keeps batteries up to full capacity under ordinary service but which can, at the turn of a switch, be converted into a fast rate charger to meet unusually heavy drains on A battery current. Combined in one compact unit, the Handy Trickle Booster overcomes the only real objectionable feature of trickling chargers as developed up to the present time and, in connection with a good storage battery, makes an ideal power unit that will render long, efficient service with the minimum amount of care and attention by the user.

PERMANENT CONNECTION

Simply connect this combination charger to your two battery terminals—throw the little toggle switch to the "slow" side and the battery receives a constant, easy flow of noiseless current (1/2 ampere) which fully answers the usual need. But should battery show signs of the slightest weakening, merely push the little switch again to the "fast" side and the battery will receive a full, quick charge (2 to 2 1/2 amperes) and is quickly brought back to full strength. What could be more simple—yet more complete?

QUIET OPERATION

The Handy Trickle Booster has its advantages over mechanical rectifiers in that there is nothing to cause a noise. It is absolutely silent in operation and its advantage over other quiet chargers is that there are no chemicals employed in its use to spill and damage rugs.

OTHER ADVANTAGES

The SIMULTANEOUS A and B Charger

Charges A & B Batteries at the same time. Uses standard rectifier bulbs. Absolutely noiseless in operation. Can also be used for charging storage batteries. Beautifully designed and attractively finished.



Encased in all metal case in walnut finish. Fitted with heavily nicked handle, hinged top, individual nicked switches, nicked ammeter, nicked milliammeter and hard rubber terminals. Completely equipped, including light socket plug and battery clips, fully guaranteed to give complete satisfaction or money back.
Price—110 Volt, 50 or 60 cycle with 2 bulbs \$28.00
\$20.00 without bulbs. \$30.00
25-30 or 40 cycle with 2 bulbs. \$22.00 without bulbs.
Add \$2.00 West of the Rockies. F.O.B. St. Louis.
Shipping Weight, 20 pounds. Size 6 3/4-in.x7-in.x9-in.

Interstate Electric Company, St. Louis

BEEDE

There Is An Ever-Present DEMAND for BATTERY METERS and Continuous, Unceasing PROFIT

Every battery user NEEDS a BEEDE METER. There is a BEEDE METER for every battery need, each type Dependable and Accurate, and so Guaranteed. The ever-growing popularity of BEEDE METERS makes this one of the best paying lines for the radio dealer.

Another BEEDE Profit Maker for Wide Awake Dealers

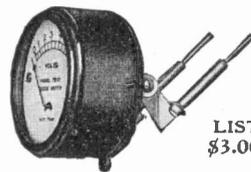
LIST \$1.50



Every Set Owner Needs This "A" Battery Tester

A compact plated clear reading instrument guaranteed accurate. Has universal terminals, one a sharp spur, the other a flexible cord. Tests all three "A" Battery cells or any single cell, indicates when Battery should be charged and when charging is complete. Fills a need as many set owners are averse to the use of a hydrometer.

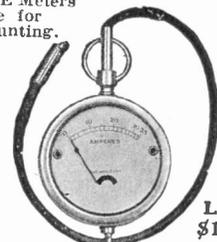
All BEEDE Meters also made for panel mounting.



LIST \$3.00

Swivel Jack Voltmeter

Made to fit jacks in Radiola, Victor and Brunswick superhets. Guaranteed accurate.



LIST \$1.25

Voltmeter Pocket Type

0-50 volts for testing "B" Batteries. Guaranteed accurate.

Order from Your Jobbers

BEEDE ELECTRICAL INSTRUMENT CO.

Factory, Pennacook, N. H.

N. Y. Sales Office: 136 LIBERTY ST.

John L. Madsen
Manager

PRICES

110 Volt, 50 or 60 cycle, complete with bulbs. \$14.00
Without bulbs. . . 10.00
110 Volt, 25, 30 or 40 cycle, complete with bulbs. 16.00
Without bulbs. . . 12.00

WRITE OR WIRE

Get prices and liberal dealer's proposition. Let us arrange for an immediate demonstration by our distributor in your territory.

METERS

HARTUNG CLIPS

*Continuous Circuit
-Bulldog Grip*



*Get this popular
new display carton!*

Hundreds of dealers are putting this new display carton on their counters, and they find that it *surely sells the clips!*

You get just the right assortment in this new carton and at the same time *quantity prices* just as though you were buying each size in hundred lots.

