

Radio Retailing

The Business Magazine of the Radio Industry

One! Two! THREE!
revolutionary
Raytheon
announcements

1 **Raytheon BA** — a high power rectifying tube which will be built into the new receivers to supply A-B-C power *without accessories*.



2 **Raytheon A** — a 2½ ampere low voltage rectifier which is as astounding in performance as it is remarkable in appearance.



3 **A New Sales Policy** which assures high quality power units yet permits the jobber to purchase rectifiers direct from Raytheon at *new prices*.



On pages **12 and 13** of this issue you will find details of these new features which are bound to affect every line you handle this coming season.



Cunningham

RADIO TUBES

Meet Us
at the



CONVENTION

and

Trade Show

STEVENS HOTEL

CHICAGO

Week of June 13

E. T. CUNNINGHAM, Inc.
NEW YORK CHICAGO SAN FRANCISCO



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Radio Retailing

The Business Magazine of the Radio Industry

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of Radio Retailing, published monthly at New York, N. Y., for Apr. 1, 1927.

State of New York }
County of New York } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared C. H. Thompson, who, having been duly sworn according to law, deposes and says that he is the Secretary of McGraw-Hill Publishing Company, Inc., Publishers of Radio Retailing, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, McGraw-Hill Publishing Company, Inc., 10th Ave. at 36th St., New York, N. Y. Editor, None. Acting Managing Editor, William C. Alley, 10th Ave. at 36th St., New York, N. Y. Business Manager, M. Clements, 10th Ave. at 36th St., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are. (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

MCGRAW-HILL PUBLISHING COMPANY, INC.

C. H. THOMPSON, Secretary.
Sworn to and subscribed before me this 22nd day of March, 1927.

[Seal.] MARTIN J. WIEMER,
Notary Public Queens County Certificate No. 1819. Certificate filed in New York County No. 272.
(My Commission expires March 30, 1928.)

Member Audit Bureau of Circulations

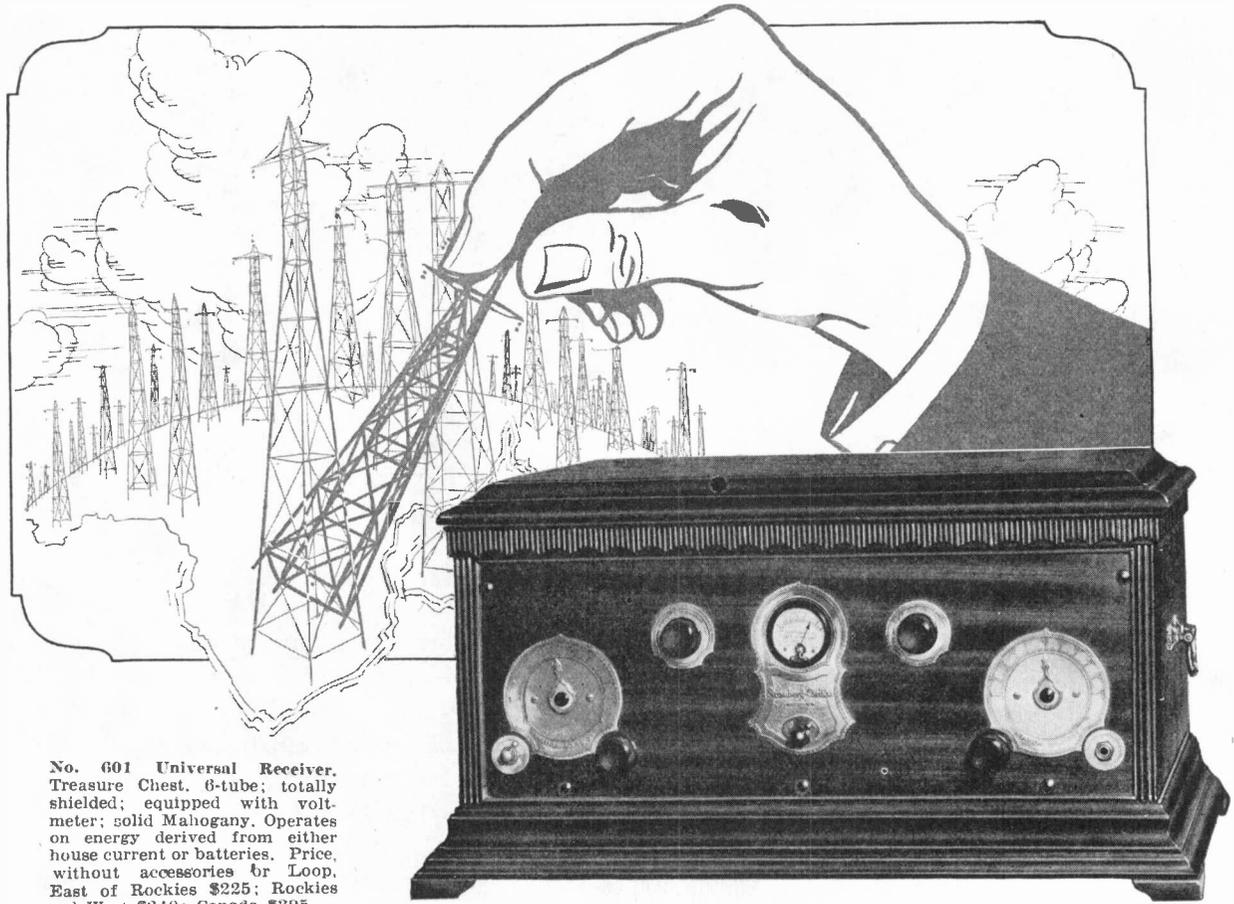
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CLEVELAND, Guardian Bldg.
ST. LOUIS, Bell Telephone Bldg.
SAN FRANCISCO, 883 Mission Street
LONDON, E. C. 3 Bouverie St.



No. 601 Universal Receiver. Treasure Chest. 6-tube; totally shielded; equipped with voltmeter; solid Mahogany. Operates on energy derived from either house current or batteries. Price, without accessories for Loop, East of Rockies \$225; Rockies and West \$240; Canada \$295.

SELECTIVITY— A great selling feature!

The
Stromberg-Carlson
HOUR
Tuesday Evenings 8 to 9
Eastern
Daylight Saving Time
George Olsen
and his
Stromberg-Carlson
Orchestra
through
WJZ, WBZ-WBZA
KDKA, KYW



S ELECTIVITY—scientifically correct—is giving ready salability to Stromberg-Carlson Receivers in today's jumble of broadcasting. And when air conditions are cleared up by the new Radio Commission this same selectivity will become a selling feature of even greater importance.

The character of Stromberg-Carlson selectivity is easy to prove. To make a test simply: listen late in the afternoon before the majority of stations have come on the air—or late at night. Run up and down the dial. Find two out of town stations separated by 10 kilocycles. Several such pairs should be available. Note that one station is heard perfectly without a trace of its neighbor though separated by only 10 kilo-

cycles. This selectivity is attained without the slightest impairment of tone quality. It is correct selectivity.

Many sets are not nearly so sharp—they admit unwanted signals. Others are sharper which is wholly undesirable,—the side bands are shaved off and the quality of reproduction is ruined.

Stromberg-Carlson selectivity is a revelation to prospective purchasers.

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

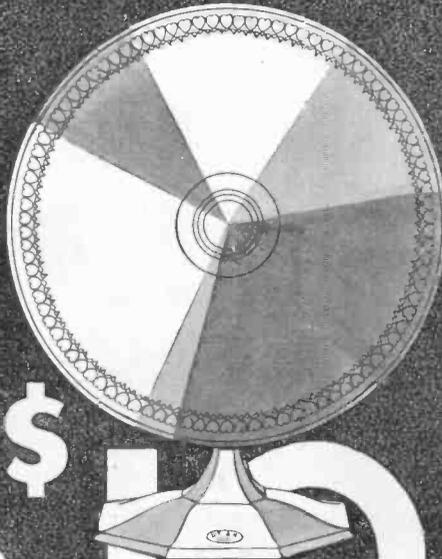
Stromberg - Carlson

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

UTAH

CONE

SPEAKER



\$ 10

17 1/2 inch Free
Edge Cone
\$16.00

Makes a Radio
Reproducer out
of any piano



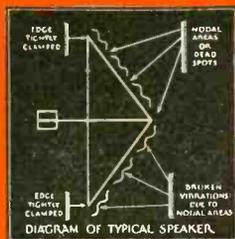
**Watch for next month's announce-
ment of the new sensational Utah
line for the coming selling season**

UTAH RADIO PRODUCTS CO., 1615 S. MICHIGAN AVE., CHICAGO

THE MOST COMPLETE LINE OF RADIO LOUD SPEAKERS IN THE WORLD

Each One Guaranteed

This shows typical speaker construction. Note the "nodal areas" or dead spots due to clamped edges or fixed periphery. Note long connecting rod, which means lost motion, false frequencies set up



This shows Peerless Reproducer design. A free edge, or floating periphery. No "nodal areas" or dead spots. Short connecting rod. High efficiency over great frequency range.



Radio Sets Stay Sold

When Equipped with Peerless Reproducers—

A BIG New York radio servicing organization with four thousand customers on its books, reports that fifty percent of all its service calls arise from dealers who sell unsuitable or inadequate accessories.

How many sets are returned, how many sales are lost forever, how many good radio prospects are soured on radio by this policy, no one knows.

Radio buyers expect to purchase good reception. They buy *what comes out of the speaker!* Dealers who have learned this, are

selling Peerless Reproducers with their set sales. One dealer reports 60% better collections on installment sales since he standardized on Peerless. Another says: "We use your Peerless exclusively for demonstrations. Purchasers are seldom satisfied with anything else once they hear the Peerless!"

Send for the Peerless Portfolio, showing the Peerless construction, letters from enthusiastic Peerless Dealers—and an outline of the Peerless Advertising Campaign, available to every dealer in his own locality.

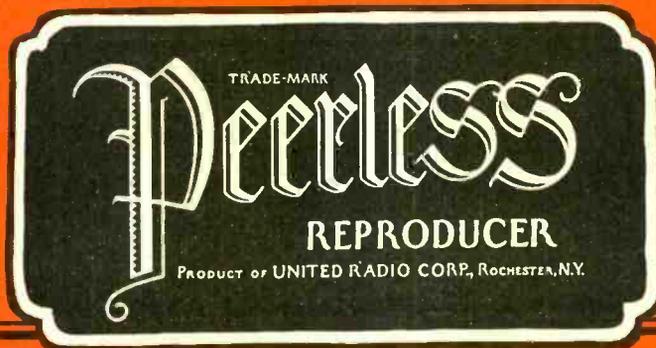
UNITED RADIO CORPORATION

Makers of the Peerless Reproducers

15-A CALEDONIA AVE., ROCHESTER, N. Y.

1200 Dealer-Boosters!

A year ago, Peerless Reproducer was known to few. Today, one of the season's outstanding successes. Twelve hundred dealers who handled it are rapidly signing up for 1927. There's a reason—the Peerless stays sold—and sells receivers, too!



Makes Any Radio Better!

Peerless Reproducer gets those low notes that old-day speakers miss. Reading this won't convince you—but hearing the Peerless WILL!! Ask your jobber to send you a sample. If your jobber doesn't stock Peerless, write us for name of nearest distributor.

New!

Dependable "B" and "C" Socket Power

Ample Voltage—Self-Adjusting—Quiet

Now you can offer your customers a reliable socket power that will bring *you* profit and *them* satisfaction. Its ample power reserve brings out the best tones in your set. Designed and built by a company that has been making superior radio apparatus for over seventeen years.

Durable and Fool-proof—Grebe-built for long, satisfactory service. "C" voltages automatically adjusted for changes in "B" voltages. Sealed against tampering.

Quiet—No "motor-boating", hum, or noises from variable voltage contact adjustments. Shielded against outside impulses.

Type 671
for 5 and 6
tube receivers:
110 volts
60 cycles A. C.

Send for Booklet RRE giving full details of this new Grebe product

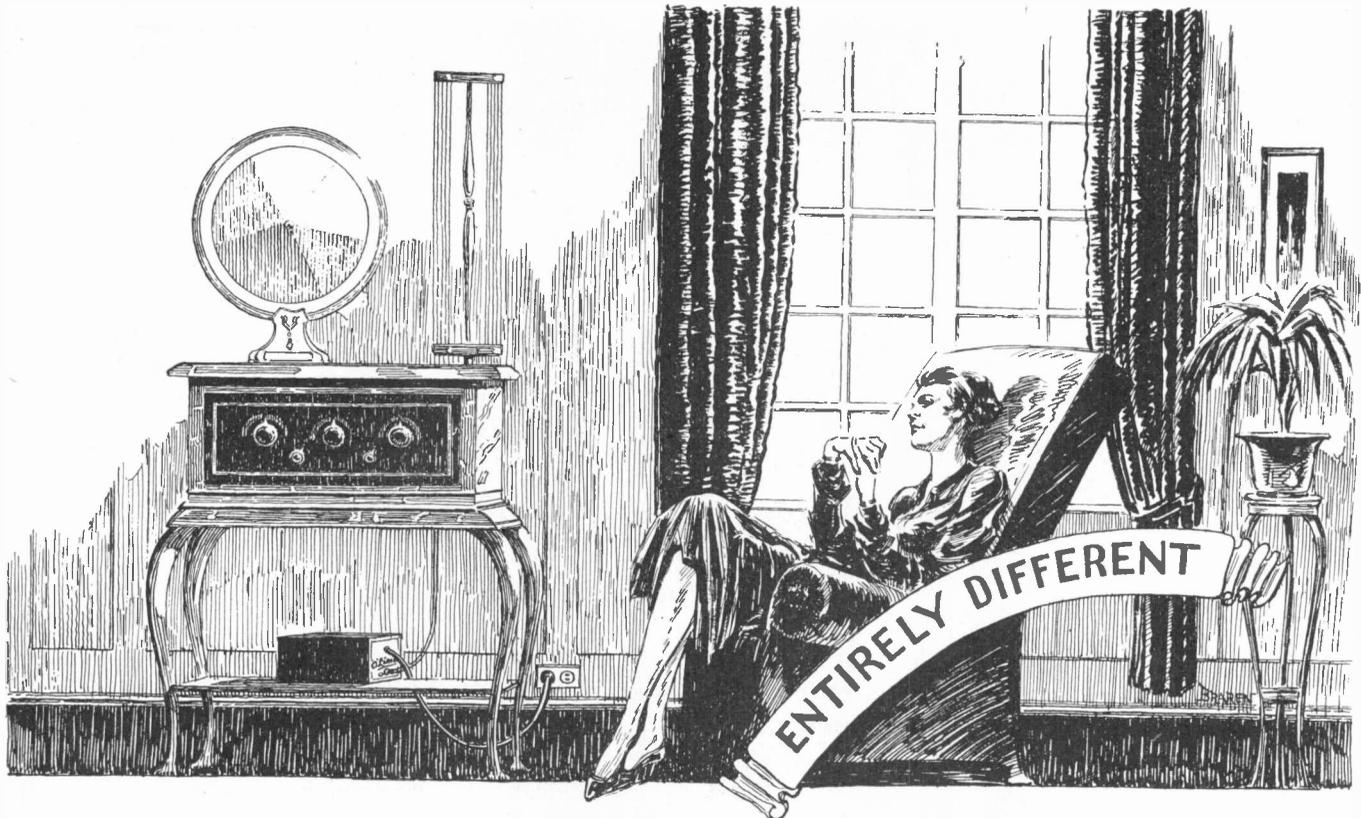
A. H. Grebe & Co., Inc., 109 West 57th St., New York City
Factory: Richmond Hill, N. Y.
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.
The Oldest Exclusive Radio Manufacturer



The GREBE Socket Power



"Built for service ~ not to a price"



TRULY AN "A" BATTERY ELIMINATOR

a'Limo

NEVER
CHARGED—
NEVER
DISCHARGED

NOT A
TRICKLE
CHARGER
NO
BATTERIES
EMPLOYED

Here is an "A" battery eliminator that delivers smooth "A" current without ripple or hum.

"A" Limo employs absolutely no batteries of any kind in any way and is absolutely unaffected by line fluctuations. Will supply

enough filament current to operate any set, up to a nine tube set. Carries convenient connection for B eliminator plug.

Every "A" Limo sale is final—no servicing to eat up profits.

"A" Limo offers great sales possibilities at a price which is low for such high quality and all-round performance.

We still have a few territories open for reputable jobbers. Write or wire for details of our liberal proposition and dealer helps.

F U L L Y
G U A R A N T E E D

Julian M. White Mfg. Co.
Sioux City, Iowa



Tower

A^{and}B POWER UNITS

YOU are cordially invited to visit the Tower Exhibit at the First Annual RMA Trade Show at the Stevens Hotel in Chicago, June 13 to 18. Here will be displayed for the first time the new Tower A and B POWER UNITS.

For those unable to attend this Exhibition full particulars regarding the new line of Tower Products will be announced in next month's issue of this publication.

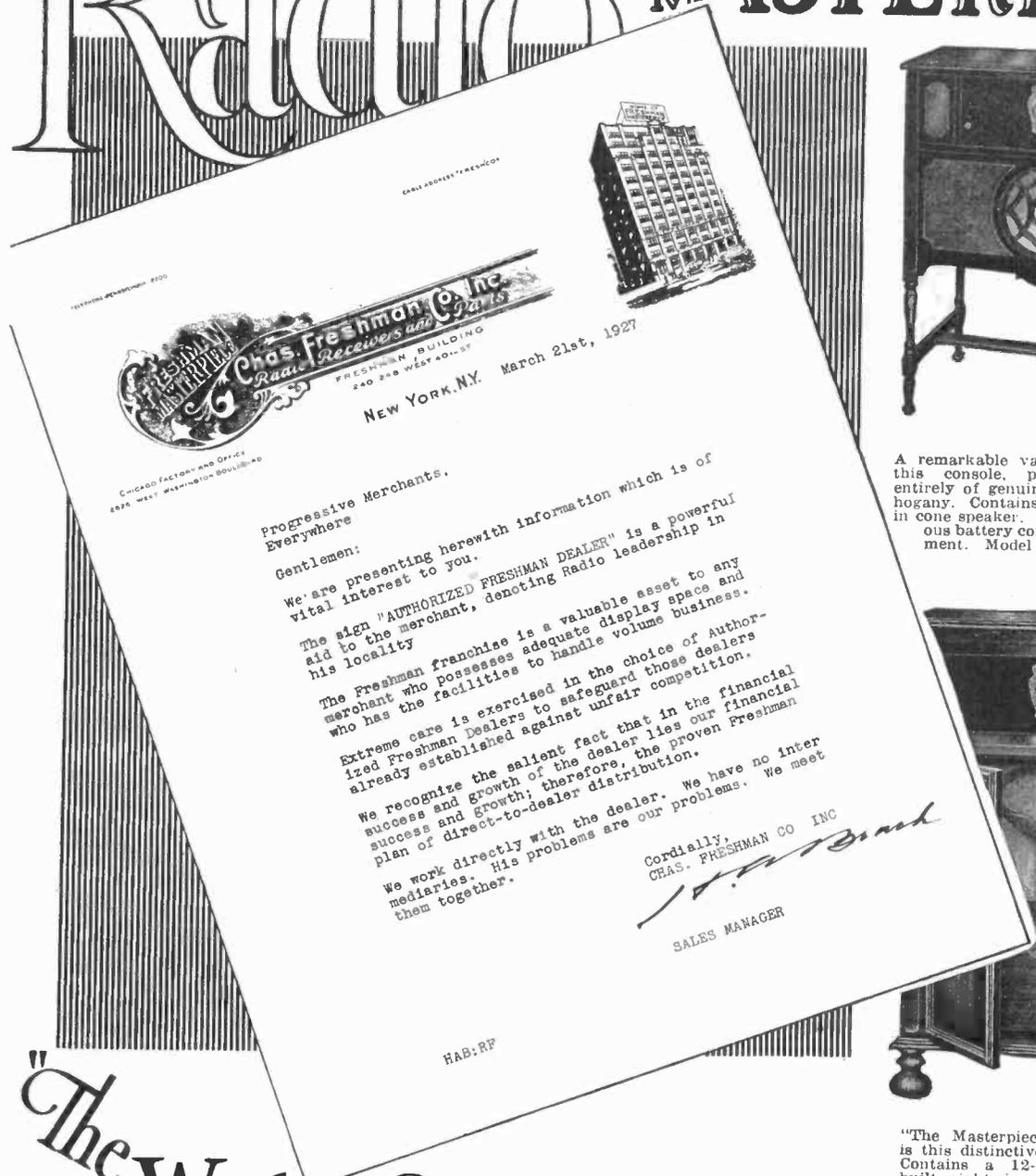
TOWER MFG. CORP., Boston, Mass.

THE most profitable franchise in

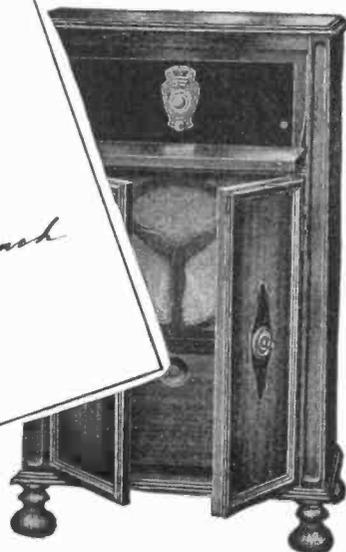
Radio

Six tubes ~ One Control

FRESHMAN MASTERPIECE



A remarkable value is this console, paneled entirely of genuine mahogany. Contains built-in cone speaker. Spacious battery compartment. Model 7-F-3. **\$79.50**



"The Masterpiece of Masterpieces" is this distinctively beautiful radio. Contains a 12-inch cone speaker built right in the cabinet and a spacious compartment for all accessories. Paneled in genuine mahogany. Model 7-F-5. **\$99.50**

"The World's Greatest Radio"

CHAS. FRESHMAN COMPANY, Inc.

Freshman Bldg., New York 2626 W. Washington Blvd., Chicago
800 N. Spring St., Los Angeles, Cal.

All Freshman Products will be displayed at the Radio Trade Show—
Hotel Stevens, Chicago—June 13-18

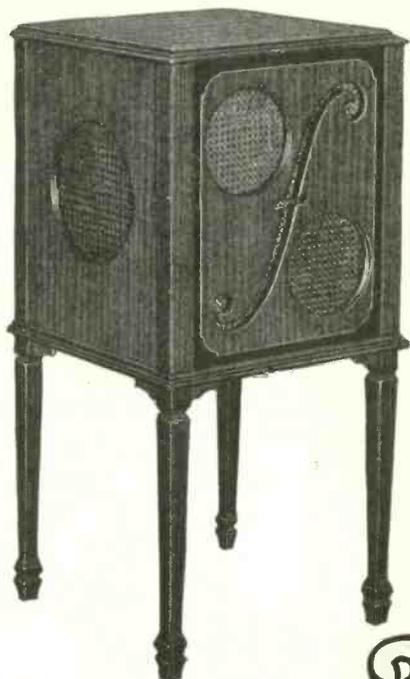
Wire, write or phone for detailed information on the complete Freshman line and direct-to-dealer policy.

NO TUBES NECESSARY!

Amplification free from distortion—Mellow tones—high and low pitch range and handsome appearance—that's the Melofonic Speaker in a nutshell.

Just two models—each the best in its class.

Place your sample order today!



MODEL LB.

\$65

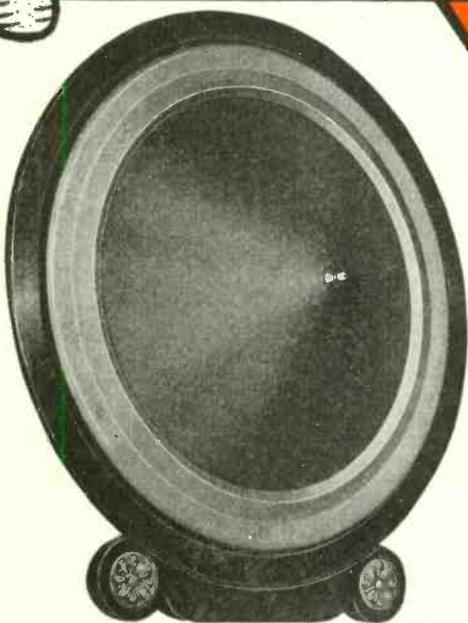
RETAIL

Slightly Higher in the West.

DEALERS:

Ask your Distributor for Melofonic Speakers. If he cannot supply you write us for the name of distributor nearest you.

Acoustical Amplification



MODEL M

\$28.50

RETAIL

Slightly higher in the West.

DISTRIBUTORS!

Write us at once for desirable territory still open. We will be at the Stevens Hotel, in Chicago during the Convention, June 13-17.

The New

Melofonic

RADIO SPEAKERS

PROGRESSIVE MUSICAL INSTRUMENT CORP.

319 Sixth Avenue, NEW YORK CITY

A Paid Editorial



Of Interest to *JOBBERs*, *DEALERs* and *SALESMEN*



*E*VERY GREAT INDUSTRY in the United States has to go through the trials and tribulations of growth. The steel industry, the automotive business and more recently, the radio industry—each has had its trouble with growing pains.

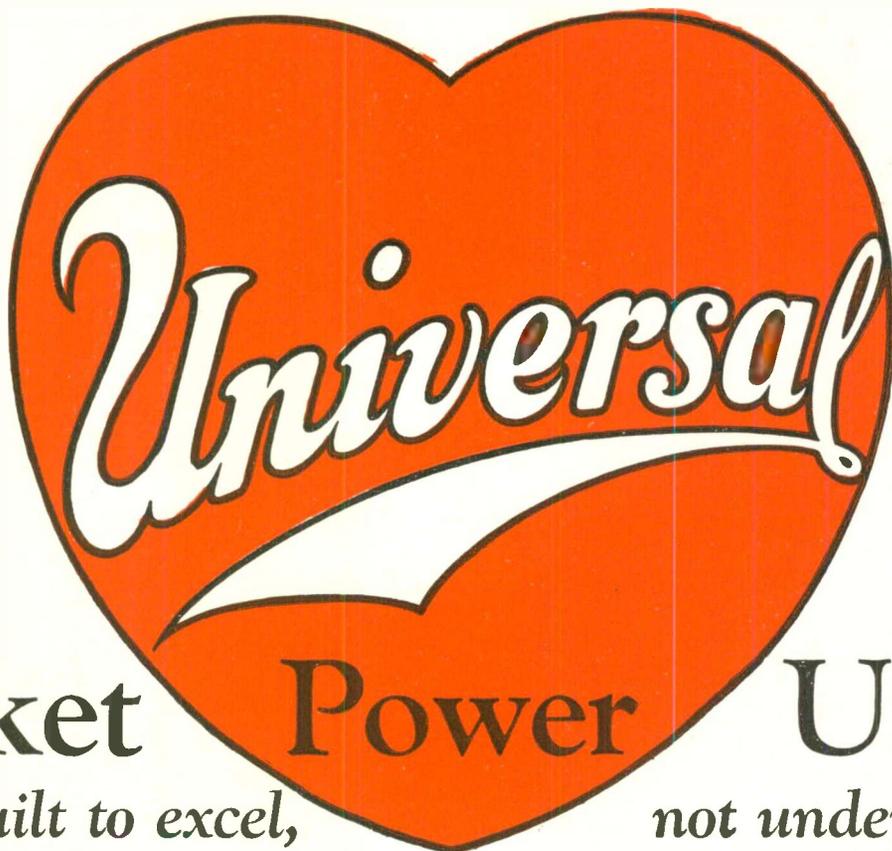
One of the problems that has seemed hardest to solve in the growth of the radio business, has been the truthful presentation of the industry's message through advertising. This trouble has not been confined to national advertising alone. Certain manufacturers whose reliability would hardly be doubted in ordinary business procedure seem to feel that in their advertising to the trade and the consumer alike they have the privilege of making bold statements and broad claims [though somewhat misleading] and that these statements will hold.

They do not seem to realize that jobbers, dealers and their representatives are quick to find misrepresentation—and are guided accordingly.

Surely, those advertisers realize that the big, substantial businesses which form the background of our nation's commerce were built only upon public confidence, born of quality merchandise and fair business dealings.

The Stewart Battery Company [makers of the most complete line of socket power units we know of] realizes the fallacy of these practices. We feel that in time the advertising of practically all radio manufacturers will represent a truthful presentation of facts. However, it is not our purpose to await this time. We desire to announce to the trade that every statement made in Stewart Battery Company advertising is backed by the principle of truth and furthermore that these statements are worded so that they will give a correct picture of the merchandise being advertised.

There is no need for stretching the truth in Stewart Battery Company advertising for in our estimation the line of Socket Power Units we are announcing in this issue represents the highest attainment yet reached in radio power development. See pages 17-18-19-20 for complete information.



Socket Power Units

Built to excel,

not undersell

Wait! Don't decide too soon!

Hold up your decision on Socket Power Units until after the Chicago Show. It'll pay to wait until then—pay you well.

We're bringing out three new ones that will entirely revolutionize your ideas of what high-quality socket power units can do:

NEW!
Universal
"A"
Socket
Power Unit

NEW!
Universal
"B-C"
Socket
Power Unit

NEW!
Universal
"A-B-C"
Socket
Power Unit

Anticipating the needs of the market, these units are specially built to take care of the demand for power tubes and the necessary C voltages. Wait and see them! You'll never regret it.

*See the Universal Exhibit at Chicago
Space 65A—R. M. A. Convention
New Hotel Stevens, June 13-18, 1927*

THE UNIVERSAL BATTERY CO.

3453 South La Salle Street · Chicago

Makers of good batteries for 25 years

UNIVERSAL BATTERIES

Raytheon

1 Light Socket A-B-C Power *with one rectifier*

You have long looked forward to the day when you could safely recommend and sell a compact receiver operating direct from the light socket without accessories. You will welcome Raytheon BA-350 milliamperes.

By making use of this amazing new rectifier, radio manufacturers are designing their newest receivers to use standard 201A tubes in series, and eliminating all batteries, chargers, accessories, and outside power equipment. These new receivers will undoubtedly be the sensation of the radio season. As a progressive radio dealer, you owe it to your customers to understand and sell this new type of radio.

Raytheon BA-350 m.a. is a product of the Raytheon Research Laboratories, well worthy of taking its place beside the famous types B and BH, and of proving once again Raytheon's leadership in the rectifier field.



**Raytheon BA
350 m.a.**

(half size)

3 The New Sales Policy

Hundreds of thousands of Raytheon-equipped B-power units have been sold, and guaranteed for use only with Raytheon tubes. As the months go by, the original tubes will require replacement.

In order to make it easy for the consumer and retailer to secure Raytheon rectifying tubes for replacement purposes, arrangements have now been made to allow selected jobbers to buy tubes direct from the Raytheon Manufacturing Company. Reliable radio power units will be equipped with Raytheon rectifiers at the factory as in the past. Raytheon will continue to cooperate with leading radio manufacturers in the design, approval, and marketing of Raytheon-equipped units. Raytheon's approval will continue to be the mark of quality products.

Secure your share of this profitable replacement business by stocking Raytheon tubes. Authorized jobbers have them, or can get them promptly for you, direct from Raytheon.

See these new rectifiers at the Chicago Trade Show

Leads on

2 A Revolutionary Scientific Achievement

in high current, low voltage rectification



Raytheon A
2 1/2 amperes

(actual size)

Once again Raytheon announces to the radio world an entirely new type of rectifier, revolutionary in principle, in appearance, in performance. Raytheon A-2½ amperes is compact and simple, contains no liquids or filaments, and is enclosed in an unbreakable metal casing.

When used in approved battery chargers and A power units, its remarkable efficiency will reduce the operating cost many dollars per year as compared to other rectifiers now in use for similar purposes. It is truly "The Efficient Rectifier;" a feature which makes possible the manufacture of a complete full rate charger of a smaller size than ordinary trickle-chargers, and at an equally low price.

Raytheon A-2½ amperes was invented by Monsieur Andre of La Radiotechnique, Paris, and developed in the Raytheon Research Laboratories with his cooperation. Leading radio manufacturers are designing units to make full use of this new discovery.

You can readily see the advantages of handling a unit equipped with this rectifier. Its simplicity, freedom from attention, and metal construction minimize the service problem. Its remarkable efficiency makes a most effective sales argument with the consumer.

Only manufacturers whose units have been tested and approved by Raytheon may use this seal on their products.



If you are interested in securing more detailed information about Raytheons Type B, BH, BA or A write to our Technical Service Department for descriptive literature.

RAYTHEON MANUFACTURING COMPANY
Cambridge, Massachusetts

NEW PRICES

Effective May 1st.

Type B	\$4.50
Type BA	\$7.50
Type BH	\$6.00
Type A	\$4.50

Raytheon

"THE HEART OF RELIABLE RADIO POWER"

Dubilier

CONDENSER BLOCKS

**DUBILIER
Buffer
Condenser
Type 350 BA1**
.1 Mfd.—1 Mfd.
Peak Voltage 600
D. C. Designed especially for incorporation in the Dubilier-Raytheon Unit.

Type 350 BA 2
Has the following terminals:
4 Mfd. 600 Volts
4 Mfd. 600 Volts
Total capacity of Block—8 Mfd.
Your circuit cannot surge over their high voltage resistance.



Type 350 BA 3
Has the following terminals:
Common Terminal
8 Mfd. 400 Volts
1 Mfd. 160 Volts
1 Mfd. 160 Volts
2 Terminals to a one Mfd. condenser of 160 V.
Total capacity of Block 11 Mfd.

Designed and Built Expressly
for Use With the New—



Behind the Scenes

Dubilier maintains one of the largest, most complete and modern research laboratories of its kind in the world.

Back here tests and experiments are carried on without regard to time or cost.

Much of the progress made by Dubilier in their eighteen years' experience in this highly specialized field can be traced directly to their extensive research work.



Right in step with the big advancement in power-supply units are these two new condenser blocks of Dubilier! In conjunction with the Raytheon BA Tube, they make possible a perfect source of A, B, and C power which can be incorporated in new sets or added to old. A complete, heavy-duty power supply of small size and small cost, direct from standard lighting circuits, will be the biggest sensation in the radio field this year. Orders will follow that only Dubilier dealers can fill. Get in touch with us at once, and be the first in your territory to show the condensers built especially for this unit. All instructions on this circuit are enclosed with unit—no long discussions by salesmen.

Don't miss the Dubilier Booth at the R. M. A. Show!
BOOTH 91

Dubilier CONDENSER CORPORATION
4377 BRONX BLVD., NEW YORK

Sterling

ANNOUNCEMENT TO DEALERS

and Jobbers who attend the

R.M.A. SHOW

at Chicago, June 13-18

Here is the season's opportunity in this NEW

"A" LIGHT SOCKET POWER UNIT

Using the latest development in Raytheon "A" Rectifier

A thorough investigation of "A" socket power needs, followed by months of experimentation and test, and finally proof of performance in actual use, are here combined to give the radio user his first fully satisfactory light socket "A" power unit.



R-96 for 6 Volt "A" Socket Power
(No. R-94 for Radiolas and other 3 volt tube sets)

Universal for all sets using 3 to 10 large tubes.

No tube—uses 2½ ampere "A" Raytheon Rectifier—no heat, no breakage, efficient, long lived.

Employs two stage filter of large capacity—smooths out the last trace of hum.

Indicator shows point of highest operating efficiency—adjustable.

Internal automatic switch gives instant control from radio set when used with "B" power unit or with "B" batteries.

Size no larger than an "A" battery.

Economical—only 60 watts at maximum load.

What Sterling Offers the User.

- "A" current from the light socket that is right for any number of tubes and operates under all conditions.
 - Freedom from all makeshifts that require a combination of units or replacement of tubes or manipulation of switches.
 - Fully automatic control from the radio set switch with "B" eliminator or with "B" batteries.
 - Compactness for console, good appearance for external location.
- In short, the set owner expects to attach an "A" power once and then forget it. That's exactly what this new Sterling offers.

Sterling Advantages to Dealers and Jobbers

- A Socket Power so sound in construction and sure in performance that each and every unit stays sold.
- Standardization—one model for 6 volt "A" and another for 3 volt tubes.
- A Socket Power which by its outstanding superiority will satisfy every customer and bring new sales to your store.
- A consistent seller month in and month out—not a "flash", but a sales volume producer rightly priced and a clean profit always.

We repeat, Sterling offers you the season's one big "A" power sales opportunity, backed up by 20 years of electrical manufacturing experience, a reputation for good products and a helpful advertising policy. Don't miss it.

Don't miss the complete display and demonstration of Sterling "A" and "B" Light Socket Units, Chargers, Testers and all radio service devices—Booth G8, R. M. A. Show. If you can't attend, ask for full particulars by mail.

THE STERLING MFG. CO., 2831-53 Prospect Ave., CLEVELAND, O.





List Price
\$16.50
f. o. b. St. Louis

Valley Automatic Charger

Combines the desirable features of all other types of chargers. Thanks to the Raytheon Element and Valley engineering ingenuity, this automatic charger has in its favor every factor for making it one of the biggest and most popular selling items on the radio market in 1927.

Charges at either 1½ or 2½ amperes. Equipped with automatic B power relay switch and battery charger control. We recommend it as far superior to trickle chargers.

Small, Compact. Black enameled case, satin finish. Comes complete with cord, plug, leads and clips.



Uses
the
Raytheon
Tube

List Price
\$37.50
(including Raytheon Tube)
f. o. b. St. Louis

Valley B Power Unit

Model 40 Designed for use with radio receivers of 5 and 6 tubes or less. Supplies all B current necessary including extra B voltage and C voltage required when a UX-171 power tube is used.

The tube supplied with this unit is the standard Raytheon type BH tube which is ideal for this service.

Built compactly in black enameled case with C tap, detector and intermediate controls, and binding posts on front panel.

Model 50 The big Valley B Power Unit. Designed for all radio receivers up to 12-tube sets. Also supplies plate voltage necessary for a power unit or power tubes. The Raytheon Tube is used with this unit also, because of its long life and satisfactory performance.

Toggle switch on the panel controls current from lighting circuit. Mounred in handsome black metal case.



Uses
the
Raytheon
Tube

List Price
\$50.00
(including Raytheon Tube)
f. o. b. St. Louis



Charges Your Battery Overnight

The Valley ABC Charger operates at a 6-ampere rate with 6-volt batteries and is capable of re-charging a storage battery between signing-off time tonight and listening-in time tomorrow.

Only two working parts—the contacts, which can be replaced cheaply and quickly by anyone. Safe, dependable, economical. Comes complete with cord, plug, leads and clips.

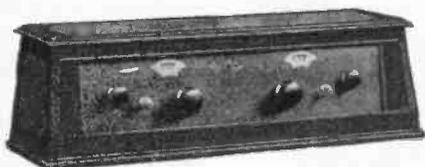
List Price \$19.50
f. o. b. St. Louis

This Two-Bulb Charger is Noiseless

This Valley Charger is a bulb type rectifier. May be used with one bulb or two, to charge at either 2½ amperes or 5 amperes.

Where a quiet charger is desired, the Valley Two-Bulb Charger will meet every requirement. No adjustments. Nothing to get out of order. Comes complete with cord, plug, leads and clips. Equipped with handle.

List Price (without tubes) \$15.00
Rectigon Tubes, each . . . 4.00

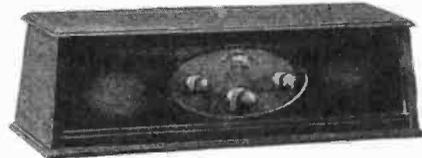


Model 52. List Price \$90.00
Without Accessories

Valleytone Radio Receiver

Made on the exclusive Valley principal of potential balance, the Valleytone Radio Receiver has built among thousands of satisfied users a reputation for selectivity, tone quality, volume and range.

On the left is shown the Valleytone No. 52, a two-dial control 5 tube receiver, and on the right is shown Valleytone No. 71, an advanced one-dial 7 tube receiving set.



Model 71. List Price \$95.00
Without Accessories

Valley Electric

Write the factory or the nearest office for further details, discounts, dealer helps, etc.
VALLEY ELECTRIC CO., Radio Division, 4515 Shaw Avenue, St. Louis, Mo.

District Offices: Boston, Chicago, Cleveland, Indianapolis, Kansas City, Minneapolis, New York, Philadelphia, San Francisco

Visit the Valley Exhibit at R. M. A. Show

Booth 131.

Ask to see the New Valley A Power Unit

At last!

A REAL "A" BATTERY ELIMINATOR



Stewart
Electric "A"

Almost miraculous . . . constant "A" power for any radio set regardless of size. Attach a Stewart Electric "A" to any set . . . plug into a light socket . . . forget it. The power is always there . . . full . . . reliable . . . no matter how long the set is used.

*No Battery / No Tubes / No Acid / No Liquids
No Moving Parts / No Hum*

"Best in all creation for 'A' elimination"

Both "A" and "B" power are controlled automatically from the radio set switch when the Stewart Electric "A" is used.

The Stewart Electric "A" requires no attention . . . no care . . . no service from you.

Small and compact . . . fits all console set compartments.

Four models . . . 6 volt 50-60 cycle model . . . list price **\$37.50**

Sales this summer will set new records for power units. Profits will grow constantly . . . for alert dealers who push this quick-selling unit.

Stock and sell the complete Stewart line . . . led by the Stewart Electric "A" . . . the last word in light socket "A" power . . . Other Stewart products . . . "A" and "B" socket power units . . . chargers . . . radio power switches . . . storage batteries . . . are shown on the following pages.

"STEWART ALWAYS LEADS IN RADIO POWER NEEDS"

The Most Complete and Advanced Line



Automatic light socket power . . . the desire of all radio users . . . now made possible by Stewart Units!

No matter what type of power . . . your prospect is now using . . . there is a Stewart Unit . . . to make it *automatic* . . . to take the care . . . the bother . . . out of his radiopleasure.

Every purse . . . every purpose . . . is reached by the Stewart line. Design . . . construction . . . everything . . . is of the highest quality . . . in every unit.

Sell Stewart products . . . secure in the knowledge that they are trouble-free . . . no costly servicing . . . no returns . . . once they are installed. Each unit is backed . . . completely . . . by the factory guarantee.

Yours is the opportunity . . . for real sales . . . handsome profits. Units that sell easily . . . twelve months a year . . . demonstrate them . . . they'll sell themselves. Get in line . . . now!

The Stewart Electric "A-B"

A combination of the Stewart Electric "A" with the Stewart "B" into one compact unit . . . all controlled automatically from the radio set switch. A complete power plant . . . the ideal unit for those who want to forget about power supply . . . plug into any light socket . . . a constant and permanent "A" and "B" power supply . . . without care or attention. Models to meet every requirement. *6 volt 50-60 cycle, List Price \$67.50 complete.*

The Stewart "B"

A new compact attractive "B" socket power designed to overcome the usual disadvantages ascribed to "B" power units.

Possesses outstanding new features:

Primary voltage control, preventing condenser break-downs and insuring perfect voltage regulation at all taps . . . All binding posts and controls enclosed . . . a big factor in eliminating unnecessary service calls . . . Oversize parts . . . Perfect regulation to number of tubes in radio set . . . Noiseless in operation.

The Stewart "B" uses the Raytheon tube. Models for any and all types of radio sets. *List price \$29.00 (without tube).*



Prices slightly higher west of the Rockies

STEWART BATTERY CO. / / /

Manufacturers of Radio "A" & "B" Power Units

"STEWART ALWAYS LEADS IN RADIO POWER NEEDS"

of Socket Power Units Yet Developed



The Stewart Super "A"

Something different in light socket "A" power . . . new in principle . . . will operate any radio set. Automatically controlled from the radio set switch. No tubes, no moving parts, no noise . . . not a trickle charger combination. It is a 2½-ampere fully automatic charger of the dry solid rectifier type combined with a heavy duty Stewart battery. It automatically restores exact amount of current used . . . no more, no less . . . charging starting the moment the radio set switch is turned off. Stops automatically when battery is fully charged. Simple in design . . . performance guaranteed. Four models. 6 volt 50-60 cycle model. *List Price \$34.50.*



Stewart Duo-Rate "A" Unit

A heavy duty Stewart "A" Battery and a Stewart Tu-Rate Charger . . . combined into one "A" socket power unit. Operates at ¾-ampere trickle charge rate . . . has 2½-ampere rate for occasional boosting when set is used excessively. Equipped with automatic relay and "B" receptacle so as to control both "A" and "B" power from radio set switch. Four models. 6 volt 50-60 cycle . . . *List Price \$27.50.*



Stewart Hi-Rate Automatic "A" Charger

A 2½-ampere . . . fully automatic . . . dry solid rectifier. No tubes . . . no acid . . . no liquids . . . no moving parts . . . noiseless. Needs no care or maintenance. Connected to a good "A" battery . . . this charger becomes an automatic "A" socket power unit. Equipped with "B" receptacle so as to control both "A" and "B" power from radio set switch. Charging starts when set is turned off . . . stops when battery is fully charged. *Two models. 50-60 cycle model . . . List Price \$19.00.*



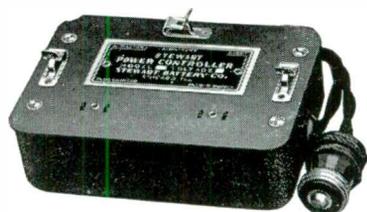
Stewart Tu-Rate "A" Charger

A convertible charger . . . ¾-ampere rate . . . transformed . . . in a second . . . to a 2½-ampere charger. Dry solid type . . . no tubes . . . no acid . . . no liquids . . . no moving parts . . . noiseless. Requires no maintenance or care. Small . . . compact. *Two models. List Price 50-60 cycle model, \$12.00.*



Stewart "A" Storage Batteries

Heavy duty type . . . a real leader . . . improved radio terminals . . . heavy connectors . . . extra strong composition case, equipped with bail handle. Plates uniform, machine pasted . . . formed hard for long life . . . porous for maximum capacity and constant flow of current. All sizes . . . 40 amperes to 160 amperes . . . correctly rated on the straight one-ampere continuous discharge rate. Guaranteed for two years . . . highest quality . . . moderate prices.



Stewart Power Controller

Transforms any "A" battery and high rate charger combination . . . with "B" power unit . . . into an automatic light socket power unit, controlled from radio set switch. Charging starts the moment radio set switch is turned off . . . stops automatically when battery is fully charged. Six and four-volt models . . . *List Price \$7.50.*

Stewart Full Automatic Radio Power Switch

Operates any trickle charger-battery combination and "B" power unit . . . automatically from the radio set switch. Six and four-volt models . . . *List Price \$3.50.*



✓ ✓ ✓ CHICAGO ✓ ✓ ILLINOIS

and Radio and Automobile Batteries

"STEWART ALWAYS LEADS IN RADIO POWER NEEDS"



Backed by Outstanding National Advertising

Full pages . . . impressive . . . powerful . . . in carefully selected magazines . . . Saturday Evening Post . . . American . . . Liberty . . . Popular Science Monthly . . . Radio News . . . Citizen's Radio Call Book.

Telling the world . . . building public confidence . . . *selling Stewart products* . . . for you!

Capitalize this advertising . . . by using the sales-producing display and direct-mail material . . . furnished by Stewart.

The complete line . . . backed by Stewart advertising . . . offers you a wonderful oppor-

tunity. The complete *plan* . . . is yours . . . for the asking. Write . . . wire . . . now . . . before Stewart representation is placed elsewhere, thereby giving your competitor an outstanding advantage.

Dealers. Get in touch with us direct for complete details of the Stewart line and plan.

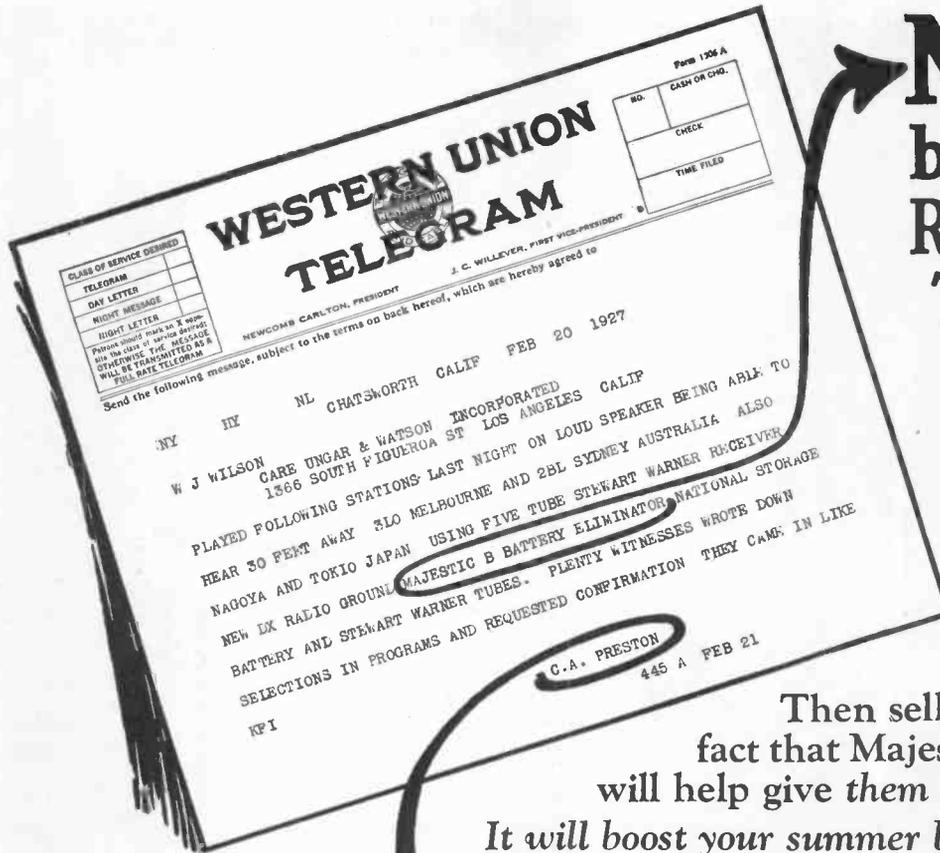
Jobbers. Distribution in each territory will be limited. Jobbers securing the Stewart franchise will have the benefits of a thoroughly co-operative and highly protective sales policy. Communicate with us immediately.

See us at the R. M. A. Show, Space 56.

STEWART BATTERY CO., 119-127 North Peoria Street, Chicago, Illinois

"Stewart Always Leads In Radio Power Needs"

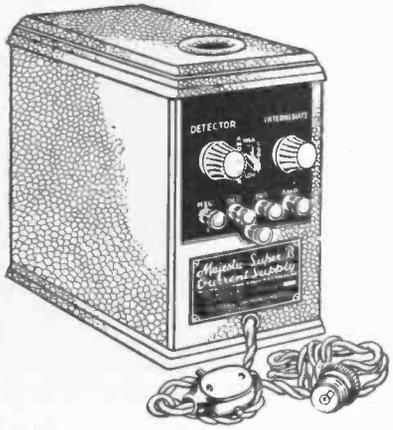
Stewart



Majestic
brings better
Radio Reception
To any Set

*Read this
Telegram*

Then sell your customers on the fact that Majestic-"B" Current Supply will help give them improved reception. It will boost your summer business—give you additional sales, right now when you need them most. Majestic-"B" is the best B-Unit regardless of price—the most popular—the biggest seller—everywhere. In four out of five instances, a demonstration usually means a sale!



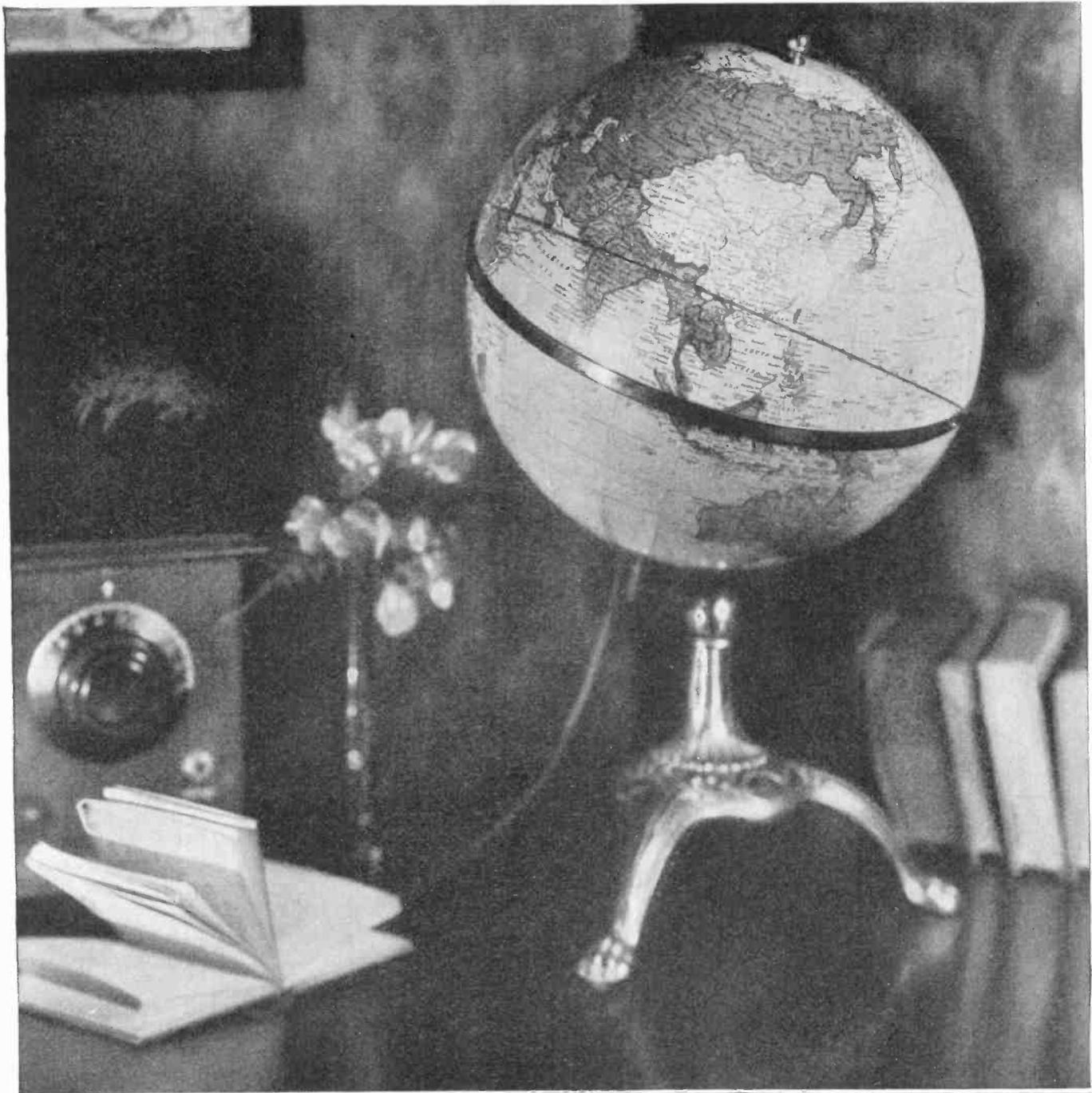
Majestic Standard-B
Capacity Nine 201-A Tubes or equivalent. 45 milliamperes at 135 volts.
\$26.50
West of the Rockies, \$29.
Raytheon Tube \$4.50 extra

Majestic Super-B
Capacity 1 to 12 tubes including the use of power tubes. 45 mils. at 150 volts.
\$29.00
West of Rockies \$31.50
(As Illustrated)
Raytheon Tube \$4.50 extra

Majestic Master-B
Positive control of all output voltage taps. For sets having high current draw or heavy biasing batteries. 60 mils. at 150 volts.
\$31.50 West of the Rockies, \$34
Raytheon Tube \$4.50 extra

This Majestic Owner and hundreds of thousands of others all over the country are boosting **Majestic-"B"** for you!

SEE OUR EXHIBIT—R. M. A. TRADE SHOW
JUNE 13-18—STEVENS HOTEL—CHICAGO, ILLINOIS
GRIGSBY-GRUNOW-HINDS-CO. 4570 ARMITAGE AVE., CHICAGO, ILL.



A REMARKABLE LOUDSPEAKER ~ A BEAUTIFUL LIBRARY GLOBE
A DUAL-PURPOSE SPEAKER



HERE is the most unusual piece of radio merchandise ever offered the dealer.

A loudspeaker that will out-perform, on comparative test, any speaker in its price class. The Globe form is an integral part of its patented design and permits the full range of reproduction in balanced harmony—no blurring or roaring of the bass notes, no rattling of the trebles.

The Globe itself is a genuine accurate full-sized library Globe mounted on a bronze finished pedestal. It can

be used for reference just as any ordinary Globe. Think what this means to your customers. What a delight to be able to follow travel talks and news events, *right on the loudspeaker*, or for the instruction of the children who have always wanted a Globe to refer to. Here is a sales opportunity you have been looking for—something new in radio.

And the price is little more than the cost of the **\$35.00** Globe alone. Complete with 20 feet of cord.

Symphonic Globe Speakers will be distributed only through exclusive wholesale channels. We welcome inquiries from good distributors.

SYMPHONIC SALES CORPORATION, Department R., 370 Seventh Avenue, New York

Symphonic GLOBE
 SPEAKER

The Finest Radio Speaker "in the World"



It's easier to sell sets and parts that are marked **BAKELITE**

THERE is one insulation material that the radio public accepts without question. It is Bakelite. Year after year, since the first receivers were introduced, Bakelite has kept pace with all developments. Through its use many refinements in the design of radio sets and parts have been made practical, tonal qualities have been improved and performance made more dependable.

Radio manufacturers recognize that the radio public prefers parts that are made of Bakelite and that plainly marking each part or carton with the trade-mark Bakelite is a decided help to bigger sales. It pays the radio dealer to make sure that the trade-mark Bakelite appears on each article or carton. Write for a copy of Booklet 39, explaining the advantages of Bakelite for radio.

BAKELITE CORPORATION

247 Park Ave., New York, N. Y. Chicago Office, 635 W. 22nd St
BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin Street, Toronto, Ontario

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's products.

Put a Power tube

($\frac{1}{4}$ amp. ZP 201-A)

in Every socket

Nothing in radio's sensational development has met with the immediate approval of the radio public as has this new ZP 201 A, $\frac{1}{4}$ amp. power tube—the new Zetka Process All-stage Power Tube.

No longer—sets with single power tubes. The Zetka ZP 201 A goes into every socket of every standard type set. Nor is rewiring necessary. A set of power tubes may be installed in any set *without changing a single wire.*

Install a set of Zetka ZP 201 A's in your own set. Convince yourself before you sell them to your customers.

Then—concentrate on Zetka Process tubes. The ZP 201 A will increase your power tube sales



from "singles" to "sets"—3, 5, 8 or more to a customer—at the volume building price of \$2.50. And it will benefit you in customer confidence, as well as in dollars and cents.

The ZP 201 A is one of a complete line of clear glass tubes—each one meeting a definite radio demand.

ZETKA

The Clear-Glass Tube

JOBBER S

Albany, N. Y., Fort Orange Dist. Co., 125 Madison Ave.
 Binghamton, N. Y., L. C. Grummond Co., 16 Morgan St.
 Boston, Mass., Dewey Radio Dist. Co., 635 Atlantic Ave.
 Boston, Mass., Regal Light Co., 132 Lincoln St.
 Buffalo, N. Y., H. I. Sackett Electric Co.
 Buffalo, N. Y., Vim Cycle Hardware Corp., 137 Broadway.
 Chicago, Ill., Leonard-Lynn Radio Co., Inc., 302 S. Wells St.
 Chicago, Ill., Monarch Elec. Co., Adams & Desplaines Sts.
 Cincinnati, Ohio, Cresshead Engineering Co., 325 Main St.
 Cincinnati, Ohio, Stanley A. Morsbach Co., 132 E. Court St.
 Dallas, Texas, Atlantic Sales Co.
 Dallas, Texas, Automotive Appliance Co.

Dallas Texas, Higgenbotham, Bailey, Logan Co.
 Dallas, Texas, Moore Bros. Elec. Co.
 Dallas, Texas, Schoelkopf Co.
 Davenport, Ia., Herman J. Horst, 415 West Third Street.
 Davenport, Ia., Sickles & Preston Co.
 Detroit, Mich., K. O. Tire Stores, 2144 Grand River Ave.
 Detroit, Mich., Kopy-Ross, 1306 Randolph St.
 Detroit, Mich., R. W. Kumber, 13186 Pinehurst St.
 Fort Madison, Ia., Perfection Sales Co.
 Ft. Worth, Texas, Cogdell Auto Supply Co.
 Grand Island, Neb., Plank Products Co.
 Kansas City, Mo., Gustin-Bacon Manufacturing Co.
 Kansas City, Mo., Standard Laboratories, 1406 Walnut St.

Kansas City, Mo., Richards & Conover Hardware Co., Fifth and Wyandotte Sts.
 Keokuk, Ia., Smith-Meyling Battery Co.
 Lewiston, Me., Maine Warford Co.
 Minneapolis, Minn., Automotive Sup. Co., 124 Washington Ave. N.
 Minneapolis, Minn., Plant Auto Equipment Co.
 New York City, Sanford M. Bookes, 221 Fulton St.
 New York City, Parsons & Whittemore, 299 Broadway.
 New York City, Weber-Rance, 225 West 57th St.
 Niagara Falls, N. Y., Niagara Radio Stores, 422 Third Street.
 Oklahoma City, Okla., Self, J. M. Sup. Co., 511 No. Broadway.
 Okmulgee, Okla., Moore, John M. Co.
 Omaha, Neb., National Accessories, Inc., 2051 Farnam St.

Philadelphia, Pa., Lockwood Radio Co., Inc., 637 Market St.
 Reading, Pa., Geo. D. Barbey, 4th & Walnut Sts.
 Rochester, N. Y., Sternberg, H. D. Corp., 152 Broad St.
 Rock Island, Ill., Beardsley Specialty Co.
 St. Louis, Mo., Rle-Stix Co., Dept. 62.
 St. Louis, Mo., Wholesale Radio Co., 211 No. 10th St.
 Sherman, Tex., Hardwicke Etter Co.
 Sioux Falls, S. D., L. & L. Auto Sup. Co.
 Springfield, Mass., U. S. Radio Corp., 328 Dwight St.
 Washington, N. C., Harris Hdwe. Co.
 Washington, D. C., Potomac Battery & Elec. Co., 1627 14th St., N.W.
 Wichita, Kans., Seesholts Fowler Radio Co., 113 No. Market St.
 Xenia, Ohio, Famous Auto Supply Co.

ZETKA LABORATORIES, INC.
 73 Winthrop Street
 Newark, N. J.

1927
 will bring even
 GREATER PROFITS to
STEWART-WARNER
 BLUE RIBBON DEALERS

Now is the time to sign up the Stewart-Warner Protective Franchise—a sound merchandising plan—offering unequalled possibilities for money making

THE present year and the years to come offer great promise to radio dealers. Governmental control of broadcasting, eliminating station interference—the high quality of entertainment now on the air the year 'round—will bring even greater public interest and increased buying.

This means that more thought than ever before should be given to the selection of a radio line. The dealer who places his radio department on a firm financial basis in 1927 by handling a radio line of nationally recognized merit, will be in a stronger position next year and years to come, with increasing profits as natural expansion takes place.

The question "What radio line shall we handle that will pay us profits over a period of years" is fully answered in the many advantages that a Stewart-Warner franchise offers dealers.

Stewart-Warner have had over twenty years' experience as leading manufacturers of electrical and mechanical equipment. Their financial standing is unquestionable. They are consistent national advertisers and known the world over as quality manufacturers. Their tremendous investment in skilled men and special production equipment assures their permanency in the radio industry. They offer dealers a complete radio line, including console and cabinet models, reproducers and tubes. Territorial distribution controlled by exclusive Stewart-Warner Distributors, following factory policies to the letter, is your protection against unfair dealer competition in your community.

Your best assurance of permanency and profits is to be associated with a reputable manufacturer like Stewart-Warner. Our protective franchise, a sound merchandising plan in every respect, will surely interest you. A request on your letterhead will bring complete information immediately.

STEWART-WARNER SPEEDOMETER COR'N, CHICAGO, U.S.A.

STEWART-WARNER

offers you

**A COMPLETE
 WELL BALANCED LINE**
*—priced to meet every desire
 and every pocketbook.*



MATCHED-UNIT RADIO
*—the greatest selling feature
 in the radio field today.*



PERFECT RADIO RECEPTION
*insured by instrument, repro-
 ducer, tubes matched in
 perfect unison.*



*Permanency
 Protection
 Profits*

Stewart-Warner
Matched-Unit Radio
 INSTRUMENT plus TUBES plus REPRODUCER plus ACCESSORIES

The
Inductively Tuned
RADIO
of Flawless
Reproduction

Kellogg

Licensed under applica-
tion for letters patent of
Radio Frequency Labo-
ratories, Inc. (RFL)

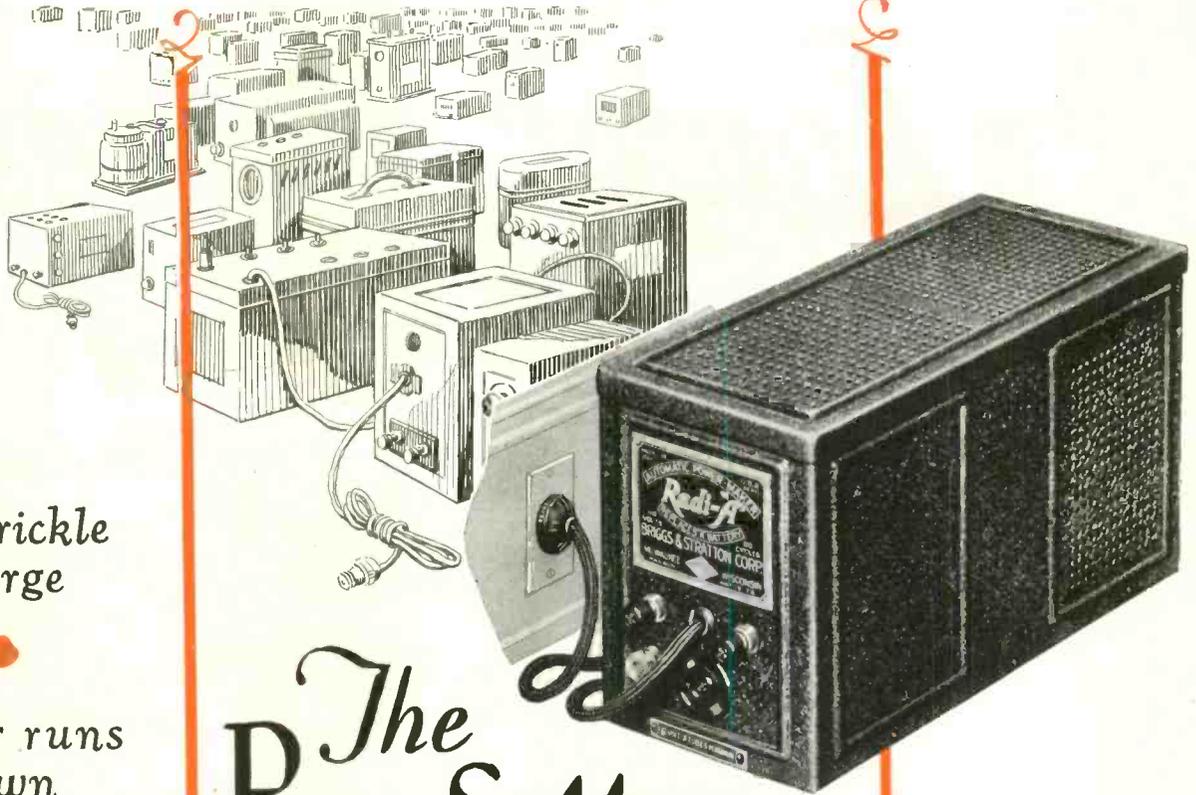


QUALITY Your Trade Will Appreciate

Some radios are built for the "masses." You sell them, of course. Other radios are built for the "classes" who look upon price as a measure of quality. You may or may not have that kind of trade. But every business has some of the kind of trade the Kellogg is particularly designed for. You know them! People to whom moderate price is a consideration but who, first of all, demand supreme musical quality and furniture of particular charm.

Such trade is quick to appreciate the Kellogg's many distinctive qualities. There is both profit and satisfaction to you in selling them Kellogg Radio.

KELLOGG SWITCHBOARD & SUPPLY CO., CHICAGO, ILL.



No trickle charge

Never runs down

Supplies uniform full-voltage current at all times

Improves radio reception

Automatically controlled by radio switch

Makes "B" Eliminator control automatic also

The Pace-Setter among RADIO "A" Power Units

AMONG all radio "A" power units that use household current, Radi-"A" is today the recognized pace-setter — the most advanced equipment available for the particular job it handles. And because it is the most advanced — because it is the pace-setter among "A" power units — Radi-"A" is the easiest to sell!

Radi-"A" not only helps to sell new sets, paying a profit in this way, but also enables you to make another profit on old sets.

Ask your jobber about Radi-"A" and write us direct for descriptive literature. Get in step with this Pace-Setter among "A" Power Units!

BRIGGS & STRATTON CORPORATION
MILWAUKEE, WISCONSIN

Radi-"A"

Replaces "A" Battery and Charger

Three Sizes, for all Radio Sets of 4 tubes or more

Radi-"A" may be operated from any 110-volt A. C. 50 or 60 cycle electric power line.

Radi-"A" 6 Volt Standard is for use with radio receivers of 4 to 8 quarter-ampere tubes inclusive. It develops a 6-volt direct current of 2 to 2-3/10 amperes.

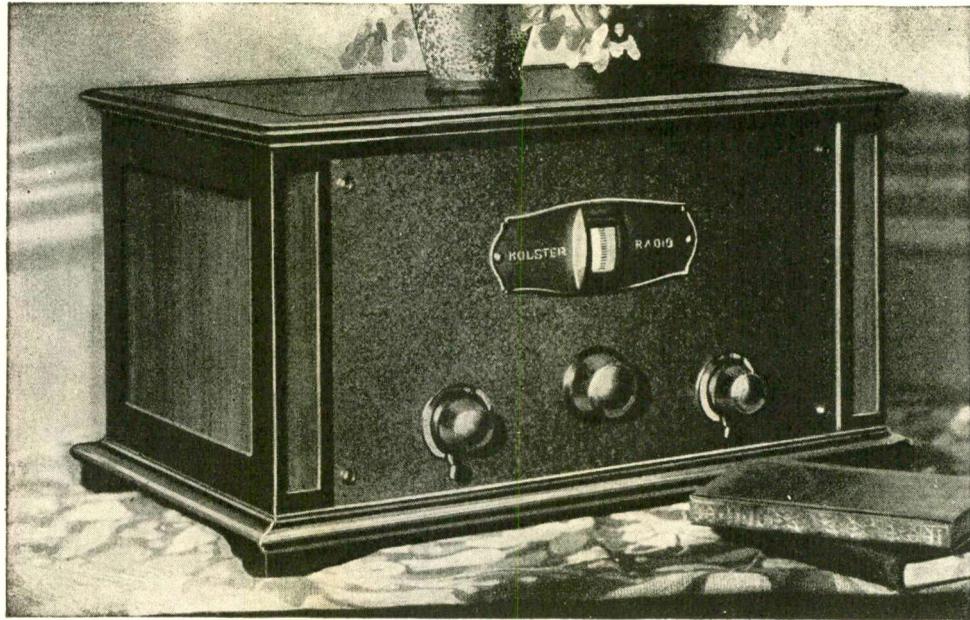
Radi-"A" 6 Volt Special is for use with sets of 8 to 10 quarter-ampere tubes inclusive only, and develops a 6-volt current with a maximum output of 3 amperes.

Radi-"A" 4 Volt is made for any set using up to 12 No. 199 UV tubes inclusive.



See the BASCO line at the R.M.A. First Trade Show, Stevens Hotel — Chicago, June 13 to 18, 1927. Booth Number 71.

Lower Prices for 1927



KOLSTER 6-D.

Now **\$80** List

ITS POPULARITY BRINGS A LOWER PRICE

Due to increased demand and lowered production costs, the Kolster 6-D—up to now \$98.50, will sell for \$80.00—a remarkably low price—one bound to still further stimulate public acceptance. No reduction in quality—simply more value per dollar for the Kolster dealer to give the consumer. This greater value means more sales for you and greater profits.

Kolster

- and Two Remarkable Developments for 1927

The new season's offering includes current Kolster models—with refinements—PLUS two items really remarkable! Not yet announced!

As usual we make no claims, but those who have seen and heard the new items are in accord in predicting tremendous consumer response.

Public announcement will be made late in June, but present and prospective Kolster dealers may secure confidential information in advance by mailing the coupon.



In 1926 Kolster dealers found Kolster Radio a profitable line to handle. In 1927 Kolster Radio will be even more profitable.

If a popular, fast moving and unusually profitable line appeals to you—if you insist upon complete protection in territorial and other policy matters—Kolster Radio is what you need. While a large number of dealers now handle Kolsters, there are still profitable franchises open. Get all the facts. Mail the coupon now!

"Kolster Radio will be displayed at the R.M.A. Trade Show, Stevens Hotel, Chicago, Ill., June 13-18, 1927."



FEDERAL BRANDES, Inc. 38
Woolworth Building
New York City

Please send me confidential information regarding the announcement for 1927.

Name.....

Street.....

City..... State.....

Radio

Copy of an Important letter from the President of the CELORON Company

Mailed to the Trade March 30-1927

The Celoron Company

DIVISION OF DIAMOND STATE FIBRE COMPANY

Bridgeport, Pennsylvania

March 30th, 1927.

Gentlemen:

Subject: Bakelite Corporation's
Announcement of March 22, 1927.

You have recently received from the Bakelite Corporation an announcement that we have discontinued the use of Bakelite in favor of resins of our own manufacture.

I am writing to confirm this. We have developed in our own laboratories, after many years of research, a synthetic phenolic resin of superior characteristics for use in laminated and molded products.

Celoron resin is not new. Several years ago, we had developed it to a point which would have justified our offering it to industry. We preferred, however, to withhold it from the market until exhaustive comparative tests had convinced us of its superiority to all resins previously developed.

Recent quality improvements in our Celoron products have borne out the results of these tests.

The legal aspects of the situation have been exhaustively studied by our counsel, and we are convinced that our independent development of Celoron resins in no way infringes any of the patents held by the Bakelite Corporation. We shall, however, welcome a definite determination of this point by the Courts, and feel that we shall enjoy the support of industry as a whole in our determination to give it the full benefit of our successful development of Celoron resins.

Yours very truly,
THE CELORON COMPANY

John W. Taylor
President.

JMTaylor/SC

CELORON

Celoron laminated products, moulding powders and varnishes are bonded exclusively with Celoron resins. Celoron is the only laminated phenolic material manufactured entirely by one organization under control of one laboratory.

Here it is!

An Unconditionally Guaranteed Tube together with Proven Tone Quality!

ENGINEERED on an entirely new principle. The Filament, Grid and Plate of every Sunlight Crusader Radio Tube is solidly anchored. Reinforced at point of stress.

Delicate parts can not be jarred out of place in transit. *Rough handling won't hurt a Sunlight Crusader.* Microphonic noises are virtually eliminated. Replacements are practically unknown.

Extreme sensitiveness, volume and richness of tone have long distinguished Sunlight tubes. Now, unconditionally guaranteed for a year, and with plus advantages heretofore unobtainable, Crusader far surpasses in ruggedness and durability any radio tube ever offered to the public.

Yet they cost no more than ordinary tubes.

Advance information to interested Distributors and Dealers upon request. Some territories still available.

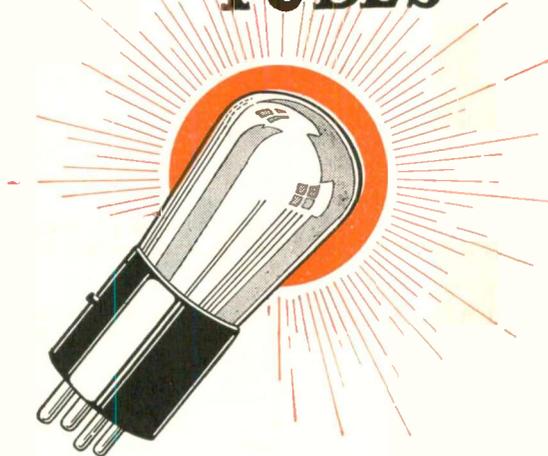
Better Discounts—Greater Profit

Due to manufacturing economy we are able to offer the trade better than average discounts. Standard List Prices. It pays to sell Sunlight Crusaders. Write today.

SEE CRUSADER
At the Trade Shows

Make a note *now* to see this super tube. It will be displayed for the first time at the E. S. J. A. Meeting, May 2nd to 6th, White Sulphur Springs, Va., and the R. M. A. Convention and Trade Show, June 13th to 18th Hotel Stevens, Chicago.

Sunlight
CRUSADER
RADIO
TUBES



The Sunlight Lamp Co.

Newton Falls, Ohio

INCORPORATED 1923

VESTA

Quality Radio Units

Important Trade News!

An Announcement of Great Interest to the Entire Radio Trade Will Be Made Shortly. Watch This Space for This Valuable News.



VESTA RADIO "A" BATTERIES are the height of quality. VESTA RADIO "A" UNIT, with built in Trickle Charger, licensed under Balkite patents, is one of the big sellers in the radio field today. VESTA TRICKLE CHARGER, licensed under Balkite patents, is the most economical "A" battery charger on the market. VESTA QUALITY TUBES, with their non-microphonic feature, create new joys in radio reception.

Mail coupon to nearest Vesta Central or VESTA BATTERY CORP.

2100 Indiana Ave., Chicago
Please have your Central Distributor near me present the Vesta

Radio Line Auto Battery Line

Name
Address
City State.....
R.R.-May

WRITE HERE

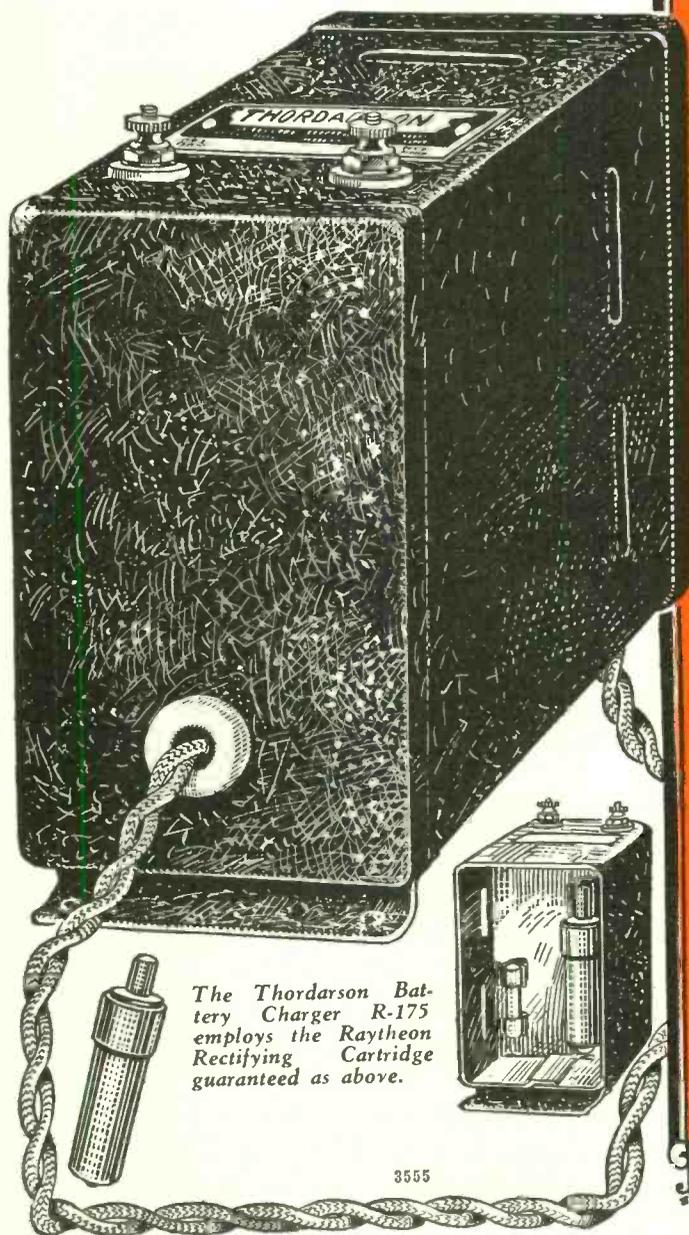
VESTA BATTERY CORPORATION
2100 Indiana Ave., Chicago, U. S. A.

Makers of Vesta Quality Automobile and Radio Batteries — for 30 Years



New!

You don't have to be
water boy to this
battery charger



The Thordarson Battery Charger R-175 employs the Raytheon Rectifying Cartridge guaranteed as above.

3555

THORDARSON BATTERY CHARGER R-175

A Profitable Item
For Live Jobbers and Dealers

The Thordarson Battery Charger makes its bow as a welcome relief to the army of butlers to thirsty battery chargers.

Dry—As dry as they make 'em. In fact the rectifying element is contained in a moisture proof cartridge.

Silent—No vibrating parts. Current is rectified through a patented electro-chemical process.

Safe—There is no hazard to rugs or wood-work for there is no acid to spill. The tubes of the set are safe even if turned on when charger is in operation.

Compact—Fits into Battery compartment easily. Only 2¾-in. wide, 5¾-in. long and 4½-in. high overall.

Efficient—This charger is always ready for service. No overhauling required. Rectifying element can be replaced in thirty seconds.

Guaranteed—The rectifying unit is guaranteed for 1,000 hours full load operation, or approximately one year's normal service. The Transformer will last indefinitely.

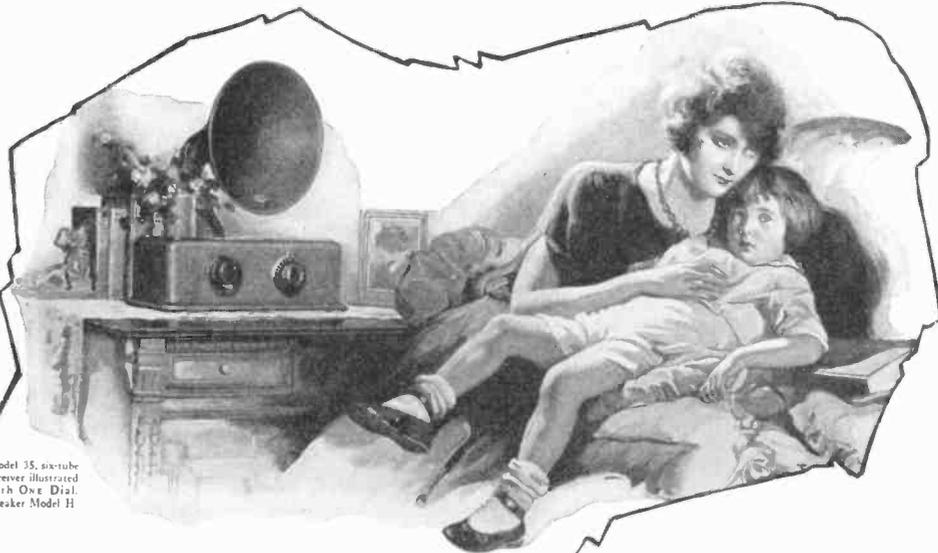
Charging Rate—2 amperes

Jobbers write today for our distribution proposition.

Price Complete, \$12.50

THORDARSON ELECTRIC MANUFACTURING CO.
Transformer Specialist Since 1885
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Huron and Kingsbury Streets — Chicago, Ill. U.S.A.

ATWATER KENT RADIO



Model 35, six-tube receiver illustrated with Over Dial Speaker Model H

This clipping was torn from an Atwater Kent advertisement appearing in April magazines.

Get it?

Calming down

AN UPSTAIRS SET

Many are finding invaluable a second radio installed upstairs. A bit of gentle, soothing music puts youngsters quietly to sleep. It is priceless in a sick room. When the family set downstairs is playing jazz, it is delightful sometimes to slip away by yourself and listen to music more suited to your mood and cultivated taste.

The seed of a big idea

READE that little paragraph. Then start working on Atwater Kent Radio owners. Sell them "Upstairs Sets."

The idea is bound to catch on, especially with families having youngsters or invalids. People have upstairs telephones, several bath rooms, two cars or more. A second Radio is just as sensible and desirable. It can be used this summer in camp, cottage or yacht and then installed upstairs in the fall.

This is *plus* business. It's a chance to make a resale. People who have bought Atwater Kent Radios are your best customers because they are satisfied. Cultivate that satisfaction into another sale.

Here's a chance to pep up sales *now*. Write to Atwater Kent Radio owners. Tell service men to plant the idea. Have salesmen talk it. Let us know how it works.

ATWATER KENT MANUFACTURING COMPANY
4733 Wissahickon Avenue A. Atwater Kent, President Philadelphia, Pa.

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

WEAF New York	WGR Buffalo
WEEL Boston	WOC Davenport
WRC Washington	KSD St. Louis
WSAI Cincinnati	WWJ Detroit
WGN Chicago	WCCO Mpls.-St. Paul
WCAE Pittsburgh	WGY Schenectady

ATWATER KENT RADIO IS ADVERTISED TWELVE MONTHS IN THE YEAR

You'll Want to Keep It Forever!

NEXT month's issue of *Radio Retailing* will be designated the Trade Show Number in honor of the First Annual Trade Show of the Radio Manufacturers' Association. This "trade show on paper" will reach the trade coincidentally with the opening of the Trade Show at the Hotel Stevens, Chicago, on June 13th.

We make the prediction that you'll want to keep this particular edition of *Radio Retailing* because it will contain several features that we think are destined to make it of outstanding value to the radio industry.

—A Listing of Manufacturers and Products—

FIRST, the editors are preparing a directory of radio manufacturers and the products they make which we believe will be the first trade directory of its kind to be published in a radio magazine. It will list all manufacturers of all kinds of radio products, who have put their distribution on a national basis. The directory will also include the products made and the list prices, thus giving the trade, in a single grouping, a comprehensive picture of the radio manufacturing industry as it stands today.

—Photographs of New Receivers—

THE receiving sets which the leading set manufacturers will feature during the season 1927-28 will be illustrated according to price range. Thus the dealer will get a bird's-eye view, so to speak, of all the new models as well as the featured models which manufacturers will have ready to present at the time of the Trade Show.

—New Accessories Illustrated—

PHOTOGRAPHS of the new speakers and power supply units will also be valuable contributions in the June issue. These two illustrated directories will include the new speakers which will be available next season and the new socket power devices that are now in preparation for next season. These are contingent, of course, on whether manufacturers will have photos of their new devices available at this time.

—The Lessons Failure Teaches—

AS FOR interesting articles, the Trade Show issue will be full of them. To lead off, a radio dealer who watched the sheriff close his store tells why he failed, the mistakes he made and points out the pitfalls other dealers should guard against. Danger signals are flashed to retailers every day. This article tells how to recognize the signals and sidestep the dangers.

—Is "Wired Wireless" a Menace to Radio?—

THERE is much talk, and a little fear, concerning plans of certain public utilities to provide musical programs over the house electric light or telephone wires, in direct competition with radio. Just how far these plans have progressed and whether they will form any sort of a menace to radio will be explained fully.

—A Listing of Contract-Purchasing Companies—

ONE of the leading articles now in preparation is a discussion of various time payment financing systems, telling how various manufacturers help their dealers in this respect, and what contract-purchasing companies require of the dealer before they will do business with him. A valuable adjunct to this article will be a listing of all known companies which finance radio time payment paper.

—Television as a Future Market—

HOW near is television? Will it open up a new large market in the near future? Or is it still a remote possibility? Read the Trade Show number of *Radio Retailing* for the answers to these questions of the hour.

—The Story of the R. M. A.—

FROM the personal pen of Major Herbert H. Frost, first president of the Radio Manufacturers' Association, will come the story of the founding and ideals of this group of manufacturers. Major Frost will tell, for the first time, the circumstances leading up to the formation of the association and will outline some of its hopes and plans for the future.

—What Causes Service Complaints?—

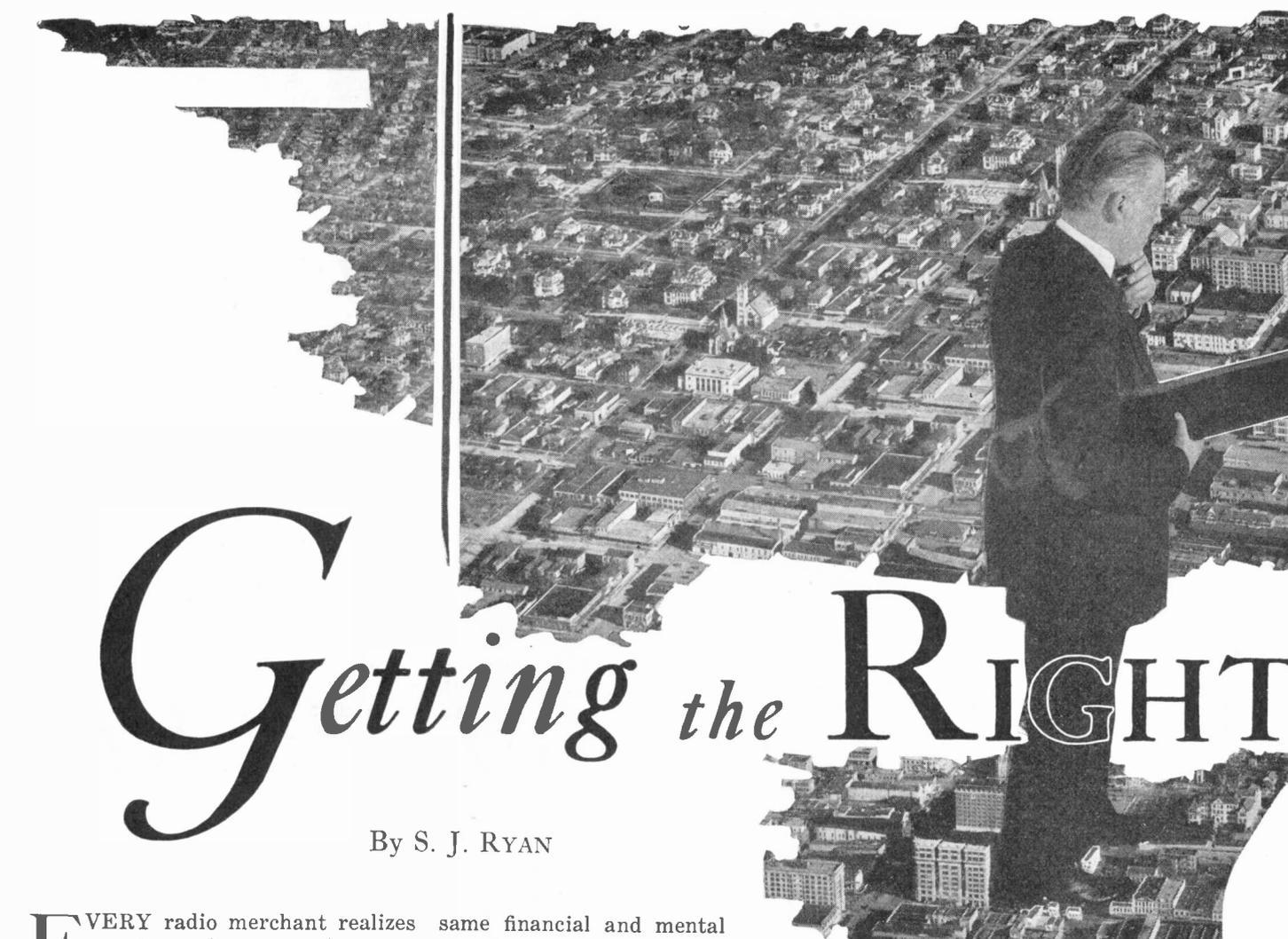
DEALERS themselves cause most of their customers' service complaints, according to one of the largest radio service companies in the country. Why the dealers themselves are to blame and how they can eliminate much of their service grief is explained in a smashing article that hits out straight-from-the-shoulder. Nobody's feelings are spared and some straight talking from one dealer to another is forthcoming.

—Retail Selling Cost Analysis—

FOR the past four months *Radio Retailing* has been conducting a thorough study of the cost of selling radio at retail. This involves an analysis of the sales costs of some 2,000 radio stores which the editors have been working on since last January. This supplements the cost studies made by this publication in 1925 and is far more comprehensive than former attempts along this line.

This extremely valuable cost study has required a vast amount of research and detail, and while the editors do not know at this writing whether it will be ready in time for the June issue, every effort is being put forth to do so.

However, if it does not appear as one of the many features planned for the June issue, it will be presented as a feature of the July issue. It will be worth watching for and reading thoroughly when it appears, as it will enable dealers to make direct comparison of their own selling costs with those of hundreds of other radio merchants in all sections of the country.



Getting the RIGHT

By S. J. RYAN

EVERY radio merchant realizes the desirability of business expansion. At this time of year, particularly, the question of adequate financing until the new season starts is one of serious importance. In many instances, too, radio dealers are faced with the necessity of securing additional financing, either to carry on current business, to take on a suitable warm weather sideline, or to expand their facilities to take care of expected increases in trade.

My observation is that literally thousands of radio dealers have gone into business somewhat after this fashion: More or less technical knowledge of radio; limited capital; desire to establish own business; apparent attractiveness of "big money" in selling radio; embarking in business in the *Fall* of the year; good business and profits for four or five months; slow starvation, if not total extinction, the balance of the year.

This, of course, is not a picture of radio retailers *en masse*, but I consider it a faithful reproduction of a great many. It is not the fault of radio. The same man going into any other line of retailing with the

same financial and mental equipment would undoubtedly reap the same results. Management and finance are as essential in retailing as in manufacturing or any other commercial enterprise.

We are now in the season of the year when the *voluntary* demand for radio has fallen off and merchants are facing the prospect of the lean summer months with capital and profits either dissipated in "drawing accounts" or tied up in merchandise and equipment.

In a business with such seasonal peaks and depressions as radio the need of money is apparent more often than in some of the more staple lines. Money is needed to buy stock, to finance time sales and to tide over the months when outgo exceeds income. Rarely is the average radio merchant free from money worry.

How then is he to obtain more money?

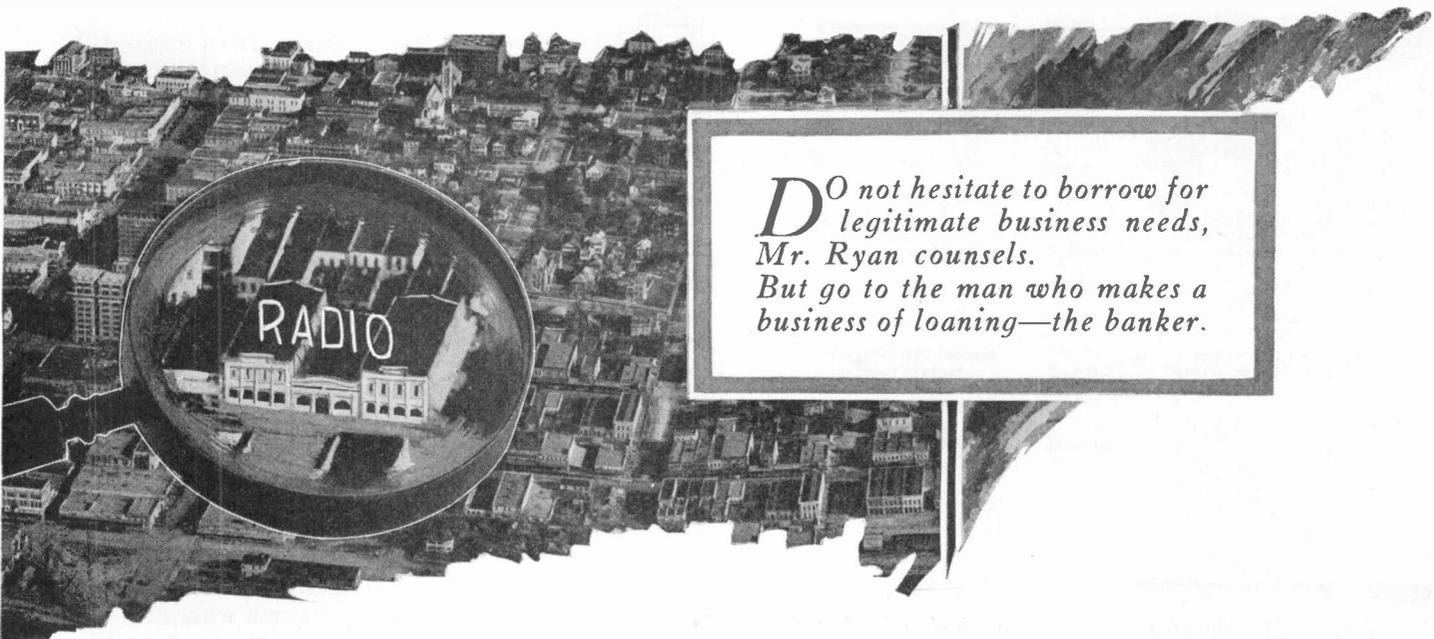
The method first occurring to the mind is to *borrow* it. The best place, for all concerned, to borrow money is from a man who makes a business of loaning money—a banker. Too frequently small merchants, due to a

diffidence arising from ignorance of the true functions of the commercial banker, fail to consult their natural financial adviser until they are in difficulty.

With the situation as outlined our merchant approaches the banker and lays before him his problem. The first thing the banker will ask for is a *statement* showing the financial condition of his business. Even in the case of old concerns with an established line of credit, periodic statements of this nature must be filed with the bank. They are to the practiced financier what the nurse's chart is to the physician.

These statements, or business balance sheets, must show the *assets* of the business such as cash on hand and in banks, merchandise inventories, accounts receivable, present value of fixtures and equipment, any reserves set up for taxes and depreciation, and any monies due the concern, such as notes receivable.

Against this must be shown the



Do not hesitate to borrow for legitimate business needs, Mr. Ryan counsels. But go to the man who makes a business of loaning—the banker.

SLANT *on Your Finances*

liabilities. These consist of accounts payable, notes (of any nature) payable, taxes and other monies due and unpaid, earned wages and commissions unpaid, trade acceptances payable, mortgages if any, and any *contingent* liability of the firm or individual—that is, any notes or other obligations which the individual or firm may have endorsed for another and *may* have to be met.

AN OPERATING statement showing the *net worth*—capital, surplus and reserves—at the start of the business or a year previous and at the present time is advisable and will undoubtedly be requested.

All of the above may *sound* formidable but it really isn't, provided the merchant's books are in good order. It is merely a listing of the debit and credit items of the business. This information is readily obtained where the merchant employs a competent clerk or, as in many instances, a portion of the time of a local accountant, who makes a periodic audit of his books. Nothing impresses a banker or credit man more than a clean, orderly statement which he can use as a basis of his decision.

You will note that such an item as *good will* is not listed in the assets.

For the purpose intended it has no value. All the banker is concerned about, primarily, are your "quick" assets—what you have that can be turned into *cash* within a brief period—and your "quick" liabilities.

The *ratio of assets to liabilities*, which the banker will require in order to advance you money for operating on, varies somewhat. It depends upon the nature of your business, its age, its reputation, and yours as a money maker and sound business man, and possibly other factors. Usually a ratio of *two to one*, or better, is required. That means you must have in assets, readily convertible into cash without loss, at least *twice* as much value as you have in similar liabilities. Sometimes, under very favorable circumstances, a banker will accept a ratio of *one and one-half to one!*

In listing assets and liabilities exactness is essential. For example, if you have sold your time payment paper to a finance company you cannot list these accounts payable as assets—money due you—but on the contrary must list as a *liability* your obligation to the finance company, because you have already received your money from them and it is in the business. This item may be offset by any reserve which the finance con-

cern may be withholding and the balance of the accounts due you.

Great care must be exercised, therefore, to present an exact and truthful statement to your banker, if you are to gain his confidence and assistance. Fortified with such a statement, provided, of course, it is a favorable one, you may now approach your banker with prospects of success. This is the best method of obtaining the needed capital to carry on your business.

IF THE condition of your business is such that you are unable to present a statement that will be satisfactory to a banker, it is quite as likely it will not procure for you from your jobber or distributor that equivalent of money—*credit*. Your recourse must, then, be to sources outside the foregoing. Two good rules to keep in mind, in such circumstances, are: (1) do not borrow money from loan sharks at an exorbitant interest rate in the guise either of a "service fee" or any other "fee"; and (2) do not borrow, purely on your personal recognizance, from relatives or friends. Keep your borrowing on a strictly business basis. Do not hesitate to borrow for legitimate business purposes. That is what money and credit are for and

PROGRESS & CO.
Radio for the Home

<u>ASSETS</u> (What they own)		<u>LIABILITIES</u> (What they owe)	
Cash on hand & in banks	\$ 597.16	Accounts payable	\$ 5,812.75
Accounts receivable	9,262.45	Notes payable to banks	1,500.00
Notes receivable	600.00	Trade acceptances payable	864.10
Merchandise cost inventory at present market prices	12,414.62	Accrued liabilities: Wages & Commissions	415.00
Machinery, Fixtures & Equip- ment (at present valuation)	2,175.00	Capital	5,000.00
	\$25,049.25	Surplus	11,657.40
			\$25,049.25

Good, because prices at which they will bring next.

Good. Note that ratio of quick assets to quick liabilities is 3 to 1.

Good. Shows they are regularly depreciated, as they should be.

Total quick liabilities

Here is the kind of a statement on which a banker will gladly advance a loan. The assets are three times the liabilities.

it is usually a poor business man who does not borrow at one time or another.

A partnership is a frequent solution of the money problem and an equitable basis should take into consideration not alone your urgent need of money but your value as a going concern. Here any good will honestly attaching to the business has a determinable value. We are speaking, of course, of taking in a partner after your business has been established some time and assuming you have been able to finance yourself up to date.

Partners are of two kinds—active, or one who engages in the business with you, and “silent,” or one who is usually a financial partner. The circumstances of each individual case must determine which is preferable. The “silent” partner is usually one who is interested solely in an anticipated return upon his investment, and if you display ability in managing the business, will nearly always refrain from interfering. A retired business man is usually one who likes to have his capital actively invested and makes a very good “silent partner.”

In an active partner, however, one must carefully consider ability, temperament and business reputation. Because you like a chap personally is no reason at all for having him as a partner. A comparative stranger will usually make a better partner than a close friend or relative. Inasmuch as a retail business has always present the three major functions of management, financing and selling, try to pick a man who complements

your strong point, i.e., if you are a good salesman, get a man who is equally as good at financing and management, etc. This rounds out your organization and also reduces the chances of disagreements.

No general rule can be given for the basis of such a partnership, except as noted, the financial condition of the business at the time, and a just allowance for any good will attaching to the business should be taken into consideration. Good will, of course, is an intangible thing but it can be estimated in some such fashion as this: In talking recently with a radio dealer, who employs no outside salesmen and does very little advertising, I was told that after a

careful computation fully fifty per cent of his business came from leads and recommendations of customers. They receive nothing in return but appear glad to boost his business because they are pleased with his efforts in serving them.

Now that's good will and it certainly has a very tangible value. If it is responsible for half his volume, as he states, then it is likewise responsible for rather more than half his profits. In such a situation I would certainly expect a prospective partner to pay for the privilege of sharing it. But unless you have something tangible like this you will find it a difficult matter to capitalize your good will. Financiers and accountants have some very intricate methods of appraising good will. Some say it is only “worth what you can get for it” but then that is true of anything you are selling. I know that I certainly would not pay a penny for the good will in any business unless I could be shown its definite value in the profits.

Another method of obtaining additional capital is to incorporate your business and sell stock or “shares” in it. As a corporation your business becomes impersonal. Through it you limit your individual liability. Suppose, for example, you owned your home in your own name. As an individual, or in a partnership, your creditors could, in case of need, seize and convert this property to satisfy their claims, whereas in the case of a corporation they could not do so.

An example of the above might be a case where, in a partnership, one

G. O. EASY
Dealer in Radio

<u>ASSETS</u> (What he owns)		<u>LIABILITIES</u> (What he owes)	
Cash on hand & in banks	\$ 809.17	Accounts payable	\$11,143.27
Accounts receivable	7,452.36	Notes payable to banks	4,000.00
Notes receivable	1,500.00	Trade acceptances payable	2,804.70
Merchandise inventory (at cost)	12,537.70	Accrued liabilities Wages & Commissions	612.50
Machinery, Fixtures & Equip- ment (at cost)	2,780.00	Contingent liabilities: As endorser note John Smith	1,000.00
	\$25,049.25	Capital	5,000.00
		Surplus	429.75
			\$25,049.25

Poor. Shares sold at present prices.

Poor. Note that ratio of quick assets to quick liabilities is less than 1 to 1/2.

Poor. Not over with original cost. Should be depreciated regularly.

This item will go into surplus if Smith note.

Quick liabilities

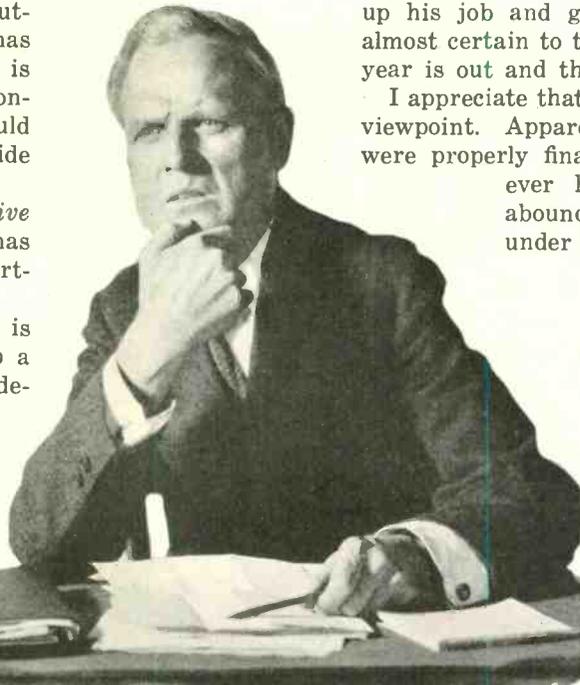
No banker would accede to a request for a loan on the financial showing made by the statement above. Liabilities are almost as great as the assets.

partner is possessed of assets outside the business and the other has none. Inasmuch as the individual is liable for all the liabilities contracted by the partnership, it would be advisable to protect his outside assets through incorporation.

But that is only a *protective* feature of an incorporation. It has many advantages, as against a partnership for example.

For one thing I would say it is practically impossible to draw up a partnership agreement that will adequately cover all the contingencies arising over a period of years. In corporation law it is clearly defined just what can and what cannot be done and you are not deprived of any of the advantages of a partnership.

For example, in the case cited above you could pledge your outside assets for the benefit of the corporation as readily as in a partnership. Another advantage is that in a



up his job and going into business. He'll be almost certain to tie up all his capital before the year is out and then where will he be?

I appreciate that many will not agree with this viewpoint. Apparently very few retail successes were properly financed at the outset. All I've ever heard of, that I can recall, abound in nickel lunches, sleeping under the counter, living on ten dollars a week and all that sort of thing.

BUT the rating bureaus say that figures show that of all the radio concerns that are started every year in this country something like

98 out of every 100 fail, so the chances are 49 to 1 against it working out.