It's really good business to stock this carton, and we want every dealer to have them. Here's what the carton contains:

No. of Clips	Code No.	Capacity	Use
20	14 (lead coated)	20 amps	A & B battery
35	16 (lead coated)	10 amps	B battery
35	17 (nickel plated)	10 amps	testing
15	25 (lead coated)	35 amps	A battery

If your jobber can't supply you order direct from nearest distributor.

New York: Arkay Sales Co., 5 Columbus Circle.
 Boston: G. K. Thompson, 25 Huntington Ave.
 Cleveland: Honger-Fairfield Co., 1531 W. 25th St.
 Kansas City: Walter I. Ferguson Co., 14th & Walnut Sts.
 St. Paul: Marsh-Smith, Inc., 1547 University Ave.
 Chicago: Edwin I. Guthman, 306 S. Franklin St.
 San Francisco: West American Sales Co., 516 Van Ness Ave.

C. F. Hartung Co.
 730 East 61st St., Los Angeles, Calif.

Another WESTON to Lower Dealer Service Overhead



"489" RADIO TABLE VOLTMETER

WELCOMED by dealer and radio enthusiasts alike. This model, one of the Weston Quality Radio Instruments, is profitable to sell, economical to use, and one of the shortest ways for the dealer to cut his servicing overhead. ¶Model 489 is an all-purpose voltmeter for radio servicing. It is easy and quick to use, and has a double scale of 150/7.5 volts—enables operation at the proper filament voltage and brings about economical and thoroughly satisfactory radio reception. This instrument is also used for testing batteries and locating circuit troubles. ¶It is a handsome addition to any radio table, beautifully made in moulded Bakelite, precise in use and built to last. ¶In effect this instrument is a service man standing by the set himself, preventing trouble and saving you money. ¶In addition, there is a profit in every one you sell. ¶For full dealer information address us.



WESTON ELECTRICAL INSTRUMENT CORP.,
 25 Weston Avenue, Newark, N. J.

STANDARD THE WORLD OVER



WESTON

Pioneers since 1888



ACME FLEXIBLE CELATSITE

Flexible, stranded wire for point-to-point and sub-panel wiring. Non-inflammable "spaghetti" covering. In black, yellow, green, red and brown; a color for each circuit. Put up in 25-foot coils.



The Original Celatsite

—a tinned, copper bus bar wire with non-inflammable "spaghetti" covering, for hook-ups. 5 colors; 30-inch lengths.



Celatsite Battery Cable

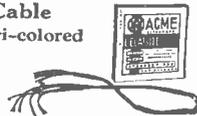
—a silk covered cable of vari-colored

Flexible Celatsite wires, for connecting batteries to set.

Prevents "blowing" of tubes;

gives your set an orderly appearance.

We also offer the highest grade of "spaghetti" tubing for Nos. 10 to 18 wires. 5 colors; 30-inch lengths.



Stranded Enameled Antenna

Best outdoor antenna you can buy. 7 strands of enameled copper wire; maximum surface for reception. Prevents corrosion and consequent weak signals.

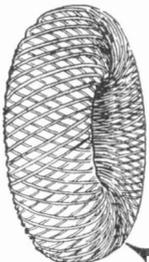


Dealers Write for Acme Wire Products Folder E

THE ACME WIRE CO. - New Haven, Conn.

ACME WIRE
MAKES BETTER RADIO

COILS for RADIO



Balloon Honeycombs

Wave Wound Spirals

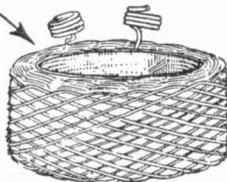
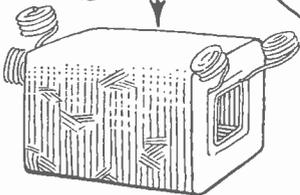


Transformer Windings

Honeycomb Inductances

We Wind For The
Manufacturers Only

COTO-COIL CO.
PROVIDENCE
R. I.



THE HOUSE of SUPER-SERVICE

You will find more than 1000 items listed in the New Enlarged Edition of Harry Alter's RADIO CATALOG all the latest Hook-ups. Indispensable to any Radio Dealer write for a Free copy

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.