In conclusion: The editor has asked me what I would suggest the small dealer

GOOD
But select your man with care

Partnership

GOOD
But involves legal procedure

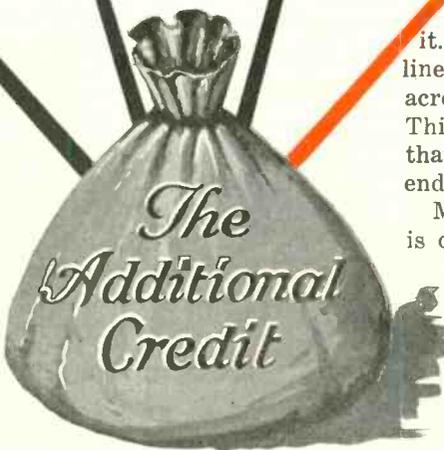
Incorporation

BEST
But he will want a sound financial statement

Banker

DO NOT DO
Keep Away
Dangerous

Money Broker



partnership there may be a disagreement and one man may be able to block the entire operation, whereas in a corporation decision is in proportion to stock holdings, which means that one usually either does or does not *control*.

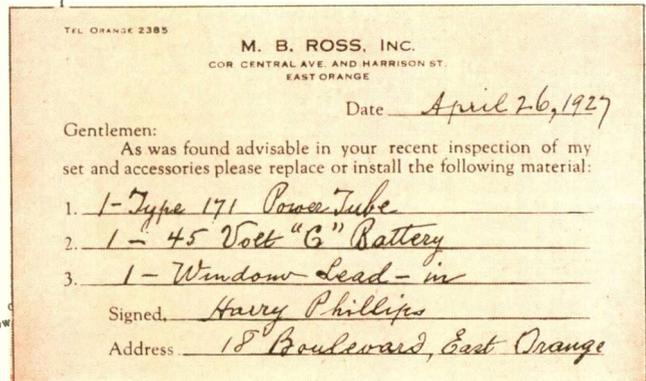
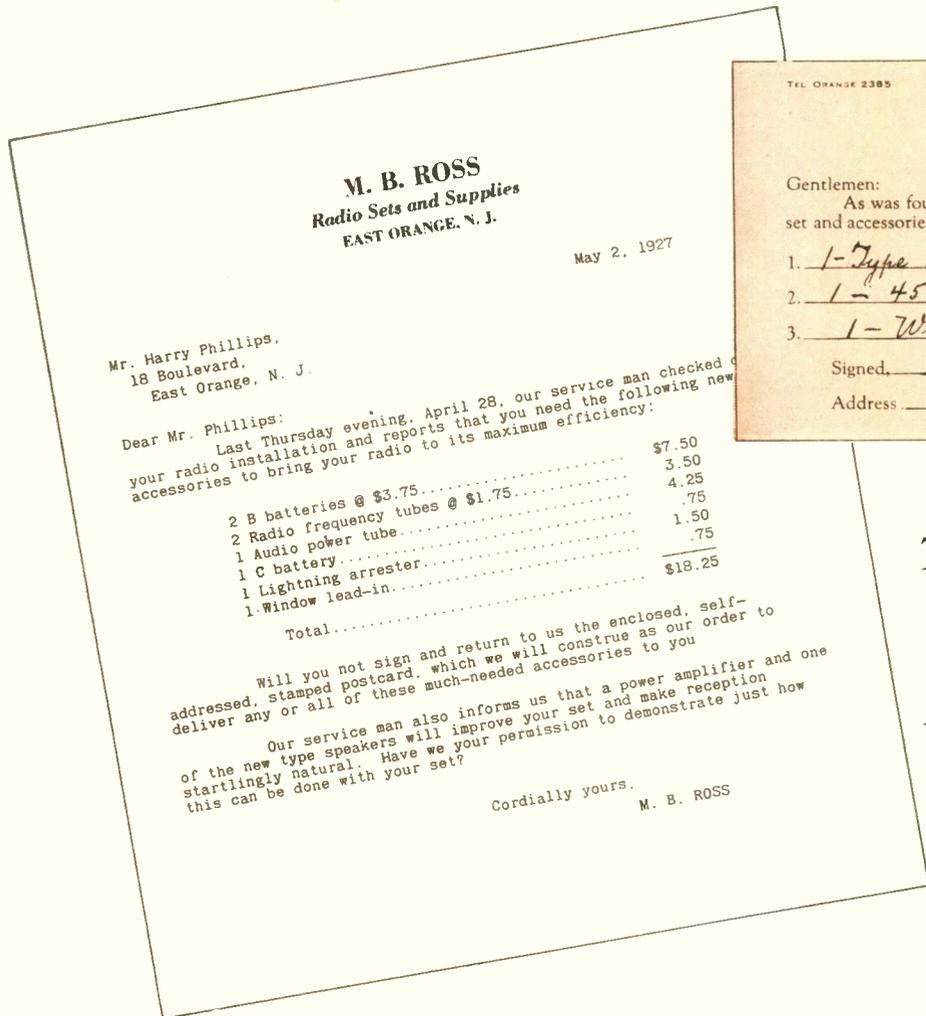
The best rule, of course, is to be properly financed at the start. Take the case of a man earning, say, forty dollars a week and who has five thousand dollars saved up and desires to go into business for himself. It is extremely rare that a retail business will be self-supporting the first year. Unless he can, therefore, set aside forty dollars a week for himself for the year, deduct his rental charges and operate on the balance, I can't see where he is justified in throwing

should do to get money to carry him over the "difficult days of the summer" as he tactfully puts it. The best way I know of, if he is a straight radio dealer, is to *earn* it. I am not so keen on this "side line" business myself. I haven't come across any outstanding successes. This fellow dabbles into this and that fellow into that, etc., and in the end there are many burned fingers.

My conception of a radio retailer is one who is in the *radio* business and intends to make a success of it.

What is one of the greatest problems of present day radio? SERVICE. Here is his gold mine—and there are very few miners.

Check Up



*The service man makes
the contact—
But it's the follow-up
that makes the sale*

“IT’S no trick at all to build up a healthy and profitable volume of summer business, if you make intelligent use of your regular service men during the so-called slack season,” says M. B. Ross, radio dealer of East Orange, N. J., now operating a chain of three stores in suburban towns.

“Last summer I kept my five best service men busy in a house-to-house campaign, calling on our friends and customers with an offer of a free service inspection. Each man made about twelve service calls a day and an average of six of these resulted in sales of accessories and new equipment.

“Our experience has taught us that a service man should never be permitted to do selling. We send the

men out with a stock of tubes, a good loudspeaker and a set of meters. With their aid, they test the receiver, its tubes, batteries and loudspeaker.

“When they have finished they make a report and recommendations on the special postcard form. All the customer has to do is sign his name to the card and mail it when he is ready to buy the recommended accessories. It may be an order for “B” batteries, tubes, loudspeaker, power amplifier or whatever is needed to put the set in good condition.

“But the service men are not permitted to indulge in any selling talk or to leave any of their equipment. Their work is that of service experts, not salesmen. If a service man’s inspection later results in an order, he is credited with a sale and given the

job of installing the new equipment.”

This, in a few simple words, explains Ross’s policy for holding his service organization together in the summer and keeping it employed in a profitable way. There are several keynotes to his plan which differ from the average conception of house-to-house canvassing.

First, he makes a genuinely free inspection entirely devoid of selling talk. This makes a service man a service man in the true sense of the word, not a camouflaged salesman. Secondly, he makes it easy for the customer to make his purchase when he is ready to make it. He indulges in no follow-up or other annoyance of the customer. He leaves the door open to repeating the free service inspection during the next summer season. He performs a genuine service and thereby overcomes the principal objection to an uncalled-for visit to a customer.

Mr. Ross has found his summer

Your Customers this Summer



Dealers Who Have Made Radio Pay— No. 5

plan profitable, but his principal purpose in undertaking it was not so much profit as it was to keep the best men of his service force, which is largely augmented in winter, permanently on his payroll.

"We find," says Ross, "that while young men are just as capable as older men in service work, their youthfulness greatly hinders their usefulness. They do not give the impression of expertness to the average radio set owner. Older men cannot be taken on and laid off to meet the peaks of depression in radio selling. We could not hold our most desirable men unless some such summer campaign were carried out.

"I cannot give you in dollars and

cents the actual return of our free service plan, because its sales influence extends throughout the year. We have sold hundreds of socket power units, power amplifiers and power tubes, as well as a really large volume of 'B' batteries and tube renewals which cannot be attributed to any other source.

"Our free inspection plan helps to cement our relations with the customer and our business has grown accordingly.

"Let me emphasize again the importance of not permitting a service man to do selling. Just one illustration of the kind of thing that happens when a service man gets the selling bug. Recently a customer

came into the store with rather limited funds with the intention of buying a modest radio. The salesman, realizing his position, sold him a serviceable receiver. It was not equipped with a power tube; his budget did not permit that valuable refinement; but, considering the proximity to high grade program sources and the reliability of the set itself, the customer was certain, he felt, to receive satisfaction from his purchase.

"The service man sent to install the set had, unknown to me, become infected with the selling bug. He gave our customer a fine line about the improvement which would result if he equipped the receiver with a

power tube, 'B' socket power units and a more expensive loudspeaker. He gave him a glowing and truthful account of the better tone quality which could be obtained by an expenditure of only an additional thirty-five or forty dollars. He convinced the customer that he ought to have these extra items.

"An hour later, our once satisfied customer came in to upbraid the floor salesman for permitting him to buy such mediocre equipment. He wanted to turn in the set and get his money back. He felt that he would be better off without a set until he could afford to buy one which would give him decent tone quality. It took three times as long to convince the now irate customer that he would get satisfaction out of his present equipment and that he could add a power tube any time his funds allowed him to do so. The service man's unintelligent selling had completely undermined the confidence of a customer and it was a matter of considerable difficulty to keep him sold."

Ross gave many other illustrations to support his argument and the flourishing condition of his business is ample evidence of the wisdom of his policies.

It is worth while to consider the possibilities of this selling plan in dollars and cents as applied to your list of satisfied customers. Suppose you, like Mr. Ross, employ five permanent service men. They make an average of twelve service calls a day each at the start of the service campaign, which dwindles to but three toward the end, when they are busiest with installation jobs resulting from their calls. Considering

there are five men, the number of calls varies between sixty and fifteen; let us take forty as the average. In rural districts the average will be less; in suburbs and cities, higher. Twenty of these result in sales, according to Mr. Ross's averages, a good half being "B" batteries or tubes; the remainder, loudspeakers, socket power units, radio tables or consoles, storage batteries and trickle chargers. The average daily return can hardly be less than \$150, or \$900 a week during the summer campaign.

"Most of this business," says Ross, "is extra business which we would not otherwise obtain. Sets out of service in summer for lack of good tubes or batteries are usually left that way for months at a time unless we encourage renewal or replacement of defective accessories. With spirited competition from New York, we find, without the inspection plan, that many of our customers buy their maintenance accessories in the city, thus depriving us of the business. The free inspection plan makes the customer buy at home because he knows we are personally back of what we sell, a feeling which only a home town merchant can give."

In computing the profits of his service policy, Ross faces the facts squarely. He believes that the profit realized from the sale of accessories resulting from service calls is not attributable to service but to sales.

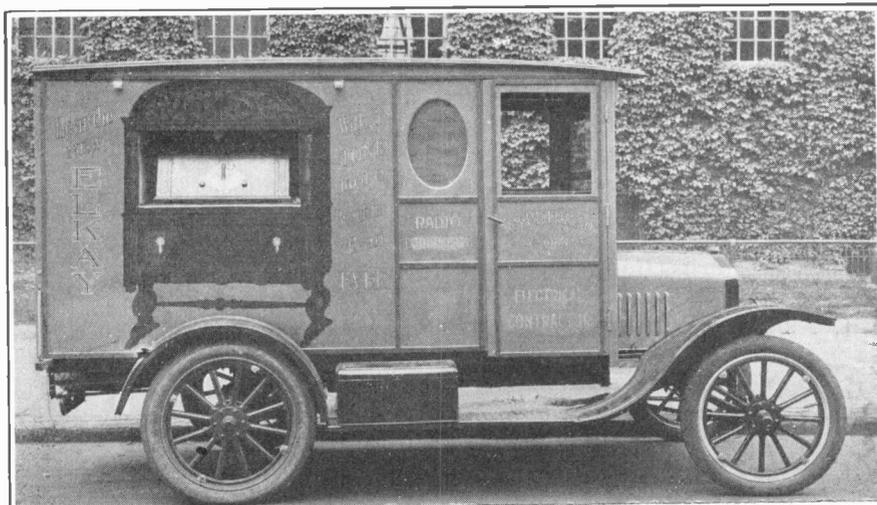
"Your sales force has dug up customers, secured their goodwill in the initial call, used the firm's name and prestige and assured the customer of good material as advertised," says Ross. "The delivery of the articles,

in turn, should not be charged to the service department, but to the overhead of the store. Therefore, the only item left for the service department is the correct installation, on a time basis, of material sold.

"To cite a specific case, five outside men, averaging thirty-five dollars a week and one inside man in charge at forty dollars makes a service payroll of two hundred and fifteen dollars a week, without counting in automobile expense, car fares, rent, breakage and other losses. These expenses should be charged to overhead, less sums realized for service charges on an hourly basis. A profitable service department is one which yields its cost in service labor charges. An automobile service station adjusts its labor charges on a basis such that the mechanics earn their pay through them. It is on that basis that service charges are made.

"During the summer months, however, it is impossible to meet our service department's payroll out of service charges and hence the free summer service call plan was evolved. By its application, we have been able to keep our best service men permanently on the payroll. But we never do and never will permit these service men to become salesmen," repeated Ross earnestly. "They are experts in their line but experience has proved that they possess prejudices of a nature which prevents them from being good salesmen. They insist on selling the customer what they themselves desire, rather than what is best for the customer in the light of his requirements and natural aptitude in the operation of a radio receiver."

New Haven Dealer Stages Street Demonstrations



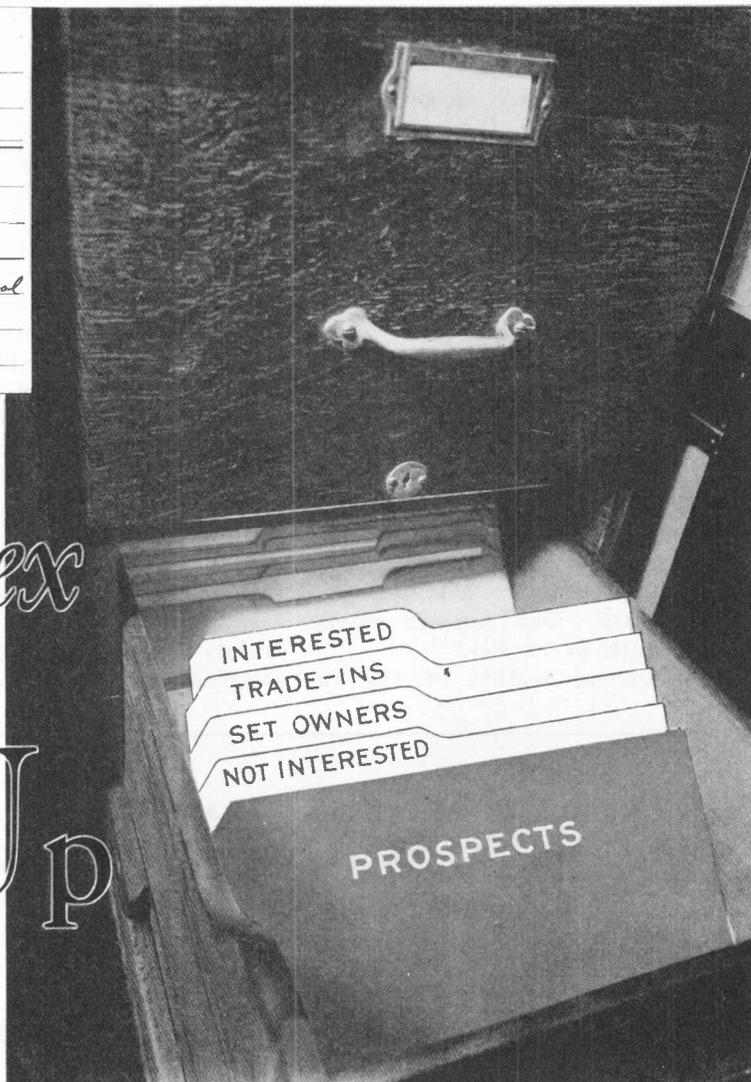
Petrillo's demonstration car and traveling signboard

Whenever R. S. Petrillo, New Haven, Conn., retailer, runs short of radio prospects he stages a street demonstration with the aid of his delivery car. Attracting a crowd of interested people is merely a matter of parking the car on some busy thoroughfare, raising a plate glass window which protects the radio receiver mounted on a shelf within his car but visible from the outside, and tuning in a local program.

Petrillo finds that he can get a good list of prospects in about an hour. The car is equipped with shelves and always contains a complete stock of small accessories such as tubes, batteries and loudspeakers, and a complete console receiver.

STANDARD PROSPECT CARD			
Wisconsin Radio Trade Association			
Name	Sampson, John		Phone. 3042
Address	148 North St., City		
Radio?	Piano?	Phonograph?	
yes	yes	yes	
Dates Called	4/5/27	4/8/27	
Demonstration	4/11/27		
Description of Set and Equipment, etc. Bought	Blauk 6 Tube / Control		
Date Sold	Signature of Salesman	W. J. Puce	
4/14/27	Signature of Purchaser	John Sampson	

Card Index Aids Check Up Calls



THE retailer's best course during the hot summer months is to get out of the store in search of prospects and to stay out, according to Ferd. H. Wulff, sales manager of the Independent Radio Sales, Inc., of Sioux Falls, South Dakota. Wulff turns a lean season for the average dealer into a profitable one by outside selling and by collecting information that will assist him in getting big results when the winter season opens.

As soon as the weather begins to get oppressive, Wulff starts a house to house survey of his territory. On this survey he makes a substantial profit from servicing and the sale of accessories and parts. But he concentrates his efforts on securing information for his prospect list which he regards as one of his most valuable assets.

"This summer survey has proved a real profit maker," Wulff declares. "It brings the Independent's sales line up considerably during the dull

A PROSPECT list gives the opening leads for a summer survey of his territory, a Sioux Falls, South Dakota, dealer finds. This survey in turn adds many new names to his list for use in his fall and winter sales campaigns

hot season. But the grasp it gives me on conditions in this territory I consider far more important."

All the information regarding set owners and potential set owners he gains during this survey he incorporates in his prospect list. This list, which is kept up faithfully all year around, aids and is helped by the

summer outside campaign. It supplies leads for the survey, and in turn receives many additions from the survey. Wulff's prospect list is kept on cards specially designed to record all possible information about each prospect. These cards are filed alphabetically in a catalogue divided into four sections.

The first section is labelled "Interested Prospects." In this are included persons who do not own a radio set, but who have shown some interest in radio. A large number of the names for this are picked up during the summer survey. But Wulff has other ways of getting names.

"When a person's name is mentioned in the store," he says, "we find out if he has a radio. If he has none we fill out a card. Then we try to get all the information we can about him. When we have learned sufficient about the prospect, we arrange an interview with him. He may not be in the market then for a radio, but

our visit makes us known to him, and when he is looking for a radio set he usually thinks of us first.

"That is one way we get names. Another source is through service calls. When our service man makes a call, he finds out all he can about the set owner's neighbors, whether they have sets, are interested in radio, and other particulars that might help the salesman in approaching these persons.

"All the information we glean either in the store or on service calls goes on our cards. If we cannot interest these prospects on a first call, we still have a live list for a follow-up by direct mail or a second interview. Such effort fixes our name and our goods in their minds, and we can confidently expect a sale at some future date. Our summer survey adds greatly to this list."

The second section of the In-

dependent Radio Sales, Inc., card index is marked "Prospects for Trade-ins." The usefulness of this list is vouched for by Wulff.

"There are many radio owners," he explains, "who would like to own better sets but are unwilling to stand a total loss on their old instruments. So they hang on to their out-of-date sets. All that is necessary is for some dealer to propose a trade-in. But of course the dealer must know who have old sets with which they are dissatisfied. And this is where our 'Prospects for Trade-ins' section comes in. We collect the names of owners of small sets purchased two or three years back, and approach them with a trade-in proposition. And this class of prospects is particularly easy. All radio owners are eager to have better sets. Most dealers overlook this fact. They are satisfied once they have sold a set,

and pay no further attention to the buyer. On our hot weather campaign we get in touch with a long list of trade-in prospects."

The third section of this interesting file bears the legend "Owners of Radio Sets." A card is written for every set sold and every service call made, and filed under this heading. This list is especially valuable for accessory and novelty sales. By a careful follow-up a great deal of profitable business along these lines is obtained. And it is these prospects who make our summer survey a financial success."

The fourth section of this file is novel. It is entitled, "Not Interested." But why keep a list of persons who are not interested? Let Mr. Wulff tell it.

"This list may appear ridiculous to the average dealer. But it is really important. There are people who are absolutely not interested, and actually hostile to radio; but they are like angels' visits, 'few and far between.' We discovered this fact during our summer canvass.

"When we came across one who declared he was not interested, we made it a point to learn the reason. The answers generally reduced to 'I never heard one that was any good' or 'All radio is, is a lot of squawking and squealing.' We found that this class was not so difficult to convince as we thought it was going to be. We were able to change most of them from the 'Non-interested' to the 'Interested' side by demonstrations with a real set. Once they are shown that radio will bring them more real enjoyment for the money invested than any other agency, they are quick to join the radio ranks. So that is why we keep this 'Non-interested' section. The sales it has brought us are evidence of its worth."

One card, reproduced on this page, is used for the four sections. Its notations cover all possible points of information in regard to the prospect, his set or possible set, extras, credit, and service.

Needless to say, as Mr. Wulff points out, it is useless to compile such a list if the dealer does not make frequent use of it. Names are easily forgotten or overlooked unless an exact record is always at hand ready for consultation. Now is a good time to collect this valuable information, and we know of no better way than a summer campaign such as Wulff sponsors for doing so. Such a list is invaluable to the dealer.

No. 262	Date April 25, 1927
Name John, Carl	Address 23 So. Main St. Tel. 143-M
Interested: Yes. No.	Make of set Super-5
Will buy about August 1	Style T.R.F.
Has been solicited 4/25/27	
Has a set on approval from	
Has purchased a set from Zimm	Serial No. 34567
Price quoted: \$1.05	Trade? No. Yes.
Allowed for trade 15	Kind and style of set Regenerative
Our net price \$90	Serial No.
Aerial to install? Yes. No.	
Extra charge for installing aerial. Yes. No.	
Amount: \$...	
Priced complete as follows:	
	\$90
Extra equipment sold as follows:	
	1 Tube - \$6
Extra charges: None	
Sale for. CASH; OPEN ACCOUNT; TIME PAYMENTS	✓
Credit rating: good	
If party cannot be sold give reasons below:	
Service notes:	

Here is the type of information Wulff enters on his prospects' cards. The items may be printed on one side as above, or may be contained on the front and back of a 4x5 1/2 card, which is the size Wulff prefers.

Running Down INTERFERENCE

Grand Rapids, Mich., dealer locates local disturbances by a trouble shooting apparatus mounted in his coupe

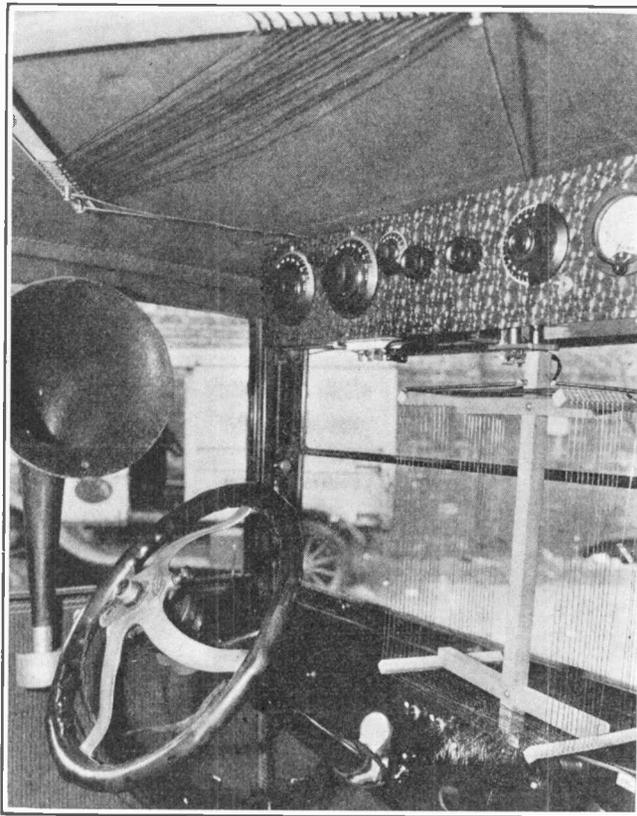
IN A LITTLE less than five weeks Ewald A. Stein, president of the United Radio Service Company, of Grand Rapids, Mich., a city of 150,000 population, located all 54 of the major causes of local interference reported by members of the local listeners' association. A major interference, according to Mr. Stein, is one that destroys good radio reception over a radius of 1,000 ft. or more from the point of its origin.

Organization and system made this feat possible, he states. Organization of the furniture city's set owners and a systematic method for running down disturbances after their presence has been reported on special blanks provided by the listeners' association.

Membership in the Grand Rapids Radio Listeners' League is two dollars a year. At present, its roster contains over 400 names. The local dealers contribute sums ranging from \$10 to \$20 apiece to this same fund. Ninety per cent of the money thus raised is paid Mr. Stein, at the rate of \$65 a week, for the professional services of his organization. He provides the car and its equipment. Mr. Stein and his associates work on an agreed schedule of eight hours a day, six days a week as long as the money holds out. Most of his work is, of course, done after darkness.

The Trouble-Shooting Equipment

Stein's trouble shooting apparatus consists of a sensitive receiver designed specifically to operate with directional or horizontal loop. His equipment is permanently mounted in a light coupe. The directional loop, switches, and panel board are directly above the windshield and within easy reach of the driver or his assistant.



Convenience was the underlying thought with Stein when he installed this trouble finding apparatus. Note the horizontal loop fastened to the ceiling of the coupe.

The most valuable feature of this layout, according to Stein, is the horizontal loop fastened to the ceiling of the car. With this loop, he locates the general direction of the disturbance by applying the principle of minimum intensity as used for direction finding on ship board. Swinging the vertical loop so that it is perpendicular to an imaginary line pointing toward the source of trouble, and which, of course, reduces this particular interference noise to its minimum, is a much more accurate method of finding the exact direction than that of maximum intensity, he claims. This, for the reason that there is apt to be a considerable arc over which the noise appears of the same intensity whereas the angle of least noise is very much sharper.

After the general direction has been ascertained, the horizontal loop is brought into play, and the trouble

is run down, not so much by the process of direction as by following the noise until its point of maximum intensity is reached. The advantage of this system is that direction is not always a sure indication of the disturbance inasmuch as many noises are frequently carried along telephone, telegraph, electric light wires and fences for considerable distances.

Some Trouble Causes Beyond Control

Most troubles can be located and alleviated, he contends, but he names three as beyond control: automatic telephone dialing, high voltage corona surrounding high tension transmission lines, and street car rolling contacts. He gives the following list of "tricky" trouble makers for the benefit of those not experienced in locating these more or less hidden causes: Slight leaks from high voltage wires to

ground (most of these will be found in lighting circuits and not in power circuits), lead covered lead-in cables from line to street lamps, violet and X-ray apparatus, universal motors and appliances, oil burners, commutator type motors, battery chargers and vibrators, contactors, thermostatic devices on heating pads, electric irons and sign flashes.

The Grand Rapids way of handling the local interference problem is eminently satisfactory, according to a number of leading radio dealers interviewed. Employing a trouble shooting expert, on a full-time salary basis, for this purpose, and clearing up all complaints through this one responsible source, has eliminated practically all the serious troubles.

Mr. Stein finds time to run down troubles from suburban territory in which case he is paid by local subscription. He charges an average of \$30 a day for this work.

Music will Sell



RADIO RETAILING'S exhaustive surveys show that the radio market is only twenty-four per cent sold. You, as an average dealer, know from experience that a very satisfactory proportion of those who visit your store actually buy; hence the unsold eighty million must be largely those who give you no opportunity of bringing your direct sales pressure upon them.

And it is this great unsold whom you never see that constitutes your real new set market. Learn to tap your share of that group and you will be rewarded by a tremendous increase in your sales volume.

The two biggest stumbling blocks that keep that eighty million from your counter are these two attitudes: "I will wait until radio is perfected before I buy," and "I wouldn't have a radio in my home."

As a dealer, you haven't much sympathy with the first class, because you know that you can sell them a high grade radio with suitable maintenance equipment which will give satisfactory service and is as reliable at least as the average automobile.

It is doubtful if those waiting for radio "to be perfected," would long keep out of your store if they were aware of the variety and quality of programs available to them and of the remarkable reality with which they can be reproduced by the better receivers.

Now, as for those who "wouldn't have a radio in their homes," their prejudices are founded upon experience with mediocre receivers and second-rate programs.

The approach to the unsold eighty million is clearly a matter of selling radio as music and entertainment, not as a technical instrument.

How can you sell radio programs

ON PAGES 26-29 of the April issue, there were presented picturizations of the musical features which your customers and prospects can hear any night by radio.

Bring those pages to the attention of your prospects in every way possible. Use them in your sales talks, display them in your windows and show them to every prospect to impress upon him the diversified types of musical entertainment that radio puts at his command.

to people whom you never see? What are the available means and how may they be used to the best advantage? Here is the real problem of the aggressive radio merchandiser.

The three principal means at the dealer's disposal are:

1. Advertising,
2. Window displays, and
3. Public demonstrations.

Each of these reaches the unsold without requiring them to visit your store and subject themselves to direct selling pressure. The utilization of these three means has been freely discussed in these columns; our concern here is only with their use in selling radio as *music* as distinguished from selling radio receiving sets.

Many dealers have tried advertising the big program events by display space in local newspapers. World's series games, prize fights, football games, appearances of operatic stars and presidential speeches lend themselves to that form of advertising. In small communities, where the dealer dominates his market, results from such advertising are sometimes directly traceable. But, on the whole, the influence of program advertising is so intangible, and slow of effect, as

the Unsold Eighty Million

*The appeal of music is universal.
Those who have not bought RADIO
will buy MUSIC if you show them
that radio IS MUSIC*

is all educational advertising, that many a dealer has become prematurely discouraged with it. It is an advertising expenditure promising slow returns but it lays the foundation of good will in the mind of the most hardened prospect which, sooner or later, will lead to a sale.

The three principal rules for dealer program advertising may be stated briefly thus:

1. Use a distinctive type and border, which unify the program advertis-



RADIO IS MUSIC

If you haven't a Radio you are missing the Best in Music

BLANK RADIO SHOP, MAIN STREET

WHAT DOES RADIO MEAN TO YOU ?

IT MEANS A CONTINUOUS SUPPLY OF MUSIC OF ALL KINDS

IT MEANS THE BEST ORCHESTRAS—PHILHARMONIC AND JAZZ—BROUGHT INTO YOUR HOME

IT MEANS THE MOST FAMOUS OPERATIC AND CONCERT STARS GIVING PRIVATE RECITALS—FOR YOU IN YOUR OWN PARLOR

A RADIO IN YOUR HOME MEANS A CONSTANT SUPPLY OF MUSIC IN YOUR HOME

This type of advertising interprets radio as music. Similar ideas may be used both in newspaper ads and for window cards

ing campaign and associate it definitely with your store and with your service;

2. Advertise programs consistently, whenever an event of sufficient promise is scheduled, so that your educational series has a real cumulative influence; and
3. Do not attempt to judge the value of program advertising in less than six months of persistent and steady experiment.

In cities where radio dealers are combined in an association, a co-operative campaign, to which all dealers contribute in proportion to their sales volume, accomplishes its educational purpose with minimum cost to the individual dealer. This is a most effective way of selling radio as music, by which all who gain by the campaign contribute to the expense.

If there is any reason for keeping individual sales figures secret, a trustee, preferably one of the local bankers, can apportion the expense of the campaign among the dealers without revealing the sacred sales figures. A co-operative radio program selling campaign, financed by all your fellow dealers, is something to bring up at your next association meeting.

Window displays are almost invariably confined to selling radio apparatus. They interest radio fans and often discourage the non-radio fan. Since most of your future sales come from non-radio fans, why not occasionally arrange a window display for their benefit?

The successful advertising campaigns and the window display material distributed by the Victor

Talking Machine Company to phonograph dealers, calling attention to their great exclusive artists, have demonstrated that the entertainment result, rather than the instrument which makes it available, is an effective avenue for converting the non-prospect to an active prospect.

Radio manufacturers, particularly those presenting commercial broadcasting programs, are in a position to prepare similar enticing window display material for dealers which will appeal to all, whether radio enthusiasts or not. There is room for great development in this field and the dealer may encourage it by using anything along these lines which the manufacturer offers.

DEPARTMENT store windows, using full size figures with accurate reproductions of a broadcasting studio have attracted great crowds of non-radio owners. Broadcasting from a store window invariably attracts enormous crowds. Such interest is doubly valuable because it is directed to the unsold eighty million, an entirely different group from those who will stop to look at a new model of a radio receiver.

A wax model of a symphony orchestra, broadcasting from the stage, showing a large number of musicians at their instruments, the conductor on his dais and the microphones at various points with wires leading to a model of a transmitter and finally to an antenna, accompanied by a list of the great symphony orchestras available to the listeners in a community, will do

more to sell the entertainment value of radio than the noisy loudspeakers upon which the average dealer relies to accomplish the same purpose. A far sighted set manufacturer could win much dealer support by making such a display available to his dealers.

The public demonstration has been so frequently discussed in these columns that it would be merely repetition to say much about it here.

Half of those who say they would not have a radio in their homes have reached that conclusion because they have heard a dealer's overloaded loudspeaker trying to compete with the noises of city traffic. Recently, I attended a meeting of a men's club in a suburban town. The music was furnished by a high priced receiving set, loaned by the local dealer. That was a very wise use of a good opportunity but, as in probably a majority of such cases, the receiving set was overloaded in order to fill a large hall. Those who had radio sets at home knew that the poor quality was due to overloading and the others, belonging to the unsold eighty million, again had confirmed the raucous and noisy character of radio music.

Why such valuable opportunities to sell the entertainment value of radio are usually misused by the dealer is something the average observer cannot understand. But it cannot be denied that the usual way in which a dealer operates his receiver in public demonstration, discourages the musically inclined.

Overlook no opportunity to demonstrate radio reception in public gatherings, chamber of commerce rallies, social clubs and public meetings. And, more than that, give them true radio music, not radio noise.

For the big events, such as world's series games and championship bouts, co-operate with a local civic organization by securing the use of an auditorium. Install a real public address system with a number of power loudspeakers, capable of filling the hall without overloading. Charge a small admission fee to be devoted to a local charity. By this means, you reach the great unsold who have no radio sets in their own homes, demonstrate the entertainment value of radio and perform a public service.

In your direct mail literature and your window display, feature the program artists, musical groups and speakers who address the radio audience. Do not let your personal taste predominate. Remember that you are trying to sell all classes; do not neglect the classical at the expense of popular music; nor the educational for the benefit of dance music. Each has its following which is of direct sales value.

Recently, we received a circular, listing some of the great names

which appeared over the air through the chain, in the short space of three months. Get a good sign artist to make up a list like that for your window. Put a heading on it that will challenge the non-radio owner, like: "If you have no radio in your home—you are closing the door to the world's greatest artists."

REMEMBER that only one-quarter of your job is selling radio sets, the other three-quarters is selling radio music. The group that appreciates radio as a high grade toy and as a technical instrument has been sold long ago. Apply your energy to the new front, devising new ways and means of attacking the barriers standing between you and huge sales, by learning how to sell radio as music.

You must admit that every customer who comes into your store has recognized the entertainment value of radio. Only when they have done so, do you have the opportunity to sell them what you have. It is only logical that, by bringing large numbers to appreciate what radio can bring them, your sales will grow.

Carry the idea of selling radio music to the sales force of your store. Make your salesmen learn

the thing each prospect wants radio for—whether it be dance music, classical music, educational material or what not. Then teach them to work that customer's preference into their selling talk by referring to the headline artists and organizations in that field which a good radio makes available to him.

If the customer brightens up at the mention of army bands, tell him about some of those regularly on the air. Be prepared to do likewise with symphony orchestras, opera stars, jazz orchestras, political speakers, sporting announcers.

You will be amazed how much easier it is to sell a more expensive receiver on the grounds of tone quality when you tell a symphony orchestra follower that "this receiver will bring out the tympani more naturally than that one," in preference to the standardized line about "this receiver reproduces the low frequencies better than that one."

Bring prospects to your store by selling them the musical value of radio; then sell them a good set because it brings them the kind of music they like best in the most realistic manner. Forget circuits, harmonics, frequency range, radio frequency amplification, and give radio music a chance to sell itself.

An Effective Direct-Mail Folder

1. Showing how the stock is laid out for this folder.

2. The printed folder opened to show the personal letter to the prospect, and the two folds.

3. The first fold illustrating the front of the folder with sides closed over letter.

4. The second fold. The folder addressed, and ready to be sealed for mailing.



*A RADIO
radio retailer,
manufacturers'
well prepared to
He says he has
why.*

SOME people are not going to like this article. You may not agree with everything it says, particularly if you are a manufacturer. But you will agree that there is much truth in it and that it is worthy of serious attention and some careful thinking. It comes as the result of an interview with Major Nathan Levinson by our Pacific Coast editor and is told in Major Levinson's own words. Major Levinson was formerly West Coast representative of one of the largest radio manufacturers, and more recently has been manager of the radio department of Hale Brothers, the great San Francisco department store.

Here is a man, therefore, who went from radio manufacturing into the field of radio retailing. As a manufacturer he laid down certain rules and methods of procedure for his dealers. But when he became a retailer of radio himself and began to apply those same principles and conditions, he found that many of them were wrong and impracticable from the dealer's standpoint no matter how right they may have seemed to the manufacturer.—The Editor.

WHEN I gave up my position with the sales department of a large manufacturing company to take charge of the retail radio department of a group of large Western department stores I went with certain fixed ideas. I was convinced that the troubles of the radio industry were due largely to the lax merchandising methods of the dealer and I was resolved to follow out the principles I had been preaching.

These included the handling of standard sets only, no sales of radio equipment to cheapen the market, 25% down on time payments and ten months to pay, thirty days servicing and no more—and absolutely no concessions of any kind. I was prepared

to play ball with the manufacturers because I knew just what their troubles could be and I felt that they were right.

I have changed my mind.

I do not mean to say by this that I have not conducted my department substantially along the lines indicated, but I do mean that my ideas have undergone a subtle shifting all along the line, with the result that I think as a dealer and have come to what may appear to be much the same conclusions which I held formerly from very different reasons. And I pin no halo on the manufacturer.

The rule of no sales is perhaps the only one which has survived the ex-

perience intact. This was purely a company policy and although contrary to all rules of department store procedure, I believe it sound and have stuck to it. The result is that we never have depreciated our own market. We have taught the public not to expect periodic bargains and as a consequence not to withhold purchasing until the announcement of a sale. This means that much of the fear of seasonal slumps and of spotty buying has been removed. We have no valleys in our volume of business.

All other rules have been shaded or changed to meet conditions as they exist. The first readjustment was the realization that the problem I was meeting was essentially a problem in human psychology and that no fixed rules could be applied to it. It was very well to say, as I did at the start, that after a customer had kept a set four days, it belonged to him and no return was possible. What if he wanted to return it? Regarded as human material, he was perhaps a trifle trying, but human nevertheless. Rules did not apply.

At the present time the only rule that exists in our department in this regard is that the customer is always right. When he makes unreasonable demands, or returns a set already accepted, he is met kindly and cheerfully and sold in exchange either a set more in keeping with his modest pocket book (perhaps the reason for the original dissatisfaction) or a better set which will give him the results he asks for.

By meeting each situation as it arises tactfully it has been possible to turn a surprising number of the

My Mind

*manufacturer became a
He thought he knew the
problems and so was
"play ball" with them.
changed his mind! Read*

lemons of the radio business into very palatable lemonade.

In a similar way, the fixed rules in regard to time payments have been modified. The problem is not so much one of fixing any particular initial payment or in limiting the period of credit, as it is the elimination of poor credit risks. Our present practice is to fix the down payment at whatever appears to be appropriate for the particular case in hand, from 10 per cent to 25 per cent. In regard to monthly payments, it is better to fix a figure which can be met without difficulty by the prospect than to fix too early a time limit.

In accepting customers for credit, on the other hand, the department has the reputation of being very strict. Experience has shown that it is just as important to know what other articles the customer is already purchasing on the installment plan, as it is to know his income. The family that has already made one or two purchases in this way, has completed payment satisfactorily and is now clear to undertake a similar obligation for the purchase of a radio, is usually a good risk. The family that attempts to acquire too many articles at once, on the contrary, has overmortgaged its income and when, for any reason, things do not go exactly right, it is apt to default in its payments.

It has been found enlightening to ask for other installment accounts as references in allowing time payment. These are always followed up and inquiry made as to the status of payment. If it is found that a man with a small income is already paying in-



After an experience in retailing radio, Major Levinson has come to the conclusion that
"Manufacturers are not all angels."

stallments on a grand piano, a living room set and an automobile, his credit account is very apt to be refused. With all these precautions, however, less than 1 per cent of the business is actually refused.

Allied with this credit policy is

the rule of the department never to sell a man a set he cannot afford and never to sell poor equipment with a set because it is cheaper.

The wisdom of the flexible and personal policy adopted is shown by the fact that with all the half million

in business done by this department in the past year, there were not one half dozen reverts and only two sets stolen.

THE standard set is another matter on which I have changed my attitude. We started out to observe religiously the accepted rule—handle standard sets only and advertise these extensively. The result was something of a surprise. We sold a good quantity of sets, to be sure, but too frequently we found that sales slipped through our fingers. After leading a customer through all the stages of "interest" to "desire to buy," we would suddenly lose track of him completely. This happened with sufficient frequency to make it worth while to investigate.

We found that our prospective customers were getting their education at our expense and then going to some smaller dealer in another section of the town and purchasing the identical set at a slightly lower cost. Sometimes this was not actually a cut price transaction, but the principle was the same in that some accessory was thrown in at a reduced rate, bringing the total figure below the established standard at which we were selling. We found that some of these dealers were actually using our advertisements, cutting out our name or pasting their own over it and posting it in their windows!

We gave this matter considerable thought. There were two possibilities open to us. One was to continue with standard, nationally advertised sets, confining ourselves, however, to those companies which would allow us an exclusive local agency. The other was to build a set of our own.

The exclusive agency involved, we found, all kinds of restrictions designed to protect the smaller dealer but not adapted to our conditions. We were asked to promise to charge a given interest on time payments and exact stated terms from the customer. We were compelled to sell given accessories with the set and observe detailed conditions of all kinds.

BEFORE my experience in retail selling, I would probably have believed in these conditions and have accepted them. Now I had come to the viewpoint that the proper attitude of the manufacturer should be to accept a single representative in each community, sufficiently large and enterprising to afford him an adequate outlet—and then to turn him loose

and let him work out his problems as his knowledge of local conditions directed. The manufacturers were unwilling to agree with me, however—and in consequence we arranged for the manufacture of our own set.

The set is a moderate-priced one of thoroughly satisfactory design and gives good results in use. It has a two dial panel and affords good selectivity. Into the merchandising of this set we have thrown every effort of our department. We still handle other lines, of course, but our major advertising efforts are placed on our own set. The result has been a phenomenal volume of business, even through the summer months, and perfect satisfaction in handling. For there are no manufacturers to fix arbitrary restrictions! So far have I come from my original allegiance to my clan.

THIS matter of the so-called summer slump is another point on which I have come to disagree with the trade at large. The manufacturer, the jobber, the dealer and the radio magazine all deny the existence of a summer slump—but they all believe in it. They talk a little too loudly; they are overly reassuring; like Lady Macbeth, they do protest too much. At the same time, the trade is treated to the spectacle of the radio factories cutting down on their staff of employees immediately following the Christmas season in anticipation of a lesser summer demand.

If the jobber does not believe in a coming valley in sales, he at least wonders if, when the factory starts up again, the new program will not call for new models and he cuts down in his orders; the dealer follows suit. The public, infected with all this talk and atmosphere of depression and hearing the rumor of new models, naturally enough refuses to buy. For this condition I believe the initial blame is to be placed at the door of the manufacturer who refused to play the game of "all the year 'round sales" but instead hastened to save himself from loss.

Now in contrast to this attitude which seems almost universal in the radio business, I have come to believe in talking not at all about summer slumps, even to deny them. And I believe in them not at all. That I am justified in my attitude is adequately shown, I think, by the fact that our sale of radio equipment in the month of May last year exceeded the December sales of the year previous.

To be sure, we made a special effort to get the business. I wanted to get the "slump" idea completely out of the mind of our sales force and so I put on a campaign of special advertising. No price reductions and no concessions baited the hook. We simply sold radio. And we did sell it, to the extent that our department exceeded any department in the store that month for volume of sales. This position we maintained straight through the months of hypothetical summer depression, and we hold it today.

IHAVE come to believe that the manufacturers as a whole are not such good sports as they might be. They do, some of them, I believe, save their own skins at the expense of their dealers, giving them inadequate protection when a change in model is announced. I have known cases since I have been in the retail field in which a shortage has been faked, the dealer being unable to obtain deliveries and being led by a piling up of orders to overstock just at a time when the market is flooded with the released surplus. Too often the dealer is not accorded the courtesies which he must allow his own customers, but is left holding the sack.

The jobber has his own particular faults which can be enumerated by both manufacturer and retailer, but I will not attempt to list them because I cannot do it as a confessional—I have never belonged to their ranks.

Nor do I mean to imply that the dealer is perfect. But no witness is required to testify against himself in court.

Doubled Tube Business

One splendid thing about radio, according to the Crouch Radio Company, Oneonta, N. Y., is that it does not stop with the sale of the set. "We have doubled our tube business within the past year because we have gone after this profitable end of the game. We advertise we will test tubes FREE. This is a big volume getter and at the same time a real service to the customer."

Banquet Committee Meets in Chicago June 15

The organization meeting of the Fourth Annual Radio Industries Banquet Committee will be held at the Stevens Hotel, at luncheon, at 12:30, Wednesday June 15, according to an announcement by Paul B. Klugh, general chairman of the committee for the fourth annual banquet.

News of the *Last Minute* TRADE SHOW

THE trade is eagerly awaiting the morning of Monday, June 13, when the first annual radio trade show of the Radio Manufacturers' Association will open at the Hotel Stevens, Chicago.

Program to Date

The program for the trade show and R.M.A. convention, to date, has been announced as follows:

MONDAY, June 13--10:00 a.m.

Registration of delegates and alternates.
Registration of visiting dealers and jobbers. (Committee chairmen will arrange their meetings at this time.)

2:00 p.m.

Opening of the Trade Show. First showing of new 1928 lines.

10:00 p.m.

Closing of the Trade Show.

TUESDAY—10:00 a.m. Flag Day.

R.M.A. general open meeting.
President's address—Arthur T. Haugh.
Addresses by John W. Van Allen, on "Legal Phase of Association Work," and Maj. H. H. Frost.
(Dealers and jobbers invited.)

2:00 p.m. to 6:00 p.m.

Trade Show open.

8:00 p.m.

Meeting of all jobber and dealer associations, Harold J. Wrape, President of the Federated Radio Trades Association, presiding.
Address by Maj. H. H. Frost on "Merchandising."

WEDNESDAY—10:00 a.m.

Closed R.M.A. meeting; election of officers and transaction of general business. Hon. Fred. L. Maytag, on "Distribution and Resale."
Open meeting, Federated Radio Trades Association.
(Dealers and jobbers invited.)

12:30 M.

Luncheon 4th Annual Radio Industries Banquet Committee, Paul B. Klugh, General Chairman.

2:00 p.m. to 10:00 p.m.

Trade Show open. Chicago Trade Day.

THURSDAY—10:00 a.m.

Open technical meeting, Engineering Divisions, H. B. Richmond, directing. Dr. Alfred N. Goldsmith on "Alternating-Current Radio Receivers."
(Dealers and jobbers invited.)

10:00 a.m. to 6:00 p.m.

Trade Show open. (Please note special hours of Trade Show for today.)

7:30 p.m.

Annual R.M.A. Banquet, Paul B. Klugh, toastmaster.
Introduction of new officers.
Address by Hon. Herbert H. Hoover.
Address by M. H. Aylesworth of the National Broadcasting Company.

FRIDAY—10:00 a.m.

R.M.A. closed meeting. Committee reports.
Appointments of new committees.
Completion of unfinished business.
Closed meeting of the Federated Radio Trades Association.

2:00 p.m. to 10:00 p.m.

Trade Show open. Last day.

Admission Tickets

Admission to the Trade Show will be confined to those actively engaged in the radio business and will be by ticket only. If you have not received an invitation to the Show, write the Trade Show management, G. Clayton Irwin, 1800 Times Building, New York City, and tickets will be prepared for you. These will be given to you at the time you register at the Trade Show.

Special Trains and Reduced Rates

Radio tradesmen who intend to visit the Trade Show can take advantage of the several special cars and trains being made up by various railroads for the Trade Show. The local passenger agent of your railroad will be able to post you if such a car or train is being planned from your territory. Additional information about special trains and reduced fares can be found on pages 84 and 85.

Last Call for the Trade Show Number of Radio Retailing

MANUFACTURERS of receiving sets, speakers and socket power units who plan to have their new products ready next month are urged to send photos for publication in the June issue of *Radio Retailing*. If your line is to be represented in this "trade show on paper," photos and prices must be addressed to our New York office immediately.

Also, manufacturers of all kinds of radio apparatus who have received blank forms requesting information

about their products, are requested to fill them out and return them at once. Otherwise the editors can assume no responsibility if your company is omitted from the Radio Trade Directory to be published in the June issue.

If your company has not received a blank form and returned it to us, send us the following information—type of product made, number of models, and price range. This is an editorial service for the trade generally for which there is no charge of any sort.

“—an
L Engraved Invitation

THE surest way to capture the women's trade in your community is to sell them radio in the way they want to be sold, Mrs. Lotta Harrauff, the Radio Queen of America, says.



The
BLANK RADIO SHOP
 cordially invites you
 to attend a
**RADIO TEA
 and CONCERT**
 Friday afternoon, May 22
 at 4 p.m.

*The most perfect development of
 the Radio will be demonstrated*

THE BLANK RADIO SHOP
 414 Main Street

R. S. V. P.

HOW does the woman buyer of radio like to be sold? Much has been said about the growing influence exerted by the feminine half of the family on the purchase of radio equipment. But many radio dealers, through long years of selling radio equipment almost exclusively to men, have not yet learned to sell radio to the woman buyer *in the way she wants to be sold.*

Accordingly, the editors set out to learn whether any broad principles, or perhaps specific methods of procedure, could be formulated in this matter of interesting and selling the woman radio customer.

They turned to the champion woman radio fan of the world—Mrs. Lotta Harrauff—who had the distinction, last Fall, of being elected “The Radio Queen of America,” to give them the benefit of her knowledge and experience. She is typical of the average American woman. Her home is in Princeton, Ill., a town of 5,000 souls, 100 miles west of Chicago. Her husband is one of its prominent citizens. And, what is more important—she is deeply interested in radio, is a real radio fan, and has definite ideas on this important subject of what radio merchants should and should not do in selling to women.

“If you were a dealer, Mrs. Harrauff, how would you set about to capture the women's trade of your community?” she was asked.

“The dealer doesn't go after the real buyer of radio today—the American housewife—with the energy or

the degree of understanding that her buying position, her influence in the equipment of the home, warrant,” Mrs. Harrauff replied. “Why doesn't he ask us point-blank to drop in on a certain afternoon or evening and hear a good program?”

“How do you mean?”

“Well, to my way of thinking, you can't beat the neat printed card of invitation, in a nice white square envelope.”

“Would they respond to a request of this sort?”

“WOMEN will come to your store if you invite them and make them feel comfortable when they get there,” says this typical American housewife who was awarded the title of “The Radio Queen of America,” because of her knowledge of radio in the home.

“My friends would, I know for a fact,” she replied, “*provided* the radio reception room is neat and sweet-smelling and free from an objectionable type of man—‘loafers’ if you please. These hangers-on do more to keep women out of places of business than any other one thing I know of. Dealers do not realize how a woman hesitates to enter a store filled with men who are there apparently for no other purpose than to give the fair sex the ‘once-over.’”

“Would tea and cake be in order?”

“Yes, that would be very nice.” she said.

The Store Program

The first thing a dealer should bear in mind, according to Mrs. Harrauff, is to make everybody feel perfectly at ease. Women like to hear a good musical program. They are interested also in talks on home subjects—decoration, cooking, and so forth. At the conclusion of a program of this sort the meeting should be thrown open to a discussion of what has been heard. The dealer should make it his business to plan the program and to know what he is going to get, the selections that are going to be played, or the talks that are going to be given. He should read up a little on the subjects himself so that he can start the discussion about

to a RADIO TEA



the selections rendered or the truth of the lecturer's remarks.

It would not be amiss to have two or three friendly customers planted in the audience. These ladies could explain how much they enjoyed their own radio sets and what radio has meant to them, Mrs. Harrauff went on. The dealer should also explain the intelligent way to pick and choose programs so that an evening will not be wasted in jumping from one station to another.

Mrs. Harrauff frequently holds what she terms a "Sunday Evening Club." She invites her friends to her home Sunday nights to listen to a selected program and to discuss its features. One of the audience can be called upon to explain the use she is making of radio in her home both in the daytime when she is alone, and at night to interest the family and keep them in the home circle.

There will be plenty of opportunity to follow up any leads which may develop without the necessity of passing out prospect cards. Mrs.

WOMEN figure in 57 percent of all radio sales. They are then a tremendous factor in the merchandising of radio sets, a fact most dealers seem to overlook entirely. How to reach them is a problem. This article explains a method of approach to women buyers that might well be adopted by the average retailer.

Harrauff was of the opinion that this latter move is entirely unnecessary and out of place at an invitation affair.

EASE of manipulation and continuous operation, which is another way of saying—"Freedom from service worries," are the two factors a

dealer should stress in making the home demonstration to a woman prospect. Mrs. Harrauff favors the home demonstration.

Referring to the service problem she said: "I think it is a mistake for dealers to wait until trouble develops before making a call to service a set. The merchant should arrange for regular inspectional visits not less frequently than once a month. I have found in my own case that weak batteries are the main source of trouble. I attribute my success in obtaining 'DX' reception to the fact that the batteries are kept at practically full voltage at all times.

"If the dealer will only invite the women to his store and sell them the 'worth-whileness' of programs, the ease with which they may be obtained and the freedom from worry that the modern radio set and servicing plan have now made possible, he will surely increase his sales far and above the cost of the time and effort required to promote this kind of selling."

What This Industry Needs

Oversubscription of exhibition space at the Trade Show, and the new manufacturing trend are among subjects touched on by readers this month

Exhibitors' Space at Radio Show Oversubscribed

Editor *Radio Retailing*:

DUE to the tremendous demand for space from members of the Radio Manufacturers' Association for the First Annual Trade Show to be held at the Hotel Stevens in connection with the Third Annual R.M.A. Convention during the week of June 13, and to the fact that it has been impossible to supply all the space requested, or in many instances to supply any exhibit space at all for those who made late applications, I feel that an explanation is due to all of our friends, both of the press and trade, who have responded so generously in the support of this first Trade Show.

The exposition hall of the Hotel Stevens, the largest hotel in the world, was obtained for the holding of the Trade Show, with approximately 19,000 sq.ft. available for exhibit space. The first call for applications brought a response for over 41,000 sq.ft. of space. It has, therefore, been necessary to reduce each application to accommodate properly all of those first received.

There have been many later applications that we have not been able to take care of at all, because of the first oversubscription of space. We trust that all of these concerns will appreciate our position, and we offer our assurance that, next year, larger quarters will be selected and plans made for the accommodation of all.

HERBERT H. FROST,
Chairman of the Show Committee,
Radio Manufacturers' Association.

The New Trend in Radio Manufacture

Editor, *Radio Retailing*:

THE trend in the radio industry is unquestionably towards the production of complete equipment by the radio set manufacturer, and it will indeed be a blessing to the distributor, the dealer, and the ultimate user when this condition is brought about.

This trend, however, was not dictated so much by the set manufacturers' desire to handle this accessory equipment as by the need of self-preservation, since many a manufacturer has long recognized the commercial handicap involved through improper employment of parts and accessories made by other manufacturers.

There is one element of a radio receiver installation, however, which is so specialized in character that it is doubtful, at least for years to come, if

set manufacturers will undertake its production—and that is tubes.

Radio set manufacturers should control the sale of parts and accessories, because by this means alone can the trade be assured of most satisfactory results from radio receivers.

The set manufacturer is probably more vitally concerned in this element than any other branch of the industry. Although "A" batteries and "B" batteries will perhaps for many more years continue to be used for radio, ultimately a set designed to operate directly from the house lighting circuit will supersede them. This will involve constructional elements for the proper supply of "A" and "B" current so similar in character to the constructional elements of the receiver proper that the receiver manufacturers will be compelled to build them rather than rely on outside sources for their supply.

R. M. KLEIN,
General Manager,
Fada Radio.

Buying on Installment Plan Here to Stay

Editor, *Retail Retailing*:

WELL regulated buying on the installment plan is a benefit to both customers and dealers. Occasionally a cry is raised against it, but it is a well established custom and as long as it remains on a firm basis it will not do any harm.

The man who overbuys on the installment plan will overbuy anyway, usually on open account with no predetermined time or method of payment. Many people want to enjoy radio sets while paying for them, instead of waiting until all payments have been saved and then handing over the price in one sum.

Companies in the radio industry are organized to take care of this manner of buying. Its use has proved a success from the viewpoint of both the buyer and the seller, just as it has in other industries. It would be a mistake in radio merchandising, as well as futile, to try to stop it.

D. S. SPECTOR,
General Manager,
Merchandising Division, Federal
Brandes, Inc.

Thinks Shows Should be Held Before March 1

Editor *Radio Retailing*:

I HAVE just returned from a six weeks' trip through the United States, and was extremely interested to

find your paper at almost every turn. It seemed to be within hand's reach of every manufacturer and jobber that I interviewed, and holds an important place in the dealer's store. I never would have surmised the importance of your paper, but it was brought strongly to my attention on this last trip. Dealers and jobbers throughout the country actually wait for its appearance each month.

It was most gratifying to get the optimistic reaction from all our jobbers, and although I made the trip for personal contact and good will, I succeeded in many points in placing new distributors, who gave small orders, but since then—only a period of four and five weeks—have re-ordered two and three times. Certainly this is evidence of optimism. It was also very pleasing to have our jobbers sign up 100 per cent for the coming year. Some of them we have had on our books for over five years.

It was also interesting to observe how every manufacturer of any account is engaged in a strenuous sales campaign, and that the jobbers, expecting bigger business this year due to the radio show in Chicago in June, are all in a listening mood.

Personally, I am in favor of radio shows, whether for public or private showing. But I think they should be held no later than March 1, because if there are to be any new developments or new models that is the time to show them.

After talking to various large outlets in the country, I am convinced that a show at that time will do more towards stabilizing and standardizing the radio business than anything that can be suggested.

The reason why the dealer becomes so indifferent on radio now is because he is waiting continuously for the shows to open so that he can see his new models. He used to wait until October; now he has to wait till June. If the manufacturers would show their merchandise no later than March 1, it would instill a greater confidence in the dealer and thereby produce a greater percentage of sales during the summer months.

NATE HAST,
Shamrock Manufacturing Co.

Says South America Is Neglected as Market

Editor, *Radio Retailing*:

WHY is it that South America is so neglected as a possible market? In this country, one-fifth as large as the U. S. A., no sets or parts are on sale and none are advertised.

Our school is doing real pioneer work in radio. We are interested in it from the viewpoint of its educational value. Our students understand English well and we would be glad to distribute any advertising material that your advertisers might care to send.

La Paz, Bolivia S. P. SMITH,
The American Institute.



East



Central



West Coast



South



South-West



Mid-West

Market BAROMETER

Conditions are as good generally as can be expected at this season of the year—Market is strong along Pacific Coast

Portland, Ore.

"10% Increase Over 1926"

Although spring slump in Portland territory is beginning to be felt, some dealers are successful in stalling it off by extra sales effort properly applied. One reports more sets sold first week in April than in any week last winter. In general March volume was less than February, and April was below March. Rate of change is no greater than last year, however, and business is about ten per cent better than in 1926. The new Orange Network including the leading cities on the Pacific Coast was inaugurated early in April and had a marked effect on accessory business.

Chicago

"Steady"

Public buying steady and slightly better than this time last year. Dealer commitments are for immediate delivery only. Trade Show responsible for cautious buying but is also holding up morale. Ninety per cent of dealers interviewed optimistic and state public interest in radio keen. Large number prospects still unsold, many of whom expected to order this spring. Trend is toward cabinets with average sale one hundred seventy dollars. Accessories in fair demand but public not so excited about battery chargers and power units as was the case a year ago. Many exclusive dealers believe they can make a go of it this summer without taking on other lines. Midwest interest in Trade Show extremely keen.

Kansas City

"Poor"

All dealers and distributors interviewed report fifty to sixty-five per cent decrease in business this month under last month. Business about same to ten per cent less than corresponding period last year. Serious flood conditions have brought business to temporary standstill in many sections. However, crop outlook in territory as whole remains inviting. Dealers enthusiastic about light-socket operation and majority of sales are in socket

power units. A practical and inexpensive "A" supply will meet with wide sale, but is not available from local distributors. Dealers' inventories slightly higher than previous years, but there is more confidence that some note of stability has been attained and larger inventories are not viewed with as much concern as in previous years. However, arbitrary return of merchandise still presents big problem to jobbers. Indications are that dealers only await June trade show to definitely settle on lines. Some dealers actively investigating and shopping already. Dealers need and want stronger trade organization here.

St. Louis

"Slight Decline"

Both wholesale and retail radio trade declined slightly during early part of April. Investigation among tradesmen reveals approximately same conditions as previous year. Discontinuation of national manufacturers' local newspaper copy, with few exceptions, prompts local advertisers also to discontinue, killing Sunday radio sections which brings about lethargic situation among consumers. Radio Trades Association planning promotion of five thousand dollar local advertising campaign during May, June, July and August. R.M.A. Trade Show at Chicago is being expected to prove real stimulus among tradesmen to start sales boom July 1. Manufacturers can help improve local conditions by using local newspaper space during May, June, July and August. Also advertise benefits of sets during summer rather than mechanical details.

Pittsburgh

"Sales Off"

Radio activity in Pittsburgh has lost considerable headway and local dealers seem to have again lost interest. In one or two instances, however, efforts are being made to stimulate demand which doubtless exists as proven by most prominent radio newspaper in city. Several manufacturers seem inclined to experiment in summer radio advertising, and one in particular, combining newspaper advertising and pub-

lic demonstration, seems to have taken a step in the right direction. Demand for completed sets is off but man who builds his own is still much interested. Radio talks given weekly from KDKA have an interested group of followers, and response in writing clearly indicates that the whole matter of sales is in the hands of the dealers. This attitude is by no means new, and it is not unknown that radio interest dies in summer because local merchants make no outstanding effort to create productive interest.

New York

"Poor"

Side lines, particularly those of an electrical nature, are unusually prominent in local retail radio stores this month. Where radio sets held full sway last year, electrical merchandise, sporting goods and musical equipment have appeared in substantial quantities. Retailers have apparently been induced to add other lines early in the season because of poor radio business in March and April. The demand for radio is not as good as it was in the spring of 1926, and dealers are not all in accord in opinion as to why consumers have ceased buying. Coupled with an expected seasonal decline, it is believed that poor broadcasting conditions and false rumors of a new revolutionary a.c. operated tube to appear on the market have brought about this condition. Notwithstanding generally poor conditions throughout the trade, some jobbers report fair sales of new or novel accessories. Dealers seem willing to order this new merchandise in fair quantities but standard good-sellers are moving slowly. Set manufacturers are announcing new models exceptionally early in the metropolitan market and it is possible that this will act as a stimulus for business.

Atlanta

"Satisfactory"

Radio sales March very satisfactory with most accounts interviewed. In certain cases volume increased over year ago. Lack of continued effort in warm weather undoubtedly responsible

for decrease felt at some points. Most dealers express confidence in continued activity throughout summer, and have plans under way to promote radio interest right along. Merchandising radio in orderly way continues to be vogue throughout southeast. Few accounts overstocked, and those who are, seem willing to exert extra effort to move them at regular prices. This point alone is doing much to stabilize business. General outlook good for profitable summer business. Additional evidence of this lies in fact that few dealers are preparing to add summer specialties but prefer to confine to radio sales. Reception in southeast is worst yet recorded but outlook is for improvement.

Toronto

"Staples Moving Well"

While a general slowing-up characterizes radio sales in Toronto and district, it is much less noticeable than a year ago. All staples are moving well, some firms doing twice the volume of 1926 at this time. Trade circles pleased with prospects and confidently predict longer season. Situation in regard to power supply devices very encouraging, some firms showing sales on this line two to five times as much as last year. Unquestionably there is an eager market for a low price power unit. Some twenty-five-cycle apparatus offered does not perform properly, giving excessive motorboating. Retailers becoming more united through trade organizations and are seriously discussing elimination of price-cutting. Sentiment against jobbers with retail counters and indiscriminate granting of discounts. Disquieting rumors now circulating regarding alternating current tubes and radical new set designs are menacing an otherwise healthy condition.

New Orleans

"Accessories Good"

Despite better programs than were offered last year, radio set sales during past month, were not as good as during same period in 1926. Keen interest being shown in the improved programs. Distributors report excellent sales on tubes and batteries. Set owners are listening in over longer hours than ever before. Slow sales of sets to new listeners is hard to explain in view of popularity of radio with present owners. It is expected that retail trade will have to engage in more intensive sales effort in order to correct this condition. There is live interest in new and better speakers. Popularity of cones increasing.

San Antonio

"Outlook Doubtful"

Strong retrenching movements on part of local dealers is dominating feature of radio business this city at present. Majority of dealers who have occupied places in high-rent districts are giving them up for lower-priced locations in residential neighborhoods. Present outlook for radio sales doubtful. General business conditions fair,

but punch is lacking in radio sales. Dealers, however, will stick it out. No signs of any giving up radio for other lines. Greater co-operation and understanding of conditions required between manufacturer and retailer. General interest in radio is good, but new models, together with sales incentive from the manufacturer, are required. Dealers look to better conditions with radio control, but not for some time. Summer outlook poor. Replacement sales fairly good.

Detroit

"Outlook Only Fair"

Radio sales here first quarter probably fifty per cent below corresponding period last year. Decrease for first half April not quite as much as in March, but still far behind 1926. Trade attributes slump to general business conditions, dumping and spirit of retrenchment. Some automobile manufacturers here doing fairly well but two largest employers are doing little, which means much unemployment and part-time work. Cabinet model sets have not declined as much as table models, and the tendency seems to be toward fine furniture. Accessories have also held up better than sets, although sales are off thirty-five to forty per cent as compared with last year. There is considerable price-cutting in retail stores. Jobbers anticipate general shake-up of industry. The outlook for the immediate future is only fair.

Philadelphia

"Good as Can Be Expected"

Volume of sales this territory has fallen off to certain extent, but not any more than this time last year. Business is as good as can be expected for this season of year. Complete installations in fair demand. Present trend toward better and larger equipment. Public appears no longer to be satisfied with quality of reproduction prominent last year. Portable sets already are taking a hold on the market. Jobbers report steady sales of accessories, especially tubes and cone speakers. Confidence in new Federal Radio Commission is shown by listeners. Summarizing conditions in general, the coming month should hold steady.

San Francisco

"Fair"

Radio business San Francisco territory fair, though some retailers claim it is below last month. As to comparison with the same period last year, reports vary, some stating it is about the same, some that it has improved slightly and one that it is less by about fifteen per cent. On the whole, indications are there will not be much change next month. Basic conditions appear sound, but retailers are buying with caution. On the other hand, one dealer reports excellent business with large increase over last month and over corresponding period last year. Set sales strong with speakers and power units second. Dealers unanimous that better broadcasting will greatly improve conditions.

Cleveland

"Business Normal"

Radio business Cleveland territory normal for month of April, with some distributors reporting sales ahead last April. Sale of sets normal. Parts highly satisfactory. One large retailer reports complete kits hard to move, but individual parts active, showing builders choose each instrument. Set sales are following season's trend toward best-known lines. Dealers and distributors unanimous in predicting definite sales increase as soon as new lines are announced. Also expect new announcements and new contracts established at forthcoming Chicago trade show to result in better merchandising and larger sales. Cleveland has suffered less dumping than many cities and local stocks seem in much better shape than this month last year. General business conditions improved over late winter months, and prospects good for further improvement.

Los Angeles

"Better than Last Year"

April radio sales in Southern California slowed down considerably after a surprisingly brisk March. Sales still stack up better than corresponding month last year. Refusal of dealers to admit beginning of summer slump is encouraging sign. Following *Radio Retailing's* plan, the sales and service departments of live stores are starting their campaigns to check every set and sell additional accessories. Dealers recognize this as a great replacement market. Recent formation of National Broadcasting Company's chain of seven western stations has sustained interest in radio. Other broadcasters working hard to hold public favor. Stocks of dealers and jobbers in good condition. Although normal parts business is small, parts sales are holding up well.

Boston

"About Even"

Radio sales spotty, but not without encouraging features. Compared with last year sales are about even in volume. Although some distributors claim gains ranging from ten to fifteen per cent, others report slackening of sales. Stocks are low, but replacements are reported heavy by two prominent distributors who can't fill demands, this in direct contrast to last year's conditions when sales were at a standstill. Volume of sales in this district has tapered down since last month. The "dumping" period is over and attention to recent models is prominent. All-electric types attracting interest.

Denver

"Good"

Radio business Denver territory holding up well. March and April well ahead of 1926. Exclusive radio jobbers and dealers in smaller towns as well as cities submit very optimistic reports. Prospects for summer business better than ever. Conditions much healthier.

Radio Events told in Pictures



New Metal Discovered

Kuproz, a new metal, will it is claimed eliminate wet cells in radio battery chargers and socket power units. The picture at the left shows Prof. S. J. M. Allen, of the University of Cincinnati, its discoverer, holding a disk of the new substance.

A New S. O. S.

Radio transmitters have been installed in several dangerous spots in the Swiss Alps to bring aid to climbers in distress. Guides are equipped with receivers.



Television Here

The picture (right) was taken as Secretary Hoover's voice and likeness were being broadcast simultaneously in recent demonstration of television.

100-Kw. Tube

A 100-kw. tube is shown below. This takes the place of eight 20-kw. tubes in WGY's transmitter. It is the largest yet developed.

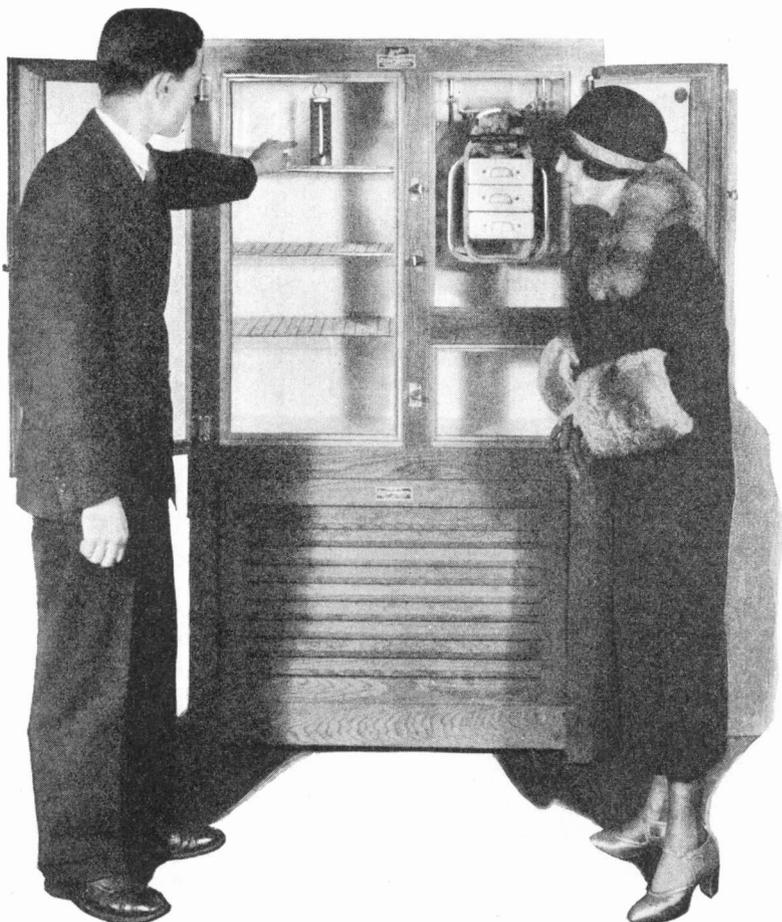


Reception Good Five Miles Overhead

The altitude record for radio reception was made recently by Captain H. C. Gray of Scott Field during his attempt to break the free balloon altitude record. Gray reached an altitude of 27,000 feet. Picture shows aviator and set after landing.



REFRIGERATORS



A \$735 investment made in January brought in \$9,800. Of this amount \$5,900 came in during May, June and July

ELECTRICAL refrigeration is particularly easy for the radio dealer to adapt as a summer side-line, according to W. S. Wilson, president of the Wilmington Electrical Specialty Company, Inc., Wilmington, Delaware.

It is possible to handle electric refrigerators without making a large initial investment—this is of great importance to the radio dealer seeking a side-line to bolster up summer-month sales. Wilson's initial investment totaled \$735. He sold \$9,800 worth during 1926.

The field for electric refrigerators is comparatively untouched. It offers identical opportunities to the live merchandiser that radio itself offered in 1920. According to estimates of late 1926, only 2.4 per cent of the country's 15,923,060

wired homes are electric refrigerator equipped. This leaves 15,540,907 wired homes waiting to be sold. Retailers have already sold radio sets to approximately 4,000,000 of these wired home owners, located particularly in urban centers. Every radio customer on the radio dealer's books is a good prospect for this new side-line.

Electric refrigerators are strikingly similar to radio sets in their sales and service requirements. Radio salesmen are specially trained to sell an accessory for home comfort and enjoyment. Electric refrigeration is essentially a home convenience and prospects readily respond to selling arguments with which the radio salesman is already familiar.

Radio service-men — already equipped with a working knowledge

of power-supply devices operating from electric light lines—easily pick up enough about mechanical refrigeration with the aid of manufacturers' manuals to handle all but the most difficult installation and servicing problems. Retailers are called upon periodically to replenish the supply of refrigerant, oil moving parts and perform other minor services of this kind. The radio dealer's service force, busy taking care of his radio installations and service throughout the busy winter season, is especially fitted to take care of refrigerator business. Here is a side-line that dovetails into the radio business and makes it possible for the radio retailer to keep sales and service force intact throughout the entire year.

Refrigeration Picks Up the Load

Consumer demand for mechanical refrigeration is at its peak during the warm months when radio sales are at a low level. Refrigeration picked up the load of carrying Wilson's retail store overhead expenses straight through the year. Refrigeration was up when radio was down. Radio was up when refrigeration was down. Between the two lines Wilson managed to take the summer sag out of his sales curve.

Wilson's retail radio sales for the entire year totaled \$40,000. His average month ran about \$3,350, with November reaching \$4,900 and

as A Side Line



December totaling \$7,600 due to holiday buying. Radio sales in May totaled \$1,600. In June, sales dropped to \$1,200 and in July radio sets were still selling slowly at \$2,000 for the month.

Refrigerator sales worked in exactly the opposite direction. Wilson's average month totaled \$816. Sales were few and far between during the winter months, due to his concentration on radio. January and February sales combined were less than his average month. September, October, November and December were also slow months for refrigerators. But during the three months when his radio sales were very low, May, June and July, Wilson sold 14 refrigerator installations, 51 per cent of his total sales of this appliance for the entire year. In the entire 12 months he sold 27 refrigerators valued at \$9,800 and May, June and July refrigerator sales exceeded \$5,000. Profits were great enough on this large electrical appliance retailing for \$350 apiece to make it worth his while.

Wilson's entire stock, when he

took on the line of refrigerators in January, 1926, consisted of three units of different models. Purchased from a local distributor, his total investment was \$735. One unit was immediately placed in a store window and the two others were set up and connected with the power lines in his radio salesroom. With this skeleton stock it is possible to ship refrigerators right off the sales floor without disarranging the window display. Units are ordered just as soon as those on the floor are sold and a demonstration refrigerator, with its trays of ice-cubes is always right at hand for the store salesman.

According to Wilson it is possible to handle this side-line with an even smaller stock expenditure. "I purchased my stock outright from a local distributor with the intention of doing a good retail business and

taking care of my own service requirements. When dealing with authorized refrigerator distributors discounts to the retailer may vary anywhere from 15 per cent to 25 per cent, depending upon the particular refrigerator desired, its type and retail price. If the retailer does a volume business a discount as high as 30 per cent off list is sometimes obtainable.

"It is, however, possible to act as a sales agent for a local distributor-dealer by purchasing a single demonstration machine outright from this dealer. In this case the sub-dealer receives a sales commission which may be as high as 15 per cent, depending upon his contract with the original distributor-dealer. Such an arrangement usually carries with it exemption from service and installation work, the manufacturer's agent

or distributor-dealer taking care of all its sub-dealer installations and service problems. The distributor-dealer carries the stock in such cases and sales commissions paid to sub-dealers are based on F.O.B. prices. In the smaller towns, radio dealers may easily secure such sub-dealer contracts if a distributor-dealer is not located right in town.

"With the exception of electric refrigerators manufactured by a few of the smaller concerns it is rarely possible for the small radio dealer to obtain units direct from the factory. Purchases would naturally be made on a quantity basis, in such cases, and radio dealers seeking a sideline should keep stock investment at a minimum."

27 Store Sales

Wilson sold every one of his refrigerators from the store, without outside selling or house-to-house canvassing of any description. His only additional effort to sell \$9,800 worth of merchandise was the mailing of several hundred circulars furnished by the manufacturer to radio customers. A continuous flow of these interest-creating circulars, at third class postage rates, rather than a high-powered sales letter in a sealed envelope has been found to be more effective. Lower mailing costs permit a number of these attractively illustrated circulars to be mailed for

Keeps Sales and Service Force Intact All Year

RADIO salesmen and service-men — already having a knowledge of power supply devices operating from electric light lines — quickly pick up enough about mechanical refrigeration to handle most sales, installation and servicing problems.

the cost of one circular of the "personal-letter" type.

Wilson intends to employ three or four outside salesmen on a straight commission basis this summer and expects to sell at least 75 of these units before the radio season gets back in full swing.

Time-payment sales have been handled much the same as radio contracts, though most of the company's sales have been for cash. Ninety-seven per cent of Wilson's refrigerator customers paid cash upon the installation of a unit. This would indicate that he has merely "taken the edge off the market" as far as potential customers are concerned. Electric refrigeration makes a universal appeal to the middle-class that is responsible for the larger portion of the year's radio sales. Time-pay-

ments and complete coverage of the entire section through the use of outside salesmen and advertising is certain to uncover many new prospects.

Wilson requires a 25 per cent down-payment from the customer on an electric refrigerator. Contracts are not permitted to run longer than 10 months.

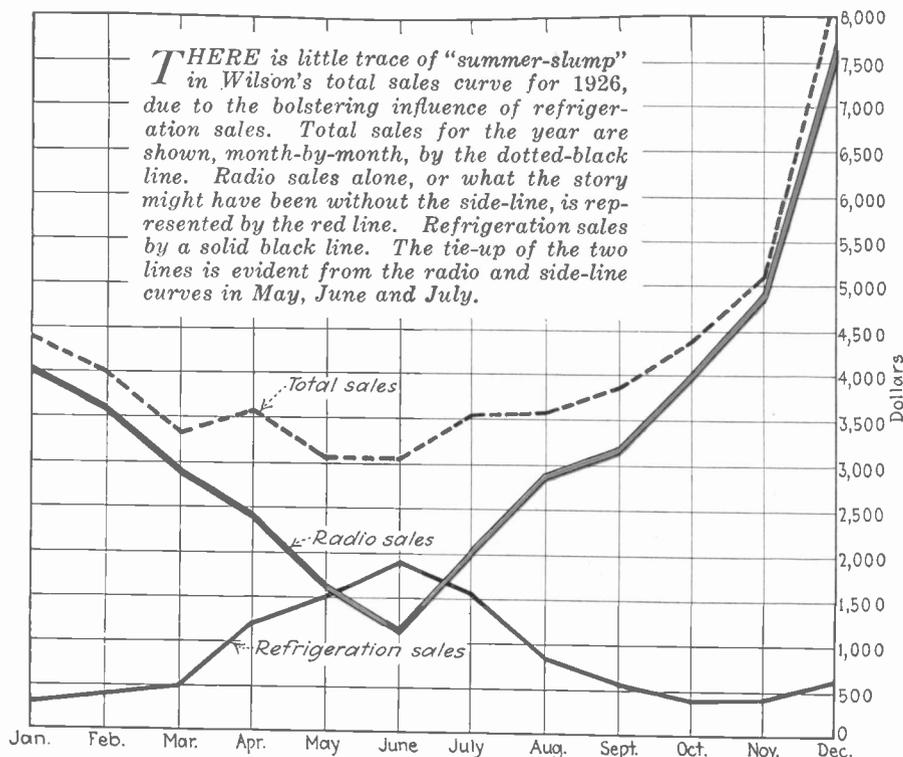
How Wilson Charges for Service

The company takes care of the installation cost, shipping expenses and possible service requirements by charging the customer a lump sum at the time of purchase. On a \$350 refrigerator installation this amount is usually \$50 which includes free service for one year. Repair parts, if these are necessary, are furnished without charge by the manufacturer, but service requirements are usually nothing but simple adjustments.

Actual cost of installing, shipping and servicing refrigerators has left Wilson a comfortable portion of the \$50 charge. Shipping the refrigerator to the customer's home, often direct from the distributor, costs about \$5. Installation of a cabinet type refrigerator—in which motor, compressor and cooling coils are self-contained—actually costs in the neighborhood of \$20. Remote unit installations—in which motor, compressor and cooling coils are installed at a distance from the refrigerator proper—cost closer to \$30 because of the additional time necessary to connect the two sections of the refrigerating system.

Regardless of the type of installation, Wilson's \$50 charge, collected with the down-payment if the sale is on the deferred-payment plan, covers the cost and leaves him with between \$15 and \$20 to cover service costs for the year. It has been possible for him to keep well within this amount by carrying a standard line, thoroughly training his service-men and by making first-class installations.

The particular refrigerator Wilson carries is shipped to him with its motor-compressor-cooling coil unit packed separately. Wherever possible they are completely assembled in the store before delivery to customers. When the installation is made, particularly if it is a refrigerator of the cabinet type, it is only necessary to supply the unit tank with its proper supply of refrigerant, plug-in on the light line and the job is completed.



Can SERVICE Be Made to PAY?

More than half of California retail dealers have done it, Pacific Trade Association survey proves

THE service departments of more than half of the retail radio outlets in California are now being conducted at a profit. This fact is revealed in a survey just completed by the Service Committee of the Pacific Radio Trade Association.

An analysis of the questionnaires received by the association shows that 52 per cent of the radio dealers are conducting their service departments at a profit; an additional 10 per cent broke about even; 9 per cent did not know whether or not they were making or losing money, while 29 per cent showed a loss.

Radio stores and automobile and battery shops seem to be making the most profit from service, while music stores are rapidly making their service departments pay. Department stores, on the other hand, continue to lag behind in the service game.

"Apparently the largest factor contributing to loss in a service department," the committee reports, "is what is known as 'unlimited service.' Profit or loss in the rendering of service is directly proportionate to the amount of free service given and the length of time for which it is extended. Too much free service is given.

MOST dealers are already limiting free service to periods varying from 30 to 90 days, and these are usually the dealers who show a profit on service. Those showing a loss are retailers giving free service for a period longer than this. In the opinion of the committee a period of free service limited to 90 days is a fair one, both to the consumer and to the dealer.

Many dealers whose service departments show a profit sell their customers, at the expiration of the free period, a six or twelve months service contract, such as has been suggested from time to time in *Radio Retailing*. This provides for an inspection service once every month during the life of the contract. The usual charge seems to be \$12 a year which is, of course, very reasonable.

Fear of the competitor is one of the several causes for the extension of long service on the part of the

they should also have ability as salesmen, and should be in a position to recommend additional equipment, to state its price and to effect a sale.

IN summarizing the committee's work, it is recommended:

1. That radio service be sold with the set, and when the price is named the buyer be given a definite statement, "We will service your set without charge and instruct you in its operation for a period of so many days, after which we will make a small charge for our services if they are required."

2. That service contracts good for six months or one year, providing for a monthly inspection service, be adopted.

3. That service men be selected with sales ability in view and trained as carefully as floor salesmen.

4. That a simple but adequate cost record be kept of the service department, a record that will show the expenses incurred and the profits derived, whether from the sale of accessories or from the charges for time.

5. That only reliable merchandise be handled in order thereby to cut down service calls.

The survey embraced not only exclusive radio stores, but also automobile and battery stores, music stores, electrical appliance stores, hardware, and department stores. Only the last named ran their service departments at a distinct loss.

The committee in charge of the survey was made up of Eric M. Unmack, chairman; W. J. Kaemper, E. A. Portal, M. G. Sues and L. N. Trammell.

Percentage of Stores Servicing at a Profit or a Loss

	Profit	Loss	Even	Not Known
Radio stores.....	66 $\frac{2}{3}$	16 $\frac{2}{3}$	13 $\frac{1}{3}$	3 $\frac{1}{3}$
Automobile and battery.....	60	20	0	20
Music.....	50	33 $\frac{1}{3}$	8 $\frac{1}{3}$	8 $\frac{1}{3}$
Electric stores.....	46 $\frac{2}{3}$	33 $\frac{1}{3}$	13 $\frac{1}{3}$	6 $\frac{2}{3}$
Hardware.....	37 $\frac{1}{2}$	25	25	12 $\frac{1}{2}$
Department stores.....	0	66 $\frac{2}{3}$	0	33 $\frac{1}{3}$

dealer. The dealer fears that if he does not give similar service he will lose the sale.

One difficulty is the general lack of knowledge regarding service costs. Many dealers have frankly said that they keep no records of any kind that would tell them whether they were making or losing money on service. Such dealers, it is clear, do not realize their big opportunity.

A nominal service charge of \$1 seems to be the rule in most cases. The better class of service departments make a charge of \$1.75 an hour.

The committee goes strongly on record that the successful operation of a service department depends to a great extent on the caliber of the service man. Service men should not only be good technicians, but

The real question is:



Portable super-heterodyne
A six-tube super-heterodyne, encased in a handsome walnut cabinet that cleverly fills a double purpose—in the living room or in camp or shack or on the beach.
Radiola 26, with 6 Radiotrons. \$225

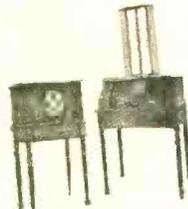
Leaders in their respective fields

Buy any one of the Radiolas shown here and you will be sure of pure and reliable reception. Every Radiola—lower priced as well as higher—embodies the skill of the engineers of Radio Corporation of America, Westinghouse and General Electric who built these supreme receiving sets as well as the world's leading broadcasting stations. Go to any RCA Authorized Dealer today and ask him to demonstrate the Radiola. Then you will know why more Radiolas are in use than any other make of set.



The greatest value in radio today

New principles make this set many times as selective as the ordinary antenna set. Unequaled in steady performance at any where near its price. May be operated with batteries or from lighting socket devices.
Radiola 20, . . . \$78
less equipment . . . \$35
RCA Loudspeaker 100. \$35



The supreme electrical and musical achievement of 1927 radio

This combination of eight-tube super-heterodyne and power speaker not only does away with antenna and batteries but sets a new standard of musical realism.
Radiola 28, with 8 Radiotrons \$260
RCA Loudspeaker 104, complete . . . \$275
A. C. Package for adapting Radiola 28 with RCA Loudspeaker 104 on 50-60 cycle, 110 volt A. C. lighting circuit . . . \$35

IN every industry which advertises there is usually one trade name so indelibly impressed on the public mind by advertising that no one can think of the industry itself without thinking of that name. In radio it is "Radiola."

This page in National Geographic for May, 1927, is one of hundreds of such advertisements which have reached millions of people in the eight consecutive years of Radiola national advertising.

Buy with confidence  where you see this sign

RADIO CORPORATION OF AMERICA **RCA Radiola** NEW YORK CHICAGO SAN FRANCISCO
MADE BY THE MAKERS OF THE RADIOTRON

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

“What do people want in radio today?”

The Call is for:

- elimination of antenna
- socket power devices
- one dial operation
- musical realism in reproduction
- sealed construction of vital parts

YOUR prospect comes in primed to get this modern radio if he possibly can. *The Radiola was first to take each and every one of these forward steps.* So naturally more people ask for the Radiola than for any other make of set. More Radiolas have been sold than any other make. And in every locality the RCA Authorized Dealer sign indicates the most prosperous radio dealer.



This sign marks the leading dealer in every community.

HOME DEMONSTRATIONS OF THESE SETS RESULT IN SALES!

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco



RADIOLA 28
with 8 Radiotrons
\$260 list



RCA
LOUDSPEAKER 104
complete - \$275 list



RADIOLA 25
with 6 Radiotrons
\$165 list



RADIOLA 26
with 6 Radiotrons
\$225 list

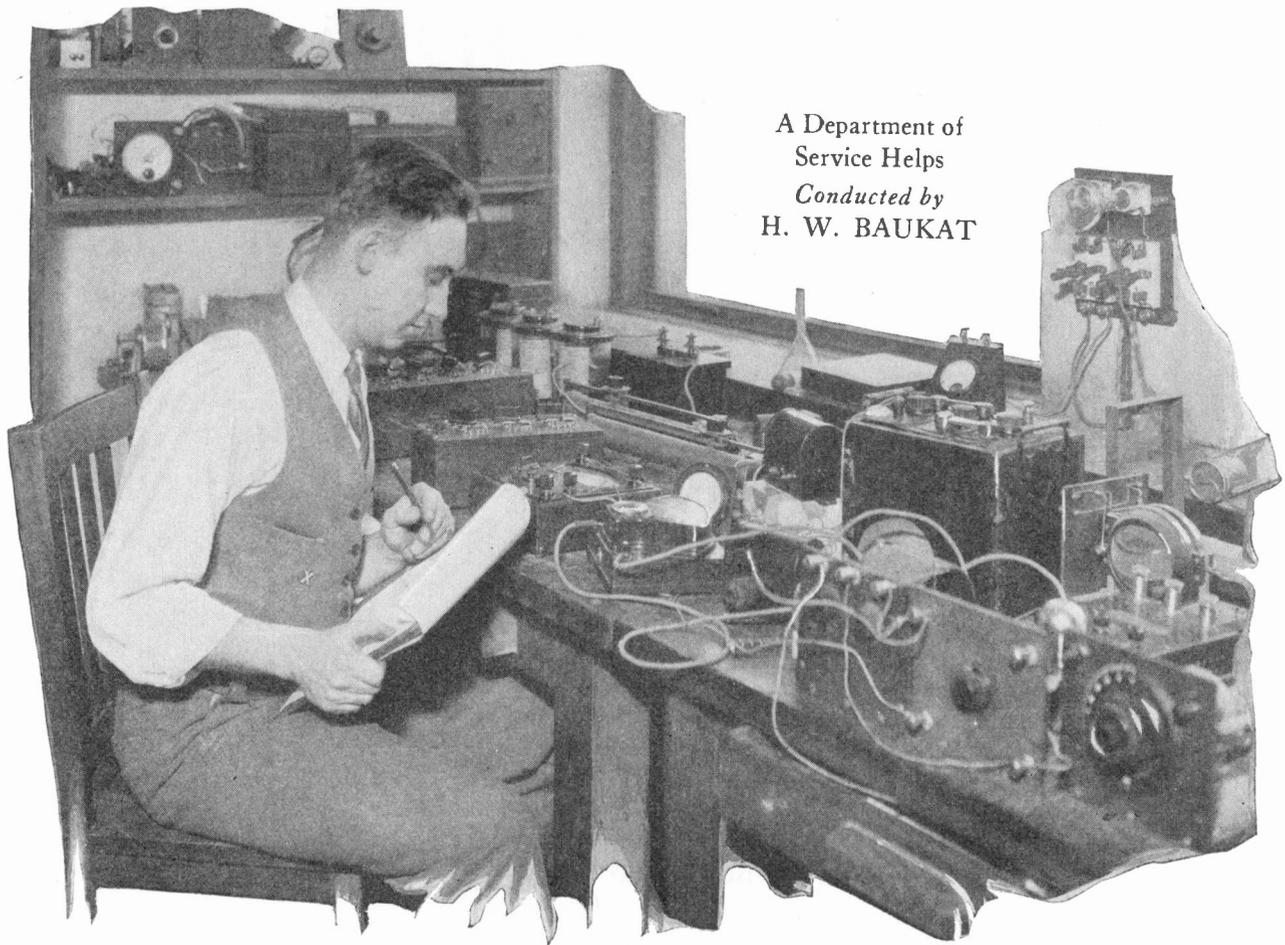


RADIOLA 20
less equipment - \$76 list

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Practical Service Methods



A Department of
Service Helps
Conducted by
H. W. BAUKAT

Remedying *Loud Speaker* DISTORTION

Correct B and C Battery voltages adjusted by means of a milliammeter will prevent blasting and distortion in a loud speaker

IN order to determine whether the proper value of B and C battery voltage is being used, the amount of distortion should be measured by use of a 0-15 milliammeter connected in series with the minus B lead. When no signal is being received, the set will be noticed to draw, say, 12 milliamp. With the set in operation and a fairly strong local signal tuned in, the needle on the milliammeter will be noticed to fluctuate quite violently on peak modulations. If the needle jumps upward from its normal position, there is too much C

battery and not enough B battery. It is then advisable to increase the B battery voltage to a point where the needle remains steady. With a given amount of volume from the loud speaker, a reduction in the C battery will cause distortion and blasting. Therefore the logic of increasing the B battery voltage can easily be seen. When the needle remains completely still, this is an indication of complete absence of distortion and the ear will at once detect the purity of the output.

On the other hand, if the needle

jumps downward from its normal position there is not enough C battery voltage. Therefore the C battery voltage should be increased on the last tube until the needle is steady. When the C battery voltage has been increased beyond a certain point, it may be noticed that the needle fluctuates on both sides of the normal position and in this case increase the C battery voltage on the tubes preceding the last tube and if the set is equipped with a potentiometer turn this so as to make the grids on these tubes more negative.

How to Measure Resistance Value

A quick method whereby the exact value of any unknown resistance can be readily found is shown in the accompanying diagram. In order to do this it is necessary to have a 0-500 milliammeter, a 0-7 voltmeter, an ordinary 30 ohm rheostat and a 6-volt battery source.

After the circuit has been set up the unknown resistance is inserted as shown by the dotted lines and after adjusting the rheostat so that the voltmeter reads at 5 volts the corresponding reading on the milliam-

meter is taken. $R = \frac{E}{I}$ is the fundamental formula to be used. R equals the resistance in ohms, E equals volts and I equals the current in amperes. As we are reading milliamperes it will be necessary to multiply this formula by 1,000. This will then give $R = \frac{E}{I} \times 1,000$.

To find the unknown resistance after taking the meter readings substitute the values for E and I.

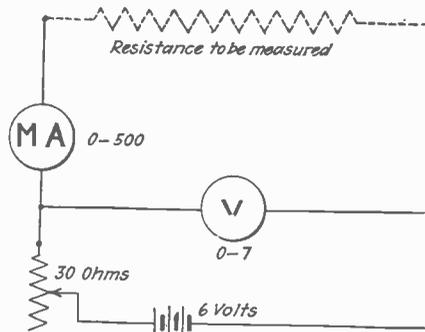
When Radiola 28 Dials Scrape

In some models of the Radiola 28 the material used in the drum wheels warps causing them to touch in certain positions, giving the effect of static or clicking noises in the loud speaker. In order to overcome this trouble one of two plans may be followed.

The first is remove the four screws at the bottom of the cabinet which hold the electrical unit in place. Loosen the screws on the terminal board and remove the battery cable. Slide the electrical unit out of the cabinet and place on a table panel down. It will now be noticed that the dial wheels are secured to the condenser by a contacting type of chuck. Loosen the large nut on each chuck until wheels are free. Then slide them slightly toward their respective condenser end plates until the drums no longer touch. The amount that the dial wheels will need to be moved will naturally be quite small, so that it is suggested tapping the hub lightly to secure the desired results.

The second plan, which is much easier, is to insert a small piece of emery paper between the points on the dials which are touching. Then rotate the drums slightly in opposite directions until all of the high spots are completely ground off and the dials do not touch in any position.

Radio Retailing, May, 1927



Above is a circuit for determining resistance value. By the use of good meters very accurate results can very readily be obtained.

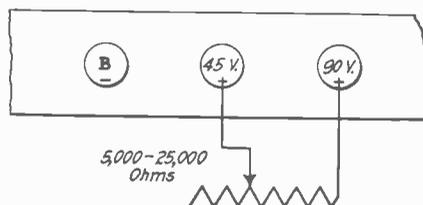
Increasing Voltage at 45 Volt Tap on B Socket Power Units

In some cases it has been found that due to excessive current drain on the 45-volt tap of a B socket power unit the voltage was not as high as desired. The General Radio Company, Cambridge, Mass., has given its dealers a solution which may be used with equal success on any B socket power unit. A variable resistance is connected across the 45 and 90 volt output terminals as shown in the sketch below.

This resistance should have a range of from 5,000 to 25,000 ohms. A resistance similarly connected between the highest voltage output (B plus terminal or output transformer) and the 90 volt terminal may be used if this terminal must carry an abnormal load.

A fixed resistance may be substituted for the variable one when the proper value has been ascertained, in order to keep the unit quieter.

On plate supply units having a 130 volt tap, the voltage on the 90 volt tap will be affected less if the variable resistance is connected between the 45 and 130 volt taps.



Showing connections for raising voltage on 45-volt terminal of B socket power unit.

Fewer Leads to Set

In many radio set installations in private homes, the batteries are placed in some out of the way corner or in the cellar. Naturally, all

hook-up arrangements by which leads may be shortened are of importance.

In the majority of manufactured receivers, the ground and negative storage battery binding posts are strapped together. Usually the storage battery positive and the B battery negative are also joined in this way. In these cases it is possible to obtain the same results by grounding the storage battery negative, and by joining the B negative to the storage battery positive right at the batteries. This means that only four instead of six leads must be run through the house to the set.

It is advisable that the dealer examine the binding post strip of the receiver he sells before using this arrangement.

Southern Climate Ruins Transformer Winding

Atmospheric conditions along the Gulf Coast of the Southern States are such as to cause considerable transformer failure. J. L. Schermerhorn, chief engineer of the American Transformer Company, Newark, N. J., after studying the situation, has arrived at the following conclusion:

"We find that in general there are three causes of transformer failure, and sometimes a combination of these three:

1. Shutting off the set by disconnecting only the A battery and leaving the B battery on.
2. Atmospheric expansion and contraction in unheated houses or in a particularly humid climate such as the Gulf Coast.
3. Salt air in the atmosphere and rapid condensation.

"The resultant of all of these three is electrolysis, which weakens the terminal connection with the fine wire of the primary. Only slight contraction or expansion is then required to open this coil. Condensation of moisture which takes place during the cool hours of the day in unheated homes is a good start for electrolysis when the B batteries are left on all night, even though the tubes are not lighted, and even though the coils are thoroughly impregnated and the sides are filled with wax. The moisture may get in through the flexible lead entries through the side of the coil near the core, and a slight expansion or contraction completes the job.

"Coils will open on the shelf due to contraction and expansion only

the break generally occurring a short distance from where the lead-in wire is soldered to the fine wire. The number of failures due to expansion and contraction only is exceedingly small compared with those coupled with electrolysis and moisture.

"The best method we have found to combat this trouble is to urge the customer to provide a switch which will disconnect both A and B batteries when the set is off."

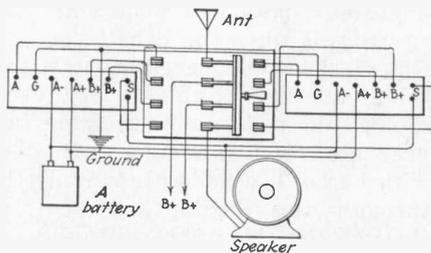
It is probable that transformer difficulties in this section will bring about improvements in this accessory which will be of benefit to radio users all over the country.

Comparing Two Receivers Instantaneously

The average human ear can carry a sound for only a few seconds. Therefore to make an accurate comparison of radio receivers it is necessary that the receivers be connected in such a manner that the change from one to the other is almost instantaneous. Some dealers now have a switch so arranged that a speaker may be quickly changed from one set to another and a very good comparison obtained both from the standpoint of quality and volume.

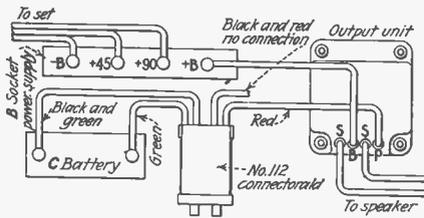
The switch disconnects the B battery, the speaker, and the antenna. The A battery is left on at all times as it takes an appreciable time to heat the filaments. The connections are made as shown in the accompanying diagram and are self explanatory. A common B battery is used in order to insure that the same voltage is applied to each set.

It would be desirable to use the same tubes but it would be impossible to change them from one set to another quick enough to get an accurate comparison. The tubes, therefore, should be fairly even in their characteristics. This sort of test will give a fair comparison and there is very little interaction between the sets as the one is entirely dead when the other is working.



This simple switch arrangement gives a quick comparison of the same loud speaker with two receiving sets.

Output Unit Connections



Connecting an output unit is made easy by use of the Alden Mfg. Co.'s connector as shown above.

Neutralizing T.R.F. Sets

The original pamphlets distributed by makers of neodyne parts outlined a method of adjusting the balancing condensers which required the builder to insert a small slip of paper or piece of spaghetti between a filament prong of the vacuum tube and the socket connection with which it ordinarily makes contact. The object of this maneuver was to prevent the tube's filament from lighting, thus obtaining the proper tube element capacity in the r.f. stage to be neutralized while preventing it from operating. An easier method of accomplishing this without going through a series of contortions familiar to every amateur neutralizer who tries to stick this piece of paper or spaghetti on a tube prong and at the same time insure contact with the other terminals is to insert a tube with a burnt out or broken filament in the socket. The tube should of course be of the same general type as will later be used in the r.f. stage.

Keep D.C. Current Out of the Loud Speaker

By keeping the direct plate current out by the loud speaker and allowing only the a.c. component to pass, danger of damage to the speaker is obviated. At the same time there is no constant magnetic pull on the speaker armature. The steady d.c. current, if allowed to go through the speaker, will not only limit its motion and thereby the volume of sound which it will give without distortion and rattling, but if it passes through the speaker windings in the wrong direction it may in time demagnetize the speaker unit.

Dial Alignment Facilitates Tuning

Every effort should be made by the dealer to simplify the operation of sets which he installs. This reduces the required service and adds to the

customer's satisfaction. It is often possible, if the set installed happens to be of the three-dial tuned radio frequency type, to simplify the tuning by aligning the dials or by making them read approximately the same on a given station. This may be easily done at the time the receiver is tested or installed, by tuning in a station and loosening the small set screw with which the dials are provided, then matching these dial settings for this station. The station selected for this purpose should preferably be located in the center of the dials or on about 400 meters. This will permit less variation of settings at the extremes of the broadcast wave-band.

Regarding Tube Testing

According to B. W. David, Chief Engineer of the Sterling Manufacturing Company, Cleveland, O., "the results obtained in testing a tube with a tube tester are an accurate indication of the tube's ability to function properly in a receiving set. As compared to the test made with a reactivator the results obtained from the tester are to be given first consideration. The indication of the filament emission meter on the reactivator may be taken as a confirmation of the tube condition indicated by the tester. Zero reading will indicate a completely deactivated tube. It is true that a tube which shows a reading as low as 20 or possibly 10 may operate in a receiving set. In this case the tube tester will agree with its actual performance. A high reading on the reactivator indicates a good condition of the filament and is a guarantee that the tube will give a fairly long life."

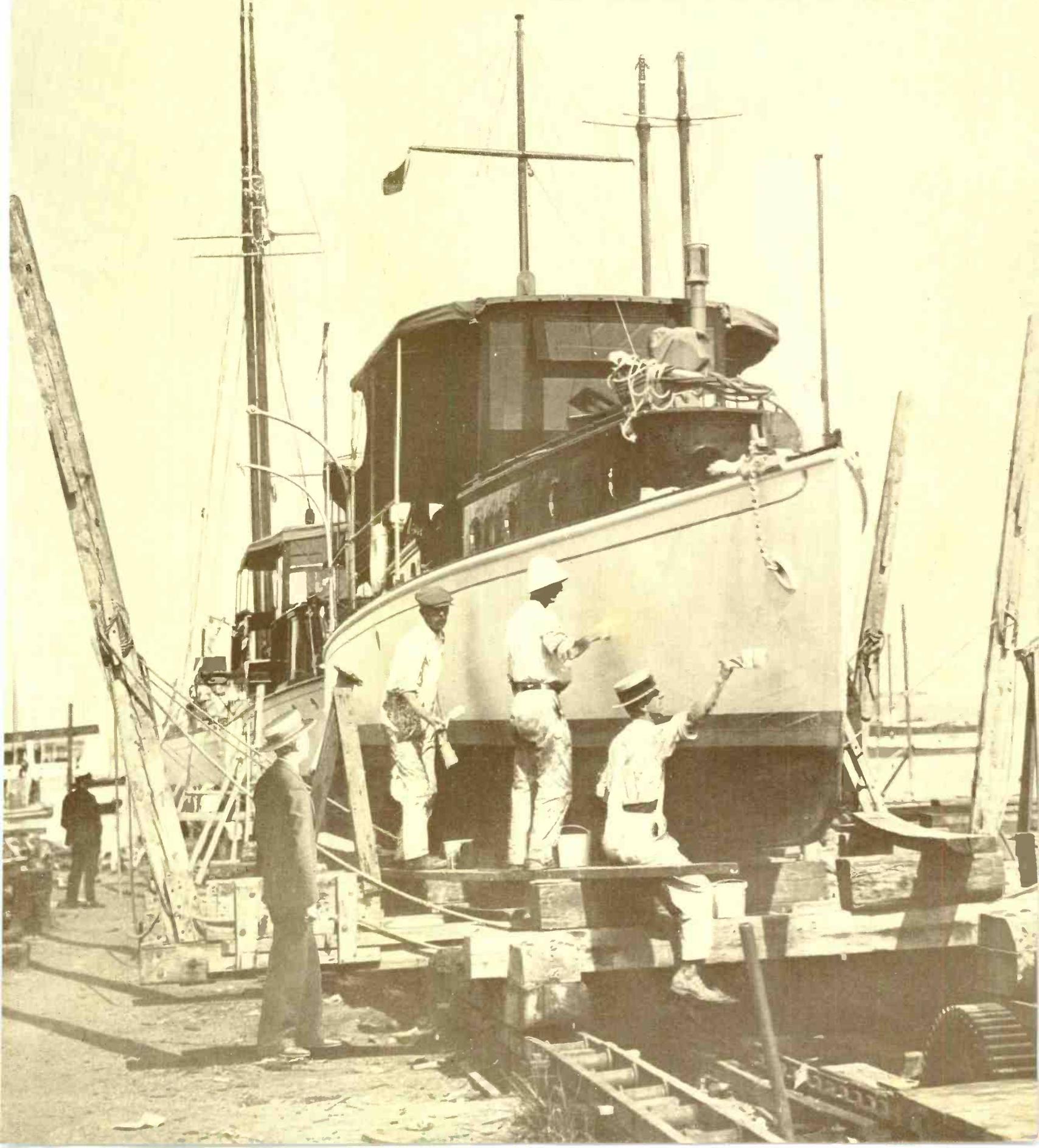
Shortening Long Antenna Without Cutting Wire

If the receiving set tunes broadly and the antenna is over 75 ft. long, it may be electrically shortened by connecting a small fixed condenser in series with the antenna. The capacity of this condenser may be .0005 or even .0001 mfd., depending on how long the antenna is. A little experimenting will quickly remedy the trouble.