SPEED UP WITH THE 12 HOUR CHARGER

Specifications:

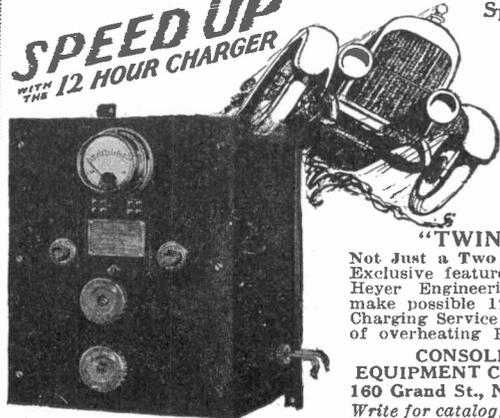
Charges 1 to 15 batteries at 2 to 12 ampere rate. Capacity 15 batteries every 12 hours. Made in all voltages and cycles.

"A Heyer Product"

"TWIN SIX"

Not Just a Two Bulb Rectifier! Exclusive features developed by Heyer Engineering Corporation make possible 12 Hour Battery Charging Service without danger of overheating Batteries.

CONSOLIDATED EQUIPMENT CORPORATION
160 Grand St., New York, N. Y.
Write for catalog, terms and prices



Goodrich Silvertown

The Radio Panel Supreme!

- 1 Easier to drill and machine.
- 2 Better color, lasting lustre.
- 3 Lower free sulphur — no discoloration.
- 4 Higher softening point—no warping.

Goodrich V.T. Sockets Spaghetti Tubing
Radiophone Ear Cushions
Battery Mats
Hard Rubber Tubes for Coils

The B. F. Goodrich Rubber Company
Established 1870 Akron, Ohio

Announcing— Priess

TRADE MARK
STRAIGHT 9 NINE

It's loop operated!

*A Super-Selective Receiver Designed
for Metropolitan Areas or Other
Congested Districts*

Its Features

nine tubes single tuning control—loop operation—
6 stages of radio frequency amplification, detector
and 2 audio stages—exceptional tone quality—un-
paralleled distance range.

Table Model with Loop.....\$195.00

Due to popular demand, we will continue to
manufacture the "STRAIGHT EIGHT" the
ideal 8 tube loop receiver for rural and suburban
markets\$175.00

PRIESS RADIO CORPORATION
697 BROADWAY NEW YORK, N.Y.

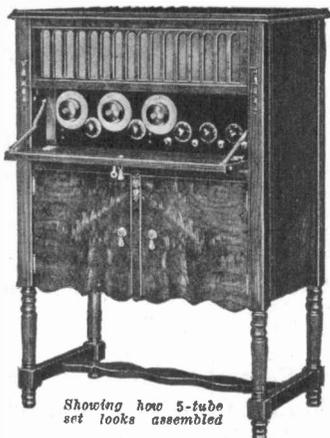
More Radio Cabinet Sales

This Standard No. 401 Radio Cabinet was designed to be highly attractive and to be most practical. Users find that it fully meets their needs.

A number of features including spruce wood horn, make this a cabinet you should consider at once.

Made in Antique Brown Mahogany or Antique Burl Walnut finish. Write for dealers' transportation allowance and discount list.

STANDARD PIANO
BENCH MFG. CO.
1221-1227 W. Lake St.
Chicago, Ill.



Showing how 5-tube set looks assembled

King Cole Enamel Aerial Wire For Permanence And Satisfaction



*Lasts Longer
More Efficient
Better Reception*

WRITE FOR OUR LATEST PRICES

Anylite Electric Co., Fort Wayne, Ind.

Manufacturers:

WHY BUY ADVERTISING SPACE in 10 or more different trade publications when ONE magazine now reaches ALL retailers and wholesalers of radio sets and accessories?

"Radio Retailing"

—a McGraw-Hill publication
471 Tenth Avenue, New York City

HOMMEL'S
ENCYCLOPEDIA
OF RADIO
APPARATUS
366-R

*is
Free to
all dealers
We sell to
no others*

WHOLESALE EXCLUSIVELY
LUDWIG HOMMEL & CO
929 PENN AVENUE PITTSBURGH, PA.

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.....\$8.65 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

REPRESENTATIVES WANTED

Profitable Side Line For Salesmen
 Calling on authorized radiola dealers. A staple article that will interest every RCA dealer. Write for particulars. Meridian Cabinet Co., 1619 Price St., Rockford, Ill.

REPRESENTATIVES AVAILABLE

Wanted to Represent
 A line of "B" batteries and a "B" eliminator in Ohio, Indiana, Illinois, Wisconsin and Michigan. Dungan Sternfield Radio Sales, 25 North Dearborn St., Chicago, Ill.

BUSINESS OPPORTUNITIES

Battery Service and Radio Headquarters
 Illinois city 10,000. 1 comp. Earned \$4,500 net last year. \$3,500 deal. Midland Commercial Brokers, Danville, Ill.

Electric Store and Contracting
 Illinois city 47,000. Doing \$50,000 annual business. Stock fixtures and equipment \$14,500. Two-third cash. Midland Commercial Brokers, Danville, Ill.

Radio Shop
 Low rest; good stock; center large oil field; for sale account of health; \$1,500. The Radio Shop, Barnsdall, Okla.

WE BUY ANYTHING

We want to buy for cash or terms large or small job lots of any description. What have you on hand? Send sample or details with first letter. Cash up on dead stocks.

MENLOW MFG. CO.
 170 Summer St., Boston, Mass.

Manufacturers, Jobbers and Dealers

Sell Your Surplus Stock.
 We buy your Surplus Radio Stock for cash. What have you to sell?
MODELLS RADIO CHAIN STORES
 71 Cortlandt St., N. Y. City.
 Rector 6920.

"SEARCHLIGHT"

Opportunity Advertising

—to help you get what you want. —to help you sell what you no longer need.

Take advantage of it — For Every Business Want

"Think SEARCHLIGHT First"

0165

The advertisements in the SEARCHLIGHT SECTION of this paper

constitute the most comprehensive group of "live" opportunities to be found in any publication serving this industry.

Each announcement represents a current Want of a concern or individual in the industry with some element of profit in each for whoever can fulfill the need. Some have money saving possibilities, others are opportunities for more business; many are employment opportunities while still others offer chances to buy going businesses, plants, property, etc.

"Searchlight" advertisements are constantly changing. New opportunities find their way into this great Want medium each issue. Regular consultation of the "Searchlight" pages should be as important to the careful reader as reading editorial articles of his particular liking. One is news of the industry, the other, the NEWS OF OPPORTUNITIES being offered in the industry. No one can afford to overlook opportunities.

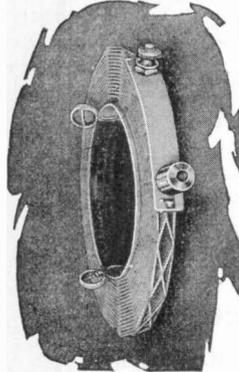
For Every Business Want

"Think SEARCHLIGHT First"

0140



AMPLION
Product of nearly 40 years' Experience
New Amplion Juniors
with larger, more powerful units are announced. The Amplion's world-wide supremacy in better radio reproduction is established even more firmly by this latest improvement at no increase in price. Demonstrate with Amplions to sell more sets. Amplions are nationally advertised.
New Junior models with cords and plugs: AR-111, metal flare, \$24. De Luxe, mahogany flare, \$27.50.
THE AMPLION CORPORATION OF AMERICA
Suite 21, 280 Madison Ave., New York Chicago Branch: 27-29 N. Morgan St. Amplion Corporation of Canada, Ltd., Toronto



Set Manufacturers!
Standards of radio reception are becoming higher with each new year. 1926 models must be an improvement over those of 1925, and they will be.
Correct coils are vital to good reception. We specialize in such coils. We are producing regularly the most advanced types, built with the famous "Diamond-weave" construction.
Write us concerning your own requirements. We are prepared to furnish better coils for the new sets.
THE F. W. SICKLES COMPANY
140 Union St., Springfield, Mass.
SICKLES DIAMOND-WEAVE COILS

Here's an All-Aluminum Loud Speaker Ensemble with special features



Heavy spun aluminum bell and heavy cast aluminum goose-neck securely attached to bell with a non-vibrating joint. Base of aluminum, fastened to horn by Threaded Brass Nipple—base can't drop off. Three styles of horns, six styles of bases, three designs of base bottoms, threaded to fit your units. Bells finished in mahogany or walnut, while the throats and bases are furnished in twelve attractive finishes.
Rich, mellow, non-metallic tone. Price \$3.50 to \$7.00 without reproducer. Send now for dealer's offer.
Union Spinning & Plating Co., Inc.
67 Sudbury St., Boston, Mass.