Sounding Board Improves Cone Speaker

Mounting a sounding board on the outer edge of a cone speaker accentuates the lower notes. The edges of the cone should be securely fastened to prevent undesired vibration.

Boat Owners
Are SUMMER PROSPECTS

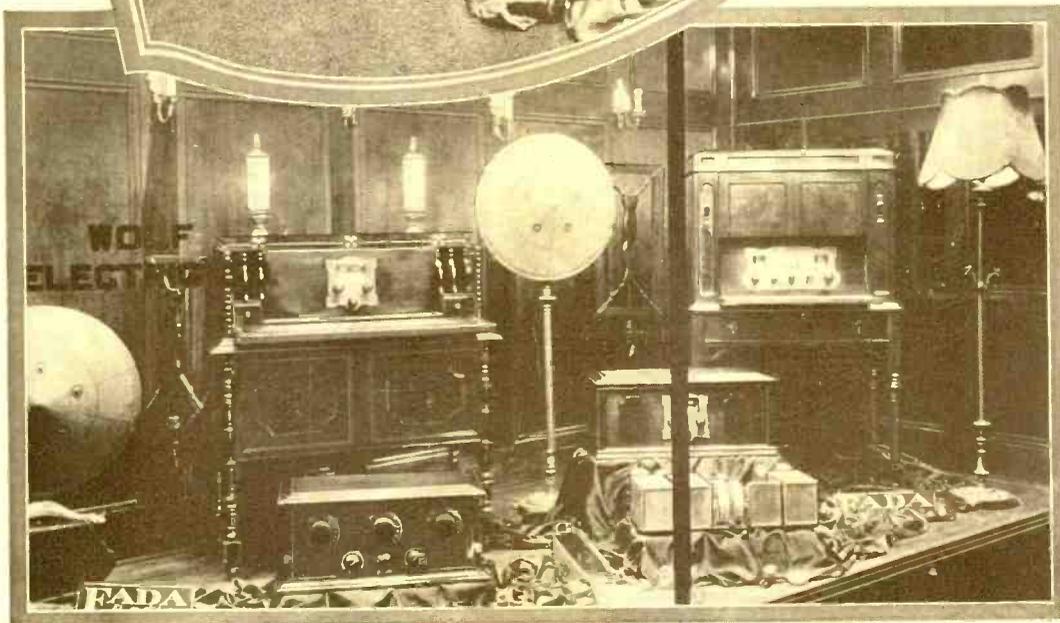
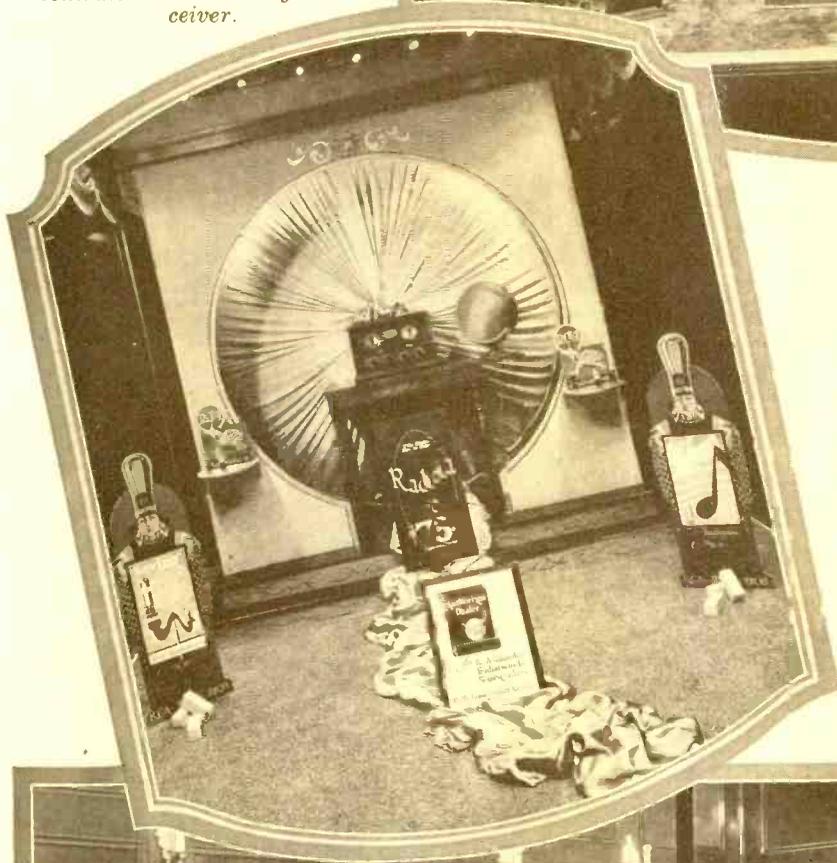


A Prize-Winner

The window at the right won second prize in a recent display contest conducted by the F. A. D. Andrea Company for Fada dealers. It was dressed by the Copp Music Shop, South Bend, Ind. Note the effective use of a simple background, and the tasteful placing of flowers.

A Novel Background

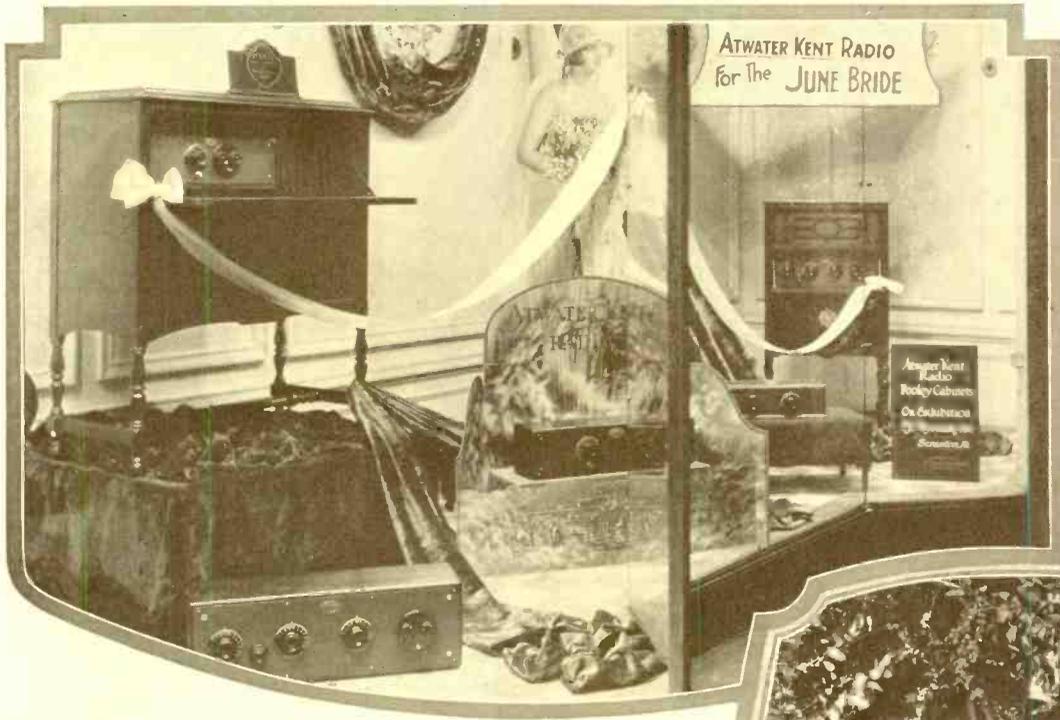
A large rosette made of light, inexpensive cloth forms an extremely attractive warm weather background for the radio set placed in front of it. This window (below) of the Ensenberger Furniture Store, Bloomington, Ind., is an excellent example of concentration on a single receiver.



*Radio
with
Summer*

Another Prize-Winner

The Wolf Electric Company, Beaver Falls, Pa., won first prize with the window at the left, in the recent Fada display contest. Here, also, the background serves to bring out the display. Note that in all of the windows on these two pages there is no attempt whatever to crowd the foreground with a miscellaneous assortment of apparatus.



For the June Bride
 "Give your newly-married friends a radio set" is the obvious message of this window (left) of the Scranton Talking Machine Company, Scranton, Pa. Use is made of a wax figure in bridal costume, with ribbons running to the sets featured.

"King of the Air"
 The striking message of the highly effective display below needs no words of explanation. According to Humfrey's Music Store, Long Beach, Cal., which featured the display, few passersby would resist the temptation to stop and look.



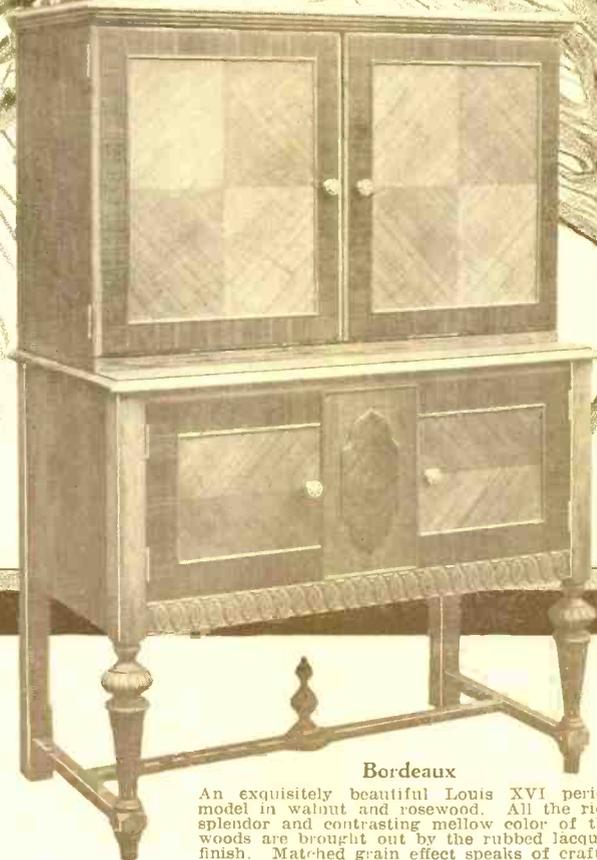
Windows a Appeal

Putting "Dealer Helps" to Work
 Parnes and Jacobs, New York City, made an attention-arresting display from various "dealer helps" supplied by the manufacturer. The message is put across effectively by the background. The simplicity of the foreground, in which there is nothing to distract attention from the main display, adds greatly to the appearance of the window.



Bringing Nature's Hidden Beauty to the Radio

*One of the Greatest
Woodworking Factories in the World*

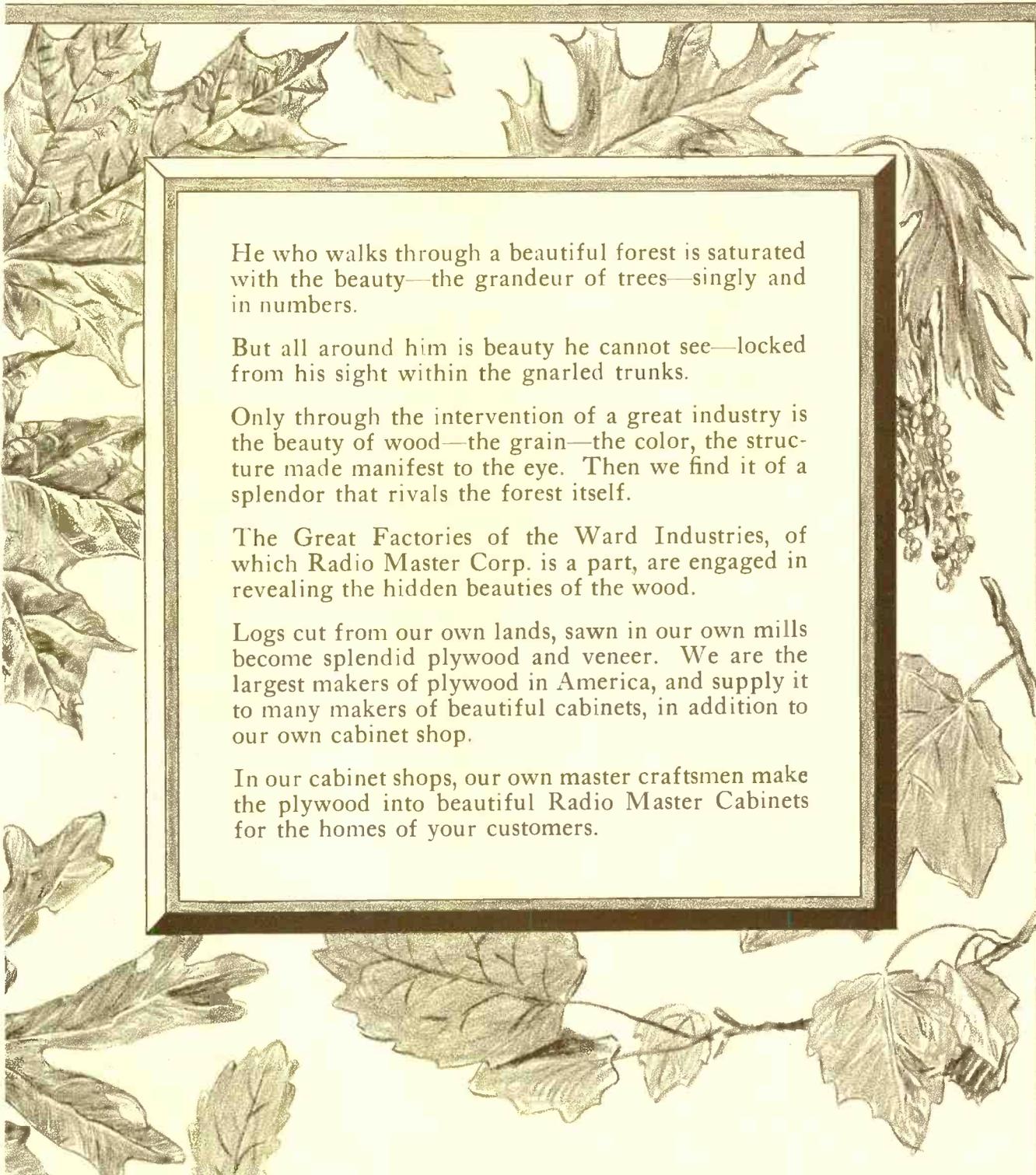


Bordeaux

An exquisitely beautiful Louis XVI period model in walnut and rosewood. All the rich splendor and contrasting mellow color of the woods are brought out by the rubbed lacquer finish. Matched grain effect speaks of craftsmanship of the very highest order.

Radio Master Cabinets—fit any table set—easily installed—all wiring concealed—ample battery space below—built in speaker horn above.

THE



He who walks through a beautiful forest is saturated with the beauty—the grandeur of trees—singly and in numbers.

But all around him is beauty he cannot see—locked from his sight within the gnarled trunks.

Only through the intervention of a great industry is the beauty of wood—the grain—the color, the structure made manifest to the eye. Then we find it of a splendor that rivals the forest itself.

The Great Factories of the Ward Industries, of which Radio Master Corp. is a part, are engaged in revealing the hidden beauties of the wood.

Logs cut from our own lands, sawn in our own mills become splendid plywood and veneer. We are the largest makers of plywood in America, and supply it to many makers of beautiful cabinets, in addition to our own cabinet shop.

In our cabinet shops, our own master craftsmen make the plywood into beautiful Radio Master Cabinets for the homes of your customers.

**RADIO MASTER
CORPORATION
BAY CITY, MICH.**

Side Lines Dealers Have Found Profitable

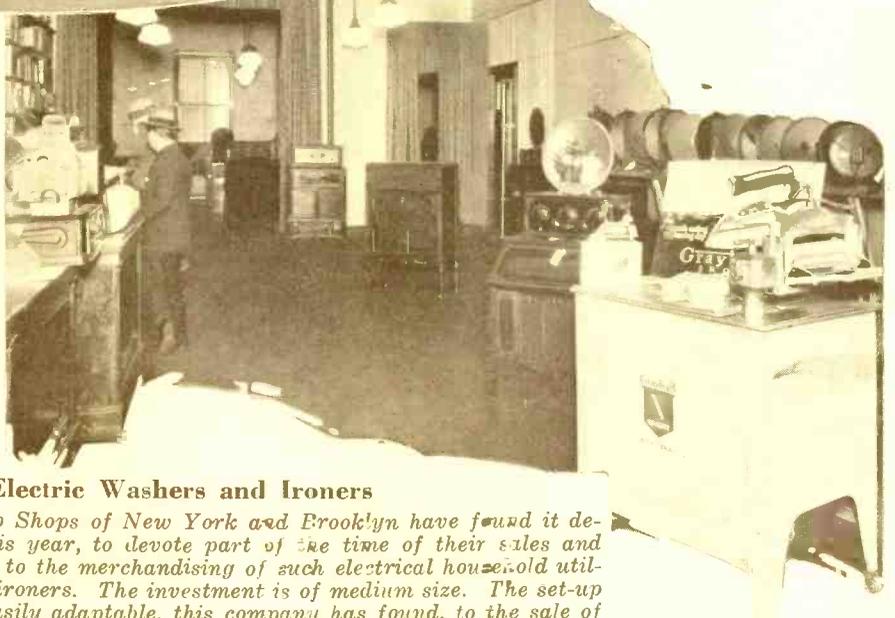


Appealing to the Sportsman

It's a peculiar thing, but the favorite outdoor sport of most radio fans is golf. At least, it is out in Madison, Wis., where H. B. L. Gorman, owner of the Blackhawk Electric Company, has added a side-line of golfing equipment to his radio line, and found it extremely profitable. Gorman has found that batteries and tubes and golf balls are unaccountably connected in his customers' minds. Golfing and fishing equipment are two supplements to radio which require a very small initial investment, and which are quick sales to radio fans.

For the Boat Lover

Haynes-Griffin, New York's pioneer radio store, has taken advantage of the growing public interest in small boats, outboard motors and other marine merchandise, and, according to John W. Griffin, such a side-line makes a perfect combination with radio. Boating, naturally, has its greatest appeal in the summer months. Retailing of small boats, Mr. Griffin says, is a brand new trade and offers an unusual opportunity in localities where boating is popular. It requires, however, a fairly large investment.



Electric Washers and Ironers

The Perfection Radio Shops of New York and Brooklyn have found it decidedly profitable, this year, to devote part of the time of their sales and service organizations to the merchandising of such electrical household utilities as washers and ironers. The investment is of medium size. The set-up of a radio store is easily adaptable, this company has found, to the sale of machines of this type.

New Dealer Help Material

Aids to greater profits provided by radio manufacturers for their dealers

Fit Your Speaker To the Cabinet



The paper template reproduced above, furnished by the Magnavox Company, Oakland, Cal. is an interesting dealer-help supplied to dealers. Your customer merely juggles this template around on the panel or cabinet of his radio set until he finds the best location for a speaker and he has the exact size for a Magnavox cone. The back of the circular, which is photographically illustrated, contains a list of the company's distributors, and within its covers complete instructions for the installation of a speaker in a cabinet are printed.

The De Forest Radio Company, Jersey City, N. J., has compiled a chart listing the special purpose audions for use in various stages of most of the popular radio receivers. This chart should prove handy and useful for the dealer in selecting and recommending the proper tubes for set owners.

The Radio Corporation of America, 233 Broadway, New York City, is supplying its dealers with a window display that serves at once to call the dealer's attention to extraordinary radio programs, and to advertise the fact to the radio public that passes the dealer's store. It is printed in red and black and quickly catches the eye.

The Sonatron Tube Company, 108 West Lake St., Chicago, has prepared for its dealers a colored window poster showing its complete line of tubes. A large folder in which this display is incorporated, tells of the advantages of a Sonatron agency for the dealer.

The Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., publishes monthly a Dealer Supplement in which are shown pictures of cuts available for dealer advertising, illustrations of circulars for direct mail

or counter display, lantern slides, and examples of dealer tie-ups with Stromberg-Carlson advertisements.

The Radio Corporation of America, 233 Broadway, New York City, has published a merchandising book entitled "The Inside Facts of Outside Selling." The importance of outside selling in retailing is discussed and suggestions based on actual experience offered. It is the first step in a plan to help dealers to larger profits. The book is free to all RCA dealers.

In Summer or Winter



The year 'round appeal of a radio set is the theme of this display featuring the Elkay Radio set supplied to dealers by its manufacturer, the Langbein-Kaufman Radio Co., of New Haven, Conn. The card which is 24x14 in. is printed in four colors.

The Atwater Kent Mfg. Company, Philadelphia, Pa., is offering its dealers a film, featuring its millionth set, as a trailer in the local theatre. It is about 60 feet long and takes between one and two minutes to run. It shows the production of the set, Mr. Kent testing it, and factory scenes, and closes with the dealer's name and address. The price of the film is \$5.

The Buckingham Radio Corporation, 17-25 E. Austin Ave., Chicago, is offering its dealers a booklet on the subject of chassis merchandising. This booklet shows how the large jobber, department store and large retailer can profit by purchasing a guaranteed chassis under his own name and marketing it as his own product.

Technical Service Bulletin

The International Resistance Company, Perry Bldg., Philadelphia, maker of Durham Metallized Resistors, has inaugurated a technical bulletin service supplied gratis to engineering departments of manufacturers and to jobbers and dealers. Three bulletins have been issued this year: No. 1—Design and Manufacture of Resistance Units; No. 2—Resistors for Radio Circuits; and No. 3—The Manufacture of High Resistance Units for Radio Circuits. The International Resistance Company will forward copies of these bulletins to any individual or company requesting them.

The Thordarson Electric Manufacturing Company, Huron and Kingsbury Streets, Chicago, is supplying its dealers with two neat counter or window displays, in color, advertising its power compact and transformers. The company is also distributing a booklet entitled "Power from the Light Circuit," which tells how to build a silent and efficient power amplifier and B-supply with the Thordarson Power Compact.

Harger & Blish, Des Moines, Iowa, Atwater Kent jobbers, issue a monthly house organ called "The Mike" for the benefit of their dealers. It has twelve pages and contains news and information of help and interest to the dealer. It is well printed and fully illustrated.

"The Sky's the Limit"



Featuring the Sylvania Super-sensitive detector tube type SX00-A is this striking card for counter or window display by the Sylvania Products Company of Emporium, Pa. It is printed in three colors and carries a fac-simile of the guarantee that is given with each tube.

Sell Radio in Terms of Music

A NEW era in merchandising seems to be dawning for those who sell radio. We mean the growing movement on the part of the radio trade to sell radio not as radio, but as music.

It appears to be an accepted fact that the market among those who have bought radio as radio is about saturated. The market of the future lies among those who will buy radio as music—those who are prejudiced against “those radio contraptions” but who will welcome an instrument that will bring them an unlimited and unending supply of good music and entertainment.

Therefore, follow closely the articles that are appearing, and will appear, in this magazine on the subject of selling radio in terms of music. It is a merchandising movement that should be followed closely and its advancement furthered by everyone in the trade.

* * *

The Trade-in Problem—

It's a Question of Control

HOW much volume is lost by a dealer who refuses to accept “trade-ins?”

That depends upon the practice of the community. A well-informed dealer in St. Louis, where the Radio Trade Association long ago voted not to consider trade-ins, believes that his volume is at least 35 per cent less than it would be if he indulged in the practice.

But he declares he is well satisfied with the present situation and would not change.

It seems to be a case of not being able to have your cake and eat it too. Better a smaller piece of cake than none at all.

The greatest menace of trade-ins is inability to control them. They soon lead to a competition that results in tying up profits, and sometimes capital, in obsolete merchandise.

The question of whether or not to accept trade-ins seems to be a matter that should be decided by local conditions and the financial position of the individual retailer.

* * *

The A. C. Tube Situation

THERE seems to be great fear in the trade that radically new receiving tubes will shortly disrupt the market. There is no need for such anxiety.

The present tube situation is just this—we have an alternating current tube, but we have no 110-volt tube operating directly off raw a.c. An alternating current tube, functioning through a step-down transformer, is nothing new to the radio trade. Such a tube is being made by several tube manufacturers, and sets have been, are being and will be designed specifically for such a tube. Receivers using alternating current tubes supplied from the house lines through transformers were features of last season's market and will, in increasing numbers, be features of next season's market.

A tube using 110 volts raw a.c. without transformers is, at the present moment, a possibility but not a prob-

ability. At least, not as far as perfect production in quantities is concerned. Some day we may have this 110-volt tube everybody is talking about. But it won't come soon enough to do any market disrupting this year, or next year, either, if present advices are to be believed.

* * *

Telling It to Them—Through Newspapers and Direct-Mail

ADVERTISING is the ignition spark of the business engine.

It is needless to argue the value of advertising to the radio merchant. The only questions are how much and what mediums.

The modern merchant budgets his business, and the setting aside of 5 per cent of his retail sales for advertising is good practice. Ten per cent is too much; three per cent too little.

Plan your ads well in advance and tie them in with local and national events having a *news value*. Use your windows to back them up.

As to mediums: Newspapers have first call, and the leading daily is usually the best investment.

There is a great value in having a permanent clientele, however, and a substantial part of your appropriation—say 25 per cent—should be set aside for direct-mail publicity.

Here again the quality of thought used in the preparation will reflect itself in the results secured.

Too many dealers do not sufficiently value the excellent advertising material prepared by manufacturers, and usually furnished gratis. This expertly prepared publicity is far more effective, as a rule, than that of the unpracticed dealer.

* * *

“Check Up Every Set in Town”

TO GO OUT and make inspection calls on set owners is a logical way to make sales in the warm spring and summer months. Many dealers have found it so.

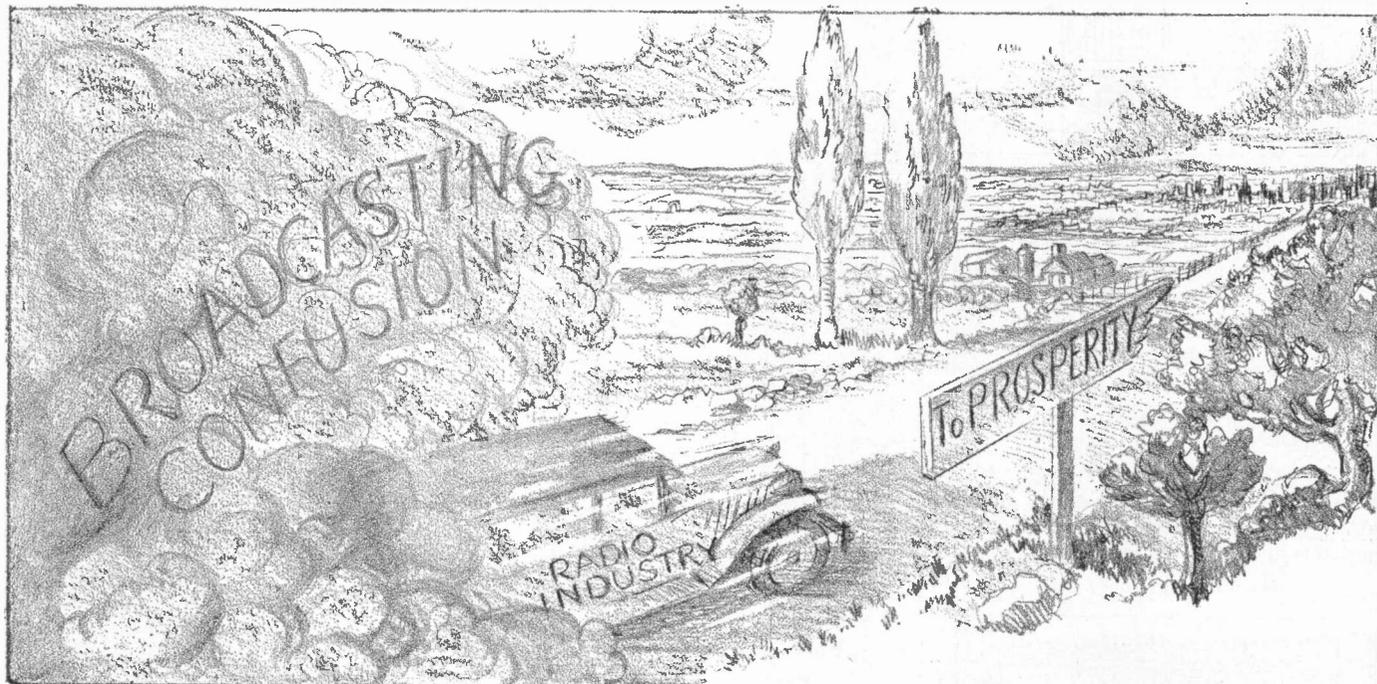
The simple plan of stopping at every house that has a radio set and testing the set and installation as an excuse to get in and sell new accessories is inexpensive in operation and produces a satisfactory number of sales, according to experienced men who have put the plan into practice.

It is easy enough to go up and ring the doorbell. But if the family is not a regular customer, it is much harder to get inside to make the sales. It depends upon how good a talker the caller is, and what kind of a selling personality he has.

* * *

The Four Mental Reactions

“I HAVE noticed,” said an observing dealer of wide experience to the western editor of *Radio Retailing* the other day, “that my customers invariably undergo four distinct mental reactions during their experience with radio. Before buying they are frankly skeptical; after the set is installed, and as they experience their first DX thrills, they become highly enthusiastic; this



A Straight Road to Prosperity

gives way in turn, after two or three nights of troublesome reception, to an attitude of doubt to be supplanted, lastly, by a spirit of appreciation for all the good things that radio brings them."

If other dealers would recognize these four perfectly natural mental attitudes which, it is reasonable to suppose, undoubtedly take place in the mind of the average man as he first uses radio, it would help those merchants develop sales arguments exactly suited to the task at hand. Anticipating the customer's reactions,—first skepticism, then enthusiasm (a good time to contact him for prospects), next doubt, and lastly confirmed appreciation—the dealer should proceed calmly, with patient understanding to meet each situation as it arises, shaping his arguments or explanations accordingly—thus obtaining *and retaining* business which might otherwise be lost to him.

* * *

The Trade Is Waking Up to the Necessity of Lengthening the Season

MANY constructive steps are being taken by radio industry organizations to lengthen the radio buying season. This issue carries two news items, describing the endeavors of the Milwaukee and Detroit trade associations in this direction. The Wisconsin Radio Trade Association is centering its efforts on a Spring "Ask 'Em to Buy" campaign, while the Radio Trade Association of Michigan will endeavor to advance the Fall season by a local radio jobbers' show in July, as a follow-up to the National Trade Show which will be held at the Stevens Hotel, Chicago, in June.

There is much of practical merit in both these plans that smaller towns and cities might well emulate. Every week brings added proof of the value of activities of this nature by local trade organizations.

Radio Retailing, May, 1927

EVERY obstacle that has stood in the way of radio's progress has been, or is being, removed. There is nothing ahead for the trade except a straight road to prosperity.

Dumping and distress merchandise sales have been conspicuously absent this year. The saturation point is further away than ever—in fact, the number of radio sets sold last year didn't even keep pace with the number of new homes created. And the Federal Radio Commission is working day and night to make reception as perfect as possible.

Under these circumstances the editors can foresee nothing except future development and prosperity for the radio industry.

* * *

D.C. Instruments Should Not Be Overlooked

WITH the increasing use of socket power units a new grievous error is often being committed by dealers who attempt to give home demonstrations with socket power devices or batteryless sets. It is the expensive error of failing first to ascertain whether the current used at the designated location is A.C. or D.C.

While this may not seem important in communities where all the current is of the same type, it merits serious consideration in those hundreds of localities where both alternating and direct current are in use.

And this brings up another point—if direct current is in use anywhere in your community, do you stock direct current chargers and power units as well as the A.C. instruments? If not, you are missing an opportunity, as many cities still are equipped for direct current. One dealer reports that he tided over the summer very nicely by stocking and advertising direct current equipment which everyone else had neglected.



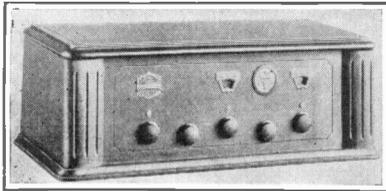
What's New in Radio and

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

Seven Tube Two-Dial Receiver

Radio Retailing, May, 1927

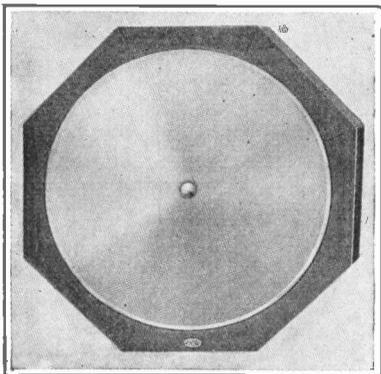
The Amrad Corporation, Medford Hillside, Mass., has recently placed on the market some new 7-tube 2-dial models designed with three stages of radio frequency amplification, detector and three stages of audio amplification. The antenna is coupled through an untuned stage of radio frequency. A compensating condenser is provided to balance quickly any difference in capacity between the two ganged condensers. The volume control is on the radio frequency tube only in order to give regulation without distortion. Cabinets are of mahogany, two-toned finish, and all metal parts are of rose gold finish. These models list \$17 higher than the 5-tube models and range from \$77 to \$192. For 25 cycle operation on the power set add \$10 more.



Copper Shielded Radio Tube

Radio Retailing, May, 1927

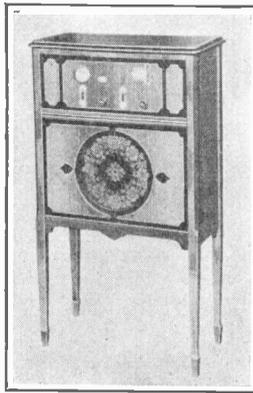
The Continental Corporation of 179 W. Washington St., Chicago, is making what is known as the 201 Concert Master copper shielded tube. It is copper shielded from top to base. The copper shield is grounded to the negative A. The interior is insulated with a soft cushion allowing no period of vibration. This insulated cushion also protects the tube against breakage. It is thoroughly and rigidly constructed containing a thorium impregnated filament thus enabling it to withstand re-activation. Intended retail price \$2.50.



37-Inch Cone Loud Speaker

Radio Retailing, May, 1927

The Pathe Phonograph and Radio Corporation, 20 Grand Avenue, Brooklyn, N. Y., is making the illustrated cone loud speaker which is 37½ in. high and 37½ in. wide. It is finished in mahogany and called "Giant." This loud speaker has been designed for use in restaurants, club houses, etc., where large volume is desired. The intended retail price is \$60.



Six-Tube Socket Power Receiver

Radio Retailing, May, 1927

The Crosley Radio Corporation, 3401 Colerain Avenue, Cincinnati, O., is making the illustrated AC-7C receiver. The cabinet is solid mahogany with a two-toned finish and the set is of one main tuning control with three auxiliary controls. It operates direct from the light circuit when used with the AC supply unit made by this company. It incorporates a series wiring of 199 tubes with a 112 tube in the last stage. It covers a wavelength ranging from 200 to 550 meters, has a shielded compartment, metal chassis and is non-radiating. Three stages of tuned radio frequency factor and two stages of transformer coupled audio frequency amplification are used. The intended retail price, without accessories, is \$95.

Four Element A-C Tube

Radio Retailing, May, 1927

The Sovereign Electric & Manufacturing Company, 1744 South Ogden Ave., Chicago, Ill., is making an A-C tube operating through a small step-down transformer which heats the cathode which emits the electrons. The tube prongs on the cap of the tube lead to the cathode heater. The tube base is made to fit the standard socket. The tubes have a rated life of between 1,500 and 1,800 hours. These tubes may be used as amplifiers, detectors or oscillators and operate on either 25 or 60 cycles. A slight change has to be made in the wiring of a set and the tube draws 1.1 amperes at 3 volts. 160 volts maximum may be used as a plate voltage. Intended retail price, \$5.



Tone Control

Radio Retailing, May, 1927

A tone control unit, to be placed in the lead between the loud speaker and the receiving set, is being made by the Sprague Specialties Co., Quincy, Mass. It is, according to the manufacturer, a high capacity variable condenser of improved design. It has high resistance and high voltage breakdown. Intended retail price is \$3.50. It may also be obtained for one hole panel mounting at intended retail price of \$2.50, without knob or dial, and \$2.75 with knob and dial.

Electrolytic B Socket Supply

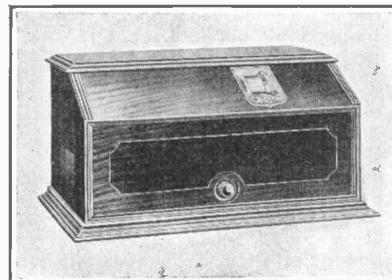
Radio Retailing, May, 1927

A socket power B supply unit is made by the Velvetone Corporation, 3729 Avalon Blvd., Los Angeles, Cal. It is designed to operate on 110-volt, 60-cycle current, and has four terminals. These are negative, detector voltage, which is variable, intermediate voltage, and the positive high voltage. It will furnish 130-volts under a load of 30 milliamp. The voltage will vary up and down, of course, according to the load. It is finished in gray crystalac enamel, is 8 in. high, 4½ in. wide and 9 in. deep.

Six Tube Single Control Receiver

Radio Retailing, May, 1927

Illustrated is the new Zenith Model 12 receiver, made by the Zenith Radio Corporation, 3620 Iron Street, Chicago, Ill. This is a six tube, single dial, electrically illuminated receiver. Full metal shielding is used throughout, and four tuning condensers are permanently balanced on one shaft. A power tube is used on the last audio stage. Simplicity of design, together with all metal construction, makes this receiver very desirable. Intended retail price, less accessories, \$100. Other models made by this company range from \$650 to \$2,500.



Where to Buy It

For More Information on
New Parts See Page 97

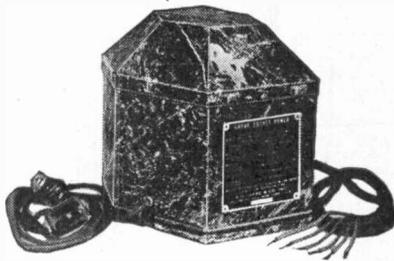
All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



B and C Socket Power Unit

Radio Retailing, May, 1927

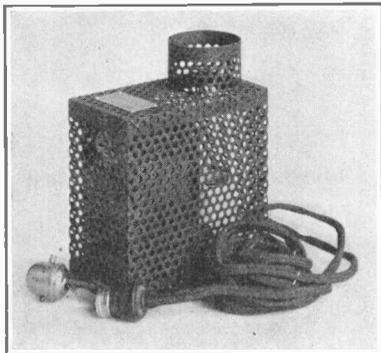
The illustrated B and C Socket Power Unit is the latest development of A. H. Grebe & Co. Inc., 109 West 57th St., New York City. This is known as type 671 and can be used with 5 and 6 tube receivers. It is to be used on 110 volt 60 cycle current. It is entirely shielded and sealed against tampering and all voltages are fixed, the C voltages automatically adjusting themselves for changes in B voltages. Voltages obtainable are 130, 90 and 22. Four and 40 volts C are also furnished. A raytheon type BH tube is used in the unit. The intended retail price less the tube is \$50.



Amplifier With Output Filter

Radio Retailing, May, 1927

The Central Radio Laboratories, 16 Keefe Ave., Milwaukee, Wis., is making a "Tone Amplifier" which consists of an additional stage of resistance coupled audio frequency amplification designed to use the 171 type power tube or similar tubes, and also contains an output filter made up of a choke coil and condenser. All battery connections are carried to the rear of this unit and plainly marked. Two models are made, the first, Model 100, is designed for use with 171 type of tube and can be attached to any set operating from a 6 volt battery source. The second, Model 22 is designed for use with 120 type of tube and can be used only with dry-cell operated receivers such as the various Radiola models. The intended retail price of either model without tubes or batteries is \$16.



Voltage Regulator

Radio Retailing, May, 1927

The Amrad Corporation, Medford Hillside, Mass., is making a voltage regulator known as Model 1-B. This is designed to be used with power-supply units where the line voltage fluctuates enough to effect signal strength. With this regulator, according to the manufacturer, the signals are kept at constant volume and no fading is noticed even with as high as 15 volts line fluctuation. The apparatus requires the use of one UX876 ballast tube. Over-all dimensions are: length 7½ in., height 9½ in., width 3½ in. Shipping weight 10 pounds. Intended retail price, \$15.



Miniature Fixed Condensers

Radio Retailing, May, 1927

"Tinytube" condensers are the latest product of the Tobe Deutschmann Company, Cambridge, Mass. These are tested at 1,000 volts and are suitable for all working voltages up to 500 volts, according to the manufacturer. They are to be used as small by-pass condensers, coupling condensers in resistance and impedance-coupled amplifiers. They are made in sizes ranging from .0001 to .02 mfd. inclusive. Owing to their lightness they may be placed in practically any position in the circuit. Intended retail prices are from 35c. to 60c.

B Socket Power Unit

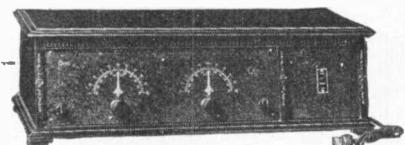
Radio Retailing, May, 1927

The Warren B power unit made by the Warren Electric Co., Peoria, Ill., has no variable resistance, but it does have 150, 90, 67½, 45 and 22½ volt taps. It has no dangerous acids and no tubes, and needs little more attention than a loud speaker. It is simple, compact, made of finest materials, beautifully finished in old gold and is unconditionally guaranteed. Weighs 17½ pounds and measures 5½ in. x 8 in. x 9 in. Is designed to operate on 110 volt 60 cycle current. Intended retail price \$24.75.

Radio Frequency Tube

Radio Retailing, May, 1927

The Sonatron Tube Co., 108 West Lake St., Chicago, Ill., is making the Sonatron RF 201-A tube which is a special tube designed for radio frequency work. According to the manufacturer it increases selectivity and helps to sharpen tuning. The intended retail price is \$3.



Six-Tube Socket Power Receiver

Radio Retailing, May, 1927

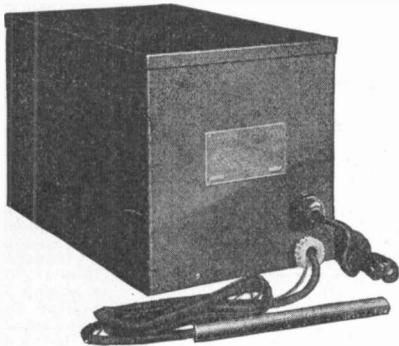
The Indiana Mfg. & Electric Co., Marion, Ind., is making both a table and console type 6-tube socket power receiver. The table type Model 62 B comes completely equipped with six standard McCullough AC tubes and a socket power B unit. Everything is complete in the cabinet ready to plug in the light socket. It is operated by means of a dual vernier control. The intended retail price complete with tubes \$185.

Model 62C is the console type which also is equipped with six AC tubes and a B eliminator complete and ready to plug in electric light socket. The intended retail price of this model is \$235.

A, B and C Socket Power Unit

Radio Retailing, May, 1927

The illustrated A, B and C socket power unit is manufactured by Wise-McClung Co., Ltd., New Philadelphia, Ohio. This operates on 110, 50 to 60 cycle current and, according to the manufacturer, consumes but 25 watts. The A circuit output is 4 or 6 volts at 2 amperes. A dry trickle system is used. The B supply is adapted to the requirements of all types of sets having 22½, 45, 90, 135 and 180 volt output. The hum test is at 73 milliamperes and the rated output is 50 milliamperes. A regulated tube is employed on the 90 volt tap to keep the radio frequency output at approximately 90 volts regardless of the current drain. The C circuit has two variable controls located on the top of the apparatus affording a range of 0-5 and 0-40 volts. One Raytheon type BH and one UX874 tube are used together with a 1 ampere Tungar tube. Two other units are made, one being a B and C power unit and the other an A power unit.

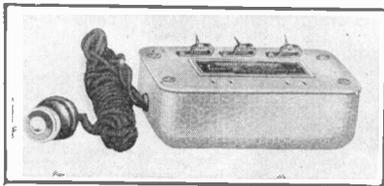


What's New in Radio and Where to Buy It

Automatic Battery Charging Control

Radio Retailing, May, 1927

The Liberty Bell Mfg. Co., Minerva, O., is making what is known as "Model 712 Super Automatic Radio Power Control." This device is designed to be connected permanently to the battery charger, storage battery and electric lighting circuit mains and will automatically charge the storage battery when necessary. When the charge has been completed it will automatically turn off. Should the battery need charging while the radio set is being used no action will take place until the set is turned off. It is not recommended for use in vibrating charges or charges employing auto-transformers. It is also equipped with a receptacle so that the B socket power device may be plugged in to this unit and upon turning the set on power will automatically be sent to the B socket power supply. Model No. 712-S is for use with sets using 6-volt storage batteries and has an intended retail price of \$7.50. Model No. 712-D is for sets using 4-volt storage batteries and has a retail price of \$8.



Gaseous Type Rectifying Tube

Radio Retailing, May, 1927

The Edlo Rectifying Tube, Model G-B, made by the Edlo Laboratories of the De Witt-La France Company, 54 Washburn Avenue, Cambridge, Mass., has an output of 60 milliamp. at 90 volts. It is a full wave rectifier, having no filament and may be employed in all standard eliminators using gaseous type tubes. When in operation the tube glows quite brilliantly. Intended retail price \$5.



Metallized Resistors For Heavy Duty

Radio Retailing, May, 1927

A new form of power resistor has recently been developed by the International Resistance Company, Perry Building, Philadelphia, Pa., for the purpose of handling the heavy loads of present-day radio power units and amplifiers. With this device, it is possible to dissipate from two to five watts, depending upon the size of the unit, with less than 10 per cent variation in the resistance of the unit. The "Durham Power Units," as they are termed, are available in two current carrying capacities, namely, the 2½-watt maximum and the 6-watt maximum, with resistance values of from 500 to 250,000 ohms.



One Thousand Volt Midget Condensers

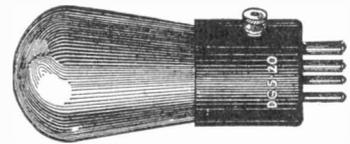
Radio Retailing, May, 1927

The Sprague Specialties Company, Quincy, Mass., is making midget condensers available in sizes from .0001 to .1 mfd. that will operate with safety, according to the manufacturer, on d.c. voltages up to 1000. They are tested at the factory at 1500 volts d.c. before shipment. Entrance of moisture is precluded by asphalt wrapping and the whole condenser is molded in paraffin. Flexible pre-soldered lugs are used. The intended retail prices range from 35c to \$1.

Double Grid Tube

Radio Retailing, May, 1927

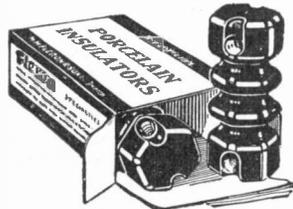
The Van Horne Company, Franklin, O., is making a double grid tube. This has a 5-volt, ¼ amp. filament and as a detector this tube can be used on as low a voltage as five volts, although it will be found that best results are obtained by using 22½ or a little less. This tube has the auxiliary grid between the control grid and the plate. The auxiliary grid connection being the binding post on the side of the base as can be plainly seen in the illustration. Further information regarding this tube can be had by writing the above company.



Porcelain Strain Insulator

Radio Retailing, May, 1927

The illustrated close-texture porcelain insulator is made by M. M. Fleron & Son, Inc., 113 N. Broad St., Trenton, N. J. The finish is black glaze. This insulator, known as No. 21, supersedes Insulator No. 13. Over-all dimensions are 1½ in. x 2½ in. Packed two in a carton they have an intended retail price of 12½c. each.

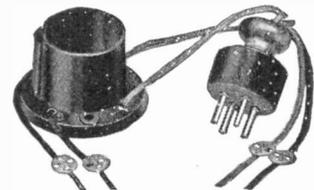


Power Tube Adapter

Radio Retailing, May, 1927

No. 171 power tube Protectorald is being made by the Alden Manufacturing Co., 52 Willow St., Springfield, Mass. This device consists of a plug which fits the socket of the UV or UX type, a socket which will hold any storage battery power tube and connecting cables which attach plug to socket and also to the necessary extra B & C batteries. The flexible cables permit the arrangement of parts to fit practically every storage battery set. Retail price \$1.50.

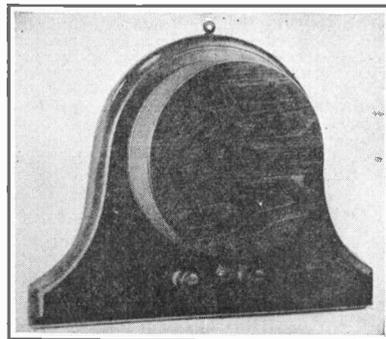
No. 172 power tube Protectorald is of similar design and is to be used in connection with an output filtering unit. Retail price \$6.50.



Inductance Coupler for Loop Receivers

Radio Retailing, May, 1927

The Jenkins Radio Company, Davenport, Iowa, is making the illustrated inductance coupler which will supplement the usefulness of any loop receiver by producing greater volume, clearer reception and greater distance, according to the manufacturer. It is easily installed by connecting an outside aerial to one binding post and a ground wire to the other and placing the device in or near the loop. A light socket antenna plug or inside antenna is recommended for use where an outside aerial cannot be installed. The location of the coupler with reference to the loop has to be determined by experiment. An eyelet is provided which may be used behind the coupler on the wall close to the loop or inside the loop. It is finished in mahogany and wound with about 18 turns of No. 18 bell wire. The base is 11 in. long and 8 in. high.



News of Latest Products Gathered by the Editors

Double Impedance Unit

Radio Retailing, May, 1927

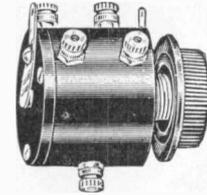
The Paragon Electric Corp., Upper Montclair, N. J., is making the illustrated double impedance unit, designed to be used for audio frequency amplification. It is entirely self-contained in a unit so that it may be installed in a receiving set in a similar manner to that of a transformer. According to the manufacturer very strong true signals notably free from foreign sounds or noises are obtained by the use of this unit. Intended retail price \$7.



Multi-Stage Jack-Filament-Switch

Radio Retailing, May, 1927

The Rono Manufacturing Company, 426 South Clinton Street, Chicago, Ill., makes the illustrated Multi-Stage Jack filament-switch, which takes the place of all jacks on the set. It is mounted by means of a single hole and the turning of the dial on the front throws the phones or speaker on one or two stages of audio at will. It also turns on or off the filaments of the tubes of the various stages according to whether they are in use or not. The loud speaker is connected directly to a plug located from center of the dial of the switch. Use of this device also eliminates the on and off battery switch. It is a very sturdily constructed little device which has an intended retail price of \$2.50.



Filter Condenser for High-Voltage Power Amplifiers

Radio Retailing, May, 1927

The Tobe Deutschmann Company, Cornhill, Boston, manufactures the illustrated filter condenser for use in high-voltage power amplifiers. It is designed to operate continuously on from 600 to 1,000 volts d.c., and is equipped with connection terminals at the base of its metal casing, facilitating wiring. Made in four capacities; No. 65 - .5 mfd., \$1.75; No. 601 - 1 mfd., \$2.50; No. 602 - 2 mfd., \$4; and No. 604 - 4 mfd., \$7. The two smaller capacity condensers are 4 1/2 in. high, and 2 1/2 in. wide. The larger capacities are 5 in. high and 5 1/2 in. wide.

Two-Gang Condenser and Tuning Units

Radio Retailing, May, 1927

The Bruno Radio Corporation, 40 Paynter Avenue, Long Island City, N. Y., manufactures a series of five tuning units built around one basic instrument, the "Bruno Unitune," Model 20. Model 20 is a two-gang variable condenser assembly in which two .0005 mfd., variable condensers are mounted horizontally on a metal frame. The two units are controlled by means of a split drum, mounted vertically, and connected to the units by means of Bakelite shafts. A lag-link construction permits a vernier action to cover ten degrees on either dial after which the unit again acts as a single dial. Equipped with a bronze panel plate and mounting screws Model 20 is intended to retail for \$11.

Model RF is essentially the Model 20 unit equipped with two low-loss radio frequency coils wound on quartzite rods. Intended retail price, \$17.

Model TK is similar to Model RF, except that a three circuit tuning coil is substituted for one of the r.f. units. Intended retail price, \$20.

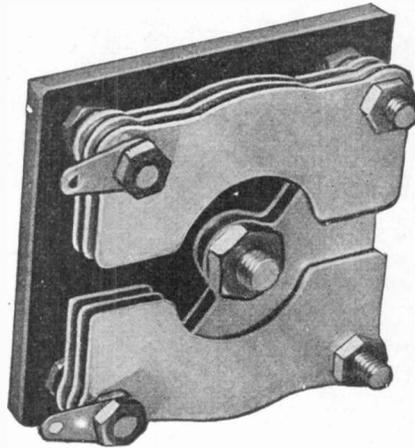
Model CF is the same basic unit with one Bruno r.f. coil mounted on one condenser and a fixed tickler three-circuit coil on the other. Intended retail price, \$19.

Model CO is a complete receiving unit consisting of a three circuit coil on one shaft and its secondary tuning condenser on the other. Intended retail price, \$12.

Compensating Unit for Tandem Condensers

Radio Retailing, May, 1927

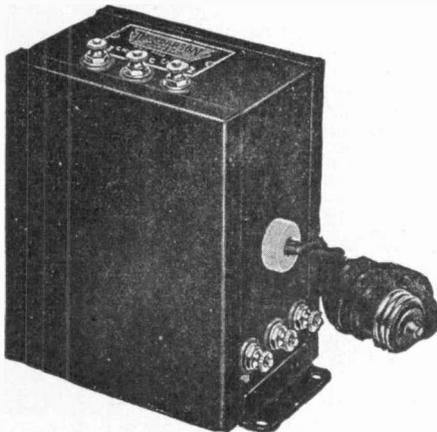
The "Daven Compensator," manufactured by the Daven Radio Corporation, 160 Summit Street, Newark, N. J., is a small variable condenser with two separate stators. It is designed to match the capacities in two radio-frequency circuits tuned by means of a tandem condenser. By connecting a stator of the compensator to each of the tandem condenser units and the compensator rotor to the common grid return lead of the tandem, variation of its dial permits the capacities in each circuit to be matched. The device is said to be particularly valuable in improving the sensitivity and selectivity of single-dial control receivers employing tandem or geared condensers.



B Socket Power Amplifier Unit

Radio Retailing, May, 1927

The basic parts necessary for the construction of a power amplifier furnishing its own high plate voltage from 110 volt, 60 cycle current, are contained in the new Thordarson Power Compact R-171, made by the Thordarson Electric Manufacturing Company, 500 West Huron Street, Chicago. A center-tapped high-voltage transformer supplying up to 300 volts, with sufficient amperage to operate a UX 171 type tube used as an amplifier two buffer condensers of .1 mfd. each across the high voltage side of the power transformer, two audio frequency choke coils designed to pass 80 milliamperes in a standard Raytheon tube circuit, and a 5-volt filament transformer tapped at the exact electrical center for use as filament supply to the power amplifier, are included in the unit. Equipped with a six foot extension cord and plug, the intended retail price is \$15.



Resistance Mounting

Radio Retailing, May, 1927

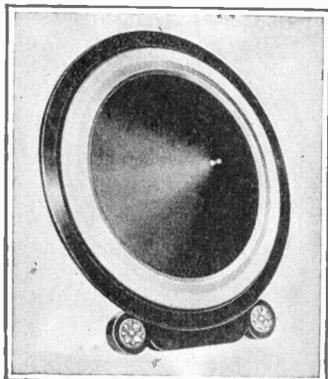
The Aerovox Wireless Corporation, 70 Washington St., Brooklyn, N. Y., manufactures the illustrated mounting which may be used with standard grid-leaks or high resistances. It is made of Bakelite and is equipped with nickel-plated phosphor bronze spring clips. The unit is designed for base-board mounting and a common woodscrew may be inserted in a countersunk hole provided between the clips.

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

Cone Loud Speaker

Radio Retailing, May, 1927

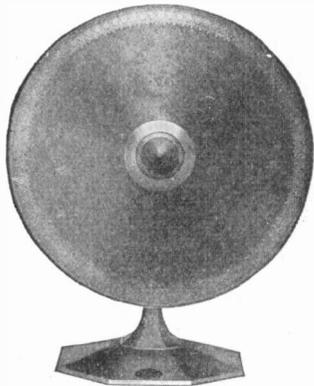
The illustrated "Melofonic" model M cone loud speaker is made by the Progressive Musical Instrument Corporation, 319 Sixth Avenue, New York. According to the manufacturer new principles have been employed in this model M, which is made in addition to the model S, and the loud speaker will stand up under all voltages given out by the newer types of receiving set. It is made in finished and highly polished walnut and the Burtex diaphragm is finished in gold and brown. The intended retail price is \$28.50.



Cone Loud Speaker

Radio Retailing, May, 1927

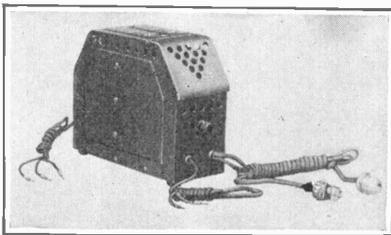
The Utah Radio Products Company, 1615 South Michigan Ave., Chicago, Ill., has recently announced a new cone speaker to retail at \$10. In everything but size it is an absolute reproduction of the famous 17½ inch Utah free edge speaker. The new cone stands 13 in. high, has the free edge feature and the famous Utah unit. The addition of this new popular priced cone to the Utah line now makes the line complete. There is a Utah speaker for every need.



Six-Tube One Dial Control Chassis

Radio Retailing, May, 1927

The Buckingham Radio Corporation, 25 East Austin Avenue, Chicago, Ill., announces a new 6-tube, one dial control chassis. Many new features are embodied in this chassis, such as a fool-proof tuning control mechanism, which is completely shielded in a metal case, an etched bronze panel and sub-panel which are supported by case aluminum braces and an illuminated dial calibrated in both wavelengths and degrees. The sub-panel wiring is completely shielded, as are all the coils. Three stages of tuned radio frequency detector and two stages of audio frequency are incorporated.



Socket Power A, B and C Supply Unit

Radio Retailing, May, 1927

The A-C Supply Unit made by the Crosley Radio Corporation, 3401 Colerain Avenue, Cincinnati, O., is designed for use with the AC-7 or the AC-7C receiving set made by this company. Special rectifying circuit is used giving A, B and C power when used with these sets which incorporate series wiring of 199 tubes with a 112 power tube in the last audio stage. Over-all dimensions are 9½ in. high x 4½ in. long x 10½ in. deep and the weight is 13 pounds. Intended retail price is \$50.

High Resistance Voltmeter

Radio Retailing, May, 1927

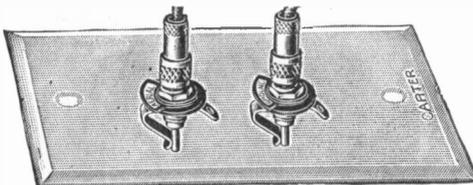
The Weston Electrical Instrument Corporation of 10 Weston Ave., Newark, N. J., is making illustrated model 489 double-range d.c. voltmeter. This is made with the extremely high resistance of 1,000 ohms per volt, in order that it may be used with socket-power B and C units. This type of meter requires only 0.001 amp. for full-scale deflection. This small amount is not sufficient to cause an appreciable drop in the voltage of the eliminator, when testing its voltage. The new instrument may be had in two range combinations, 250-50 volts, or 200-8 volts. Each meter is supplied with pin jacks and a pair of 30-in. flexible cables with forked terminals on one end. Intended retail price of either model—\$28. If it is desired, a multiplier for increasing the range of the 250-50 volt instrument to 500 volts may be had for \$15 additional.



Aerial-Ground Outlet Jack

Radio Retailing, May, 1927

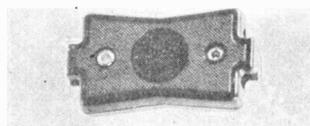
A neat and convenient way of concealing aerial and ground lead-in wires is provided by the use of the outlet jack being made by the Carter Radio Co., 300 South Racine Ave., Chicago, Ill. It comes complete with satin finish brass escutcheon plate, aerial and ground name plates, two Carter "Imp" plugs for connecting aerial and ground wires to the set, and with screws for mounting in outlet box or directly on wall or baseboard. Intended retail price 90c.



Connectors for Extension Cords

Radio Retailing, May, 1927

Illustrated is a type of connector being made by the Brooklyn Metal Stamping Corporation, Brooklyn, N. Y. These are very handy where it is desired to use a loud speaker at a distance from the set. They are equipped with automatic contacts that require no levers. Additional advantage is that two pair of tips may be inserted on each end. Plus and

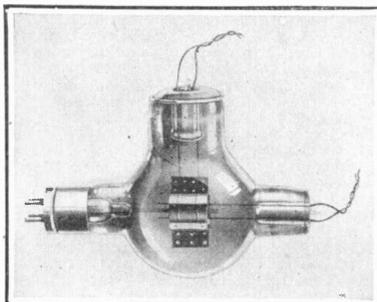


minus are also engraved on each connector. The intended retail price is 50 cents.

Short Wave Transmitting Tube For Amateurs

Radio Retailing, May, 1927

The Radio Corporation of America, 233 Broadway, New York City, announces the UX-852 short wave amateur transmitting Radiotron. The plate, grid and filament leads leave the bulb at widely separated points, thus minimizing inter-element capacity, which is essential for short wave work, and provides adequate insulation for high voltage. Filament connections and mounting are accomplished through a large standard UX base. The plate and grid connections are made through flexible leads. Double plate and grid leads are provided to give high current carrying capacity. Other specifications are a 10-volt filament, drawing 3.25 amp., normal d.c. plate voltage 2,000 volts, plate current (oscillating) .075 amp., max. safe plate dissipation 100 watts and nominal output 75 watts. The intended retail price is \$32.50.

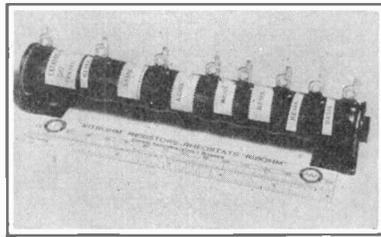


News of Latest Products Gathered by the Editors

Resistor Unit for Plate Supply

Radio Retailing, May, 1927

The Ward Leonard Electric Company, Mt. Vernon, N. Y., is making the illustrated Vitrohm resistor strip model 507-9, which is to be used in all plate supply units up to 250 volts output. This strip is tapped for six of the most commonplace voltages required. Its resistance, 12,000 ohms, allows an appreciable shunt current under all conditions, which aids materially in stabilizing the output of the supply device and securing good voltage regulation. Mounting brackets are supplied with this unit which has approximate dimensions of 6½ in. by ¾ in. According to the manufacturer it will dissipate 100 watts con-

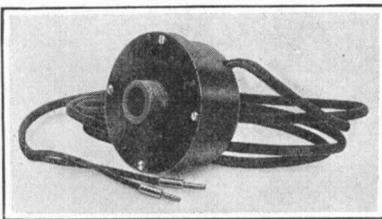


tinuously without damage to the resistance wire. The intended retail price is \$6.75.

Loud Speaker Unit

Radio Retailing, May, 1927

A new loud speaker unit is being placed on the market by the Baritone Mfg. Company, 844 West Jackson Blvd., Chicago, Ill. This unit, which is 2½ in. in dia., and 1¼ in. deep, is equipped with a pure nickel diaphragm coned and corrugated. The case is very solidly constructed. Excellent tone is obtained from this unit together with as much volume as is desired, and due to the construction there is no rattling or buzzing of the armature or pole pieces. It covers the entire musical scale and brings out all the notes with an intensity that is pleasing to the ear.



85 Milliamper Full Wave Rectifying Tube

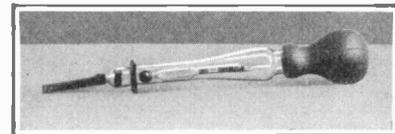
Radio Retailing, May, 1927

"SH-85" is the number of the new rectifying tube being made by the Sonatron Tube Co., Newark, N. J. According to the manufacturer this will pass 85 milliamperes at 200 volts and is guaranteed to operate satisfactorily for a period of approximately 600 hours. It is designed to operate in practically any of the modern B socket power units.

Hydrometer

Radio Retailing, May, 1927

The Scranton Glass Instrument Company, Scranton, Pa., has recently placed on the market a "Kant Stick Hydrometer." The float is of pendulum style and the barrel is of heavy glass, considerably wider at the top than at the bottom. This feature removes any possibility of the float sticking. Soft rubber bumpers, to prevent breakage of the float, have been placed at both top and bottom. And a square rubber collar near the lower end of the barrel eliminates rolling when the hydrometer is laid down. The intended retail price is \$1.



Shortwave Interchangeable Coil

Radio Retailing, May, 1927

Aero Products Inc., 1768 Wilson Ave., Chicago, Ill., is now manufacturing a new interchangeable coil known as "Int-Zero." This coil covers the band of 13 to 29.4 meters, fits the same mounting base accompanying the LWT-125 and tunes with the same variable condensers. Its retail price is \$4.

Cartridge and Plug Fuses

Radio Retailing, May, 1927

The Trico Fuse Manufacturing Company, Milwaukee, Wis., is making a full line of small glass cartridge fuses and also plug fuses. These are designed to be used on battery chargers, eliminators and fusing the A battery circuit for the radio set.

Lock Washers

Radio Retailing, May, 1927

The Shakeproof Lock Washer Company, 2501 North Keeler Ave., Chicago, Ill., has developed a new "Anti-wiggling" lug on their locking terminal with winged shanks. This new product is constructed on the twisted tooth principle, as it has a series of gnarled teeth evenly distributed and set at an angle reduced by pressure, which bite into the metal and hold permanently. Further information and samples may be had by requesting the above company.



Two-Rate Charger with Relay

Radio Retailing, May, 1927

The Acme Electric and Manufacturing Company, Cleveland, O., has developed a unique and serviceable radio item, known as the Acme two rate "Trickle Control Switch Radio Battery Charger." This consists of a bulb type charger capable of delivering two charging rates, which are controlled by a toggle switch mounted on the outside of case. When the switch is thrown to the low position, a charging current of ½ amp. is delivered by the charger, and when placed in high position the charger delivers a charging rate of 1½ amp. There is an automatic relay switch constructed within the design of this charger, and also a B power supply attachment plug mounted within the case. This arrangement makes the radio receiver automatic in its operation, that is when the filament switch is turned to the "on" position on receiver, then by the action of the relay, the trickle charger is disconnected from charging battery, and the B power supply is connected to the set. When the switch on receiver is turned to the "off" position, the reverse operation takes place.



A and B Battery Charger

Radio Retailing, May, 1927

Chargers designed for use with either A or B storage batteries are being made by the Standard Transformer Company, Warren, O. The 6-amp. charger will charge 6 volt storage batteries at 6 amp. or 12 volt batteries at 3 amp. It is also adapted to charging B storage batteries of 100 volts or less at 250 milliamp. It is designed for use on 110-volt, 60-cycle current and has overall dimensions of 7 in. x 8 in. x 8 in. Intended retail price, complete with bulb, \$28.

The 3-amp. size will also charge storage B batteries of 100 volts or less at a 250 milliamp. rate. This has overall dimensions of 3½ in. x 5 in. x 6½ in. Intended retail price complete with bulb, \$18. In all the chargers made by the company the rate gradually tapers off as the battery becomes fully charged, thus preventing overcharging.



Condenser for Output Filters

Radio Retailing, May, 1927

The Tobe 4 mfd. "Output Condenser," manufactured by the Tobe Deutschmann Company, Cornhill, Boston, is designed specifically as a blocking condenser to be used in an output filter located between the last audio tube of a radio receiver and a loud speaker. This filter keeps the d.c. B battery current out of the loud speaker windings but allows the a.c. component to pass which in turn operates the loud speaker. The condenser is small in size and designed to withstand up to 250 volts. Intended retail price, \$3.50.

What the Trade is Talking About

Federated Radio Trade Association Program

The Convention of the Federated Radio Trade Association will be held at the Stevens Hotel, Chicago, June 14 to 17.

William M. Webster, commissioner of the Automotive Equipment Association, is slated to speak on the opening program on "Benefits of Trade Associations to Their Industries." Herbert H. Frost, first president of the R. M. A., and former congressman Frank D. Scott of Michigan will also speak.

Many important actions relating to the development of the industry from the dealer-jobber angle will be taken at the Chicago meeting.

Officers of the F. R. T. A. are: Harold J. Wrape, St. Louis Radio Trade Ass'n President, H. H. Cory, Northwest R.T.A., secretary and A. M. Edwards, Michigan R. T. A., Treasurer.

The detailed program follows:

TUESDAY, JUNE 14

- 12:00 Noon—Luncheon, meeting board of directors (Closed Meeting) Financial plan for enlarged operations.
- 5:00 to 8:00 P.M.—Registration of delegates and alternates from Associations and visiting dealers and jobbers.
- 8:00 P.M.—Open Meeting of Federated Radio Trade Association and visiting dealers and jobbers. Harold J. Wrape, president, presiding.
- 8:15 P.M.—"Benefits of Trade Associations to Their Industries." William M. Webster, commissioner of the Automotive Equipment Association.
- 8:45 P.M.—"The Need for a Strong National Radio Dealers and Jobbers Association"—Herbert H. Frost.
- 9:15 P.M.—"National Radio Legislation"—Frank D. Scott, counsel for R.M.A. and National Ass'n Broadcasters.

WEDNESDAY, JUNE 15

- 10:00 A.M.—Board of directors closed meeting, choosing of next annual meeting place, acting on new applications, etc.

THURSDAY, JUNE 16 (Open Meeting)

- 10:00 A.M.—Presentation of resolutions—Thomas White, chairman, resolutions committee, Wholesale Radio Equip. Co., Buffalo, N. Y.
- 10:30 A.M.—"Perils in the Radio Jobbing Business"—Sidney Neu, chairman, Trade Relations Committee, Julius Andrae Company, Milwaukee.
- 11:00 A.M.—"The Conducting of Successful Radio Shows"—A. M. Edwards, chairman, Show Managers' Committee, secretary, Michigan Radio Trade Ass'n, Detroit.
- 1:30 P.M.—"The Field of the Manufacturer's Agent"—Robert W. Bennett, pres. St. Louis Radio Trade Ass'n.

FRIDAY, JUNE 17

- 10:00 A.M.—Final meeting of federation for concluding unfinished business and reports of committees.

N.E.M.A. Radio Standards Handbook Out

The first comprehensive group of standards for the radio industry has just been published by the National Electrical Manufacturers' Association. These standards are available to anyone and may be obtained from the association headquarters at 420 Lexington Ave., New York City, for \$1 a copy.

In this 50-page handbook are standards for such items as antenna package, instructions for antenna installation, radio jacks, condenser and rheostat mounting, temperature tests for loud speakers, tests for audio coupling devices, allowable potentials on loud speaker cords.

The handbook establishes the frequency range of broadcast receivers in the band from 550 to 1,500 kilocycles. Standards are also given for such items as control markings for receiving sets, and defining such terms as "volume," "intensity," "station selector," etc.

In the vacuum tube section dimensions and drawings are given for vari-

ous standard tubes and bases, and definitions of terms used. Formulas are shown for a number of technical values as plate resistance, input admittance and mutual conductance.

The appendix deals with specifications for the construction and test of power operated radio receiving appliances which is a proposed standard, not yet adopted by Nema, but "distributed at this time for study and criticism and study."

The apparatus, supply and radio divisions of the National Electrical Manufacturers Association will hold their annual meeting May 28 to June 3 at Hot Springs, Va. The board of governors, the standards committee and the radio division will meet on Saturday, May 28. Meetings for all divisions will open Monday morning. General sessions will be held Monday to Thursday evenings, inclusive; section meetings Friday morning for supply and apparatus divisions. The radio division will meet as a whole on June 3.

Large Attendance Certain at R. M. A. Trade Show

More than three thousand members of the radio trade are expected to attend the Radio Manufacturers' Association convention and trade show in Chicago the week of June 13. Special trains will bring members of the radio industry from all over the United States. A train running as a section of the Twentieth Century on the New York Central, will leave New York City, Sunday, June 12. Cars will be added at Albany for the Boston delegation and at Rochester for Buffalo and Rochester dealers. The arrangements for this train are in charge of a com-

Radio Industry Migrates to Washington to



Members of the Radio Manufacturers' Association, the National Electrical Manufacturers' Association, the Na-

tional Association of Broadcasters, the Federated Radio Trades Association and representatives of independent manu-

mittee of New York radio men under the direction of L. C. Welling and Dudley H. Cohen of the K. W. Radio Company.

Members of the Northwest Radio Trade Association will travel by a special train while dealers from St. Louis will have a section on one of the crack overnight trains to Chicago.

Philadelphia radio men will make the journey in two groups, some going to New York to join the New Yorkers, the others traveling by the Pennsylvania Railroad. Pittsburgh dealers will join them in Pittsburgh. Cleveland and Detroit jobbers and dealers will go by train or automobile.

The New Orleans delegation is arranging for a section which will pick up members at Memphis, and other cities along the route. Denver is also planning a special train under the direction of Jack L. Hursch.

It is expected that many of the music dealers attending the annual convention of the Music Industries Chamber of Commerce in Chicago the preceding week will stay over for the Radio Show.

A reduction of one-half fare for the return trip on the "Certificate Plan" will apply for all R.M.A. members attending the meeting, and also for the dependent members of their families.

The following directions are submitted for your guidance:

1. Tickets at the regular one-way tariff fare for the going journey may be obtained on any of the following dates (but not on any other date): June 9 to 15. Be sure that, when purchasing your going ticket, you request a CERTIFICATE. Do not make the mistake of asking for a "Receipt."

2. Present yourself at the railroad station for ticket and certificate at least thirty minutes before departure of train on which you will begin your journey.

3. Certificates are not kept at all

Will Report Industrial Conference



Edward J. Mehren, vice-president of the McGraw-Hill Publishing Company, sailed April 20 on the SS. "George Washington" to attend the sessions of the international Economic Conference at Geneva, Switzerland. Mr. Mehren's purpose in attending this conference is to obtain first hand information on the deliberations and findings of the conference for American industrialists and readers of McGraw-Hill publications.

stations. If you inquire at your home station, you can ascertain whether certificates and through tickets can be obtained to place of meeting. If not obtainable at your home station, the agent will inform you at what station they can be obtained. You can in such case purchase a local ticket to the station which has certificates in stock, where you can purchase a through ticket and at the same time ask for

and obtain a certificate to the place of meeting.

4. Immediately on your arrival at the meeting present your certificate to the endorsing officer, M. F. Flanagan, executive secretary, as the reduced fare for the return journey will not apply unless you are properly identified as provided for by the certificate. No reduced fare will apply unless you have a certificate.

5. So as to prevent disappointment, it must be understood that the reduction on the return journey is not guaranteed, but is contingent on an attendance at the meeting, of not less than 250 members of the organization and dependent members of their families, holding regularly issued certificates obtained from ticket agents at starting points.

6. Return ticket issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

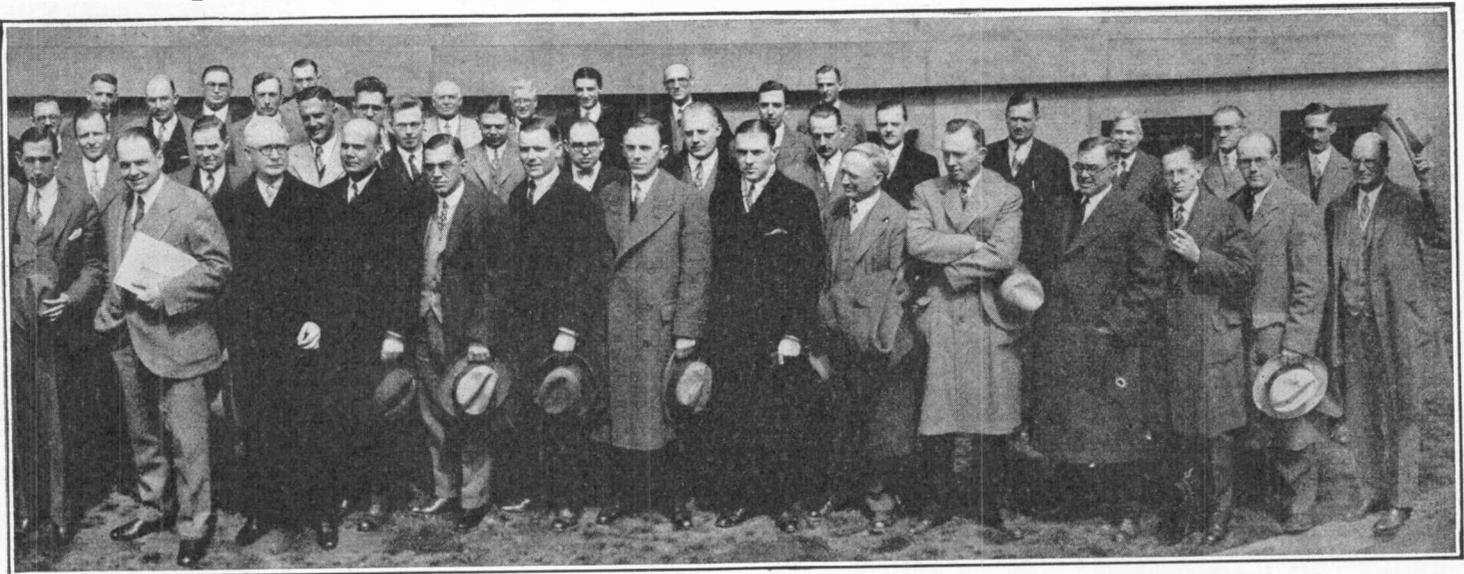
Wisconsin Dealers End "Ask 'Em to Listen" Campaign

The Wisconsin Radio Trade Association and its members on April 15 completed a six weeks' Spring sales campaign which resulted in an increase of \$300,000 at retail prices in the dealers' business. The average total sales per salesman was \$350 per week.

The plan was launched at a big meeting at the Elks' Club, Milwaukee, late in February. Cash prizes, aggregating \$1,500, were offered by twelve local jobbers to the salesmen bringing in the most business. Two hundred and thirty salesmen entered the contest. "25-1-6-3" was adopted as the slogan. This meant "25 calls equal 1 demonstration, and 6 demonstrations equal 3 sales."

In addition to this campaign the association is sponsoring a plan calling for the use of radio as a means of communication between the Milwaukee

Help Commission Solve Broadcast Tangle



facturers all got together in Washington late in March to lend their aid to the Radio Commission in straightening out

the broadcast situation. Between debates they had time to have their picture taken and here it is.

superintendent of schools and the various schools throughout the city. Under this plan a microphone will be placed in the superintendent's office and radio receivers in all schools in the city.

R.M.A. Forms Engineering Division

The Radio Manufacturers Association has established an Engineering Division, composed of nine member executives, with H. B. Richmond, General Radio Company, Cambridge, Mass., in charge.

These executives will be grouped into three sections of three members each—Standards, Safety, Technical Procedure.

The Standards Section, under the guidance of A. J. Carter of Chicago, has been at work for over a year.

The Safety Section is only beginning to get in operation, but within a short time will have important work with the advent of electrified sets, both from the shock and fire hazard viewpoints.

The Technical Procedure Section aims to establish uniform methods of test and procedure in rating equipment.

The Utah Radio Products Company, maker of loud speakers, is now located at 1615 South Michigan Ave., Chicago, Ill. The former address was 1421 South Michigan Ave.

National Electrical Manufacturers Association has moved its headquarters to the Graybar Building, 420 Lexington Avenue, New York City. The association's membership includes electrical manufacturing companies in more than 150 cities in the United States.

The All-American Radio Corporation, 4201 Belmont Avenue, Chicago, has been licensed under the basic patents owned by the Radio Corporation of America group. This group embraces, in addition to the Radio Corporation of America, the General Electric Company, the American Telephone & Telegraph Company, and the Westinghouse Electric Manufacturing Company.

The Radio Corporation of America, 233 Broadway, New York City, is offering \$4,000 in prizes for summer selling plans devised by its authorized dealers. In addition it is offering a prize for the best plan submitted by its dealers for selling Radiola 20 nationally this fall and winter. Only those dealers who actually put their plans into practice are eligible to compete for any of these prizes.

The Trimm Radio Manufacturing Company, formerly of 24 South Clinton Street, has removed to larger quarters at 847 West Harrison Street, Chicago. The company recently celebrated its fifth anniversary.

Mid-West Association Endorses Silent Night

The recently reorganized Mid-West Radio Trades Association, 30 No. Dearborn St., Chicago, at its semi-monthly luncheon in the Electric Club, in March, voted unanimously for a continuance of "silent night" for Chicago and vicinity. This action was precipitated by agitation of some local stations against "silent night" which has, according to the consensus at this meeting, proved generally satisfactory during the past eighteen months. The chief objection to it is that local broadcasters are prevented from joining the Monday night chain "hook-ups." Chicago dealers at the luncheon declared that "silent night" helps sales.

The recently elected officers of this dealer, jobber and manufacturer organization are: H. E. Richardson, of Young, Lorish and Richardson, president; Joseph Lazar, Lazar and Son Music Center, first vice-president; Jack Redell, secretary, and Arthur Alter, Harry Alter Company, treasurer.

The Radio Receptor Company, Inc., 106 Seventh Ave., New York City, has signed an agreement with the Radio Corporation of America, General Electric Company, Westinghouse Electric and Mfg. Co., and the American Telephone and Telegraph Company, for the use of basic patents covering socket power devices. The agreement enables the company to continue to manufacture its powerizer, B socket power units, and a.c. filters.

The Greene-Brown Manufacturing Company, maker of the Brown "B" Current Supply Unit, formerly located at 2600 No. Western Avenue, is now in its new plant at 5100 Ravenswood Avenue, Chicago.

Goodwin, Nicholas & Morton has been organized with offices at 522 Fifth Ave., New York, to act as marketing counsellor in the electrical and allied industries. The officers of the corporation are: president, William L. Goodwin; vice president and treasurer, Frederic Nicholas, and vice president and secretary, Walter H. Morton.

R. W. Monteer, formerly with the merchandising department of the Public Service Company of Northern Illinois, has been placed in charge of the radio sales division recently established by the Kellogg Switchboard and Supply Company, 1066 West Adams Street, Chicago. He will develop the sale of radio sets through public utility outlets.

Ralph E. Hyatt of the Electrophone Corporation has formed a new company called the Hyatt Electric Corporation to continue the manufacture of the Hyatt 6-tube Portable Radio Receiver. The factory and general offices of this company are now located in their new and larger headquarters at 836 No. Wells Street, Chicago, Ill.

J. W. De Haas, formerly export manager and secretary of the New York Johnson Motor Co. has been appointed assistant export manager for F. A. D. Andrea, Inc., manufacturer of Fada Radio, New York City.

Radio Shows and Conventions

May 2-7: Electrical Supply Jobbers Association, Summer Convention, Greenbriar Hotel, White Sulphur Springs, W. Va.

May 28-June 4: N.E.M.A. Convention, Homestead Hotel, Hot Springs, Va.

June 6-11: Music Industries Chamber of Commerce Convention, Hotel Stevens, Chicago, Ill.

June 13-18: R.M.A. Convention and Trade Show, Hotel Stevens, Chicago.

June 13-18: Federated Radio Trades Association, Hotel Stevens, Chicago.

August 20-27: Fourth Annual Pacific Radio Exposition, Civic Auditorium, San Francisco, Cal.

Sept. 2-5: Oregon Radio Trades Association, Seattle, Washington.

September 4-10: Fifth Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Cal.

September 10-16: Buffalo Radio Show, Broadway Auditorium, Buffalo, N. Y.

Sept. 14-18: Oregon Radio Trades Association, Portland, Oregon.

*September 18-24: Third Annual Southwest National Radio Show, Coliseum, St. Louis, Mo.

September 19-24: Radio World's Fair, New Madison Square Garden, New York City.

*Tentative

Sept. 22-25: Oregon Radio Trades Association, Spokane, Washington.

September 26-October 1: Seventh Annual Boston Exposition, Boston, Mass.

September 26-October 1: Sixth Annual Northwest Radio Show, Minneapolis Auditorium, Minneapolis, Minn.

Sept. 26 to Oct. 1: Rochester Radio Trades, Inc., third annual Rochester Radio Show, Convention Hall, Rochester, N. Y.

*October 3-8: Salt Lake City Radio Show, Salt Lake City, Utah.

*October 3-8: Third Annual Indianapolis Radio Exposition, State Fair Grounds, Indianapolis, Ind.

October 3-8: Pittsburgh Radio Show, Duquesne Gardens, Pittsburgh, Pa.

October 4-9: Fifth Wisconsin Radio Exposition, Auditorium, Milwaukee, Wis.

*October 24-29: New Orleans Radio Show, New Orleans "States" Building, New Orleans, La.

*October 24-29: Dayton Radio Show, Dayton, Ohio.

*October 26-29: Third Annual Houston Radio Exposition, City Auditorium, Houston, Texas.

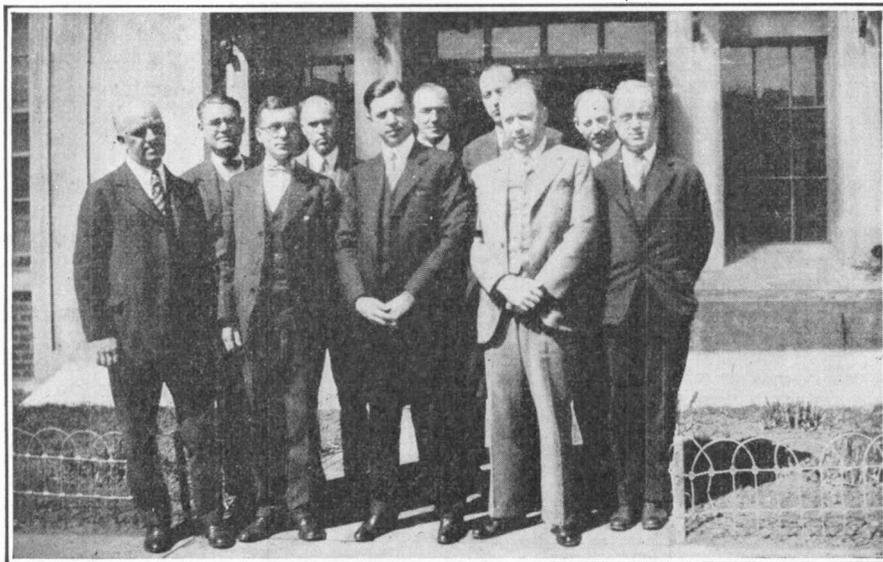
Television Demonstrated by Radio and by Wire

The first public demonstration of a new television apparatus developed by the American Telephone & Telegraph Co. was given Thursday afternoon, April 7.

Two tests were made, one by wire from Washington to New York, the other by radio from the company's studio at Whippany, N. J. to New York. Secretary Hoover of the Department of Commerce was the principal speaker in the first part of the program. As he spoke his likeness was thrown on the screen at the rate of eighteen images per second, while a loud speaker reproduced his words. Every motion of the speaker's lips and every change of expression was clearly seen.

These pictures were shown in two sizes. In the small size—two by three inches—the likeness was nearly perfect. The larger pictures were not so clear.

In the second part of the program the pictures were sent by radio with equal success from the Whippany studio. After a few short speeches a vaudeville entertainment was given. As in the wire transmission, the small pictures were more perfect than the larger ones.



New Dubilier Heads Inspect New York Factory

The new president of the Dubilier Condenser Corporation lined up with his executives in front of the factory, New York City, for this picture. Left to right they are: T. C. Hammond, vice-president and general secretary; Harry Houck, chief engineer; Fred D.

Williams, president and director of sales; George E. Palmer, sales engineer; Edward R. Doyle, advertising manager; W. J. Smith, treasurer; A. Flint, manufacturing engineer; C. H. Alvord, factory superintendent; E. J. Piper, foreman; and Wm. F. Nickel.

S. Gernsback, publisher, New York City, has just published a book under his own name known as "Radio Encyclopedia." This is an 8½ in. x 12 in., 168 page book with a black pebbled finish linen cover. The pages are divided into three columns and the book includes a very complete listing of all radio terms and all things connected with radio together with circuits and plenty of illustrations. The arrangement is alphabetical and a good grade of paper is used. In the rear of the book there is a classified index which greatly facilitates references.

J. M. Davidson of Salisbury, South Rhodesia, South Africa, has recently opened a radio and electrical business in that place, and would like to hear

from American manufacturers regarding their goods and trade terms, and to receive their catalogues. His full address is P. O. Box 580, Salisbury, South Rhodesia, South Africa.

C. W. Lindsay Limited, Canadian radio dealer, held its annual business meeting at its main office, 512 St. Catherine Street, Montreal, Canada, April 12. The following were elected directors: C. W. Lindsay, A. E. Brock, J. A. Hebert, E. Hamilton, B. A. Edward, W. A. H. Robinson and A. K. Fisk. C. W. Lindsay was appointed president and general manager; B. A. Edward, secretary, and W. A. H. Robinson, treasurer. The company has stores in Montreal, Quebec, Three Rivers, Ottawa, Kingston and Cornwall, Canada.

Joseph Gerl, general sales manager of the Bosworth Electric Manufacturing Company, Cincinnati, Ohio, has resigned. His resignation became effective April 1.

The Gold Seal Electrical Company, Inc., 250 Park Avenue, New York City, maker of Gold Seal Radio Tubes, announces the appointment of William R. Davis as general sales manager. Davis was formerly with the Magnavox Company, Manhattan Electric Supply Company and the Priess Radio Corp.

Crescent Braid, Inc., Providence, R. I., manufacturer of Premier "Blue Ribbon" extension cords, battery cables, phone cords, looms and spark plug wires, has opened an export office at 280 Broadway, New York City. Benjamin Hacker is in charge.

Kellogg Dealers Get Inspiration for New Season



The Milwaukee Athletic Club was the scene of the dinner for Kellogg dealers held under the auspices of the Standard Radio Corporation, local Kellogg jobbers, March 22. The event marked the opening of the 1927-28 season. I. R. Whitthuhn, sales manager of the Standard Radio Company, pre-

sided. Addresses were made by George Eaton, chief engineer, and H. C. Abbott, sales representative of the Kellogg Company. The *Radio Retailing* charts seen on the walls were used to illustrate many of the points stressed by the speakers.

News of Jobbers and Distributors

Jobbers' Show Idea Adopted By Detroit Association

Detroit is to follow up the Radio Manufacturers' Association National Trade Show in Chicago with a local jobbers' exhibition of 1927-28 sets and accessories from July 25 to 27 at the Statler Hotel, Detroit. This announcement was made recently by A. M. Edwards, secretary of the Radio Trade Association of Michigan.

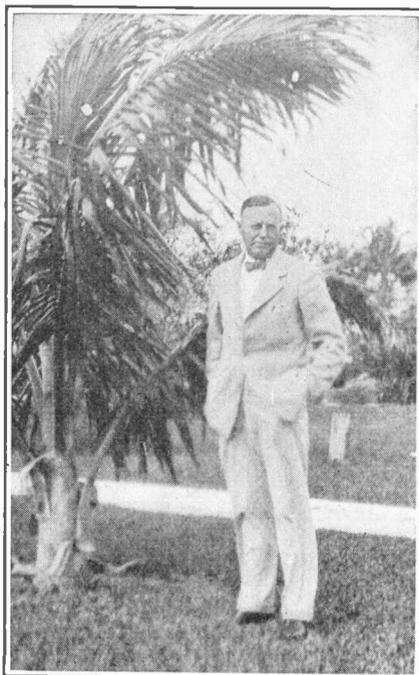
The association has engaged rooms on the top floor of the Statler for this July showing which will give the local distributor five weeks to select his lines and prepare for the dealer showing. The Detroit Radio Show will be held as usual in October.

Space in the Statler for the July show is free to distributors and manufacturers' agents who contract for space at the Detroit Radio Show in October and have paid 25 per cent of contract price. The amount of space will be assigned in proportion to space taken at October Show and in order of receipt of contract.

The Harry Alter Company, Chicago jobber, will soon occupy its new building being erected at Michigan Avenue and 18th St., in the heart of the Chicago radio district. This is the company's third change of location since its foundation over seven years ago. Its new quarters will give it almost twice its present floor space, or about 90,000 sq. ft. Harry Alter, founder and president, has as his associates his three brothers, Leo, Arthur S., and Irving C. The company distributes Cunningham tubes, Balkite, Tower Speakers, Burgess Batteries, Freed Eisemann sets, Belden wire, Brandes, Majestic "B," Silver Marshall, Bremer Tully and Thordarson.

The Magnavox Company, Oakland, Calif., through F. B. Travers, its general sales manager, has announced the appointment of John P. Rainbault, 50 Church Street, New York City, formerly distributor of Balkite products, as direct factory representative for all Magnavox products in the New York, New England and New Jersey territories. This appointment is one of the first steps in the Magnavox Company's plan to establish jobbers in all logical distributing centers for Magnavox speakers and tubes. The John P. Rainbault organization will handle Magnavox sets, speakers and tubes. Rainbault has had wide and successful merchandising experience in the territory he will continue to cover.

Rossiter and Company, 136 Liberty St., New York City, headed by Thomas B. Rhodes, vice-president, who has been with the Sangamo Electric Company for the past 13 years, is to have exclusive distribution rights on all Sangamo radio products east of Cleveland. The Sangamo "wound" condenser, the cases of which were formerly made by the Acme



The African Variety?

Troy B. Wildermuth, president of the Fromar Company, Harrisburg, Pa., jobber, writes from Palm Beach, Fla., "Having a wonderful vacation shooting quail and golf. May we ask, Mr. Wildermuth, what kind of golf is this—common garden variety, or what have you?"

Wire Company of New Haven, Conn., will now be made in their entirety by this latter company and will be known as "Parvolt" condensers. Distribution on these items will be handled as heretofore by Rossiter.

Carl Brand, former president and general sales manager of Carl Brand Incorporated and the Hollywood Radio Co., is now covering the Metropolitan New York territory for the Cornell Electric Manufacturing Corporation, Rawson St. and Anabel Ave., Long Island City, N. Y., makers of Cornell B and BC voltage supply.

Coast A-K Dealers to Hold Third Annual Convention

The Third Annual Atwater Kent Convention under the direction of Ernest Ingold, Inc., will take place at San Francisco on July 7.

The Third Edition of the Ernest Ingold, Inc.-Atwater Kent Follies will be given by a cast of some sixty dancers and singers accompanied by an orchestra of thirty pieces.

The morning session will be held in the display rooms of Ernest Ingold, Inc., followed by a noon day luncheon at the Cliff Hotel and an afternoon session, and a meeting and entertainment in the evening.

Chandler C. Warner, formerly outside salesman for the Manhattan Electrical Supply Company, has joined forces with Harry J. Caffrey, as Caffrey & Warner, Inc., electrical and radio manufacturers' representative, with offices at 51 East 42d Street, New York City. Mr. Caffrey, who has been manufacturers' agent since 1923, is a well known tenor soloist and has broadcast from some of the larger New York stations.

Brown and Hall Supply Company, Atwater Kent distributor, of St. Louis, Mo., is holding a sales contest among its dealers, the prizes being free trips to Washington, Philadelphia, Atlantic City, New York, Niagara Falls, Buffalo, the Great Lakes, and Detroit. The dealers have been divided into five classes; one winner to be selected from each. The contest began Feb. 21, and closes June 20.

The Philadelphia Motor Accessories Company, 3129 North Broad Street, Philadelphia, Pa., has entered the radio business as a distributor. The company has secured a franchise to distribute R.C.A. vacuum tubes.

The Krich Light and Electric Company, radio jobber, 558-560 Broad Street, Newark, N. J., with branches at Trenton and Asbury Park, celebrated the twentieth anniversary of its foundation on March 26.

"Up in the Air" With Splitdorf Representatives



Splitdorf representatives from all parts of the country and Canada "watched the birdie" when the camera clicked on the roof of the Splitdorf Bethlehem Electrical Company,

Newark, N. J., during its recent annual get-together. Walter Rautenstrauch, sixteenth from the left, the company's recently elected president proved an admirable host.



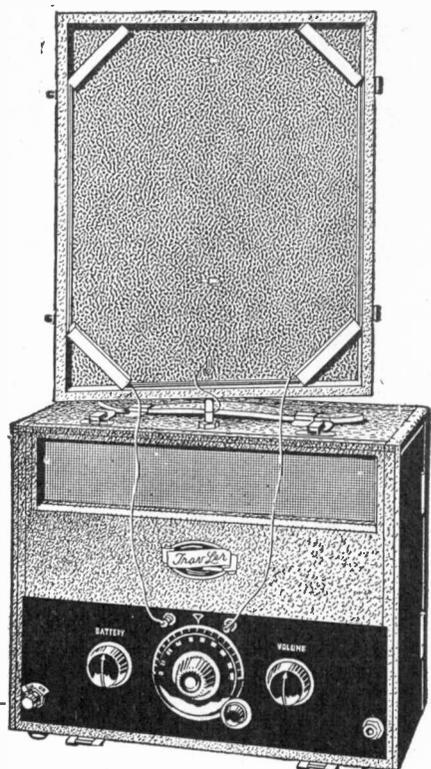
Crosley Distributors will again gather
in Cincinnati May 17th and 18th
to see and hear of the smashing
new Crosley Radio ideas
of 1927-28



CROSLEY

The Crosley Radio Corporation  Powel Crosley, Jr., Pres.

-The Original "One-man" PORTABLE Radio



The Trav-ler Portable "5" Radio Receiver
10" high—8½" thick—12½" wide

350% Sales Increase in Three Months

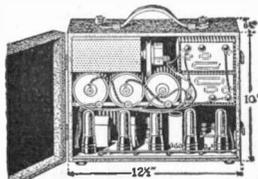
On the market for more than a year. Selling from coast to coast because one man tells another. Performance proved by thousands of owners. Already imitated.

A good year-round seller. Great to take on vacations. Will strengthen your summer business.

Single Dial Control ✓ Spring Base Sockets
✓ Built-in Loud Speaker ✓ 2 Stages of Radio Frequency
✓ 1 Detector ✓ 2 Stages of Audio Amplification
✓ Phone Jack ✓ Loop Aerial
✓ 5 UX 199 or CX 299 Tubes ✓ Standard Type Batteries.

Use the coupon for complete dealer information on this fast selling little miracle.

TRAV-LER MANUFACTURING CORPORATION
3401 North Halsted Street, Chicago

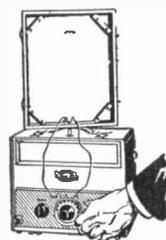


Back of case open showing simplicity of arrangement and accessibility for service.



1 Weighs only 24 pounds

The first high-grade radio receiver that's really portable. Easy to carry. Small enough to slip under a Pullman seat.



2 All in one small case

Batteries, loud speaker, loop aerial, 5 tubes. No ground connections. No aerial to be strung up. No electric socket connections.

\$84²⁵

Retails for **\$84²⁵** complete

3

\$65.00 without accessories. Sweet tone. Strong volume. Distance. Selectivity. Under rigid tests, actually out-performs many big sets. Standard parts.

Trav-ler

SEND FOR DEALER INFORMATION

Trav-ler Manufacturing Corporation
(Dept. D) 3401 North Halsted Street, Chicago
Please send me complete dealer information about the
Trav-ler Portable "5" Radio Receiver

Name _____

Street _____

City and State _____

Merchandising Radio Parts



A Section of *Radio Retailing*

May, 1927

Should the Parts Dealer be a SPECIALIST?

YESSIR, parts business is coming back this year on a new basis which will make it profitable. And this new basis is replacement trade which will go to the 'specialist' who has not lost sight of the merchandising possibilities of radio parts in the rush for set business."

This expression of opinion by a manufacturer or jobber with an "iron in the fire" in the form of overstocked parts shelves, could easily be taken for meaningless propaganda. Coming from a retailer—one who has stuck it out for the past two years on the basis of "parts first" and is beginning to reap a harvest for his pains—it is a horse of another color and is worth while looking into.

The idea of selling replacement parts to people who bought and built sets a years or so ago is not new. However, Jack Freund of the Boro Radio Service Company, 1682 Broadway, Brooklyn, N. Y., springs a new idea when he mentions "parts specialist."

"Parts were 'cock of the walk,' so far as the radio retailer was concerned, back in 1923; 1924 saw this class of business on par with manufactured set sales," according to Freund. In 1925 however, manufacturers began to supply the trade with complete receivers and retailers were faced with the problem of pushing these sets and handling parts as a secondary item, or of pushing parts and incidentally carrying completed sets.

"Most of the retailers chose to specialize in the sale of manufactured sets and, as a result, parts business in 1925 suffered because of the lack of properly equipped outlets and the tremendous pressure exerted by dealers interested only in the sale of manufactured receivers. Many retailers ceased to build sets for their trade and because they needed fewer parts for their own consumption stocks were allowed to dwindle

and soon became so incomplete that it was necessary for a buyer to 'shop' from store to store in order to get a desired article.

"Parts First" With Freund

"Stores laid out and designed for the sale of complete receivers, manned by salesmen with little or no technical knowledge of radio, are scarcely the place for the sale of parts. These fellows are not out after this class of business and are doubtless doing very well without it, but from the very start I have been impressed by the field thus

laid open for the man who wished to make a specialty of radio parts, and so I have built my business from this angle. Parts and accessories are my real business, sets are secondary and this neighborhood division of business is working out excellently."

Freund goes after parts business as wholeheartedly as any retailer of \$500 manufactured receivers, and in much the same way. His store, salesmen and line of thought are focused on the sale of parts, and methods of doing business adapted to this particular trade are employed.

Three store salesmen are employed and each of these is qualified to advise customers on almost any radio subject. Each man has studied up on a particular branch of radio—one eliminators and power devices, another, coils, condensers and tuning units, and the third, general wiring methods. This method has worked out to Freund's advantage, for customers rely on his advice and are willing to pay more for his merchandise merely because parts purchased from Freund work when they are installed in a set. Each part sold fits the customer's requirements.

Summer House to House Campaigns

Freund actually goes after parts business from house-to-house in the summer. Circulars offering the services of expert repairmen, and calling his large replacement parts stock to

Jack Freund of the Boro Radio Service Company, Brooklyn, N. Y., bids for parts business discarded by other local dealers and makes it pay.

What's Your Opinion?

FREUND may be right, or he may be wrong, in his assertion that the "specialist" is the man who will sell the bulk of the radio parts in the future. Right or wrong, he has built on this principle one of the most successful radio businesses in his section.

We invite readers to write us on this subject. Are parts better sold by the "specialist"—or can they be handled profitably as a side-line?



Dependability

From the far northern Ice Patrol Service to the tropic Radio Station, Faradon Capacitors have been generally accepted for exacting fixed electrostatic condenser needs.

When stocking new equipment it is well to keep in mind that twenty years of condenser manufacturing experience is behind every Faradon Capacitor. You can recommend Faradon with confidence.

Dealers recognizing Faradon dependability are reducing "Come-Backs" by selling Faradon units and Faradon equipped sets.

Faradon

867

WIRELESS SPECIALTY APPARATUS CO.

Jamaica Plain, Boston, Mass., U. S. A.

Established 1907

the attention of prospects are mailed to 576 battery charging customers and are distributed throughout the neighborhood by boys. Sets are only mentioned at the end of these circulars.

The store windows are entirely parts and one "leader" in each line, featured at a low price, has been found sufficient to attract attention. His transformer display, for instance, may include a single item at an exceptional price, while the balance of the stock is standard merchandise sold at full list.

WTRC, a local broadcaster, runs a "Boro Radio Hour" each week and announces a free testing service available at the Broadway store. This advertising costs Freund approximately \$300 per month and has brought more women customers into his store for "new parts for the old receiver" than any other medium. The announcer calls attention to the shop's testing equipment and invites listeners to have any of their apparatus "from a grid leak to a power supply unit" tested free of charge. A complete set of meters for testing all kinds of radio apparatus is mounted in a large cabinet on the shop's sales counter and every instrument sold is tested before it is paid for. Customers are impressed with the reliability of this method of selling and signs throughout the shop accentuate this impression by carrying the message, "If it doesn't work, bring it back." Every one of Boro's salesmen is instructed to repeat these words with each sale and the good will this has created in the neighborhood is amazing. It costs

nothing to offer to exchange merchandise which is not suited to the customer's needs and to quote Jack Freund, "Only one-tenth-of-one-per-cent take us up on it."

When a customer purchases parts to build a set or repair one which he already has at home, he is really purchasing satisfaction, not a single part, for if it doesn't work one of the store's men is perfectly willing to examine it and place a finger on the trouble.

How Freund Buys

Freund buys his merchandise from a number of different wholesalers. Constant contact with salesmen is looked upon as a boon, as it permits him to keep in touch with the market and thus make better "buys." He maintains a stock worth \$12,000 at retail and because his business is not based on rapid

turnover but on the margin of profit on each individual sale he must purchase as reasonably as possible.

The key to his success in this new kind of parts business is his ability and willingness to carry a complete stock and invest a substantial amount in the business. Every effort is made to sell every customer who enters the store by having the article wanted and this naturally ties up some stock.

So called "obsolete stock"—a thing that is the poison of most retailers—is Freund's "meat." He finds that the bulk of his business is in parts which have been superseded by later types and are unobtainable elsewhere in his neighborhood. Condensers which may be used to replace worn out units without remodelling the set are rapid sellers and other items, right down the line through transformers and coils, are in constant demand.

Freund even goes so far as to buy

poetry in his opinion, "The parts dealer of the future must be a specialist."

A GLANCE at Freund's store layout in the photograph reproduced on this page will give an idea of how he attracts parts customers. His store looks a lot different from the radio "salons" popular today. As he is essentially interested in parts, store, shelves, window and counter are placed so that their primary appeal is to the parts "fan."