ALPHABETICAL INDEX TO ADVERTISEMENTS

Page	Page	Page	Page
A-C Electrical Mfg. Co.....130	Crescent Braid Co., Inc.....119	Hartman Electrical Mfg. Co... 16	Samson Electric Co.....120
Acme Wire Co.....152	Crosley Radio Corp..... 85	Hartung Co., Charles F.....151	Searchlight Section154
Advance Automobile Accessories Corp. 6-7	Dayton Fan & Motor Co..... 3	Hommel & Co., Ludwig.....153	Sickles Co., F. W.....155
Alden Mfg. Co.....138	Deutschmann Co., Tobe134	Indianapolis Radio Exposition Corp.140	Silver Marshall Inc.....149
Alter, Harry Co.....152	Diamond T Radio Mfgs.....138	Interstate Electric Co.....150	Slagle Radio Co.....132
American Bosch Magneto Corp.....20-21	Doolan, James F.....147	Kurz-Kasch Co. 97	Snyder Mfg. Co., Homer P...12-13
American Insulator Corp.....144	Dubilier Condenser and Radio Corp.109	Langbein-Kaufman Radio Co...115	Sparks-Withington Co.....18-19
Amplion Corp. of America.....155	Dudlo Mfg. Corp.....141	Loughman, W. H.....118	Splittdorf Electrical Co.....135
Amrad Corp., The.....122	Diva Radio Corp.....90-91	Magnavox Company22-23	Standard Piano Bench Mfg. Co...153
Andrea, Inc., F. A. D.....8-9	Eagle Charger Corp.....88-89	Martin Co., Glen L.....110	Sterling Mfg. Co.....146
Anylite Elec. Co.....153	Eby Mfg. Co., H. H.....107	Martin-Copeland Co.....113	Stewart-Warner Speedometer Corp.24-25
Apco Mfg. Co., Inside Back Cover	Electrical Products Mfg. Co...102	McGraw-Hill Pub. Co., Inc.136-137	Stromberg-Carlson Tel. Mfg. Co. 2
Art Novelty Co.....134	Electric Storage Battery Co... 99	Modern Electric Mfg. Co.....133	Super-Ball Antenna Co.....146
Atwater Kent Mfg. Co.....28-124	Electrad Inc.121	Mohawk Corp. of Ill.....131	Swan-Haverstick, Inc.....106
Audiola Radio Co.....125	Elkon Works, Inc.....140	Mu-Rad Radio Corp.....144	Teletone Corp. of America....145
Automatic Molded Products Co.112	Farrand Mfg. Co., Inc.....128-129	National Carbon Co., Inc...92-143	Timmons Radio Products Corp.111
Bakelite Corporation.....93-94-95	Fibroc Insulation Co.....108	National Company100	Tower Mfg. Corp..... 5
Beede Electrical Inst. Co.....150	Formica Insulation Co.....103	National Vulcanized Fibre Co.. 96	Trimm Radio Mfg. Co..... 87
Benjamin Electric Mfg. Co....156	Freed-Elseemann Radio Corp... 27	Neutrowound Radio Mfg. Co... 6-7	Union Spinning & Plating Co., Inc.155
Borkman Radio Co.....134	Freshman, Chas. Co., Inc., Front Cover	Pal Radio Co.....145	Utah Radio Products Co..... 1
Boston Radio Exposition147	Frost, Herbert H., Inc.....145	Philadelphia Storage Battery Co.14-15	Van Horne Co.....104
Bosworth Elec. Mfg. Co.....105	General Industries Co.....144	Premier Radio Co.....139	Vesta Battery Corp..... 17
Brandes Products Corp., Inside Front Cover	Goodrich Rubber Co., B. F....153	Prest-O-Lite Co., Inc.....149	Weston Electric Inst. Co.....151
Bremer Tully Mfg. Co..... 98	Gould Storage Battery Co., Inc. 26	Priess Radio Corp.....153	WorkRite Mfg. Co..... 86
Burton Rogers Co.....140	Goyer Co., The146	Pilot Electric Mfg. Co.....114	Yaxley Mfg. Co.....117
C. E. Mfg. Co., Inc.....123	Gray & Danielson Mfg. Co....101	Radio Corp. of America, 62-63-Back Cover	Zisch Engineering Corp.....116
Consolidated Equipment Corp..152	Grebe, A. H. & Co., Inc.....10-11	Radio Master Corp.....126-127	
Cornish Wire Co..... 4			
Coto Coil Co.....152			

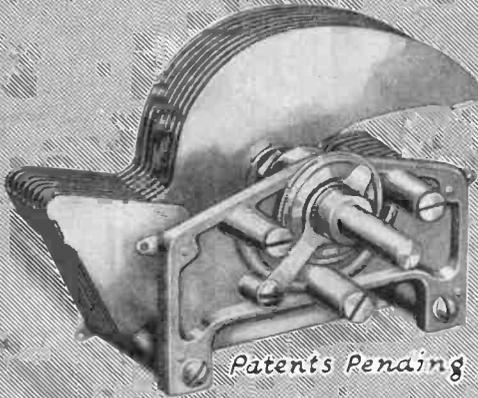
Essential to Better Radio Sets

Cle-Ra-Tone Socket



Patented
July 25, 1925
May 1, 1911

Straight Line Frequency Condenser



Patents Pending

Tuned Radio
Frequency Transformer



Licensed Under
Kopylov Patents
1920-3-1925

Radio sets of today are very simple when compared to those of yesterday. This simplification has only been achieved by the finer, more delicate and more efficient parts that go into the makeup of the set.

Benjamin Radio Products have set up such high standards that many of the country's greatest radio authorities have continually advised and used Benjamin Radio Parts in their newest and best radio creations. They are essential to better radio sets, being built for the years to come.

This is one of your biggest fields for profits —not potential, but actual! Your trade knows Benjamin Radio Products and it uses them in ever-increasing volume. Don't let these profits slip through your fingers.

Ask to be sent the Benjamin Better Radio Literature. It is gratis and an exceptional source of information to dealers.

Benjamin Electric Mfg. Co.

120-128 So. Sangamon Street
Chicago

New York: 247 W. 17th Street
San Francisco: 448 Bryant Street

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

BENJAMIN

TRADE MARK

And Now—

The New Line of

APCO Radio Products

will be marketed direct to those dealers who appreciate a franchise that will guarantee protection and a full margin of profit.

APCO Franchise dealers will have—

APCO Radio Products:

No. 270 APCO Twin Radio Tube, Type UX 201-A. (Packed 50 to a carton).

Price each\$2.00 list

No. 289 APCO Storage "B" Battery Charger.

Price each\$4.00 list

No. 233 APCO Trickle Charger.

Price each\$8.50 list

No. 277 APCO "A" Battery Charger.

Price each\$12.50 list

No. 299 APCO Full Automatic "A" Charger.

Price each\$19.50 list

No. 265 "B" Eliminator—Open Model. Complete ready to wire with 2 APCO Twin Tubes.

Price each\$22.50 list

No. 266 "B" Eliminator Rectodyne, Complete with 2 APCO Twin Tubes.

Price each\$29.50 list

No. 274 Raytheon "B" Eliminator, Complete with Raytheon Tube.

Price each\$35.00 list

Exclusive agency in towns of 20,000 or less. Restricted number of dealers in cities.

A complete fast selling line, not seasonable. Every set owner a prospect.

A comprehensive co-operative advertising plan.

Counter Displays, Window Displays, Window Signs, Decalcomania Signs, Newspaper cuts and mats.

Attractive consumer literature for dealers' prospects.

Soon—an announcement that will make the APCO Franchise the most sought after in the radio field. All APCO Franchise Dealers will be given preference.

APCO MANUFACTURING CO.

PROVIDENCE, R. I., U. S. A.

CHICAGO—1438 So. Michigan Ave.

NEW YORK—154 Nassau Street

Apco Mfg. Co.
1200 Eddy Street
Providence, R. I.

Please send full details of APCO Dealer Franchise.

Name.....

Address.....

The "B" eliminator *you can depend on after the sale*



- 1 It does all that is claimed for it.
- 2 It is just right for every set—with a voltage regulator to keep the current steady.
- 3 It is silent! It has no hum!
- 4 It is economical to operate—has a long-life rectifier tube.
- 5 It supplies up to 135 volts and has enough current output for the special power Radiotrons.
- 6 The RCA name and guarantee protect both dealer and public.

*This sign marks
the leading dealer
in your com-
munity.*



RCA "B" BATTERY ELIMINATOR (DUO-RECTRON)

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