Almost every conceivable instrument may be seen by the customer standing before the store counter. This "interior display" is constantly changed and stock replenished as sold so that it is always interesting to the neighborhood set builder. A row of colored "flags" suspended on a wire running across the store, parallel to the counter, may be

seen in the illustration. Each of these "flags" suggests a different part and is lettered so as to be visible from the street through the store window. Freund again brings to mind the thought that parts business is far from dead—but that each neighborhood of any size can support a retailer who depends largely upon this class of business. In the editor's travels about the country, good parts dealers have been few and far between in comparison to those who were noted in these same territories a year or two ago. But the sales volume of each of these has been correspondingly greater and very nearly compensates for the

relative scarcity of outlets.

Replacement Business Certain to Keep Up

"It is obvious that sets sold several years ago contain component parts which cannot last forever," says Freund. "Many people who have such sets which require slight repairs cannot afford to replace the entire outfit—nor is this necessary. A normal demand for replacement parts is certain to occur during the next few years."

Summarized—Freund's success seems to hinge on his concentration on parts, the selection and training of salesmen equipped to sell this type of merchandise and careful buying. The future of his business is assured through these things which make it possible for parts buyers to get *real service*.



Freund's store looks a lot different from the radio "salons" popular today. As he is essentially interested in parts, his store shelves, window and counter are placed and equipped to interest the parts buyer. Freund has fixed the idea in the minds of local radio owners that any replacement parts may be found at his store without further search. Every instrument is tested on a specially designed instrument board before delivery to customers.

merchandise from other local dealers just for the sake of having a complete stock, though not in large quantities. Sandwiched in among new items desired by set builders, these "fillers" have established his shop as headquarters for the district. Odd parts are of course purchased from other dealers at very reasonable prices and the margin of profit calculated to compensate for comparatively slow turnovers.

Freund has built a profitable business through the principle of specialization. He has no appreciable competition, for other local dealers cannot and do not care to compete. Merchandise brings a good price because of his exceptional service. His profit is satisfactory.

The store is located in a residential section and very little of his business is transient.

There is apparently more truth than





The Coils the thing!

that makes
Radio

From Microphone to Loud Speaker

No radio unit is any better than its coil for the coil is the vital part of all radio apparatus.

Coils in the microphone and all the way down the line to the loud speaker determine the volume, the selectivity, the distance, and, most important of all, the tone qualities. Coils cannot be too well made—the wire in them cannot be too good—the insulation cannot be too perfect.

The best radio apparatus in the world, made by the most successful radio manufacturers, is equipped with Dudlo layer wound coils. These manufacturers know from experience that it is *unprofitable* to attempt to wind their own coils and *unwise* to experiment on doubtful sources of supply for parts so highly specialized and so important as their coils.

By standardizing on Dudlo wire and coils, you can avoid all worry as far as these units are concerned.



Dudlo coils are wound to manufacturers' specifications. The Dudlo Engineering Laboratories are at the service of any radio manufacturer to assist in designing the proper coil for certain purposes—samples submitted without obligation.

DUDLO

DUDLO MANUFACTURING CORPORATION, FORT WAYNE, INDIANA

56 EARL STREET
NEWARK, N. J.

160 NORTH LA SALLE STREET
CHICAGO, ILL.

4153 BINGHAM AVE.
ST. LOUIS, MO.

274 BRANNAN ST.
SAN FRANCISCO, CALIFORNIA

Pre-viewing the New Circuits

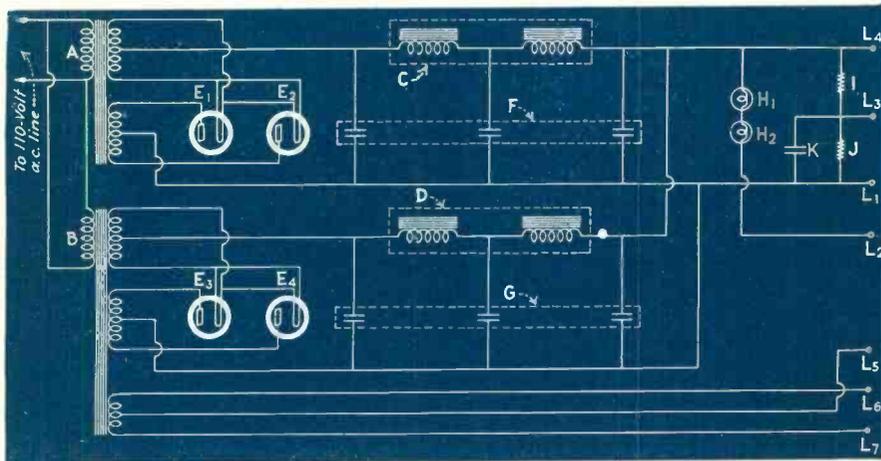
June "fan" magazines will tell how to build the apparatus outlined on this page



POPULAR RADIO for June describes a power supply device which is designed to supply A, B and C voltages to the Browning-Drake receiver. Only a few minor changes are necessary in a standard B-D set in order to use this unit, and adequate current supply is assured by virtue of the husky rectifying system provided. The unit operates the receiver including a power-tube. Parts necessary for its construction as outlined in *Popular Radio* are:

- A and B—Power Transformers.
- KC and D—Filter choke coils.
- E—UX type vacuum tube sockets.
- F and G—Filter condenser block, high-voltage.
- H—Porcelain cleat receptacles.
- I—High-current resistor, 7,500 ohms.
- J—High-current resistor, 5,000 ohms.
- K—Paper condenser, 400 volts, 4 mfd.
- L—Lettered binding posts.

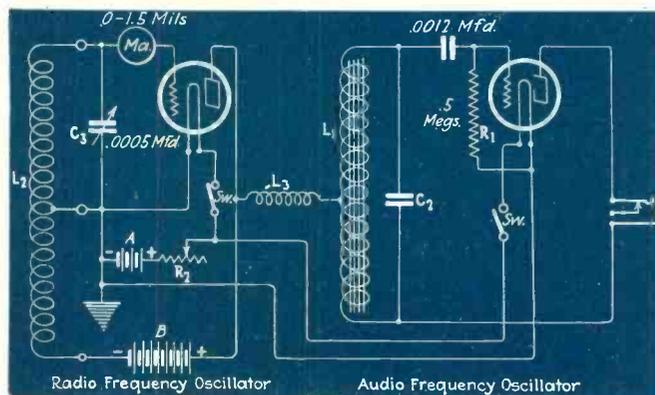
An A, B and C Power Pack for the Browning-Drake



A Browning-Drake receiver may be operated directly from the light lines through the use of this supply device described in the June issue of "Popular Radio" by Glenn H. Browning.

A Modulated Oscillator for the Home Laboratory

Any number of laboratory tests and radio measurements may be made if one of these modulated oscillators, described in June "Radio Broadcast" is available.



The oscillator may be used for any number of interesting experiments and measurements and is really an essential part of every laboratory. The entire outfit may be constructed by the "fan" for less than \$50, using the best of material throughout. Parts necessary are:

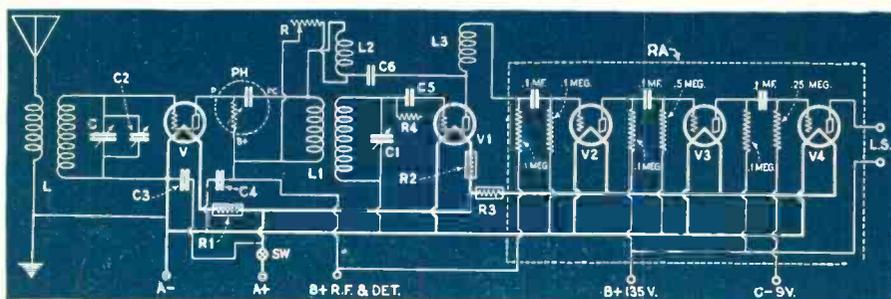
- L1—Output transformer.
- L2—Plug-in coils and jacks.
- L3—Radio frequency choke coil.
- C1—Fixed condenser, .0012 mfd.
- C2—Small fixed condenser.
- C3—Variable condenser, .0005 mfd., straight line frequency.
- R1—Grid-leak 5 megohms.
- R2—Rheostat, 10 ohms.
- SW—Battery switches.
- 1 Closed circuit short jack.
- MA—1 Millimeter, 0-1.5 mil. scale.

KEITH HENNEY of *Radio Broadcast* describes a new modulated oscillator for the use of the home experimenter in the June issue of that publication.

The Interbalanced-Regenerative Receiver

IN the Interbalanced Regenerative Receiver, to be described in June issue of *Radio News*, a tickler coil connected in the detector circuit to induce regeneration is interlinked with the plate circuit permitting simple control. The set comprises one stage of tuned radio frequency, regenerative detector and three stages of resistance-capacity coupled audio amplification.

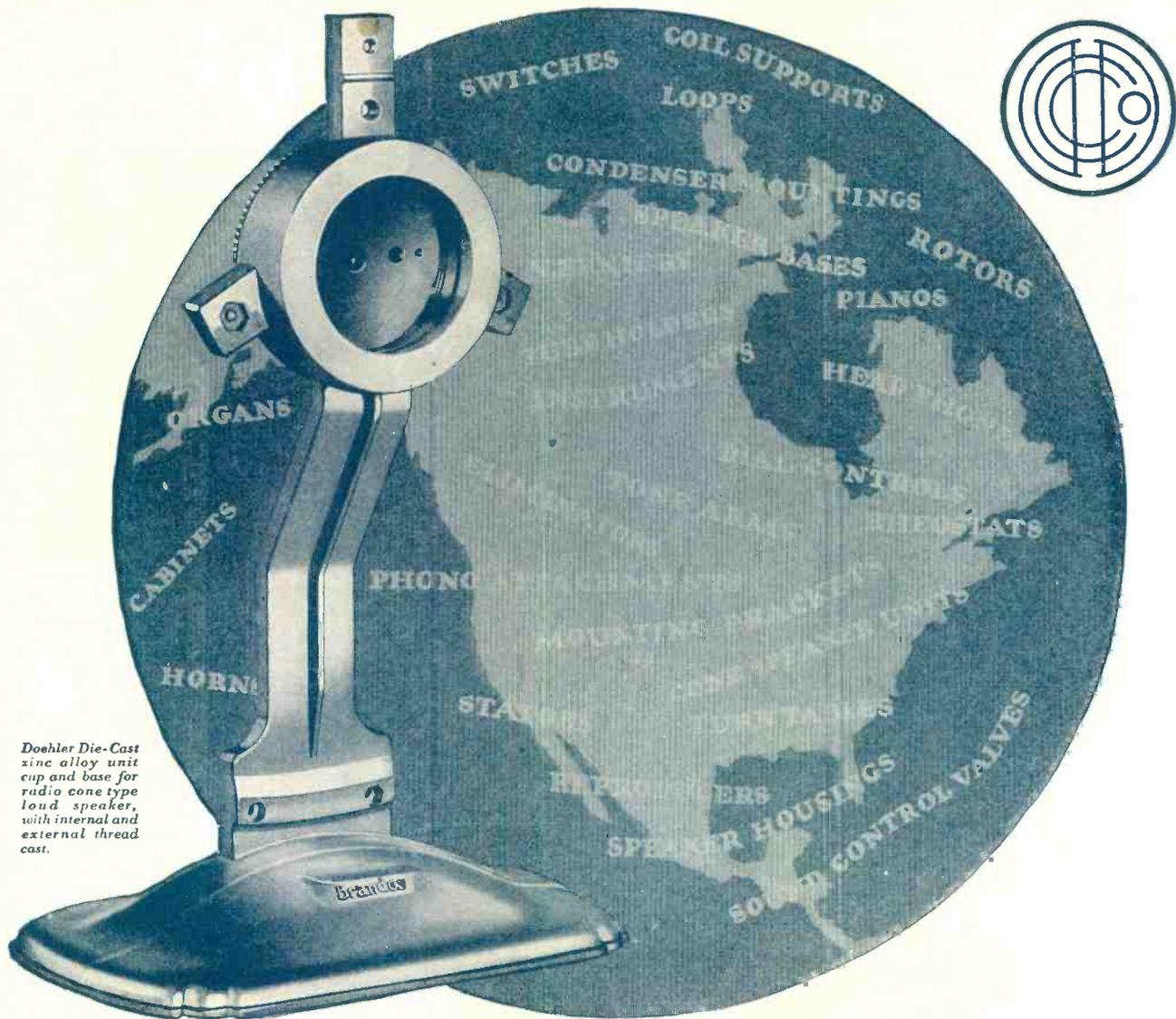
- L—Antenna coupling coil.
- L1—Radio frequency transformer.
- L2—Tickler coil. (Homemade.)
- L3—Radio frequency choke coil.
- C, C1—Gang condenser, .0005 mfd.
- C2—Balancing condenser.
- C3, C4—Fixed condensers, .5 mfd.
- C5—Grid condenser, .00025 mfd.
- C6—Fixed condenser, .002 mfd.
- R—Variable resistance, 0-10,000 ohms.
- R1, R2—Filament ballast resistance, 5 volt, ¼ amp.



The coupling of the radio frequency stage in this receiver described by "Radio News" in its June issue is controlled simultaneously with detector circuit regeneration.

- R3—Filament ballast resistance, 5 volt, 1 amp.
- R4—Grid-leak, 2 megohms.
- PH—Stabilizing device.
- RA—Two stage resistance amplifier.
- S—Coil shield, aluminum.
- SW—Filament switch.
- 2 Tube sockets. Marked binding posts. Dial. Panel brackets.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die-Cast zinc alloy unit cup and base for radio cone type loud speaker, with internal and external thread cast.

*T*HERE is but one standard by which the Doehler organization gauges production . . . the best. This uncompromising attitude has attracted . . . and held . . . the patronage of America's greatest industrial enterprises. Since 1906 the leadership of Doehler Die Castings has rested on engineering and metallurgical expertness . . . plus the mechanical resources to insure vast production. And now, in 1927, three complete Die Casting plants and a separate division for assembly, makes the certainty of deliveries a fact beyond even unusual contingencies. **☐** Consider us at your service in solving YOUR Die Casting problems.

DOEHLER DIE-CASTINGS

Also designers & manufacturers of DOEHLER Vending Machines for selling, sampling and advertising purposes.

New Parts Announced This Month

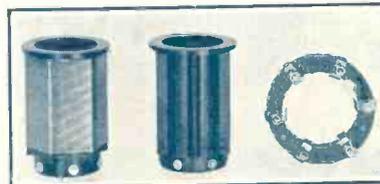
For additional new parts, sets and accessories see pages 78-83



Double Impedance Coupler

Radio Retailing, May, 1927

The General Radio Company, Cambridge, Mass., is manufacturing an audio frequency amplifier unit known as type 373 which contains a double impedance and blocking condenser. According to the manufacturer the extent of its range of even amplification is from below 100 cycles to over 10,000 cycles with a gradual downward deviation of slightly less than 7 per cent between 100 and 400 cycles. This amplification curve compares favorably with that generally obtained with resistance coupled systems. The unit is mounted in a metal shell and may be connected in a standard radio circuit in much the same way as an audio frequency transformer would be included. The intended retail price is \$6.50.



Plug-In R. F. Coil

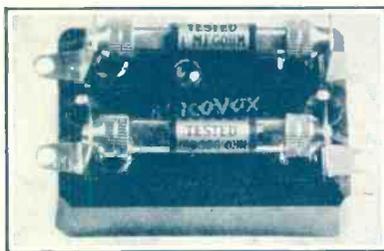
Radio Retailing, May, 1927

Type 118A radio frequency coil, manufactured by Silver-Marshall, Inc., 846 West Jackson Boulevard, Chicago, is wound on the standard S.M. ribbed Bakelite form. Secondary turns are spaced approximately seven-tenths the diameter of the wire and are designed to cover the range of 190-550 meters when used in conjunction with a .00035 mfd., tuning condenser. The primary is wound on a small tube inserted inside the secondary and its space-wound turns are spread the entire length of this coil. According to the manufacturer this reduces the primary inductance while furnishing maximum primary-secondary coupling and high efficiency. The coil is equipped with a third winding which may be used as a "bucking" coil for neutralizing purposes or as a fixed tickler. The coils are equipped with mounting receptacles.

Resistance Coupling Unit

Radio Retailing, May, 1927

The illustrated unit, which is equipped with a .004 mfd. fixed condenser, a 100,000 ohm resistance and a 1 megohm gridleak may be used as an amplifying unit in a single stage of resistance coupled audio amplification. The base, designed for baseboard or sub-panel mounting, is made of Bakelite and the resistance clips are of nickel-plated phosphor-bronze. The unit is manufactured by the Aerovox Wireless Corporation, 70 Washington St., Brooklyn, N. Y.



Variable High Resistance Dissipating 3 Watts

Radio Retailing, May, 1927

Three high resistance units, capable of dissipating currents up to 3 watts, constructed to withstand voltages up to 1,500, have been added to the line manufactured by the Central Radio Laboratories, 16 Keefe Avenue, Milwaukee, Wisc. "Heavy Duty Radiohm, No. 50 M" is designed for use as a detector voltage control and is variable from 5,000 to 50,000 ohms. No. 10 M, variable from 0 to 10,000 ohms, may be used as an amplifier voltage control in series with the positive high voltage lead and No. 2 M, variable from 0 to 2,000 ohms is especially for use as a C bias control in combined B and C battery eliminators. A single turn of the dial on these units gives full variation.



Anti-Capacity Loop-Antenna Switch

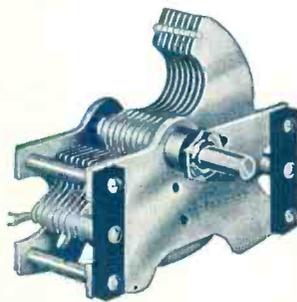
Radio Retailing, May, 1927

In order that either a loop or antenna may be used at will with a receiving set, the Brooklyn Metal Stamping Corporation, Brooklyn, New York, has designed the illustrated double pole, double throw anti-capacity switch. This is equipped with self-cleaning contacts which have a smooth, positive action and according to the manufacturer are of practically zero capacity. They are to be placed on a panel, and mounting is accomplished by means of one hole. The intended retail price, complete with knob, \$1.25.

Variable Condenser for SL Tuning

Radio Retailing, May, 1927

Type 999 variable condenser, manufactured by the Precise Manufacturing Company, Mill Street, Rochester, N. Y., employs rotor plate design which provides straight line tuning characteristics. Condenser plates are clinched by a special process which is said to insure permanent contact. Intended retail price, .00025 mfd., \$2.25; .00035 mfd., \$2.25; and .0005 mfd., \$2.50.



High Voltage Condenser for R.C.A. 104 Speaker

Radio Retailing, May, 1927

The Tobe Deutschmann Company, Boston, manufactures the illustrated 9 mfd. high voltage condenser for use as a replacement unit in R. C. A. 104 speakers. The condenser is known as type 104 and is designed to operate continuously at voltages considerably higher than those encountered in actual use. It is exactly the proper size to fit the space provided in the speaker. Intended retail price, \$7.



Audio Frequency Transformer

Radio Retailing, May, 1927

A completely shielded audio frequency transformer is being manufactured by the Wireless Radio Corporation, Varick Ave. & Harrison Place, Brooklyn, N. Y. According to the claims of the manufacturer, this transformer gives even, uniform and distortionless amplification of all notes and all frequencies within the musical range. It is built with a super-sized core combined with a high inductance primary. The intended retail price is \$1.65.

CARTER

PARTS

Specified—as usual—in these new circuits

"Interbalanced Regenerative Receiver"—Radio News—June.

2. .5 M F By-Pass Condensers.
1. .00025 M F Grid Condenser.
1. .002 M F Fixed Condenser.
1. No. X "Hi-Ohm" Volume Control. (10,000 ohm)
1. "IMP" Battery Switch.

"Moderated Oscillator for Home Laboratory"—Radio Broadcast—June.

2. "IMP" Battery Switches.
1. No. 2-A Short Jack (closed circuit).

"A B C Eliminator for Browning Drake"—Popular Radio—June.

See the previews on these circuits elsewhere in this issue.

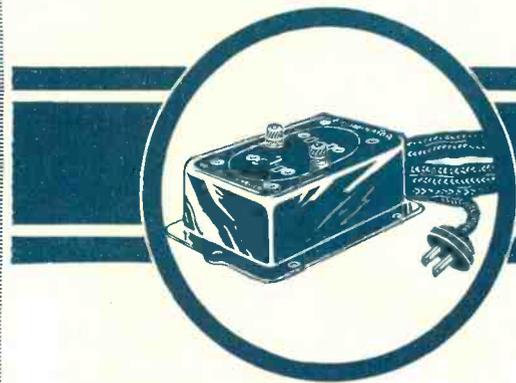
Mr. Dealer:

This advance information enables you to prepare for the influx of business certain to result when these circuits appear. Stock and become familiar with these parts. Be ready when consumers demand them.

In Canada: Carter Radio Co. Ltd., Toronto.

CARTER RADIO CO.
Chicago

MEMBER
RMA



A RELIABLE Automatic Power Control Switch is always positive acting. During and after assembling, every Reliable Switch is subjected to more severe operating tests than it will ever get in ordinary service. That insures positive action—*always*.

Turns on or off either or both Trickle Charger and B Eliminator as required.

Convenience Model as illustrated, retails at \$3.50 to \$3.75. Utility Model, (connected at binding posts) retails at \$2.00 to \$2.50.

Write for details and dealers' prices.

THE RELIABLE PARTS MFG. CO.
WELLINGTON, OHIO

RELIABLE
Automatic Power Control
Switch

For "B" Eliminators and Rheostats

"TOPHET"—660 ohms per circular mil-foot [slightly magnetic]

"SOLAR"—620 ohms per circular mil-foot [non-magnetic]

"CUPRON"—290 ohms per circular mil-foot [non-magnetic]

These wires can be furnished *bright, oxidized, enameled, silk covered and cotton covered.*

For Radio Tubes

PURE NICKEL WIRE, RIBBON & STRIP
RESISTANCE WIRE, SMALL TUBING

We are supplying many of the large radio manufacturers. Let us send you samples and quote on your requirements

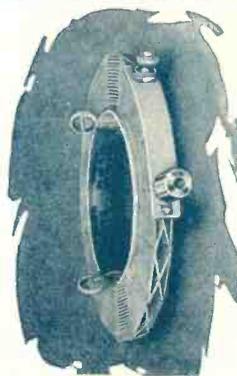
GILBY WIRE COMPANY

Manufacturers of a complete line of resistance wire for every purpose

Newark, N. J.

Chicago: The Fleig Corporation
Cleveland: C. E. White & Co.
San Francisco: Baker-Justyn Co.
Boston: Frank Booth

Seattle: Woodward Co.
Tokio: Jay W. Myers
Paris: Edgar-Sitt-Leop



Set Manufacturers!

Standards of radio reception are becoming higher with each new year. 1927 models must be an improvement over those of 1926, 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



The St. James Transformer

The highly efficient vacuum-treated, dehydrated air core transformer which has been so successfully used in the well-known St. James Super-Het.

A mighty good article with good profits for parts dealers. Very complete and simple working plans available.

Send for our Folder

St. James Laboratories, Inc.
845 Washington Blvd., Chicago, Ill.

TOBE VERITAS RESISTORS

Trade Mark Reg'd U. S. Pat. Off.

A complete line for every resistor need.



These resistors, shown actual size, are designed for accuracy and service. They stay put, carry current continuously and are like no other resistors made. The prices are reasonable. Already in use by leading manufacturers. They will help your sales.

Send for price list and name of nearest jobber.

Tobe Deutschmann Co.
Cambridge Mass.

FROST-RADIO

Ask Your Neighbor

Type 880 Super Variable Resistance

List: \$1.25



FROST-RADIO

Mail Coupon for Literature.

Use the coupon to order a supply of our new literature about the Frost-Radio Super Variable High Resistance Units. For counter distribution.

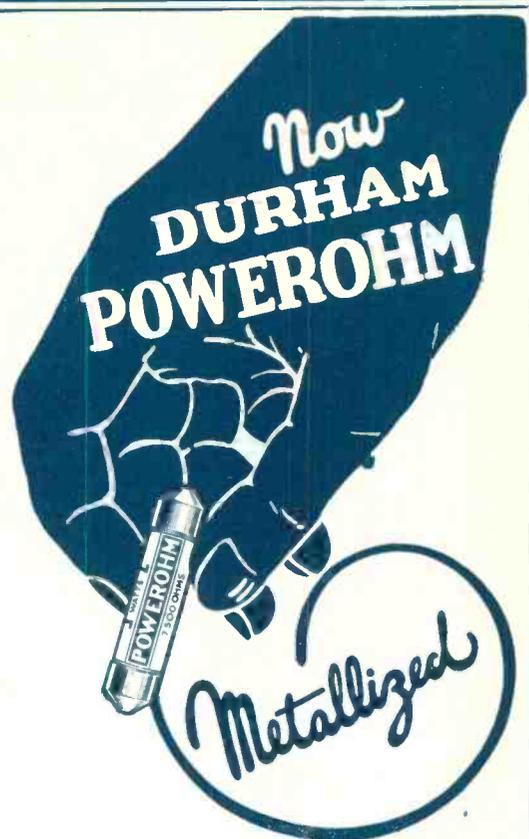
HERBERT H. FROST, INC.

Main Offices and Factory: ELKHART, IND.
Chicago Pittsburgh Los Angeles New York
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Herbert H. Frost, Inc., Elkhart, Ind.

Please send me a supply of circulars describing your Super Variable Resistance Units as advertised in Radio Retailing and I will distribute them to my customers.

Name
Address
City State



Order This New POWEROHM

MADE expressly for the higher voltages demanded by "B" Power Supply Units. Just as Durham Resistors are standard with 17 leading set manufacturers, so are these new Durham POWEROHMS endorsed by leading manufacturers in their field.

To meet the increasing demand of "B" eliminator users, it will pay you to stock Durham POWEROHMS in assorted sizes.

*2.5 and 5 Watt Types
Each in all ranges
and in standard or
special tips.*

DURHAM METALLIZED POWEROHMS & RESISTORS

INTERNATIONAL RESISTANCE CO.
Dept. J. Perry Bldg. Philadelphia, Pa.

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



**This Attractive Counter Display
Sells A Lot of Wire!**

King Cole Enameled Aerial Wire is drawn from pure copper and enameled by the latest and most approved process.

It is finished in No. 12 and No. 14 single strand and in seven strands of No. 22 and No. 24.

King Cole Enameled Aerial Wire is unsurpassed for best reception and complete protection.

Wherever Aerial Wire is used King Cole is recognized as the best.

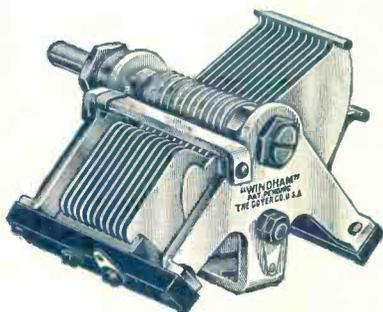
WRITE FOR PRICES.

ANYLITE ELECTRIC CO.
Fort Wayne, Ind.



"Windham" Condensers

Conserve
Your
Working
Capital



DO NOT fritter away your working capital by purchasing goods below the standard demanded by the trade. It costs money to trade an old customer for a new one.

"Windham" condensers are low in price when you consider durability and efficiency. They will retain the good will of your customers.

Manufactured by
THE GOYER COMPANY
Willimantic, Conn.

IGRAD UNIT TYPE CONDENSERS



The new IGRAD BANK of unit type condensers is being found to be unusually well suited to making up A-B-C power supply units using the new Raytheon BA 350 milliamper tube.

This bank is made up of 5 units of 4 M.F. each (No. 84A) for operation on voltages up to 1250 D.C. and one unit containing three sections of 1 M.F. each (No. 621A) for operation on voltages up to 600 D.C. In addition to this bank an IGRAD No. 802AX Buffer Condenser (double 1/10 M.F.) is used on the transformer side of the rectifier.

This unit type of condenser is now a standard part of the IGRAD line and the many advantages thereof are readily appreciated. Base dimensions of all capacities for different operating voltages are the same. Can be assembled in most convenient position.

Write for complete catalog with prices on all types or call on our nearest representative:

Aaron Seidman & Co.
Chicago, Ill.
Stoner & Heath, Inc.
New York, N. Y.

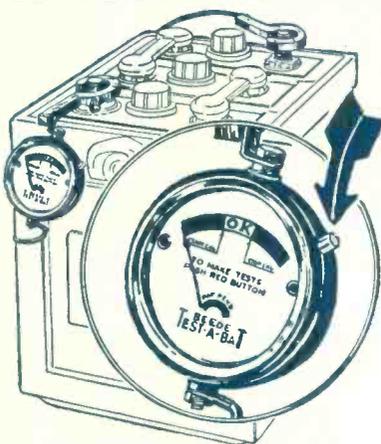
Marshank Sales Co.
Los Angeles, Calif.
Technical Sales Co.
Boston, Mass.

IGRAD CONDENSER & MFG. CO.
26 Avenue D Rochester, N. Y.

Specialists in the Production of
Long Life Condensers

THE BEEDE TEST-A-BAT

Just Press the Button



Non-Corrosive Terminals

\$ 1.75

LIST

Literature and Show Cards Furnished. Ask your Jobber Today

BEEDE ELECTRICAL INSTRUMENT CO.
FACTORY, PENNACOOK, N. H.

N. Y. Sales Office: 136 Liberty St., John L. Madsen, Manager

Attaches to Any Storage Battery

YOU can attach a Beede Test-A-Bat to very Storage battery that you sell. Simple to attach, simple to use. And you can sell one to every one of your old customers. They'll all thank you for the advice.

SAFE

No Risk of Acid Drip-pings
Far Superior to Hydrom-eters

ACCURATE

Simple and Easy to Use
All Reading Guaranteed Accurate

CONVENIENT

Always on the Job
No Need to Move Battery

Fleron "Sentinel"



A Lightning Arrester of Quality
Moderately Priced.

Unfailing operation under all conditions. Passed by the Underwriters' Laboratories.

Now three styles to choose from. "Home Guard" Arrester 50 cents; "Sentinel" Arrester \$1.00; "Defender" Arrester \$1.50. All mineral gap type.

Ask your jobber for the "Sentinel" Arrester in the New Display Stand

Each Arrester in an individual carton with screws and directions for installing.

Other Fleron Specialties

- Glass Insulators
- Complete Aerial Outfits
- Lead-in Bushing
- Porcelain Insulators
- Stand-off Insulators
- Screw Eye Insulators

The Fleron line of Radio Set Accessories is sold by all leading jobbers. Write for our 1926-27 catalog.

M. M. FLERON & SON, Inc.
Trenton, New Jersey



It Looks
Pretty Big

For EB Y Binding Posts
and the coming radio season

It looks like a whale of a radio season ahead with the commitments radio manufacturers have made and the interest jobbers and dealers are taking in the R.M.A. Show.

EB Y Binding Posts, as in the past, will be standard equipment for over 80% of the leading radio sets and accessories. And jobbers and dealers will continue to standardize on EB Y as the one binding post that is sold, serviced, advertised and priced to allow a worthwhile profit.

The H. H. EB Y MFG. COMPANY, Inc.
4710 Stenton Ave., Philadelphia, Pa.

Booth No. 7  Radio Show

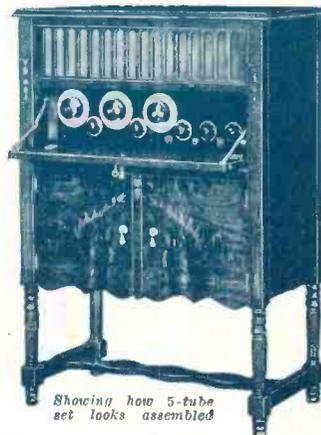
More Radio Cabinet Sales

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 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



Testing Equipment

Jewell has been building instruments for 27 years and special radio testing equipment since radio began. We have testing equipment for dealers and set owners to fill every need.

Write us for a copy of our radio instrument catalog No. 15-C and ask about discounts.

JEWELL ELECTRICAL INSTRUMENT CO.
1650 Walnut St., Chicago
27 years Making Good Instruments



PATTERN NO. 98
BATTERY TESTING
VOLTMETER

Dealer Reports Show the WESTON Radio Set Tester TO BE IDEAL for REDUCING SERVICING OVERHEAD



Weston Model 519

THIS Model 519 Test Set meets every radio servicing need for both battery and battery eliminator operated sets.

In the hands of your service man, servicing time per set can be cut down to an astonishing degree.

Dealers who are now using this Test Set are most enthusiastic over this unique instrument and the economies it effects for them.

The instrument which forms a part of this Model 519 Test Set has three voltage ranges, 200/80/8 and a 20 milli-ampere range. It has a resistance of 1000 ohms per volt and requires only one milli-ampere for a full scale deflection. This low current consumption makes the instrument adaptable for testing sets where "B" eliminators are employed. The Test Set is equipped with a rotary range changing switch which greatly facilitates test work. No auxiliary batteries are required other than those regularly used in the set.

WESTON ELECTRICAL INSTRUMENT CORPORATION
25 Weston Avenue, Newark, N. J.



Sell Table-Taps for Radio Use!

Have you ever watched a newly converted radio "bug" try to get his set hitched up?

Only *one* wall outlet on hand—but a battery charger, a "B" Eliminator and a portable lamp, for example, all waiting to be plugged in!

Keep on hand a supply of Hubbell Table-Taps No. 6900 to relieve this problem—and incidentally to bring you an exceptionally large margin of profit.

The Table-Tap when plugged into a single outlet provides three convenient Te-Slot connections. Can be screwed to the wall baseboard as illustrated, fastened to the back of the radio cabinet, placed on the floor or located elsewhere.

HARVEY HUBBELL, INC.
ELECTRICAL SPECIALTIES
BRIDGEPORT, CONNECTICUT, U.S.A.
NEW YORK, N.Y. CHICAGO, ILL.

PROVIDES 3 OUTLETS FROM 1



RADIO'S BEST WIRE
From the Ground Up
Also Complete Aerial Kits
DEALERS AND JOBBERS
Write or wire today for full particulars.
CORNISH WIRE COMPANY
30 Church Street, New York City

**CLIP TIME OFF WIRING JOBS
BY USING**




Approved by the Underwriter Lab.
Cartons of 100 — Standard Package 1000

An Insulating Cap with a split screw that bites twisted wire ends.

For Free Working Samples Sign Below and Mail

Name _____

Address _____

COLT'S PAT. FIRE ARMS MFG. CO., HARTFORD, CONN.

WEBSTER

**"BONE-DRI" A Socket-Power
and
BATTERY CHARGERS**

Equal to
WEBSTER B's Raytheon Equipped

Enough Said!

See the latest in socket-power units at Booth 52, R.M.A. trade show week June 13, Chicago. In the meantime write for free booklet "How to eliminate your batteries"

THE WEBSTER CO.
848 Blackhawk, Chicago



MEET US AT THE RADIO TRADE SHOW

STEVENS HOTEL CHICAGO

WEEK OF JUNE 13th



E.C.
The Tube of Longer Life
C.E. MFG. CO., INC.
PROVIDENCE R.I.

THERE'S A TYPE FOR YOUR SET
ASK YOUR DEALER

WRITE FOR COMPLETE DATA SHEET

ENDORSED BY RADIO AUTHORITIES.

ELKAY

TRADE MARK REG.

RECEIVERS—EQUALIZERS—SUPPRESSORS

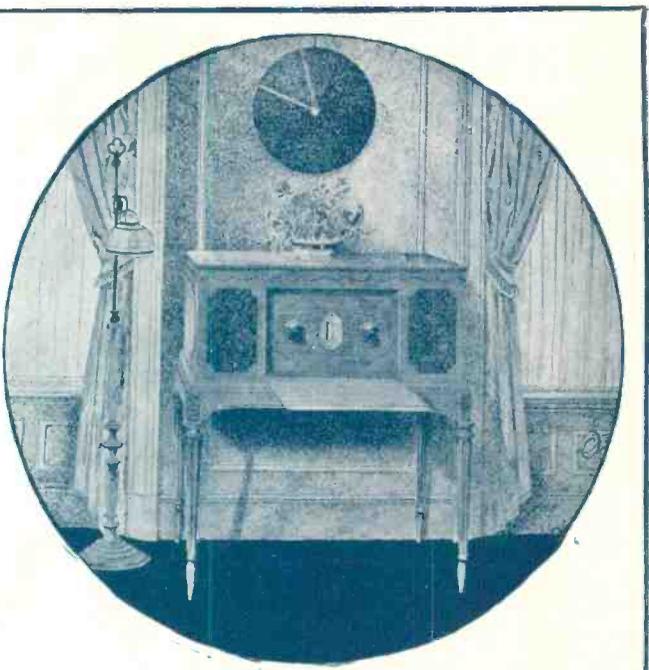
Elkay "Truphonie" Six; Elkay Junior Six; Elkay Equalizers and Suppressors.

Write for franchise

Langbein - Kaufman Radio Co., Dept. M, 62 Franklin St., New Haven, Conn.



Yes—June is
the R. M. A.
Issue



dealers!

MU-RAD, *the ultimate in Radio* Goes One Step Further! An All Electric Set!

Mr. Dealer—you want profits, you want turnover, you want a steadily increasing business! You know from experience that the way to attain these assets is by keeping your eyes opened to the wants of the public, by anticipating the public's next demands.

Mu-Rad has done this for you in their new Super Six all electric receiver. Mu-Rad has foreseen the trend of public wants and has built a set that may be operated with or without batteries, with only one tuning control, only *one* volume control, without electrolyte and one that may be operated with an indoor antenna if desired. Here is the target for radio users' greatest demand. Here is the criterion about which you can build a powerful sales campaign. Write at once for price list and complete information. We will be glad to discuss territorial arrangement for this new and improved Super-Six.

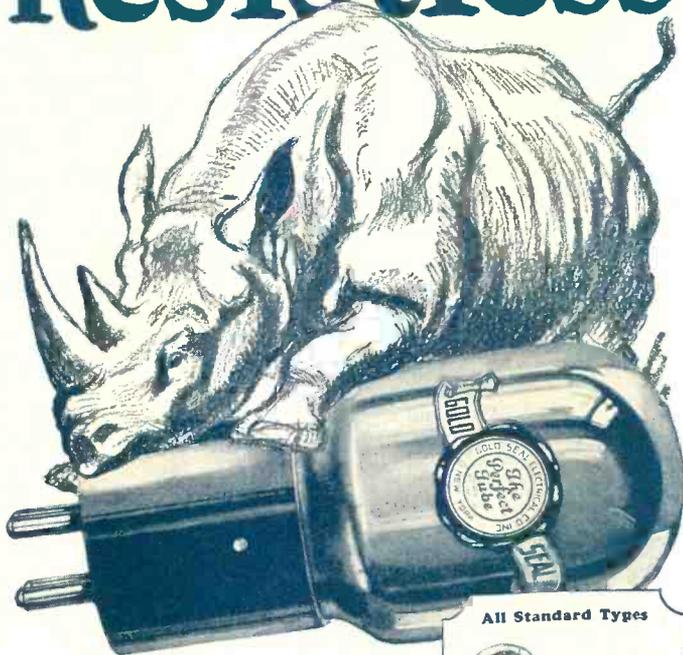
Additional models available
offering you a complete price range from \$91 to \$315.

MU-RAD

RADIO CORPORATION
Dept. R

ASBURY PARK NEW JERSEY

Resistless



Gold Seal's Resistless Progress

is a demonstration of selling power behind a superior product. That is what makes quicker turnover and bigger profits for Gold Seal jobbers and dealers.

Finest materials, design and workmanship, insuring superior tone quality, have won popular recognition of Gold Seal superiority.

Real dealer help, a liberal guarantee, an extensive national advertising campaign, and a consistent square-deal policy have won dealer satisfaction for the Gold Seal Line.

You should be sharing in this unprecedented success.

Mail coupon today for full details

GOLD SEAL ELECTRICAL CO.
Incorporated
250 PARK AVE., NEW YORK

Gold Seal Radio Tubes

Jobbers—A few attractive territories still open—write for details at once.

COUPON
GOLD SEAL ELECTRICAL CO., Inc.
250 Park Avenue, New York, N. Y.
Gentlemen:—Please send me full particulars of the Gold Seal line and your attractive proposition to
 Jobber Dealer

Name _____ Address _____ City _____

Be sure to visit our Booth No. 97 at the R. M. A. Trade Show, Stevens Hotel, week of June 13.

All Standard Types



Type GSX-112
High power tubes for use in improving tone and volume.
List price \$4.50



Types GSX-201A and GS-201B
The popular general purpose type, for amplifier or detector. Long life and high efficiency.
List price \$1.75



Type GSX-216B
For use in battery eliminators to rectify alternating current—advantageous to supplying the higher current required by power tube equipped sets.
List price \$7.50



Type GSX-171
High power tubes for use in last stage of audio amplification give increased volume.
List price \$4.50

Retail Price

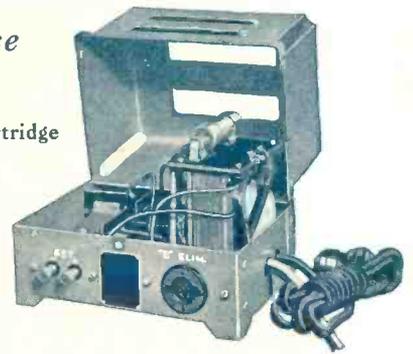
MODEL 20 A

\$21 Complete
With Raytheon Cartridge

MODEL 20 B
without Automatic Relays but with trickle and full charging rates.

\$10

Equipped for, but Less Tungsten Bulb



The CASE Charger with Automatic "A" and "B" control and Automatic Full Charge Cut-Off

In combination with "B" Eliminator makes any receiving set fully power operated—charges the "A" Battery and automatically controls both "A" Battery and "B" Eliminator from receiving set switch. When set is turned off, charger automatically and rapidly replenishes the energy used by the radio set and automatically shuts off when

battery is fully charged, preventing overcharging and gassing of battery.

Equipped with Raytheon "A" Rectifier Cartridge—consumes 50% less power than ordinary rectifiers. No light, no noise and practically no heat.

The CASE Charger offers volume sales and liberal profits. Write for full details.

INDIANA MFG. AND ELECTRIC CO.
MARION, INDIANA

CASE RADIO PRODUCTS

RECEIVING SETS—CHARGERS—ACCESSORIES

AN INSTANT SUCCESS!

the new SONATRON for B ELIMINATORS

THAT'S the story of Sonatron's newest achievement—the S H 85, a Gas-Filled Rectifier tube that presents another profitable field to Sonatron dealers. Gives marvelous service in any B eliminator and delivers an incredibly smooth, uniform and dependable flow of current. Backed by the SONATRON Guarantee.

A Proposition to Make More Profit!



Type S H-85
Surface Cooled
Gas Filled
Full Wave
Rectifier Tube
No Filament

Maximum Output
85 Milliamperes
200 volts

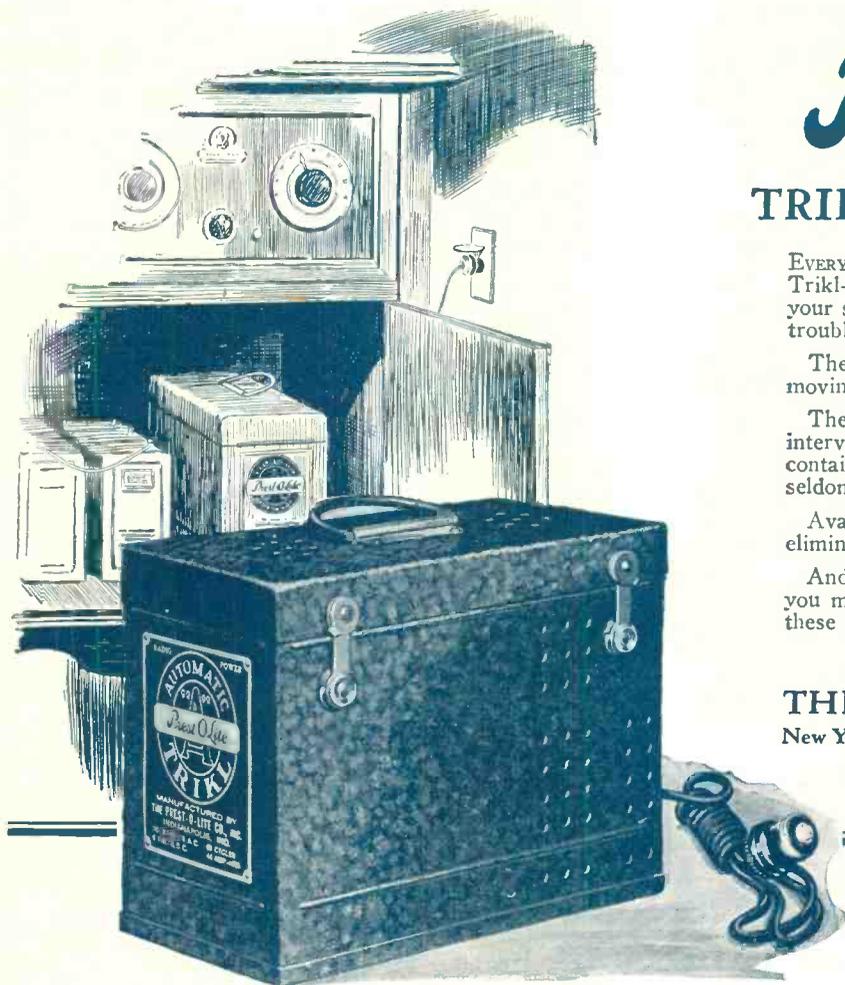
That's the SONATRON Proposition—hundreds of dealers are finding that out. Sonatron's 30 distinct tube types—its position as the largest exclusive tube manufacturer—means more sales and profits for you.

SEE US AT THE R. M. A. SHOW,
Stevens Hotel, Chicago, Booth 110B,
June 13 to June 18, inclusive.

SONATRON TUBE COMPANY
108 W. Lake St. Chicago, Newark, N. J.
16 Hudson St. New York
320 Lafayette Bldg. Detroit
Windsor, Ont., Can.

SONATRON

Nationally Advertised  Standard Quality



Prest-O-Lite

TRIKL-"A" POWER UNIT

EVERY TIME you sell one of these Prest-O-Lite Trikl-"A" Power Units you make a friend for your store. It cuts out the radio-owner's charging troubles—and in addition saves him money.

The charging unit has no bulbs—no liquid—no moving parts—no noise.

The battery requires distilled water only at intervals of several months. It is made with self-contained hydrometer which makes testing, though seldom necessary, practically automatic.

Available for use either with or without "B" eliminator.

And—best of all from the profit standpoint, you make real money every time you sell one of these Prest-O-Lite Trikl-"A" Units.

Write for full details.

THE PREST-O-LITE CO., Inc.
 New York INDIANAPOLIS San Francisco
 Unit of Union Carbide and Carbon Corporation

Always on the job



The
SONOCHORDE
 CONE

NO OTHER speaker at any price offers so many exclusive features. Rich wine colored silk front—mahogany finished frame and base (unbreakable)—protected back—super powered unit that does not blast or distort on power tube amplification—perfect reproduction on music and voice, both high and low tones. Many others.

Compare Sonochorde and you will sell no other speaker this season

Write for full information—our interesting sales proposition, etc.

Manufactured only by
BOUDETTE MFG. CO.
 Chelsea, Mass.

HARTUNG CLIPS

*Continuous Circuit
 -Bulldog Grip*

*Enough better to make them
 worth asking for by name*

To have a reputation as the store which takes pains to get for its customers the devices that offer extra qualities and features—that is the secret of a successful parts business. And when you have that reputation, you need not worry about "off" seasons.

You will find that Hartung Clips, made in one piece of special heat treated steel, are worth getting. They provide a continuous path of current with low resistance. They are heavily coated with lead.

You will agree that *only* a mighty superior clip could build a national reputation for itself in the radio field.

Order from your jobber or write for details.

COMPLETE STOCKS CONVENIENTLY LOCATED

New York: Arkay Sales Co., 5 Columbus Circle.
 Boston: G. K. Thompson, 25 Huntington Ave.
 Cleveland: Henger-Fairfield Co., 1531 W. 25th St.
 Atlanta: F. B. Keith & Co., 808 Walton Bldg.
 Chicago: L. A. Chambers Co., 522 So. Clinton St.
 Minneapolis: Balch-Franklin Co., 409 N. Y. Life Bldg.
 Kansas City: Walter I. Ferguson Co., 208 Baltimore Bldg.
 San Francisco: West American Sales Co., 516 Van Ness Ave.

C. F. Hartung Co.
 728 E. 61st St., Los Angeles, Cal.

The Trade Show in Chicago will be one of the biggest contributions to our industry's expansion

DO not fail to attend —it will be of immense educational value to everyone interested in radio.

Amplion will be there with a complete display and demonstration of the latest models and developments.

You are cordially invited to see this display and inspect Amplion's contribution toward "Better Radio Reproduction."

STEVENS HOTEL
Michigan Avenue, Chicago
June 13th to 19th



THE AMPLION CORPORATION
OF AMERICA
MEMBERS RADIO MANUFACTURERS
ASSOCIATION
280 Madison Ave.
New York City

Announcing



the new
TELETONE
CONE SPEAKER
AND FACTORY

This new speaker stands out not only as a new Teletone, but as an astonishing advance in the cone speaker reproduction.

Its highly finished two tone mahogany case is especially rich. It is grilled alike back and front. The spruce interior is identical with that used in the highest grade musical instruments.

The cone is mounted so as to use the entire wooden casing as a sounding board.

The full floating armature unit operates equally well on any voltage from 90 volts up.

When we say that the new Teletone adds not only volume, not only fullness, but *expression* to cone speaker reproduction, we have given you a hint of the musical treat in store.

List Price \$25.00

On May 1st we will be in our new factory.

TELETONE CORPORATION
of America

3rd Street & Van Alst Avenue
Long Island City, N. Y.

See us at Stevens Hotel
during the Trade Show.



The Celoron Company is a firm believer in the Annual Show of the Radio Manufacturers' Assn.

Radio Insulation will be exhibited at booth No. 120, at the 1927 Show in Chicago, June 13th to 18th, inclusive.

Build Those Clear Full Tones of Quality into Your Radio Equipment

Celoron Radio Insulation provides desirable reserve power by preventing leakage throughout the radio receiver

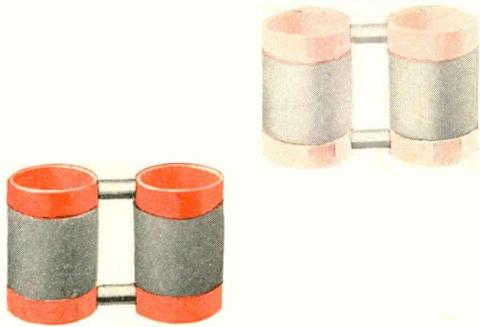
Celoron Radio Insulation, like the power tube, is the result of the modern demand for greater volume and those clear, natural tones which accompany this reserve power in the radio receiver.

The first insulating material produced expressly for the peculiar requirements of the radio industry, Celoron introduces a new era in radio manufacture. It offers a new positive control of delicate induced voltages throughout the radio receiver, preventing their dissipation through surface leakage and penetration. It guards against distortion through the unbalancing of carefully co-ordinated capacities, and ensures a far greater immunity from varying atmospheric conditions than has ever before been possible.



CELORON

RADIO INSULATION



There are Countless Ways that Celoron Can Be Used to Improve Your Products

Look inside the cabinets of the finest radio receivers made. You will find Celoron protecting innumerable vital points. You will find Celoron replacing heavy moulded insulation and its high dielectric losses on fixed condensers of every type. You will find firm, permanent Celoron Tubing used as the foundation for R. F. Transformer Coils, replacing even air-wound coils and guarding against distortion through warping or other disturbance of delicate windings. You will find Celoron playing an important part in the construction of both resistance and impedance coupled amplifiers where absorption or surface leakage of current

would unbalance accurately determined capacities and defeat the purpose for which they were designed—clear, natural tone reproduction. Celoron Radio Insulation is the best that money can buy; yet it costs no more than ordinary insulating material.

Made and guaranteed to definite laboratory specifications, it can be supplied in any quantity to meet production schedules.

Ask one of our experienced insulation engineers to confer with you on your insulation problem. He will also tell you

about the Celoron fabricating service that offers manufacturers Celoron parts machined to their own specifications.

*The Laboratory Test
Standard upon which*

CELORON
is GUARANTEED

over 100 meg. resistance after four days' exposure to humidity of 90% at 95°

a dielectric constant below 6

a tensile strength ($\frac{1}{8}$ " material) of 10,000 lbs. per sq. inch

THE CELORON COMPANY

Division of Diamond State Fibre Co.

BRIDGEPORT, PENNSYLVANIA

Fabricating Service in New York City, Cincinnati, Chicago, Boston, Kansas City, San Francisco, Los Angeles, Bridgeport, Pa. In Canada at 350 Eastern Ave., Toronto.

CELORON

RADIO INSULATION

Celoron laminated products, moulding powders and varnishes are bonded exclusively with Celoron resins. Celoron is the only laminated phenolic material manufactured entirely by one organization under the control of one laboratory.



The Symbol of Unswerving

UNIFORMITY

In Radio

Apex Maintains a 15-Year Record

Fifteen years ago *Apex* was established. Every year, except 1920 (no explanation necessary), has shown a profit—an unfailing index of the firm's sound stand on the quality of its products and its attitude toward *Apex* Jobbers and their Dealers. Uniformity in earning capacity is a barometer of *Apex* standing with its customers and the radio industry as a whole.

Uniformity—

—in sales policy has been one of the most important factors in *Apex* advancement. Records show that 91% of all business relationships established during our radio life are active today. *Apex* never deviates from the policy of selling through the legitimate trade channels of Jobber to Dealer.

Uniformity—

—in production is an outstanding *Apex* characteristic. Out of all the *Apex* radio sets built in 1926, less than 1/3 of 1 per cent were returned, and the majority of these were mechanically faultless. When an *Apex* is sold it stays sold.

Uniformity—

—in personnel has tremendous bearing on the progress of an institution. The same men who headed *Apex* in the beginning are its active, responsible heads today. The policies and ideals on which they built the foundations are uniformly maintained.

Uniformity—

in *Apex* Advertising and sales promotion work is another secret of the maintenance of Jobber and Dealer good-will. Every advertising promise *Apex* ever made has been carried out to the letter. During 1927 *Apex* is advertising to the public in every important jobbing zone in the United States. Ask *Apex* for details.

*See our complete NEW line at the R. M. A. Trade Show
June 13-19, Booth No. 94, Stevens Hotel, Chicago*



Apex Electric Manufacturing Co.

(Radio Division)

1410 West 59th Street, Chicago, U. S. A.



King Announces

— that June 13th is the day. That Booth No. 92 Stevens Hotel at the Radio Manufacturers Association Show in Chicago is the place. Here you will see the complete 1927 and 1928 line of King Receiving Sets. We cordially invite you to spend as much time as necessary with us to examine in detail our improved line and our 1927 dealer franchise.

Unfortunately space does not permit us to show, and words fail to describe, the wonderful advancement in appearance and performance of the sets we are offering you.

In a few words—our line embodies an ideal selection for your customers and the ideal price range for you to handle profitably. It starts with a low priced six tube set of exceptional value and performance. Of course it includes our greatly improved popular \$100.00 table model. In addition sets in beautifully designed cabinets are provided in each important price class. In cabinet design and appearance as well as in performance, each model leads its field in dollar for dollar value.

We will be pleased to see you at the Show.

THE KING MANUFACTURING CORPORATION
BUFFALO, N. Y.

KING
R A D I O

Sentinel— The First and Only Complete Line of Radio Power Units



Sentinel
A-B-C Power Unit—Beverly Model

The most elaborate descriptions of these units would fall far short of doing justice to the importance they hold in the radio world. They are the first and only completely automatic power units. In the "Beverly" model pictured on the left, equipped with volt meters which allow perfect control of all plate voltages, the set owner has everything he could desire for power operation of ANY receiver.



Beverly
Model

\$65



Sentinel
B-C
Power
Units

\$44.50

Beverly Model and Regular Type
Furnishes "B" Current for ANY Radio Set—
80 Mil. drain at 180 Volts with Ample
Reserve Power

—for every Radio Power Need

The Sentinel line is complete. It provides for every electrical need of Radio. For the set owner who uses a storage battery and wants automatic "A" power, we have perfected the automatic Relay and Charger; if he has a 2 amperes charger, the Automatic Control Unit alone will answer his purpose. The Sentinel Automatic "A" Unit provides relay, charger and "A" battery all in one compact case. The Sentinel "B-C" unit furnishes "B" current for ANY set made. It has an 80 mil. drain at 180 volts with ample reserve power. Going still a step further, the Automatic, Relay, Charger, "A" Battery, and B-C unit are scientifically combined into one master unit for all radio power purposes—the Sentinel A-B-C.



There is nothing on the market to compare with Sentinel products. They are absolutely unique—and their perfect performance is guaranteed. Our extensive schedule of forceful marketing and advertising has started. The demand is now in excess of present production capacity. Eighteen branch offices assure jobbers of unusual service and co-operation. Write for all the facts and see us at the R. M. A. Show in Chicago.

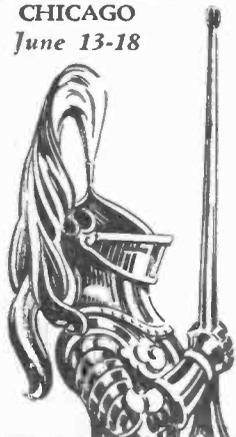
At the R. M. A.
Radio Trade Show
BOOTH 154
HOTEL STEVENS
CHICAGO
June 13-18

SENTINEL MANUFACTURING CO.
4256 No. Western Ave., Chicago, U. S. A.



Sentinel
A-B-C (Completely Automatic) Unit Supplies
Every Power Requirement of Radio

\$79.50



Sentinel
Automatic Control
Makes Your "A" Battery
and Charger Completely
Automatic

\$15



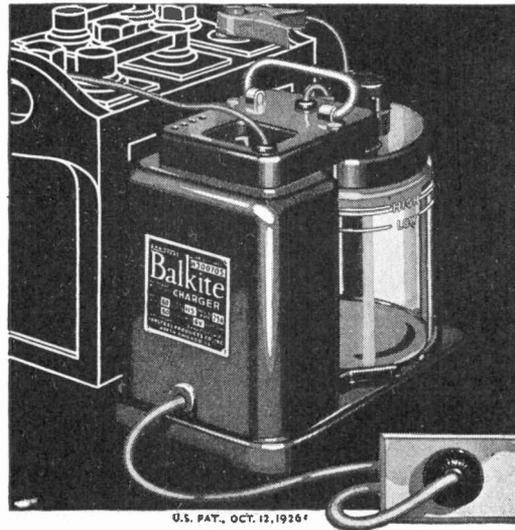
Sentinel
Automatic Control and Charger
Makes Your "A" Battery a
Completely Automatic Power
Unit

\$29.50

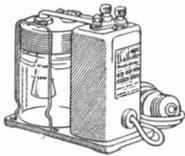


Sentinel
"A" Completely Automatic
Power Unit
Not a Trickle Charger

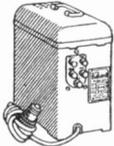
\$40



This 2.5-ampere and trickle charger meets the needs of the present radio market



Balkite Trickle Charger
MODEL K. For those who require a charger of limited capacity only. Can be left on continuous or trickle charge thus automatically keeping the battery at full power. Charging rate about .5 ampere. Over 350,000 in use. Price \$10. West of Rockies \$10.50. (In Canada \$15.)



Three New Balkite "B"s
Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three models: "B"-W at \$27.50 for sets requiring 67 to 90 volts. Balkite "B"-X, (illustrated) capacity 30 milliamperes at 135 volts—\$42. Balkite "B"-Y, capacity 40 milliamperes at 150 volts—\$69. (In Canada "B"-W \$39; "B"-X \$59.50; "B"-Y \$96.)



Balkite Combination
When connected to the "A" battery supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on the set. Entirely automatic in operation. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current. Price \$59.50. (In Canada \$83.)

The advantages of trickle charging. But combined charging rate high enough to take care of power tubes and to break down battery sulphation should it occur. The present day set requires both. The combination of both these features in the model J Balkite Charger is rapidly making it the most popular charger in the entire radio field.

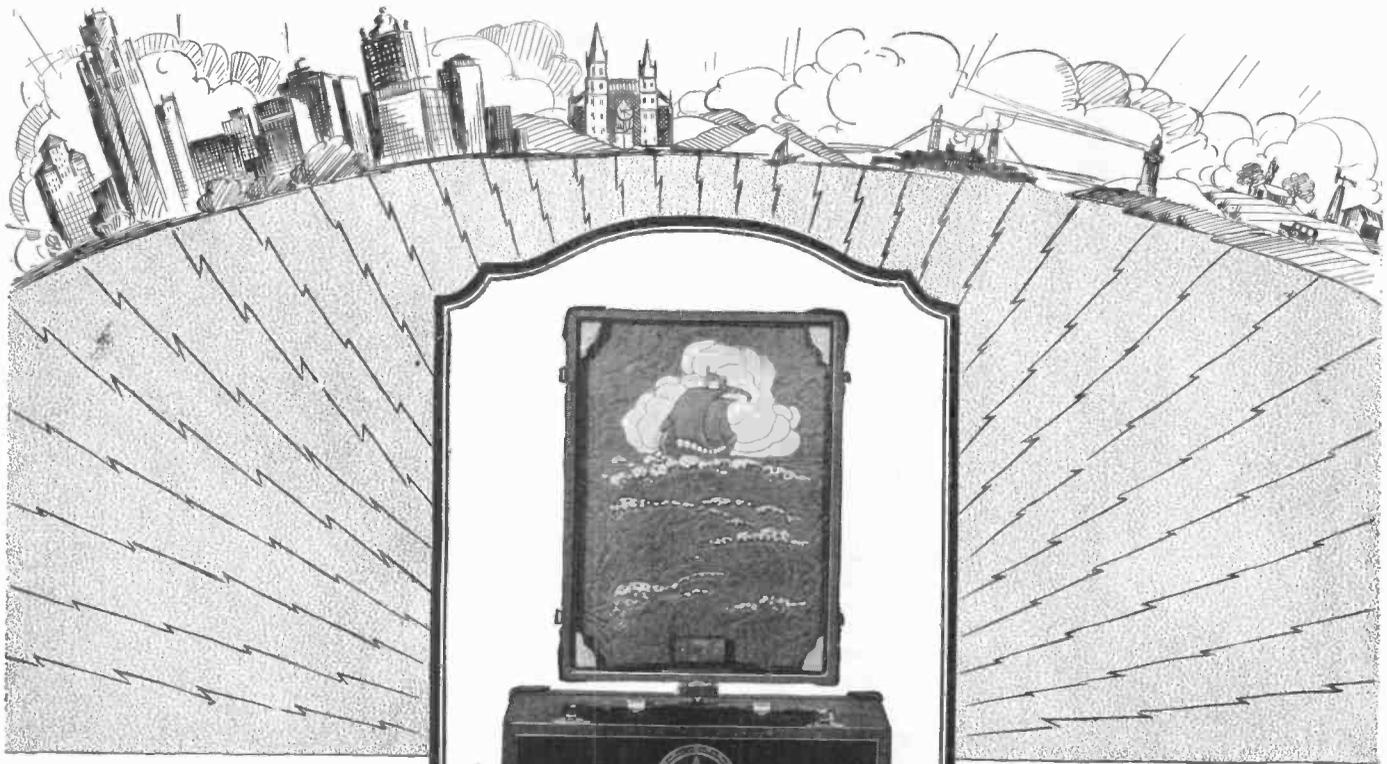
The advantages of this charger are so obvious that once they are pointed out to the customer Balkite Model J will sell itself. One radio dealer who had paid little attention to Model J, on finding that its sale was showing a rapid increase, began pushing it. When a customer came in for a Balkite Trickle Charger this dealer asked which one, the large or small one. He then proceeded to

give the customer a short two minute sales talk on Model J, pointing out its larger capacity, the higher charging rate, the fact that it was more than ample for any power tube that might be added to the set. The result was that this dealer succeeded, with practically no effort, in converting one out of every three inquiries for trickle chargers into Model J sales at \$19.50 each with a corresponding increase in sales volume. In certain territories where Model J is thoroughly known it is being sold almost to the exclusion of all other types.

You too can increase your sales volume and make satisfied customers by selling a charger that meets present day requirements. Get behind Balkite Model J now.

FANSTEEL PRODUCTS COMPANY, INC.
North Chicago, Illinois

Balkite Radio Power Units



HYATT
Portable

6 TUBE
Receiver

MODEL A

**A Real Portable with Proven Performance
For Your Customers
Wherever They Are—Wherever They Go**

The advantages of the Hyatt Portable are many. It is a small compact radio that weighs only 28 lbs. completely equipped, and is suitable anywhere because of its selectivity and clear reception—its quality and attractiveness. Single Dial Control—loop aerial—built-in loud speaker.

Hyatt Portable Receivers are built by the manufacturers of the Electrophone, an instrument that has enabled the deaf to hear instantly—that has received wide publicity—and that is revolutionizing the method of educating the deaf. The engineers of this corporation have left no stone unturned to build a receiver of exceptional merit to meet the demand for

a portable that would give satisfactory service. They have succeeded.

We do not offer you huge profits—we do not claim the Hyatt Portable will bring people clamoring to your door. But we do know that this receiver will meet the demand for a good reliable portable—and will bring you a reasonable profit the year 'round.

Model A

\$95 without accessories.

\$115.00 complete

Brown leatherette covered cabinet, beautifully made and designed.
15 in. wide, 11½ in. high, 9¼ in. deep.

Desirable territory available. If your jobber cannot supply you with details, write or wire us at once.



Wait!

You can see Slagle's latest receivers at the R.M.A. Show June 13th. Get the low down on this high-quality, conservative line before you tie yourself up. See Slagle first.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana


Slagle Radio



Modern Retail Merchandising

GUESSES no longer pay!

IN THE "good old days," when all merchandising was largely guesswork, a good guesser could acquire a fortune and a reputation for wisdom.

Merchants *guessed* they'd take such-and-such a bill of goods from the drummer; they guessed what their customers would buy; they guessed how much stock they had on hand; they often guessed at what they'd taken in and paid out during the day.

Guessing is a fair gamble when everybody's doing it—but the guesser hasn't a chance when he bets against competitors who put their money on *known facts*.

And the most successful retailing today is being conducted on the basis of *known facts and principles* in every phase of store management and merchandising.

Modern Merchandising

With the cooperation of the leading authorities in every field of retailing, the

Alexander Hamilton Institute has now assembled these fundamental facts and principles in its new Course and Service under the general title of "Modern Merchandising." The Texts are clear and free from difficulties. The Lectures, Guides and Reports deal with everyday problems faced by store owners and executives, and indicate solutions with the "guess gamble" eliminated.

"Progress and Profits"

Every man ambitious for success in retailing—every owner, every general executive, every buyer, every controller, every merchandise manager—all the men who must think and decide—will find sound guidance here.

Learn about this new Course. Send for a copy of the book, "Progress and Profits," which tells about it in detail. The book is free. Write at once, as the first edition is limited.

ALEXANDER HAMILTON INSTITUTE

Among the authors of the Texts, Written Lectures, Modern Merchandising Reports and other material, are the following men:

DR. PAUL H. NYSTROM, *Director of the Associated Merchandising Corporation*; DR. LEE GALLOWAY, *First Director of the School of Retailing, New York University, a well-known authority on store management*; EDGAR J. KAUFMANN, *President of Kaufmann Department Stores, Pittsburgh*; J. C. PENNEY, *Chairman of the Board, J. C. Penney Company*; JOSEPH CHAPMAN, *President, L. S. Donaldson Company, Minneapolis*; PERCY H. JOHNSTON, *President, Chemical National Bank of New York*;

JOHN BLOCK, *Kirby, Block & Fischer, Resident Buyers*; AMOS PARRISH, *Director, Amos Parrish & Company, Store Counselors*; COL. DAVID MAY, *Chairman of the Board, May Department Stores*; CLAYTON POTTER, *President, United States Stores*; W. T. GRANT, *Chairman of the Board, W. T. Grant Company*; WILLIAM N. TAFT, *Editor, Retail Ledger*; JOSEPH HUSSON, *President, Eleto Company, New York*;
—and many others.

ALEXANDER
HAMILTON
INSTITUTE

39 Astor Place
New York City

Send me a copy of "Progress and Profits," which tells all about the Modern Merchandising Course and Service.

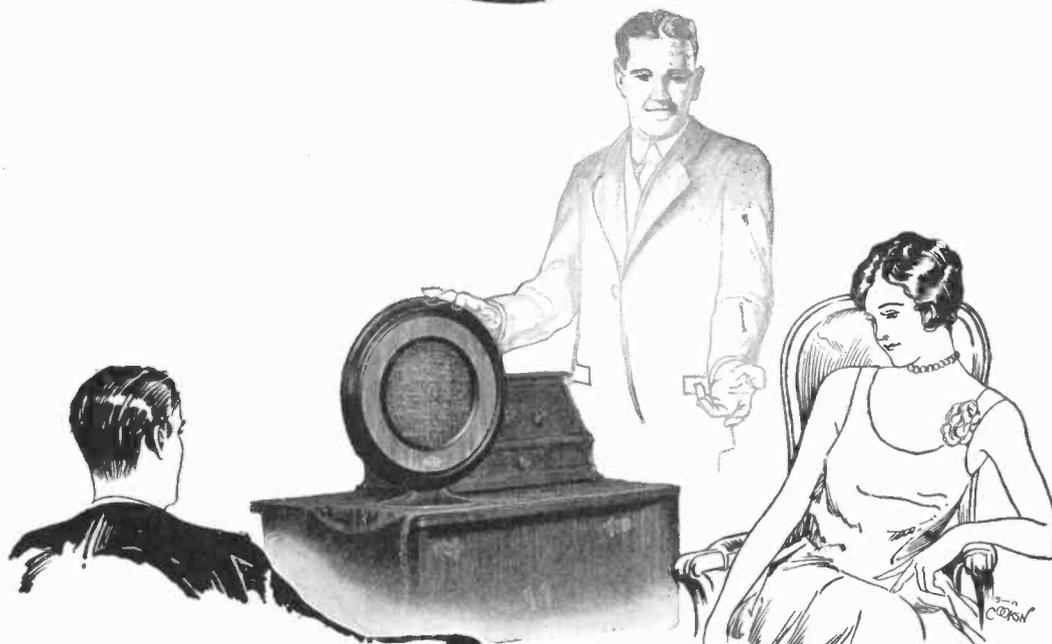
Name _____

Position _____

Company _____

Business Address _____

In Canada, address the Alexander Hamilton Institute, Ltd., C. P. R. Bldg., Toronto

Rola Cone SPEAKER— an irresistible radio salesman

WITH its vastly superior tone quality and marvelous articulation the new, improved Rola Cone Speaker actually sells radio sets.

This latest development in speakers—with its *patented laminated armature* and an exclusive cone material—gives any set an opportunity of really demonstrating what it can do.

A Rola Cone's extreme sensitivity reproduces every delicate shade of tone. It is rich and full-toned at all volumes.

The new Rola Cone gives a quality of reproduction decidedly superior to anything known in radio engineering—on all sets irrespective of make, type of tubes, or circuit used.

This superb speaker is an irresistible radio-set salesman. It is one on which you can concentrate all your selling efforts—with good profit to yourself.

Pedestal type, with 20-foot cord, \$32.50; table type \$28.50.

Write today for information on the Rola line, and our plan for assisting you in selling the Rola Cone Speakers. Mail the coupon.

The
Rola Company
Oakland, California

You may send me particulars

Name

Address

City.....State.....

Jobber's Name.....

Rola

CONE SPEAKERS

Manufactured by

The Rola Company, Oakland, California

There's only one!

THERE'S only one Eiffel Tower. Set four-square in the earth it soars to the sky with a daring majestic sweep. It is a masterpiece of art, as well as of engineering.

There's only one Neutrodyne—the Neutrodyne. Based on the four-square foundation of Selectivity, Tone Fidelity, Amplification and Stability, it has swept proudly up to dominate, not Paris, but the world of radio.

A group of experienced manufacturers make Neutrodyne receivers of such types and prices as enable dealers to meet every demand. Only these manufacturers may make Neutrodynes, and only Neutrodynes possess all these characteristics:

NEUTRODYNE Selectivity—the utmost possible over the whole range of broadcasting, squealless and non-interfering.

NEUTRODYNE Amplification—to the limit, but with the elimination of regeneration and oscillation.

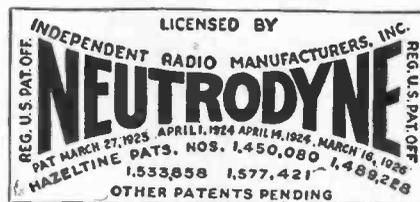
NEUTRODYNE Tone Fidelity—pure, living, natural; assured by proper radio and audio circuit design.

NEUTRODYNE Stability—completely dependable operation; permanence in the industry beyond question; legal position the strongest due to ownership and control of basic patents.

"As good as a Neutrodyne" is a phrase often heard. It represents a wish, not a fact. Only Neutrodyne gives you the essentials of successful radio named above, the foundation on which thousands of radio dealers have made themselves like unto everlasting towers of great strength.

NEUTRODYNE RADIO Is Better Radio

Look for this trade-mark



It is your protection against patent infringement liability

HAZELTINE CORPORATION

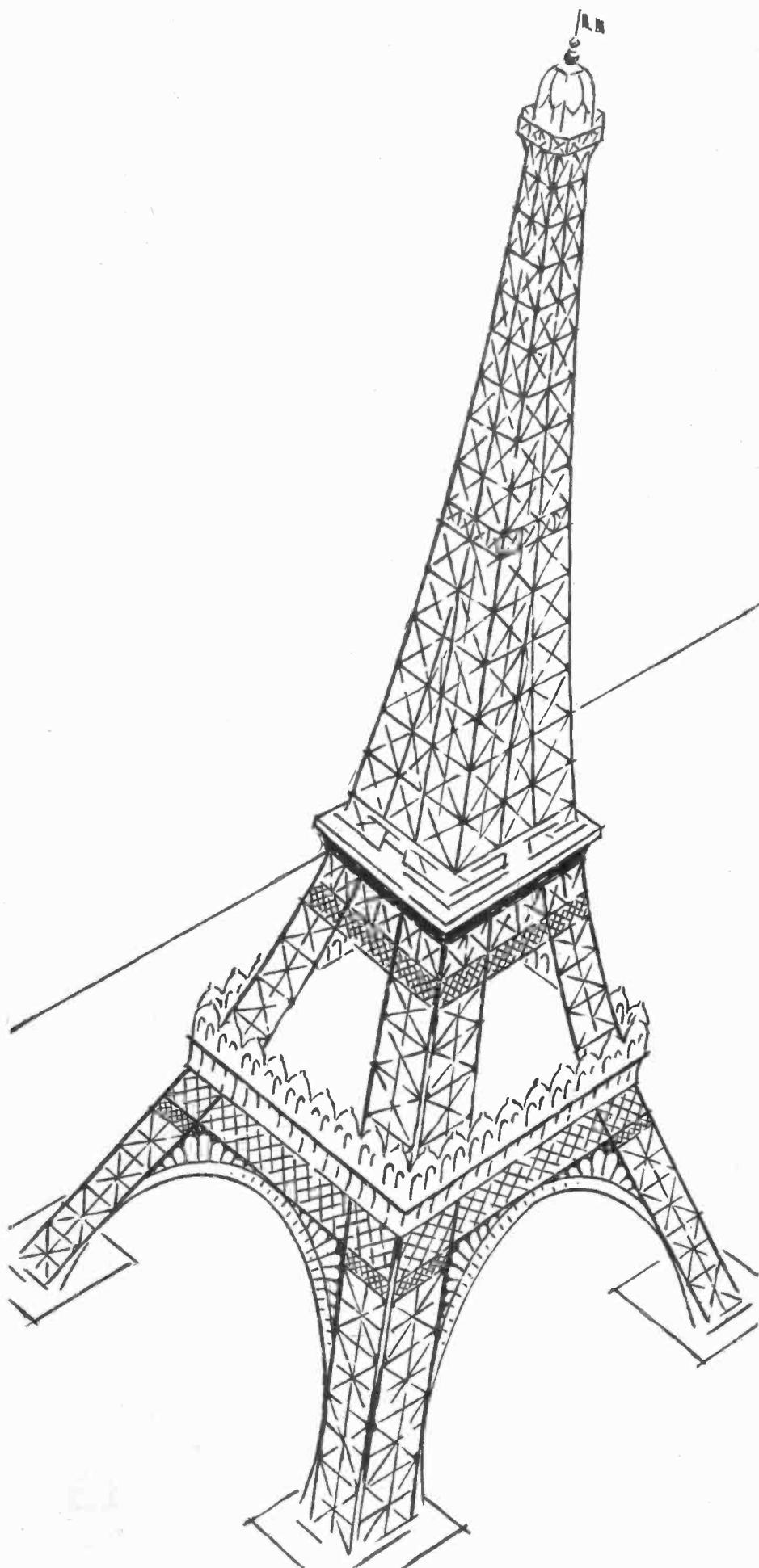
(Sole owner of Neutrodyne patents and trade-mark)

15 Exchange Place, Jersey City, N. J.

All correspondence relating to the Hazeltine patents, licenses and trade-mark should be addressed to

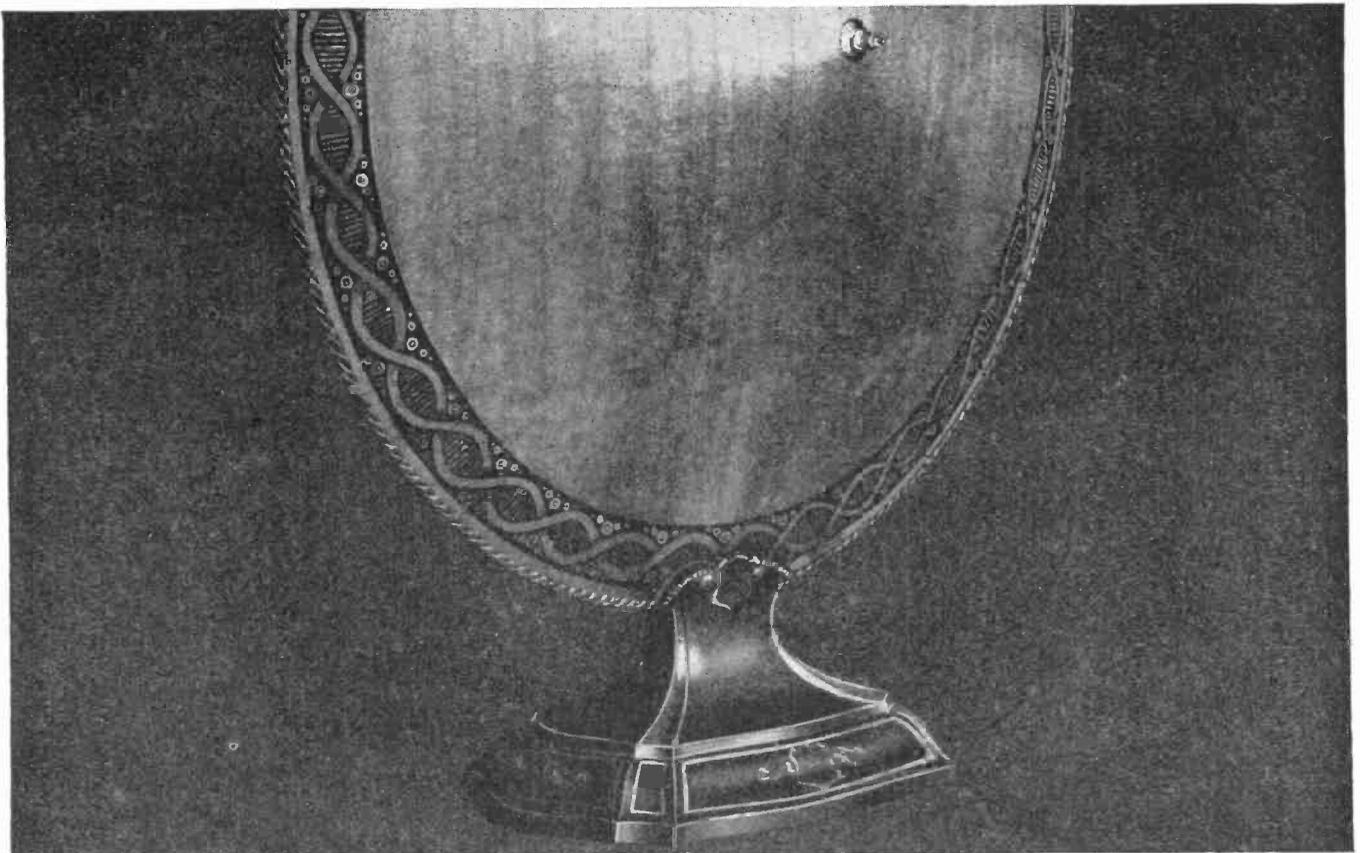
INDEPENDENT RADIO MANUFACTURERS, INC.

(Exclusive licensee of Hazeltine Corporation)
331 Madison Avenue, New York, N. Y.





Recognized as *the* Standard
....by the ears of the Public.
Recognized as *the* Staple....
in the eyes of the Dealer.



FARRAND MFG. CO., INC. · LONG ISLAND CITY, N. Y.



If you can't whistle up business in summer— Blow it up with Peerless

In summer, the radio dealer or jobber has to whistle for business. But his whistling doesn't pay the sales force, or keep them from disintegrating. No amount of lip music alters the fact that rent has to be paid and expensive organizations maintained on business of little volume and no profit.

It's a desperate case, mates, but here's a remedy—use Peerless fans to blow up some business in summer.

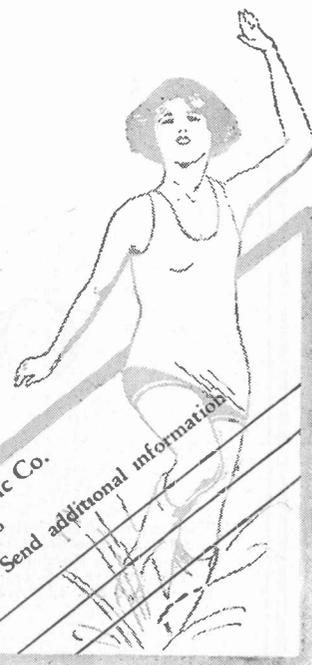
Demand for fans naturally picks up as demand for radio falls, and vice-versa. Your sales force needs little extra training. Profits are good, and opportunity for volume excellent.

The exclusive silent air blast blade which creates a strong even velocity—the excellent motor—reliable oscillating mechanism—the fine appearance all combine to make Peerless a splendid seller.

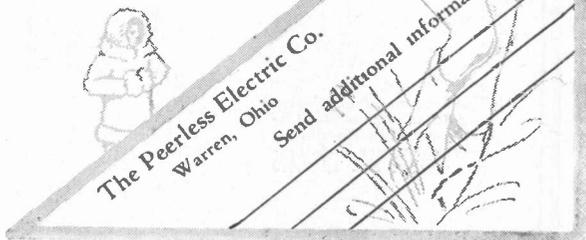
Write for more information—it's a golden opportunity for some summer business.

THE PEERLESS ELECTRIC CO.
Warren, Ohio

Peerless Fans for Summer
—
Radio for Winter



Peerless The Silent Fan



The Peerless Electric Co.
Warren, Ohio
Send additional information

Why should you work in the dark?

The more you know about what others are doing when it has a bearing on what you are doing, the more intelligently—and resultfully—you can “carry on” yourself.



The Sign of the Designated Federal Retailer

How about the marketing operations of your radio manufacturers? Do you, as a retailer or wholesale distributor, know what they are doing? Are you being kept posted? Are you getting announcements of new merchandise?—before a set time each season?—in advance of the public? Do you get this information in time to co-operate effectively? Or are you working in the dark?

No marketing organization without full knowledge of these things is ever capable of intelligent, whole-hearted, resultful co-operation. Realizing this, Federal announces to the trade all new merchandise before the public has note of

Our line will be displayed at the R.M.A. Trade Show, Stevens Hotel, Chicago, Illinois, June 13-18, 1927.

it. No radio manufacturing plant in America is in closer touch with its wholesale and retail outlets than Federal. No co-operative efforts on the part of the trade are inspired by a more intelligent

understanding, cemented by a stronger bond of sympathy. The contact between factory, wholesaler and retailer is complete.

Hence loyalty is the keynote of Federal operation. It ranks high throughout the entire Federal marketing organization. Hence sales efforts are more lucrative, enthusiasm is keener, a constantly increasing number of the highest class retailers and wholesalers in the field is being attracted to the Federal standard.

Why should you work in the dark? Get in touch with your Federal Wholesaler at once. If you do not know whom to write, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Co.) Operating Broadcast Stations WGR at Buffalo

ORTHO-SONIC*

Reg. U. S. Pat. Off.

Federal Radio

* The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470



*"The Speaker
of
The Day"*

Wirt
CONE SPEAKER
\$20

*Doesn't need a salesman to sell it
This New York jobber sold himself*

—or, perhaps we should say the Wirt Cone Speaker sold itself to this New York jobber. He had heard about the Wirt. We don't know how, when or where. But for many years he had known the Wirt Company and its reputation for high quality merchandise. Anyhow, he said, "Send me a sample speaker." We answered by saying we'd send a salesman with it. His reply was, "No, send the speaker alone." So, of course, we did.

It wasn't long before we got his wire, *not a letter, but a wire*, ordering 24 for each of his several branches. No Wirt salesman has seen him yet, but every one of his branches has repeated from three to eight times. And all that within a period of but a few months.

This wouldn't have happened if the Wirt was "just another among a hundred or more speakers." It couldn't happen to any speaker

unless there was some intrinsic merit that made it stand out prominently.

This jobber did just what dozens of others—jobbers and dealers—have been doing. He did just what you are invited to do—order one Wirt Cone Speaker—test it out thoroughly in comparison with any or all of the speakers you have in stock.

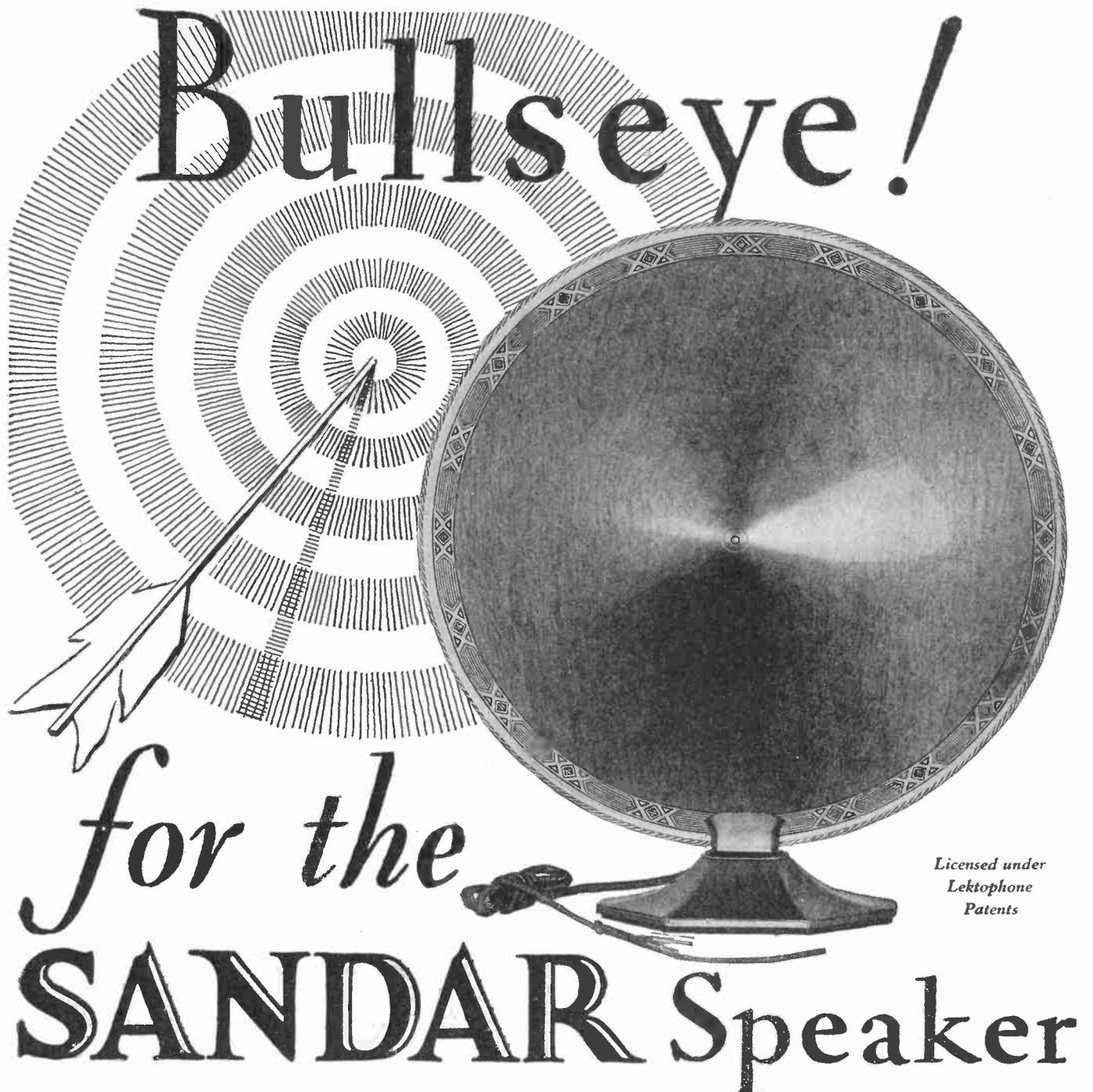
Pay particular attention to the fine tonal qualities, exceptional clearness and volume—note the absence of blasting when used with powerful sets—examine how well it is made—how favorably it compares in appearance—and remember the retail price is only \$20 with the usual radio discounts.

We will leave it entirely to your judgment to decide whether other jobbers and dealers are right when they say the Wirt is the outstanding speaker of the day.

WIRT COMPANY

5239 Greene St.
PHILADELPHIA, PA.

Bullseye!



for the
SANDAR Speaker

Licensed under
Lektophone
Patents

THE Sandar Speaker shot right into the heart of public approval as soon as it appeared some months ago, and it has continued to register a direct and emphatic hit ever since with hundreds of enthusiastic fans and dealers all over the country.

This new cone type speaker reproduces every sound, no matter how intricate or elusive, with absolute fidelity—it possesses a notably attractive and distinctive design—and

\$ 27.50

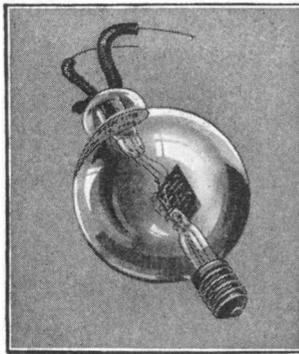
West of the Rocky Mountains, \$30

its price, \$27.50, is lower than that of any other speaker of its size. No wonder that the demand for Sandar has been enormous, and its resultant success sensational!

Dealers are still clamoring for Sandar territory, and getting it—but the amount available is now limited, and only prompt action on your part will insure your sharing in Sandar's success. So why not write TODAY for terms and full information?

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

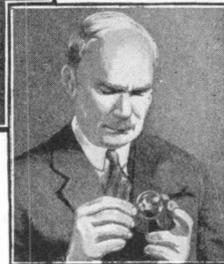
DeForest, always the pioneer, leads the advance to better radio reception with the creation of special tubes for specific radio functions



The first Radio Tube in the World, 1906, from which has sprung the present gigantic radio industry. The device through which natural sounds audible to the human ear were transmitted by radio for the first time.



Skilled hands that fashioned so exquisite an object as the Nuremberg covered cup of 1850, now carefully guarded in the Metropolitan Museum, must be as deft today in the delicate precision required in making DeForest Audions.



CERTAIN tube characteristics that make for improved reception in the various functions of a radio hook-up have been carefully developed by DeForest engineers. Those invisible factors specifically performing in their recognized spheres are making radio reception more and more enjoyable and dependable every day.

Take no one's word but your own. Try the new DeForest Specialist DL-4 Audion in your radio frequency stages. The decided improvements you will get are an indication of the superiority of all genuine Audions. Weak signals hardly heard before become loud

and clear. Distant stations move up close like locals. Better performance because these Audions are especially designed to do a radio amplification job.

The rigid limits, both electrical and mechanical, to which DeForest specialist Audions are strictly held assure a high standard of uniformity. Radio amateurs appreciate such efficiency. Constant grid-plate capacity and high mutual conductance provide a quality volume from distant reception which is heartily satisfying to the critical radiofan.

You are earnestly urged to test the features of these tubes by replacing in your RF stages with these specialist

DL-4 Audions. Such a trial will show you their superiority definitely. Expense is slight. DeForest Audions perform amazingly.

A new audion—going any price appeal one better—is the general purpose Audion—the D-01A. It is an unmatched value at \$1.65. It offers the same standard of quality that has made DeForest Audions the recognized perfection in radio tube manufacturing.

Reliable and well-informed Dealers sell them because they know that they are satisfaction-givers and business-getters backed by the pioneer institution of the Radio Industry, and a formidable array of adjudicated patents.

Write Dept. 14 for descriptive literature

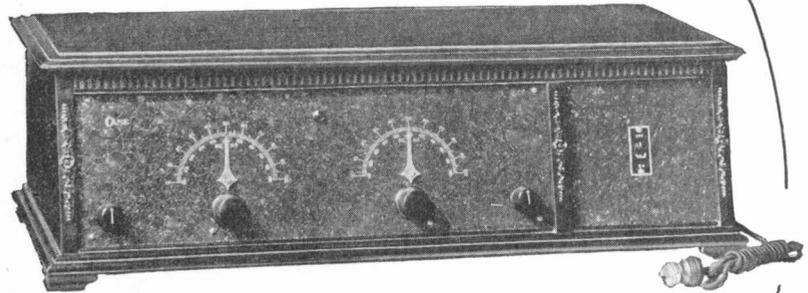
THE DEFOREST RADIO CO.
Powel Crosley, Jr., Pres. Jersey City, N. J.

de forest

Announcing The CASE Power-operated A C TUBE SET

Model 62B
\$185⁰⁰

Complete with 6 AC Tubes
and B Eliminator



Model 62 C

Case Console includes 6 AC Tubes,
"B" eliminator, everything complete ready to plug \$235⁰⁰
in light socket

*The set everyone's
been waiting for-*

Present set owners are looking forward to light socket operated sets, new buyers are eagerly waiting.

The new improved circuit Model 62 CASE 6 AC TUBE SET offers you the opportunity of cashing in on this new demand a year ahead.

The new CASE set is fully power operated, using 6 standard McCullough AC Tubes. It eliminates "A" batteries or "A" power units—everything is complete in cabinet ready to plug in light socket.

Tubes are full size with life and operating characteristics of standard 201 A tubes. Filaments are burned in parallel, thus eliminating the unsatisfactory results of series operation. Four tuned circuit with dual vernier control assures greater selectivity. New features offer greater volume and unusual clarity of tone. A full day and night year 'round radio set.

Get set now for bigger business with this new 1927-28 set.

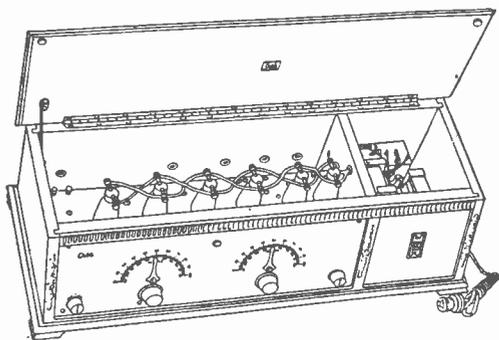
Some valuable territory still open but going fast. Write today for full details. Get a year's jump on your competition.

See our exhibit at the R. M. A. Trade Show,
Stevens Hotel, Chicago, June 13th to 18th

Indiana Mfg. & Electric Co.

Manufacturers of
Radio Sets, Automatic Chargers and Accessories

Marion, Indiana



Model 62 B open, showing compact arrangement of AC Tubes, "B" eliminator, etc.

CASE

RADIO PRODUCTS

Radio is better with *battery* power



Eveready Layerbilt "B" Battery No. 486, the Heavy-Duty battery that should be specified for all loud-speaker sets.

The Layerbilt patented construction revealed. Each layer is an electrical cell, making automatic contact with its neighbors, and filling all available space inside the battery case.

Here is *battery* power at its best

LIKE every other good battery, the Eveready Layerbilt provides only pure DC (Direct Current), steady, noiseless, the only current that can give the best results of which a set is capable. Radio is better with *Battery Power*, always, for batteries alone produce pure DC, and are entirely reliable, convenient, available anywhere, always ready to work. For best results and satisfaction, sell batteries, and for best economy, urge your customers to buy the Eveready Layerbilt "B" Battery No. 486.

For years everybody has known Eveready Radio Batteries as "the kind that lasts longer"—and now

the public is finding that the Eveready Layerbilt "B" Battery No. 486 is the one that lasts longest of all. So long does it last in proportion to its price that hundreds of thousands of people have found it to be the most economical battery they ever used. It is not only that, but on the basis of exceedingly careful scientific tests it is by far the most economical, dependable and satisfactory source of "B" power on the market today. These tests, unerringly revealing what each type of "B" power will do, have proved the superiority of the Layerbilt, and have shown why more and more people are using it.

Because of the superior service the Eveready Layerbilt gives, it is the preferred battery of all dealers who believe that customer satisfaction is essential to the retail merchant's growth in sales and in profits. Order from your jobber.

NATIONAL CARBON CO., Inc.
New York San Francisco
Atlanta Chicago Kansas City
Unit of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night—
8 P. M., Eastern Standard Time

WEAF—New York	WGN—Chicago
WJAR—Providence	WOC—Davenport
WEEL—Boston	WCCO—Minneapolis
WFI—Philadelphia	St. Paul
WGR—Buffalo	KSD—St. Louis
WCAE—Pittsburgh	WRC—Washington
WSAI—Cincinnati	WGY—Schenectady
WTAM—Cleveland	WHAS—Louisville
WWJ—Detroit	WSB—Atlanta
	WSM—Nashville

WMC—Memphis

Radio Retailing's Annual Trade Show Issue

—The biggest Radio Advertising
opportunity of the year!

EVERY radio dealer, jobber and manufacturer who can do so, will travel to Chicago next month to attend the First Annual Radio Trade Show that will be held in the Hotel Stevens from June 13th to 16th under the auspices of the Radio Manufacturers Association. Here at this Trade Show will be displayed all the new radio products and the products that manufacturers will feature next season.

But distance or the pressure of business will prevent many radio dealers, jobbers and manufacturers from attending the Chicago Trade Show. How can the radio manufacturer get his sales story before prospects, at the time of the Trade Show, regardless of whether they attend the Show or not?

There's one sure way to broadcast your sales story to every worthwhile retailer, wholesaler and manufacturer of radio sets, accessories and parts next month. Use the advertising pages of the June Radio Trade Show Issue of *Radio Retailing*. Thirty thousand copies of this special number will be thirty thousand traveling radio trade exhibits.

No other magazine can give the manufacturer this complete coverage of all his trade prospects, right at the time of the Radio Trade Show, without waste circulation.

Advertising forms for the special June Trade Show issue of *Radio Retailing* will close in New York on May 29th. The issue will be mailed on June 11th. If you exhibit at the Radio Trade Show, tie in your exhibit with publicity in *Radio Retailing*. If you're not a member of the R. M. A. and will not exhibit, all the more reason to be represented in *Radio Retailing's* June Radio Trade Show Issue.

Radio Retailing

THE BUSINESS MAGAZINE OF THE RADIO INDUSTRY

A McGraw-Hill Publication

473 Tenth Avenue, New York City

ABC

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
 Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
 Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
 Proposals, 40 cents a line an insertion.

INFORMATION:
 Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
 Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
 1 to 3 inches.....\$6.65 an inch
 4 to 7 inches..... 6.40 an inch
 8 to 14 inches..... 6.20 an inch
 Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Radio Retailing

IF
 you are planning to sacrifice
 surplus or obsolete stocks—
DON'T!

Not, at least, without considering this chance of getting the best price for them.

Most of *Radio Retailing's* 30,000 readers are dealers—in all parts of the country—selling to all kinds of radio men, from the man who wants the best set money can buy to the boy who saves his nickels to buy cheap parts to build his own.

Consequently, here is a market for about everything in the radio line. And the Searchlight Section of *Radio Retailing* features the advertising of such surplus and obsolete stocks as you may have to dispose of. The Searchlight Section, in fact, is the direct link between surplus stocks and buyers.

One company in Kentucky couldn't find a local buyer for a certain amplifier. They advertised it in the Searchlight Section of *Radio Retailing* and sold it immediately—in Kansas City.

A Brooklyn manufacturer used "Searchlight" advertising in *Radio Retailing* to help move a thousand loud speakers that he had quit making. At the same time he advertised the machinery, tools, dies, and jigs connected with the production of these speakers.

The Navy Department in Washington used "Searchlight" advertising in *Radio Retailing* to help move a surplus of receiving sets, transmitters and radio materials.

"Searchlight" advertising in *Radio Retailing* can help you, too, get cash for a lot of the sets, parts, eliminators, accessories and other tag-ends of stocks you have no further use for—perhaps *all* of them.

Please send in your advertisement of surplus or obsolete stocks for the June issue of Radio Retailing before May, 20.

(See heading of this page for rates.)

SALESMEN WANTED

Wanted
 Salesman on commission basis on our radio battery cable, extension cords and other items. Wilkens Electric Mfg. Corp., White Plains, New York.

REPRESENTATIVES WANTED

Wanted
 One high-grade radio electrical appliance representative in each of the following cities: Detroit, San Francisco, New Orleans, Atlanta, New York, St. Louis, Denver, Cincinnati, Salt Lake City, Dallas, Boston, Philadelphia. Unique merchandising proposition. Must have jobber and dealer following in territory surrounding headquarters, radio-electrical hardware. Must understand principles and mechanics involved in pool buying; laying out territories on exclusive basis and problems confronted; have appreciation of value of nationally advertised trade mark. Commission, eventually profit sharing. Write giving age and experience. Will consider sales organizations or manufacturer agents who are intensive merchandisers. Address David M. Kasson, c/o National Products, Inc., 10 So. La Salle St., Chicago, Illinois.

Manufacturer's Representatives Wanted
 We manufacture a complete line of radio coils and desire to obtain addition representation. Correspondence invited from manufacturers' representatives now covering the radio jobbing trade. RW-32, Radio Retailing, Bell Tel. Bldg., St. Louis, Mo.

CASH	We want your	CASH
	SURPLUS RADIO STOCK	
	Send us your list and lowest cash price	
	EMPIRE RADIO CO. 216 Washington St., Boston, Mass.	

"SEARCHLIGHT"

IS

Opportunity Advertising

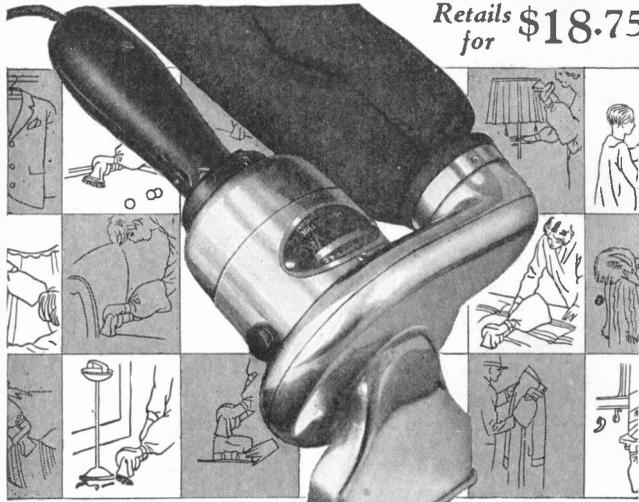
—to help you get what you want.

—to help you sell what you no longer need.

Take Advantage Of It

For Every Business Want

"Think SEARCHLIGHT First"



Retails for \$18.75

A Woman Sees Fifty Different Uses for Handy-Vac!

Let a woman only see the Day-Fan Handy-Vac on your counter and its countless uses in her home immediately suggest themselves. *She* has had to dig the dirt out of couch corners with a whisk broom that wouldn't fit. *She* has had to try and restore the shiny cleanliness of draperies with a brush that couldn't do the job. Well does *she* know what this Handy-Vac will do. Furthermore *she* knows it is a bargain. Handy-Vac is only \$18.75.

There is only one special point you'll want to tell her—because it's important. Handy-Vac has the famous husky little Day-Fan Motor. That's why Handy-Vac pulls the air clean through a heavy piece of cloth. Remember too, that it's light—weighs less than 3 lbs. Write us for information.

While at the Chicago Trade Show, June 13 to 20, See our new Line of Radio Receivers. On Private Display in the Stevens Hotel.

DAY-FAN ELECTRIC COMPANY
DAYTON OHIO

Day-Fan

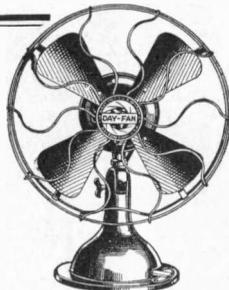
RADIO • MOTORS • FANS
PRODUCTS

DAY-FAN FANS

Not all fans perform alike—and you can prove it with Day-Fan Fans. Here you have a product with eight big selling points—Extra Air Delivery—Big Blades—Husky Motor—Heat Proof—Dirt Proof—Damp Proof—38 Years of Fan Experience—Economical.

Not all fans have all these features and your customers know it. Write us for information.

For More Than 38 Years Manufacturers of High Grade Electrical Apparatus



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This Mark

— an oak leaf bearing a flashing
"S," will hereafter identify all

Sylvania
**RADIO
TUBES**

It will be the outward sign of invis-
ible — but appreciated — quality
that will always characterize the
products of this company.

We trust it will be a buying
guide for merchants
who respect their
cliente's judg-
ment of values.



SYLVANIA PRODUCTS CO., EMPORIUM, PA.



Proved the best by every test of laboratory and of experience. The proof heralded in an advertising story blazed across the country in color-pages in all the big Magazines. Would you offer your customers a "second best"?



RADIOTRON UX-201-A	Detector Amplifier
RADIOTRON UV-199	Detector Amplifier
RADIOTRON UX-199	Detector Amplifier
RADIOTRON WD-11	Detector Amplifier
RADIOTRON WX-12	Detector Amplifier
RADIOTRON UX-200	Detector Only
RADIOTRON UX-200-A	Detector Only
RADIOTRON UX-120	Detector Amplifier Last Audio Stage Only
RADIOTRON UX-117	Detector Amplifier
RADIOTRON UX-171	Detector Amplifier Last Audio Stage Only
RADIOTRON UX-210	Detector Amplifier Oscillator
RADIOTRON UX-213	Full Wave Rectifier
RADIOTRON UX-216-B	Half Wave Rectifier
RADIOTRON UX-274	Voltage Regulator Tube
RADIOTRON UV-275	3 1/2" Base Tube
RADIOTRON UV-288	3 1/2" Base Tube
RADIOTRON UV-277	Rectifier Tube

Can you afford to be without the *one heavily advertised vacuum tube?* It is *known to be best* and customers demand it



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA