

# Radio Retailing

The Business Magazine of the Radio Industry

## Making the Best BETTER

Once again, from the laboratories that gave radio its first cone speaker, comes another startling advancement—the Farrand OVAL Speaker—to further revolutionize tonal reproduction. Its advent will not only usher in a countrywide wave of enthusiasm among radio owners, but mark a *greater-than-ever* Farrand season among radio dealers.

# The *new* Farrand OVAL



FOUR MODELS—the OVAL Senior, (illustrated), at \$32.50—the OVAL Junior, at \$16.50—the OVAL Wall, at \$45—the OVAL Pedestal, at \$60—slightly higher in Far West and Canada.



# Cunningham RADIO TUBES

*Since 1915—  
Standard for All Sets*

are built in one of  
the greatest radio re-  
search laboratories  
the world has ever  
known

Every process and material used in their manufacture has been developed in and passed the exacting tests of this world-renowned research organization. That is the secret of their in-built quality.

The prestige of Cunningham Radio Tubes, based on their recognized high quality, has been enhanced by a consistent, advertising and merchandising campaign, faithfully adhered to throughout the years of development and growth. This prestige is the consumer's guarantee of quality merchandise and the dealer's and jobber's assurance of quantity sales, honest profit with consumer satisfaction.

This is another Cunningham year.

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New York Chicago  
San Francisco

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# Radio Retailing

The Business Magazine of the Radio Industry

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## Paid Circulation Tops 17,600 Mark

THE paid circulation of *Radio Retailing*, as of July 25th, is 17,697. The total circulation is in excess of 30,000. *Radio Retailing* has achieved not only the largest paid circulation, but also the largest total circulation of any business publication serving the radio industry.

*Paid circulation means reader interest. Total circulation indicates coverage. Radio Retailing has both.* In one week recently, that ending June 25, the total number of new paid subscriptions received was 775, establishing—in one of the worst months of the year for radio—a new high record for new subscriptions in a single week.

An indication of how *Radio Retailing's* circulation "cross-sections" the radio trade is shown in the fact that the R. B. Rose organization which operates the radio department in 32 department stores, has 28 subscriptions on *Radio Retailing's* list.

Also, in total number of pages, both advertising and editorial, *Radio Retailing*, in the first half of 1927, has established new high records. In the first six issues of 1925, *Radio Retailing* published 624 editorial and advertising pages. In 1926, this total crept up to an even 650.

But this year, for the first half of 1927, the number of pages totaled 906,—an increase of 256 pages over the first six months of last year.

*Radio Retailing* is one of the few radio magazines, if not the only one, which has shown a consistent increase, in every department, over previous years.

### September, the "Buying Guide" Number

The September issue of *Radio Retailing* will be the annual "Catalog Number," featuring specification tables of receivers and speakers for the 1927-28 season.

Specifications of various types of radio products have always been features of *Radio Retailing*. This catalog of sets and speakers which will appear next month will be of invaluable aid to dealers and jobbers as a "buying guide" for this Fall.

Member Audit Bureau of Circulations

Circulation of This Issue, 30,000 Copies

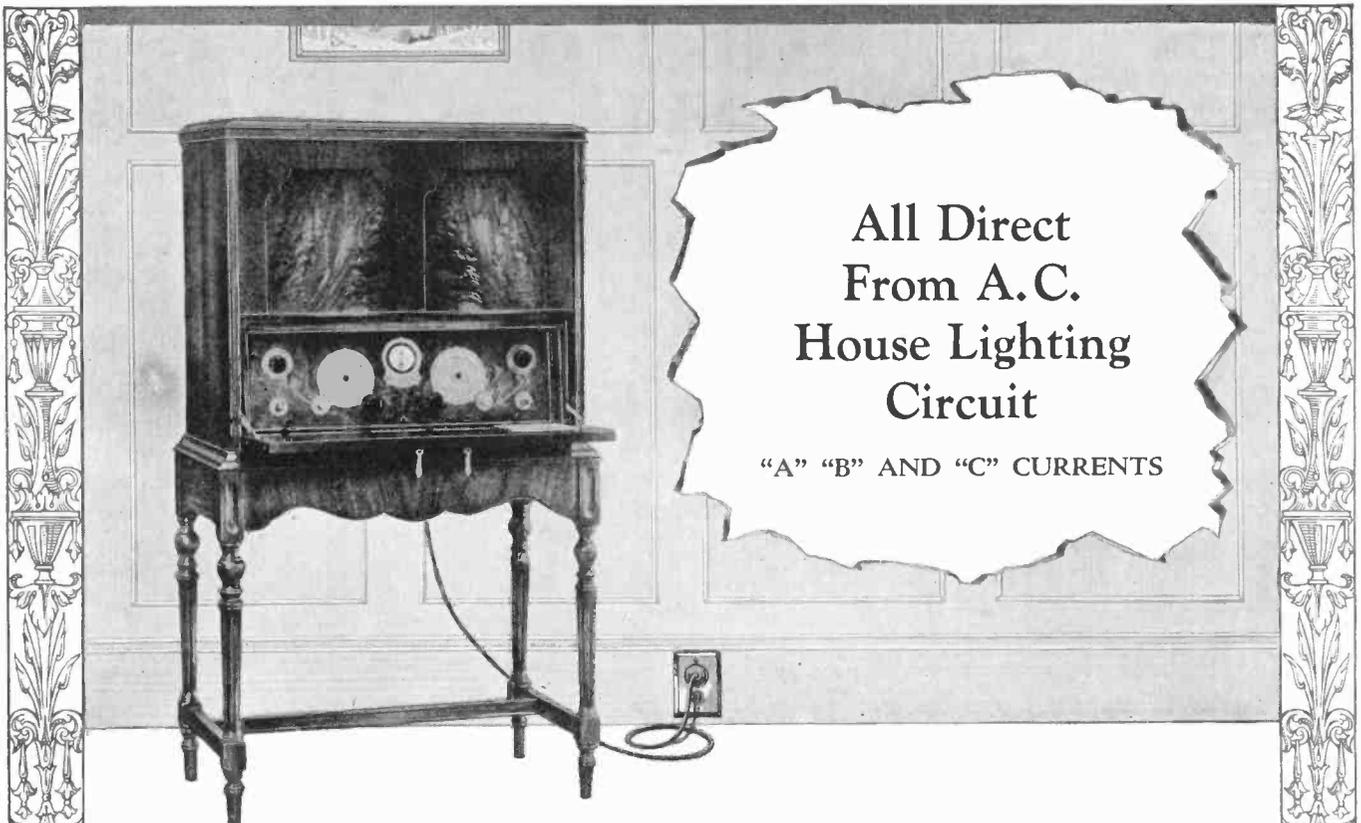
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## Meets the Demand for Simplified Radio

### No. 524 Stromberg-Carlson A. C. Receiver—Console

Uses outside antenna, external cone speaker. Has dual control; Weston voltmeter; Totally shielded coils; Phonograph jack which permits using the Receiver for reproducing from records in connection with a standard phonograph when the latter is equipped with magnetic pick-up device in place of customary soundbox.

Includes Stromberg-Carlson No. 403 Audio-Power Unit with the following eight R C A. Tubes:

- 3 UX-201-A Amplifier Tubes
- 1 UX-200-A Detector Tube
- 1 UX-171 Power Tube (Last Audio Stage)
- 1 UX-280 Rectifier Tube
- 2 Tungar 277465 Bulbs (2 amp.)

CONSUMERS' PRICE, including all tubes and No. 403 Audio-Power Unit—

EAST OF ROCKIES . . . . . \$425  
(Cone Speaker extra)

**T**HIS Receiver is entirely operated from 60-cycle A.C. house lighting circuit, by means of an audio-power unit concealed in the cabinet. This unit furnishes "A", "B" and "C" power in unflinching supply and is not dependent upon frequent operating attention. Batteries and liquids are all done away with.

Designed especially for use with the Stromberg-Carlson No. 10 Cone Speaker. This speaker on account of its wide musical range is recommended for only the highest grade type of A.C. radio apparatus—otherwise it will reveal the incomplete filtration of the 60-cycle fundamental.

[No. 524 Receiver, Console Model, American Walnut Cabinet  
Also Furnished in table Model, Mahogany Cabinet]

STROMBERG-CARLSON TELEPHONE MFG. Co.  
ROCHESTER, NEW YORK

# Stromberg-Carlson

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

# UTAH

UTAH SCREEN SPEAKER



10 FT. AIR COLUMN  
40" high ~ 28" wide  
12" deep  
**\$100**

UTAH NO. 16 DRUM SPEAKER



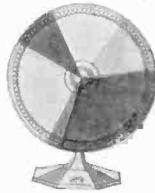
16" high ~ 13" wide ~  
4 1/2" deep  
Weight 10 lbs  
**\$16**

UTAH NO. 30 SPEAKER



Size - Height 18 in.  
Weight 15 lbs.  
**\$30**

CONE SPEAKER



**\$10**

PIANO SPEAKER



Makes a Radio  
Reproducer out  
of any Piano  
**\$10**

SUPERFLEX



NEW 1927  
MODEL  
**\$10**

UTAH STANDARD \$2250



UTAH  
JUNIOR  
**\$1250**

## SALESMANSHIP!

THE UTAH LINE PROVES IT WITH  
THE LONGEST, MOST COMPLETE  
AND MOST BEAUTIFUL LIST OF  
SPEAKERS EVER MADE

## UTAH RADIO PRODUCTS CO.

1615 SO. MICHIGAN AVE.  
CHICAGO

EVERY ONE GUARANTEED

# You, too, can have this service

2,660 dealers  
have established  
"shopping confidence"  
in their stores in this way

LIKE a great radio expert in the store to advise, to select, to guarantee results to customers . . . so does the Popular Science Institute of Standards serve over twenty-six hundred radio dealers today.

Here is a completely equipped laboratory. Testing products; approving those of merit, and passing along to Dealer-members the results of this research to guide them in their buying.

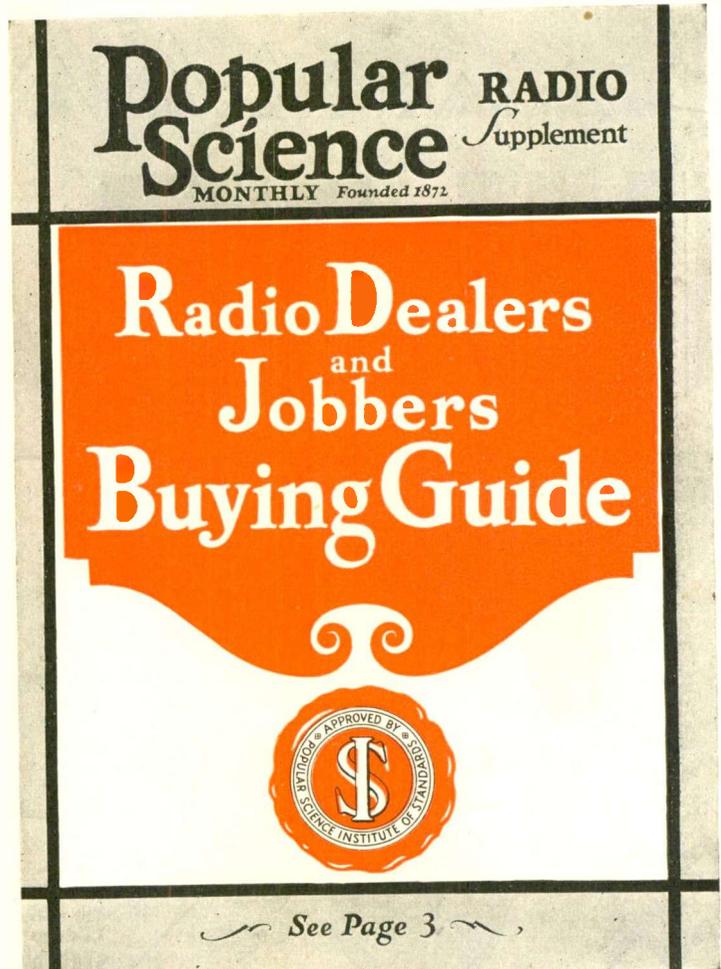
\* \* \*

Established first to give Popular Science readers reliable radio facts,—the Institute was besieged with requests for help by a confused public.

"Which set to buy?" . . . "how much to pay?" . . . "is this set approved?" Eight thousand letters last year.

From good customers; with money to spend—if they had "shopping confidence".

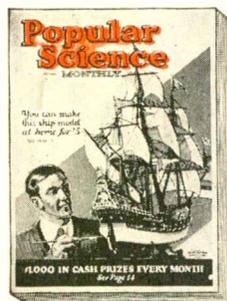
So the Popular Science Dealer Serv-



ice came into being. To turn into quick sales over the dealer's counter the confidence of these thousands of people in the Popular Science Seal of Approval.

2,660 dealers are members! You can join. Just mail the coupon. No charge. You receive: The Annual Buying Guide and regular Bulletins with up-to-date lists of approved radio products.

The new Buying Guide will be issued in September. More complete . . . more valuable to you than ever. All the approved radio products are listed and indexed in convenient form. It helps you buy goods that will sell. The coupon entitles you to a free copy. Popular Science Monthly, 250 Fourth Avenue, New York City.



300,000 "interested" men readers pay 25c every month for the practical information contained in the editorial advertising pages of Popular Science.

# Popular Science MONTHLY

POPULAR SCIENCE MONTHLY  
250 Fourth Avenue, New York City

Please enroll me as a Dealer-member of the Popular Science Institute of Standards with all membership privileges, including the new Buying Guide free of all cost.

Name .....

Street and No. ....

City and State .....

# Products that Sell



*The Grebe 20-20 Cone*

reproduces with full tone color, the complete range from highest to lowest notes; made 20 inches in diameter and 20 degree angle to prevent internal resonances or paper rattles and to radiate the lower frequencies that give quality reproduction.

\$35

**Y**OU can safely buy Grebe products because they sell readily, make good and build prestige for you. They return a real permanent profit, for they very rarely require servicing after installation.

Grebe dealers know it pays to handle the complete Grebe line.

*Write for Booklet RR and complete information about—*

*The Grebe Synchronphase Seven* and the new developments that bring better tone, selectivity and distance reception:

1 Controlling Dial—3-point tuning drive which operates the 5 condensers in unison and maintains the perfection of the factory adjustments; seven tubes that actually contribute to tone, volume and distance—the new Grebe tube-isolating circuits that give greater selectivity, better reception of low waves and nullify excess oscillation—concealed rigid wiring that is completely shielded—Litz-wound Binocular Coils that make high waves as strong as low ones—cabinet of butt grain walnut with panel in French marquetry of exquisite design and workmanship.

*The Grebe Synchronphase Five* with special features that provide exceptional tone, selectivity and distance; one, two or three dial control at will; power tube operation; Colortone; complete station coverage; Litz-wound Binocular Coils.

A. H. Grebe & Co., Inc.  
109 West 57th St., New York City  
Factory: Richmond Hill, N. Y.  
Western Branch:  
443 S. San Pedro St., Los Angeles, Cal.  
*The oldest exclusive radio manufacturer*



*Grebe Synchronphase Seven*

\$135



*The Grebe Socket Power*  
Type 671

gives dependable "B" and "C" power supply. It is quiet—self-adjusting—durable, shielded and sealed—has ample voltage for 180-volt power tube—for 5 and 6-tube receivers and the Grebe Synchronphase Seven.

less tube \$50

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



*Grebe Synchronphase Five*

\$95

**Power plus**

**everything to assure profits**

- highest quality in the tubes.
- made in our own plant, America's largest devoted exclusively to radio tubes.
- with a guarantee that *really* protects the jobber and dealer.
- backed by aggressive national advertising, effective displays and aids to public attention.

Registered Trade Mark, symbolic of the sturdy dependability of Gold Seal Radio Tubes

## Gold Seal Radio Tubes

ALL STANDARD TYPES  
**GOLD SEAL ELECTRICAL CO.**  
INCORPORATED

250 PARK AVENUE, NEW YORK

Jobbers—some valuable territory still open.  
Write for details of our attractive proposition.



Type GSX-171  
High power tubes for use in last stage of audio amplification give increased volume. List price \$4.50



Type GSX-213—Rectifier tube, designed to accomplish full wave rectification of alternating current (a. c.) to direct current (d. c.) List price \$5.00



Type GSX-201a  
The popular general purpose type, for amplifier or detector. Long life and high efficiency. List price \$1.75

# Tower

Presents

## New Startling

### 1927-28 SPEAKER VALUES

COMPLETELY revolutionizing present day standards, TOWER offers these five new, brilliantly conceived and executed cones. Select no speaker until you see them!



**MODEL "28" \$17.50**

Suggestive of the days of chivalry with elaborate heraldic grill and armature type unit. Superb volume and tone quality.

No matter what design meets your fancy—sailing ship or medieval castle, popular drum or octagonal cone — there's a TOWER Speaker of highest quality to delight both the eye and ear.

*Tower Dealers Make Money. Write for Your Jobber's Name.*



**Adventurer \$9.50**

A genuine sailing ship model cast in bas-relief with bright natural colorings. Armature unit. WEST OF DES MOINES, IA., \$10.50

**TOWER MFG. CORP.**  
124 Brookline Ave., Boston



**Castle Cone \$9.50**

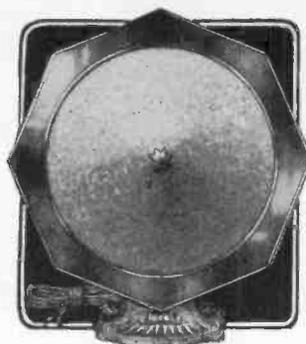
A creative work of art finished in two-toned bronze. Employs powerful new type armature unit for power tube amplification. WEST OF DES MOINES, IA., \$10.50



**Pirate Ship \$7.95**

The most amazing cone on the market! A fine old PIRATE SHIP with exceptional reproducing qualities. The utmost in eye and ear value.

WEST OF DES MOINES, IA., \$8.75



**NEW IMPROVED \$15- Meistersinger**

America's most beautiful cone! Both a wall and table model with new armature type unit for power tubes. Mahogany finished frame. Art Metal Base.

**Over Two Million Tower Products now in use!**



# The FADA "Special"

# FADA Radio

## The Fada Special

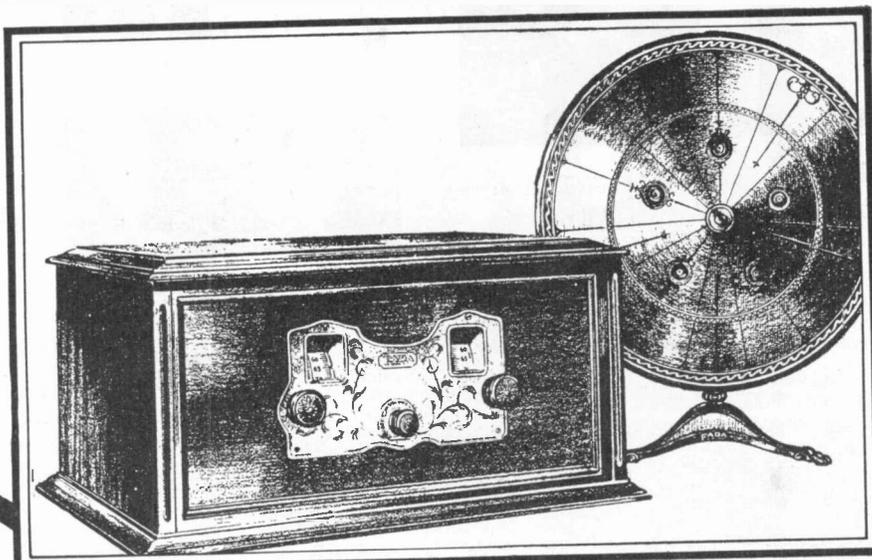
6 tube—3 radio frequency stages—detector—2 audio amplification stages. Individual stage shielding. Equalized amplification.

\$95.00

## Fada 22" Cone

22-inch, free-floating cone—permanent Parkerized magnet. Cone of Grecian design. Antique bronze finished tri-foot.

\$35.00



## Why the furore?



Fada advertises that its equipment is guaranteed only when purchased from an authorized Fada dealer. This free decalomania sign stamps you definitely as our authorized representative.

ASK any live-wire dealer in New York where practically every radio is available for comparison—“What is the outstanding seller in the market? What is the public taking to with real enthusiasm?”

They'll tell you that the Fada Special and the Fada Cone Speaker—the latest combination added to the Fada Harmonated Reception family—is in a class by itself. It satisfies—in performance and purse.

Dealers have found that the reliability and stability of Fada offer a profitable franchise to work under.

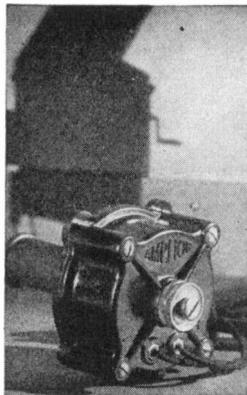
Your town may still be open. Prompt action is urged. Wire or write *today* for details.

**F. A. D. ANDREA, INC.**  
NEW YORK, N. Y.

Licensed under Hazeltine Corporation patents, Latour Corporation patents, Radio Corporation of America patents—  
Licensed only for Radio amateur, experimental and broadcast reception.



—“the line with



Phonograph Unit  
Model AR35  
New List Price

\$12.00

Bi-polar type unit—adjustable. Handsome bakelite case. Threaded rubber connector for tone-arm.



Amplion Dragon  
AR19

List \$42.50

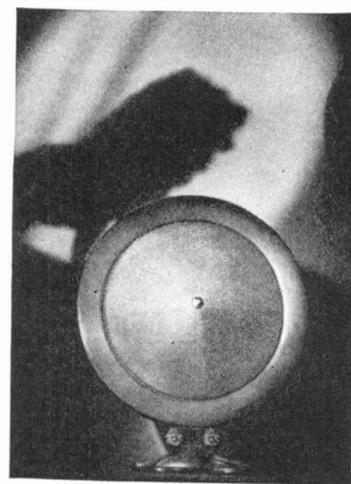
Beautiful mahogany panelled bell. 20½" high, 14½" diameter. Crystal-line enameled. Bi-polar type unit—adjustable.



Amplion Patrician AA18

List \$50.00

Handsome, hand-carved mahogany cabinet, 18"x12"x9", containing long air-column with famous Amplion unit.



Lion Model AC21

List \$25.00

14" Cone mounted on an 18" sound board. Height including handsome bronze base 20½". New balanced armature unit, straight bar magnets of the finest grade English Tunsten steel.

This model can be supplied with cord for hanging on wall. Amplion Mural Model AC24. List \$25.00.

Quantity production enables us to make the list price so low this season. At this price dealers will find this model to be a real sales sweetener.

The same quality, material, workmanship and design goes into this phonograph unit as into all Amplion models—the qualities that have made Amplion the standard of the world in radio reproducers.

The model that made Amplion famous. Keen radio fans especially, buy and use this model in all parts of the globe. It is also widely used in radio laboratories for testing and comparisons. Its unique construction design and graceful lines has made it familiar and quickly recognized by the radio public everywhere.

A soft mellow diffusion of tone—non-directional—has made the Amplion Patrician popular with the music connoisseur. The long air column which is assembled with an Amplion unit in a handsome hand-carved mahogany cabinet gives a clear cut reproduction, covering all frequencies. A good selling number.

This handsome open cone model is the latest addition to the Amplion line.

It meets the demand for Amplion quality at an extremely moderate price. Sturdily built, beautifully designed and unusually natural in tone. A quick seller—arouses enthusiasm from everybody who sees and hears it.

Biggest value on the market.

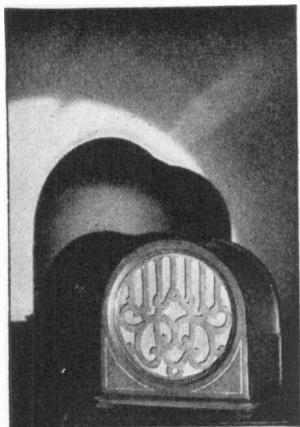
## AMPLION

Four great weekly magazines with a combined circulation of 6,392,895. Full pages in monthly magazines and a high pressure newspaper advertising campaign to focus this national advertising effort on the local dealers. This new series of Amplion advertisements will be the most strikingly beautiful and artistic advertisements in the entire radio field.

**AMPLION**

Order through  
**AMPLION CORP**  
531-535 West

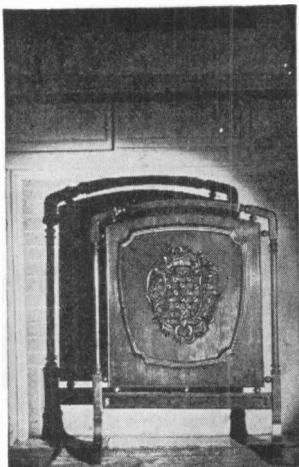
## least resistance"



Colonial Cone AC12

List \$35.00

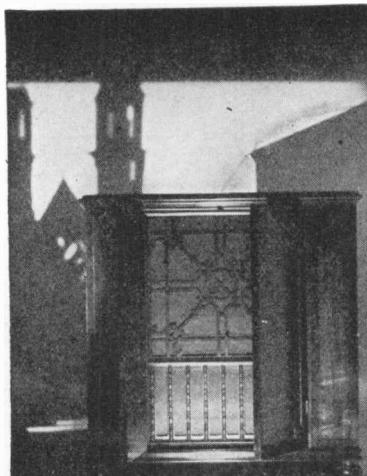
Handsome two-tone mahogany cabinet 14"x14"x9", new balanced armature unit of finest English Tungsten steel.



Amplion Fireside AC30

List \$97.50

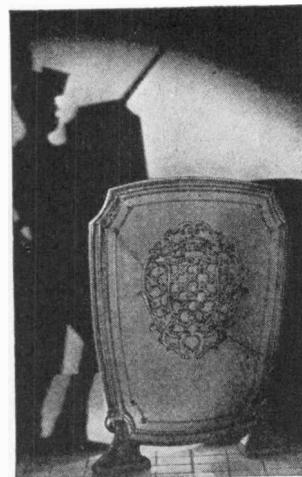
Height 36½" New balanced armature unit with straight bar magnets of finest English Tungsten steel. New process embossed walnut panelling, attractively curved combining grille-front and back. 16½" Cone. 20 ft. Cord.



Amplion Grand AC15

List \$145.00

Walnut cabinet with fine piano finish, 34"x33"x18". New balanced armature unit with straight bar Cobalt steel magnets. This steel has the highest magnetic flux density of any metal. Combination cone and sound board. 20 ft. cord.



Amplion Shield AC27

List \$67.50

New process embossed walnut panelling, attractively curved, combining grille-front and back. Height 22" 16½" Cone. New balanced armature unit with straight bar magnets of finest English Tungsten steel.

The world-wide acceptance of this fine cabinet cone has justified us in including it again in our 1927-28 line.

Fine cabinet work, graceful and symmetrical in design and with Amplion tone quality.

Its popularity both with the trade and the consumer will help your sales volume.

The Fireside is the leader of the trio of new Amplion models. An all-year-round seller. Has a distinct appeal to people who use their radio so much in summer. Is easily portable—and with its long cord—can be placed anywhere in the room or on the porch. Like the Shield, it is a fine display piece—really beautiful!

The Amplion Grand is undoubtedly one of the finest radio reproducers in the world. This magnificent instrument utilizes the best principles of sound reproduction. For a demonstration number it has no equal on the market. Set manufacturers themselves use the Amplion Grand for demonstration purposes for they know that it brings out the very best that their set produces.

This tribute to the Grand speaks volumes and is one of the greatest selling points of this model.

The Shield is another new model this year. Has a strong appeal to the artistic minded customer. A handsome ornament in any room—with true Amplion quality of reproduction. Has fine display and attention-attracting values.

An excellent model for sales demonstration.

## ADVERTISING

The artistic beauty of the entire Amplion line, its wide price range—novelty of design—Amplion prestige and quality—national advertising in the highest power selling media—and personal sales assistance, makes Amplion truly "the line with least resistance."

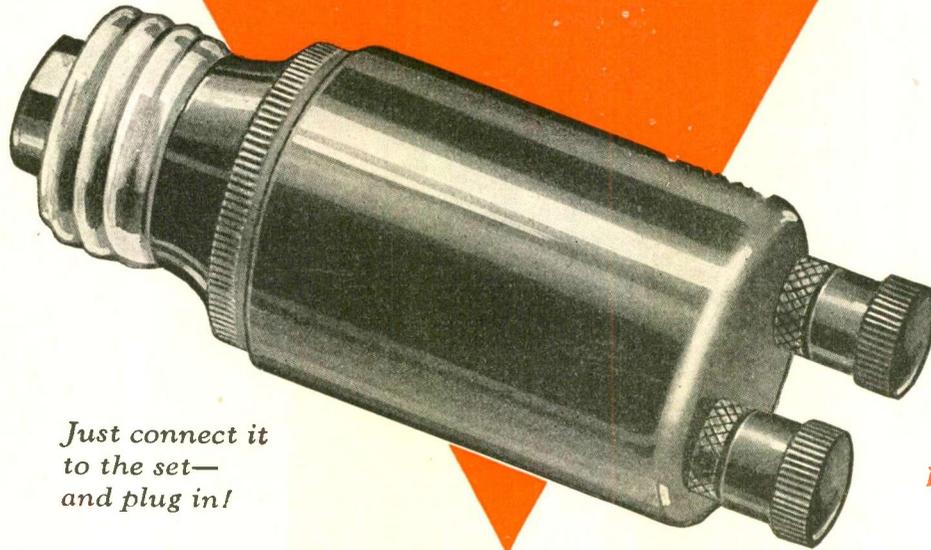


your jobber

ATION of AMERICA

37th Street, New York

AMPLION



*Just connect it  
to the set—  
and plug in!*

*Retail Price  
\$1.50*



## *For Every Customer That Enters Your Store!*

Every man who "darkens your door" is a radio set owner, or is about to become one. Each has noted the ugliness of outdoor antenna or experienced the trouble of putting one up. They're all prospects for the new Dubilier Light Socket Aerial!

No more crazy poles, loose wires or cumbersome indoor loops. Just connect a Dubilier Aerial to the set and plug in. It reduces static and interference, and removes the lightning hazard. It's a rare condition that this improved device will not meet satisfactorily.

### *Well Displayed Soundly Sold*

Dubilier Light Socket Aerials are individually packed, with instructions enclosed, and sold in counter display cartons holding 10. A 5-day money-back guarantee satisfies the most careful customer.

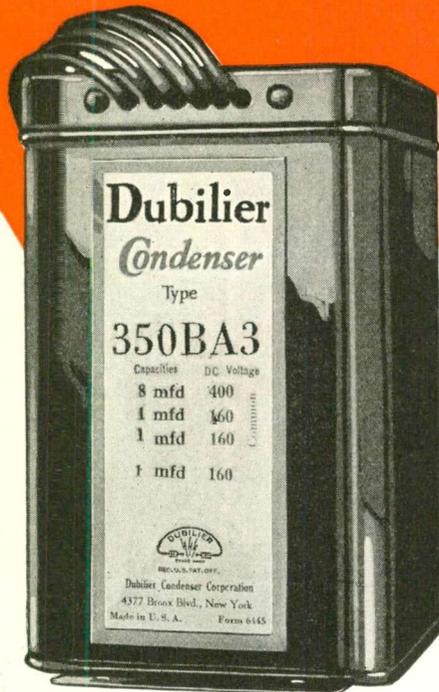


### *Adequately Advertised*

Like all Dubilier products, the Light Socket Aerial is backed with an advertising campaign of adequate size and scope to insure a healthy volume of sales the year through.

# **Dubilier**

**LIGHT-SOCKET AERIAL**



## Power Unit Builders Demand This Condenser



### Noiseless! Accurate!

It's a little thing, we'll admit. But think how much a grid leak can make or mar good reception. In the manufacture of Metaleak Dubilier takes every precaution to insure resistance ratings which buyers can bank on to be extremely accurate. Then careful assembly makes them noiseless.

Metaleak is readily interchangeable with other tubular leaks in any standard mounting.

Practical Light Socket Power Units for every radio need are here; and Dubilier has contributed its full share towards making them a reality by producing condenser blocks of rugged construction and an unusually high factor of safety.

With such outstanding manufacturers as Raytheon, Thordarson, Samson, General Radio, etc., adopting Dubilier blocks for their well-known circuits, radio dealers can look for their customers—the amateur builders and experimenters—to fall in line at once.

List Prices { 20,000 ohms to 200,000 ohms .....75c  
1/4 meg. ohms to 5 meg. ohms .....50c

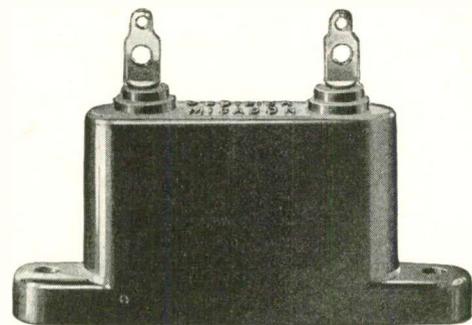
### The Fast-Selling Micadon

New in construction, shape and sales possibilities. Splendidly adaptable to the modern trend of set building, and fully protected from injury or external capacity by its moulded Bakelite case.

This "Standard Fixed Condenser of Radio" is compact in size, neat in appearance and highly efficient in performance.

Terminals are adapted to either screwed or soldered connections.

All Standard Capacities from .00005 to .006 mfd.  
List Prices.....45c to 85c



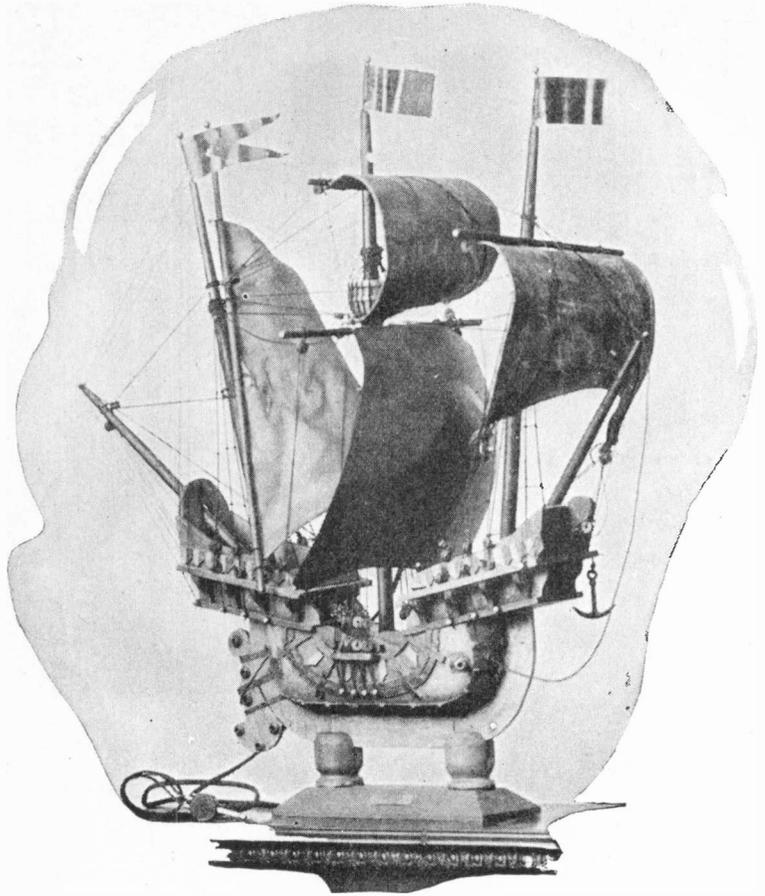
Retail Prices 45c to 85c

DUBILIER CONDENSER CORPORATION - 4377 BRONX BLVD., NEW YORK

# Dubilier

CONDENSERS

# Melody Ships



*Radio's Newest and Greatest  
Loud Speaker*

**JUST THE THING  
TO HELP BUSINESS  
IN THE DULL SEASON**

**T**HE radio loud speaker now has become an object of art. The unsightly speakers are rapidly passing from view and in their places are appearing speakers of beauty that are really an attractive addition to the decorative scheme of the room in which they are located.

The Melody Ship is a loudspeaker incorporated into a beautiful ship model. It will be one of the biggest sellers in the radio field during the season of 1927 and 1928. It is delightful to the eye as well as the ear and has met with instant approval wherever it has been shown. This is a feature of which few loudspeakers can boast.

A few territories still are open to real active dealers who want to handle the best seller of the year. This is an opportunity to make connections with the **WORLD'S LARGEST BUILDERS OF SHIP MODELS**, and the originators of the "Assemble It Yourself Plan" in ship models.

The Melody Ship is an attention getter wherever it is shown. It is meeting with little or no sales resistance. It is a beautiful hand made ship model, made entirely of wood, handsomely decorated and painted. The main-sail acts as a loudspeaker. A positive free edge cone speaker with a unit of the electro-magnet type, powerful enough to operate a 72-inch cone, is attached to the main-mast of the model. This insures splendid service and plenty of volume, with no distortion.

The cone of the speaker is made in the shape of a sail and does not alter or change the appearance of the ship in any way. The sails are artistically painted with the various designs and figures of the period represented by the models.

Our patented Melody Sail has made possible a tone far superior to any cone of its size on the market. Hear it and you will convince yourself that it is one of the best radio items on the market.

The Melody Ship will be advertised extensively this fall and winter. A national advertising campaign has been planned and will begin with the October issue of the leading magazines in the country.

*Write for further information today.*

## Miniature Ship Models

3818-20-22-24 Baring Street  
Philadelphia, Pennsylvania



# Cures the 2nd Payment Blues



THE test of a radio sale comes at the time the second payment falls due. If money is short and the radio isn't right, it's apt to come back home to stay!

The *Peerless* Reproducer goes a long way toward solving this second-payment problem. For the *Peerless* actually makes any radio set better. It gets the low notes that old-type speakers miss. It gives the radio set a chance to show up at its best.

The *Peerless* Reproducer has a remarkable range of tone, a consistent efficiency at all audible frequencies and reproduces with amazing fidelity and naturalness.

One dealer says he gets a 60% improvement in installment collections since equipping time-payment sales with the *Peerless*. Another says: "We use your *Peerless* exclusively on demonstrations. Purchasers are sel-



dom satisfied with anything else once they hear the *Peerless*!"

The *Peerless* is enclosed in a beautiful mahogany cabinet of classic gothic design. You will say it is the most beautiful radio speaker on the market. Naturally, it adds big eye-value to any installation.

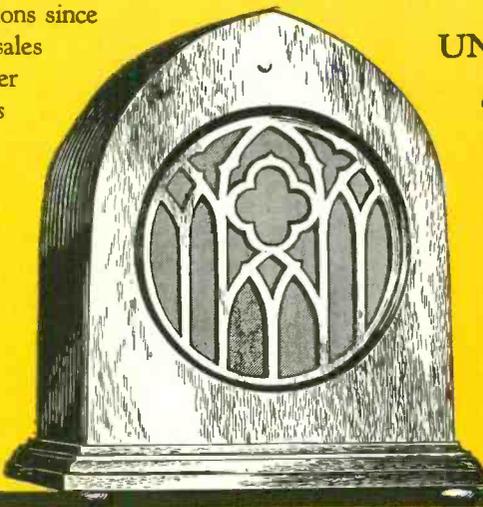
Write for big *Peerless* Portfolio, giving details of *Peerless* Dealer Proposition, letters from enthusiastic dealers and information on the Localized Dealer Advertising Campaign, open to every *Peerless* Dealer.

S. E. MAY, President  
A. T. HAUGH, Sales Manager

**UNITED RADIO CORP.**  
Makers of  
*The Peerless Reproducer*  
15- E Caledonia Ave.  
ROCHESTER, NEW YORK

**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.

# PEERLESS

## REPRODUCER



# “AERO”

## THE COMPLETE AERIAL KIT Indoors and Outdoors

“AERO” has always been known as the complete *outdoor* aerial kit. But now we have special packages for *indoor* aerials.

They contain 100 ft. of insulated aerial cord and 12 special tacks for holding. (Retail Price \$1.00 per pkge.). Installed in a few minutes. Placed behind picture molding—it's out of sight. Different from all other indoor tapes and cords because its insulation characteristics form a positive low-loss covering.

Both the *indoor* and *outdoor* kits will be advertised

frequently in the *Saturday Evening Post* and other publications. It is safe to predict that the indoor kits will be as popular as our outdoor kits. Experience proves that the radio public does not like to be bothered with a lot of miscellaneous odds and ends whenever they require an aerial. They prefer buying a complete kitful of well made articles which do the job without fail.

The price is low enough to attract everyone. Put them in your window and watch 'em go. If your jobber doesn't carry them—write us direct.



NATIONALLY  
ADVERTISED



SH  
**Light  
Socket  
Antenna**

The SH Light Socket Antenna gives you something big to talk about. The best reception is assured because four different connections are possible. Static is reduced to almost zero. It's a trim looking article—created to win public approval!

The public will learn more about it from our *Saturday Evening Post* Advertising.

Take a good look at the low price and then get ready to sell them fast.

Retail Price

**\$1.00**

**SWAN-HAVERSTICK, Inc.**

Trenton

New Jersey



**S-H**



## *Celoron has Removed the Guesswork from the Buying of Radio Insulation*

Celoron Radio Insulation is the first insulation material to be made expressly for radio use—produced to meet the modern requirements of high quality radio equipment—designed to protect delicate radio voltages from power loss and tone distortion.

Celoron Radio Insulation is *guaranteed* to exacting laboratory specifications. Its highly desirable characteristics are the result of an honest endeavor to give the Radio Manufacturer what he wants and needs—a *real* radio insulation, *not* an ordinary electrical insulation more or less adapted to radio requirements.



# CELORON

RADIO INSULATION



## The Best Radio Insulation Money Can Buy Yet it Costs No More Than Ordinary Insulation

Radio has its own peculiar insulation problems. No insulation designed for electrical purposes and later adapted to radio needs could possess all the desirable characteristics that Celoron Radio Insulation brings to the manufacturer of radio equipment. Already, many prominent manufacturers of receivers and parts have adopted Celoron Insulation for the protection of various vital points in their products. And everywhere the superior performance of this laboratory-tested and guaranteed insulation material has more than justified all that we have said about it.

In one particular instance a nationally known manufacturer of fixed condensers has been so thoroughly convinced of the superiority of this type of material that he has changed the construction of his entire line of

products and has seen fit to widely advertise this change as a decided forward step in condenser efficiency. In another case, one of the largest and most popular manufacturers of radio receivers in the country has recently purchased Celoron tubing for the foundation of his R. F. trans-

former coils—doubtlessly convinced that no other material offers such great resistance to surface leakage—that no other material is so well adapted to the permanent protection of delicate induced voltages throughout the radio receiver. We shall be glad to send one of our ex-

perienced insulation engineers to confer with you on your particular problems. He will 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.*

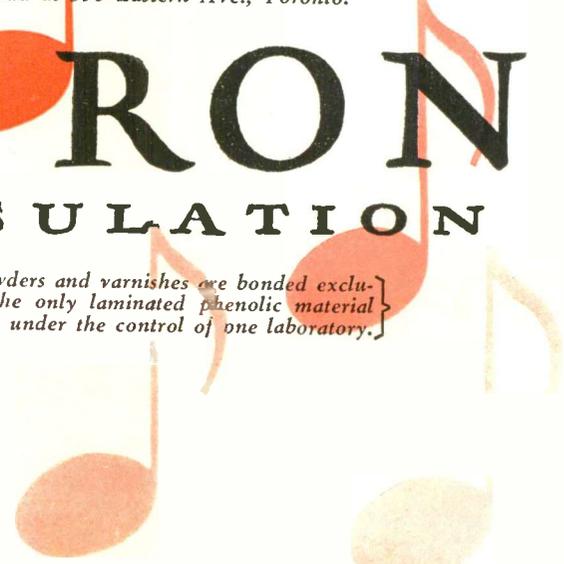
BRIDGEPORT, PENNSYLVANIA

*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

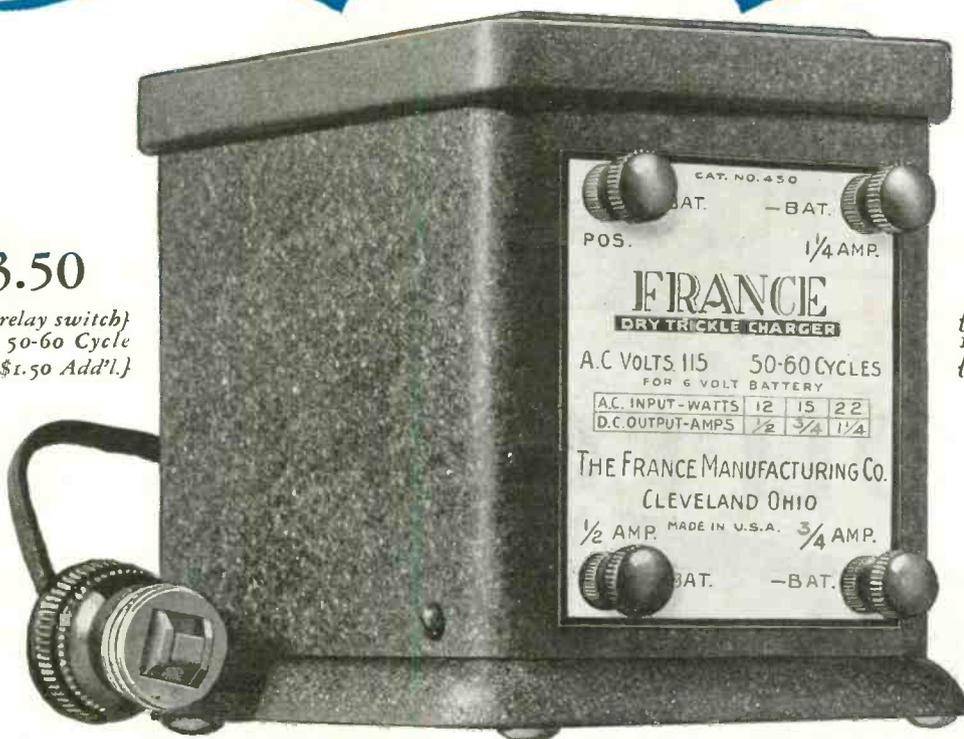
## RADIO INSULATION

*{ 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. }*



\$13.50

{without relay switch}  
115 volt 50-60 Cycle  
{25 Cycle \$1.50 Add'l.}



\$17.50

{with relay switch}  
115 volt 50-60 Cycle  
{25 Cycle \$1.50 Add'l.}

# It's Dry <sup>and has</sup> Three Speeds

**T**WO Models—one with relay switch, the other without. A dry disc rectifier.

France believes in three speeds. A single speed will meet some conditions; two, most conditions but three will meet all— $\frac{1}{2}$ — $\frac{3}{4}$  and  $1\frac{1}{4}$  amperes.

Not a sensational new discovery. Just new to the trade.

Not an experiment. Released after more than two years exhaustive research. Laboratory tests are more than satisfactory.

Several thousand in actual service on



*France Automatic Trickle  
with relay switch*

sets. Set owners say it is right. Who knows better?

Life? A common report, "Five thousand hours and still going strong"—anything less sounds ridiculous.

Flexible! Three speeds! Meets all demands regardless of number of tubes, long hours of reception and capacity of battery. A battery simply can't go down.

Dealers — it is a proven product. Standard discounts. Deliveries August 15th. Samples now.

THE FRANCE MANUFACTURING COMPANY • 10324 Berea Rd., Cleveland, Ohio  
*Since 1913 manufacturers of highest grade battery charging equipment*

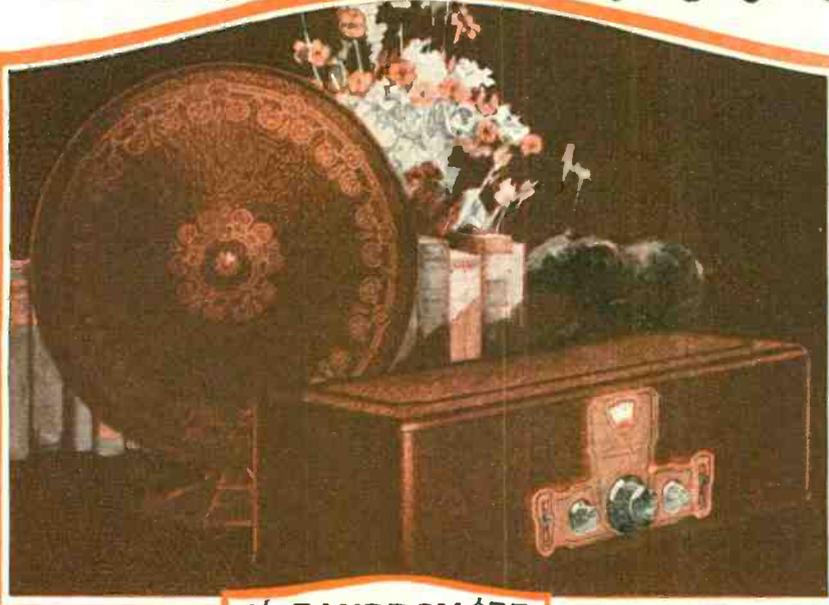
# FRANCE



When the  
Greatest  
Show in  
History thrills  
the World

# ...You're there

Prices slightly higher  
west of the  
Rocky Mountains



**IMPROVED MUSICONES**

Although Musicones improve the reception of any radio set, they are perfect affinities in finish, beauty and reproductive effectiveness for Crosley Radios. A new model built in the form of a Colonial Tilt-Table with brown mahogany finish, stands 3 feet high. Price \$27.50.

16-Inch Super Musicone  
(As pictured with Bandbox) \$12.75

12-Inch Ultra Musicone \$9.75



\$35

*The BANDBOX* \$55  
A 6 tube Receiver  
Brown frosted Crystalline finish—  
Bronze Escutcheon.

These approved cabinets have been selected by Powel Crosley, Jr., as ideal consoles, acoustically and mechanically, for the installation of the Crosley "BANDBOX". Genuine Musicones built in. Crosley dealers secure them from their jobbers through

H. T. ROBERTS CO.,  
914 S. Michigan Ave., Chicago, Ill

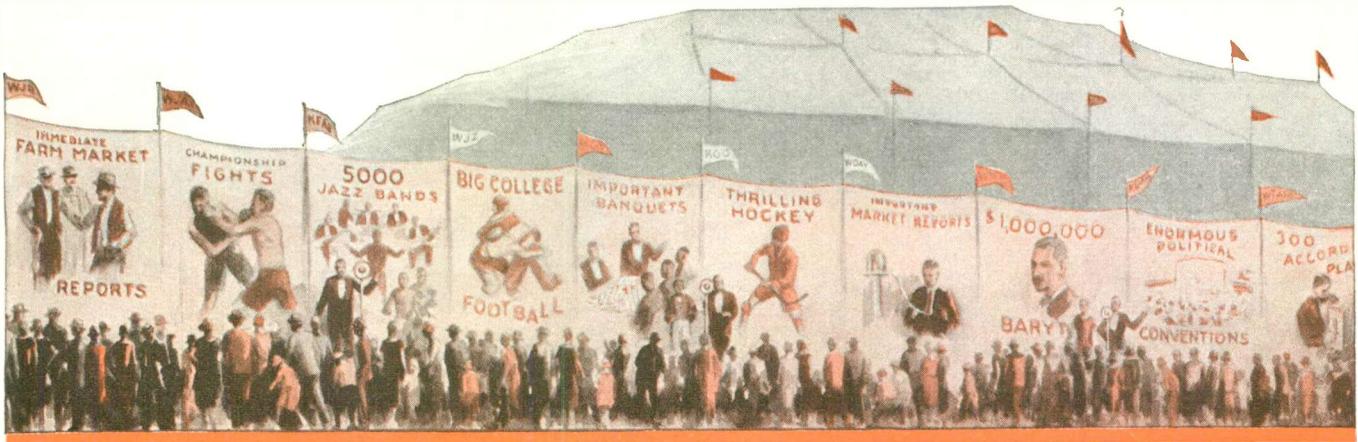
Sales Agents for  
Approved Console Factories:  
SHOWERS BROTHERS COMPANY  
THE WOLF MFG INDUSTRIES



\$85



\$65



# with a Crosley

The "BANDBOX"—a phenomenal Crosley radio receiver for the complete enjoyment of the 1927-28 Radio Season!

Recent court decisions which clarified the radio patent situation have paved the way for still greater Crosley triumphs.

Now—completely available to Crosley—and amplifying Crosley supremacy in fullest measure, are the enormous resources, great discoveries and ideas embodied in patents of

- 1—The Crosley Radio Corporation.
- 2—The Radio Corp. of America.
- 3—The Westinghouse Co.
- 4—The General Electric Co.
- 5—The American Telephone & Telegraph Co.
- 6—The Hazeltine Corporation.
- 7—The Latour Corporation.

under which Crosley is now licensed to manufacture.

Here are the seven big things which represent radio's greatest advancement; brought together by Crosley and combined with the experience, mass production method and leadership of the Crosley organization. No wonder a waiting radio world pronounces the "Bandbox" at the unprecedented price of \$55, Crosley's paramount achievement.

### The Bandbox is Shielded

Radio coils are surrounded by magnetic fields similar in every respect to the magnetic field around the earth: that moves the needle of a compass but around radio coils these fields make nuisances of themselves by feeding back on each other. Heretofore it has been customary to make inefficient coils with inefficient fields to prevent such feeding back. The Crosley Bandbox incorporates copper shields around each coil to prevent such feeding back. The coils consequently can be made and



are very much more efficient. The amplification of the receiver is, therefore, much higher—the sensitivity is greatly increased. Condensers are also completely shielded from each other in separate metal compartments. Hitherto, only high priced sets have enjoyed this super radio advantage.

### There Is No Oscillation

The Bandbox employs completely balanced or neutralized radio frequency stages to prevent oscillation, instead of the common form of lesser method. More costly, to be sure, but extremely necessary in achieving such results as are obtained by this marvel of radio reception.

### For Sharpness--The Acuminators

"Bandbox" acuminators enable "fishers" for distant stations to bring them in loud and clear. As powerful telescopes magnify distant scenes, acuminators increase the volume of far-away signals so they seem like local programs.

### Volume Control

This is another big "Bandbox" feature which permits full brass band power for those who want their dance notes strong and loud. For others, it cuts volume down to a soft and gentle murmur, without distortion.

### Illuminated Dial

A Master Station Selector has an illuminated dial for easy reading in shadowy corners. A single knob

permits full tuning for ordinary reception of local, nearby and super-powered stations.

### Installation Simplified

A woven cable, containing vari-colored rubber covered leads makes installation and hook-up easy for the veriest novice. No waiting for the radio service man, should the batteries be changed.

### Easily Adapted to Consoles

Simply remove screws in escutcheon and in base of set. Lift off metal case. Chassis now stands ready for installation in console cabinet. Opening in console cabinet permits control shafts to protrude. Escutcheon screws in place and—Presto! the console radio is complete.

For A C Operation, a special Bandbox is available at \$65, wired specially for use with the Crosley Power Converter at \$60. This special Bandbox utilizes the new R.C.A. AC tubes which have made the operation of radio receivers direct from house current so simple, efficient and dependable. The first three tubes employed in the A C model are UX 226. These go into the radio frequency sockets. The detector tube is UY 227, with

indirectly heated emitter. Another UX 226 is used in the first audio stage. Raw A C current heats the filament of all UX 226 tubes. Power tube UX 171 is in the last audio socket. This makes the "dog houses" rumble sonorously and the bass drums deeply boom.

### The Power Converter

The power converter which smooths the alternating current is a marvel of engineering ingenuity. Only half the size of an ordinary "A" storage battery, it supplies the required A, B and C currents, without hum. Finished in brown frosted crystalline. There are models for 25 and 60 cycle current. A snap switch shuts down the set and power converter completely.

### Price of Power Converter—\$60

You owe it to yourself to see the "Bandbox" and listen to its remarkable performance. If you cannot easily locate the nearest Crosley dealer, his name and address will be supplied on request. Write Dept. 130.

# CROSLEY RADIO

Crosley Radio is licensed only for Radio Amateur, Experimental and Broadcast Reception.

THE CROSLEY RADIO CORPORATION  
Fowell Crosley, Jr., Pres.  
CINCINNATI, O.

Crosley recommends the use of five power tube, or Cunningham equivalents which are furnished at standard tube prices, with each Bandbox. While Radiotron UX-171 is 180-volt tube, it gives a superior performance for 135-volt "B" batteries.

# 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 pat-  
ented construction  
revealed. Each layer  
is an electrical cell,  
making automatic  
contact with its  
neighbors, and fill-  
ing all available  
space inside the bat-  
tery case.

## Here is *battery* power in its most economical form

BATTERY Power has many advantages possessed by no other source of electricity. Batteries give pure DC, Direct Current, steady, quiet, noiseless, uniform, taking nothing from and adding nothing to radio reception.

B-power supply from batteries is reliable, for no line troubles or blown-out fuses can stop your customers' radio reception if they use batteries. After months of perfect service, batteries give warning in plenty of time when new ones are needed. Your customers need never miss a single concert from a battery-run receiver.

The reason that the Eveready Layerbilt has to be replaced so seldom lies in its construction. No other battery is like it. See the illustration above. It is built in layers of current-producing materials. This system packs more active materials in a given space, and makes those materials produce more electricity.

In laboratory tests and in actual home use during the last two years the Eveready Layerbilt "B" Battery No. 486 has proved itself to be the longest-lasting and therefore most economical Eveready "B" Battery ever built. Because it is the

longest-lasting it is also the most convenient.

For greatest economy, satisfaction and reliability in radio, sell the Eveready Layerbilt No. 486.

NATIONAL CARBON CO., Inc.  
New York **UCC** 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	woc—Davenport
WJAR—Providence	wcco { Minneapolis
WEEL—Boston	{ St. Paul
WFI—Philadelphia	KSD—St. Louis
WGR—Buffalo	WDAF—Kansas City
WCAR—Pittsburgh	WRC—Washington
WSAI—Cincinnati	WGY—Schenectady
WTAM—Cleveland	WHAS—Louisville
WWJ—Detroit	WSB—Atlanta
WGN—Chicago	WSM—Nashville
	WMC—Memphis

# —and Now—Total Shielding!

## Vee Dee

### All Metal CABINETS

Model  
250

Dimensions  
25x14 $\frac{1}{4}$ x9 $\frac{1}{8}$

*Hinged top — with  
stay joint.*

*Rigidly formed for  
strength and appearance.  
Felt foot rests—rubber lid  
stops.*

*A welded job doing away with  
troubles of swelling, shrinking,  
cracking, splitting and uncertain  
fit.*



For A. C.  
or  
Battery Models

Using

7 x 18

7 x 21

8 x 18

8 x 21

PANELS

### Beautiful—Practical—Economical

The original beauty of natural wood grains combined with the efficiency of all metal construction! That strikes a new note in cabinet artistry. By our photo litho processes, we reproduce hardwood and novelty finishes so gorgeous in their conception that they excite the admiration of all who see them.

Spacious interior dimensions are demanded for housing all the latest hook-ups! Vee Dee metal cabinets are designed for that purpose. 90% of all the 1927-1928 hook-ups are covered by the dimensions of VEE DEE No. 250 METAL CABINET. Thus, we combine the extremely beautiful with the intensely practical.

And consider the low price! Stronger and more beautiful than cabinets made of walnut or mahogany—but costs less.

Set builders are sold on VEE DEE METAL CABINETS. Jobbers cannot afford to overlook the money making opportunities in catering to the needs of set builders and dealers.

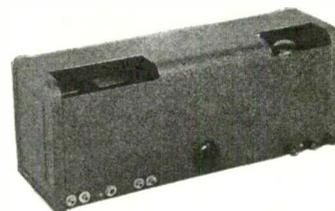
*Write for prices of Vee Dee Metal Cabinets,  
Metal Panels, and Chassis. We have standard  
size panels and chassis in stock for immediate  
delivery.*

## The Van Doorn Company

160 N. La Salle St.

CHICAGO, ILL.

Factory—QUINCY, ILL.



### UNIPACK HOUSING

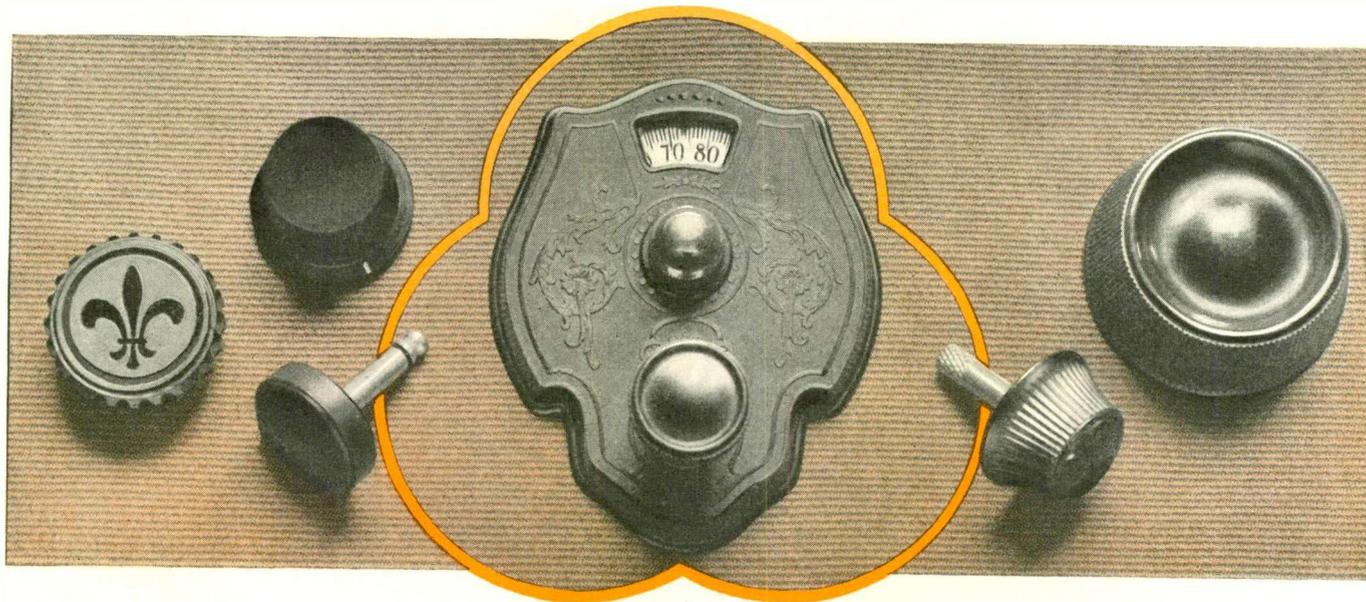
Especially designed and provided for Silver-Marshall Power Hookups—including cabinet and chassis, drilled and with all small hardware.

### S C 2 Assembly Unit

Panel, chassis and accessories.



Designed and drilled for this popular receiver, but dimensions are such as to make it easily adapted for any Power Pack assembly.



## Bakelite Molded trimmings keep radio sets from getting shabby

**B**AKELITE Molded makes no contribution to depreciation, for it is ever new. Dials and knobs made of it hold their deep, rich color and high lustre in any climate and through years and years of constant service.

Radio sets have become so conspicuous an item of home equipment that beauty of appearance now equals quality of performance as a sales argument. It is perhaps

more important, for performance is usually taken for granted.

It is always to the dealer's advantage to make sure that the sets he sells are equipped with dials, knobs and other fittings of Bakelite Molded—and that the radio parts he offers are also made of it. Bakelite Molded helps to keep radio sets sold. Write for Booklet No. 39.

### 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.

# Bremer Tully

## Greater Value

The B-T record for having produced only *outstanding radio successes* carries more weight each year.

The cumulative effect of added numbers of satisfied users—the increased extensiveness of the Line,—make the B-T Franchise a *greater value* than ever before.

At \$110.00 the new Six provides Counterphase quality at a price that will appeal to a widely extended market.

Additional models including the famous Eight in two styles, with or without speaker, furnish a complete line.

Measuring up to the high B-T standard the new Speaker marks a great stride forward.

You cannot help being impressed with its excellent performance—especially when demonstrated with a Counterphase.

*Factory authorized and factory protected B-T dealers are more than ever satisfied to continue their franchises. They appreciate its increasing value.*

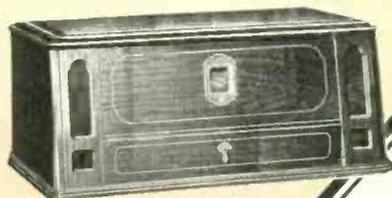
You also can profit handsomely by securing the B-T franchise in your community.

It may still be open. *Write today.*

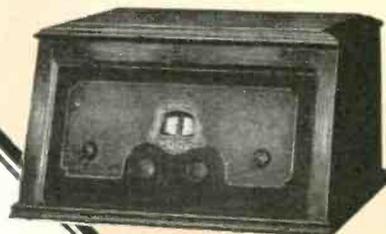
## Bremer-Tully Mfg. Company

520 S. Canal St.

Chicago



Counterphase 8-12  
Price \$215.00



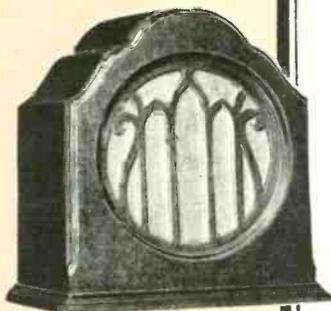
Counterphase 6-35  
Price \$110.00



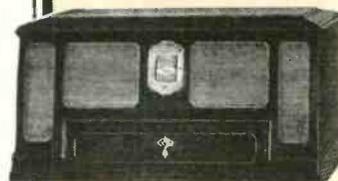
Counterphase 6-37  
Price \$165.00



B-Power Unit  
Price \$37.50



B-T Speaker  
Price \$35.00



Counterphase 6-22  
Price \$140.00

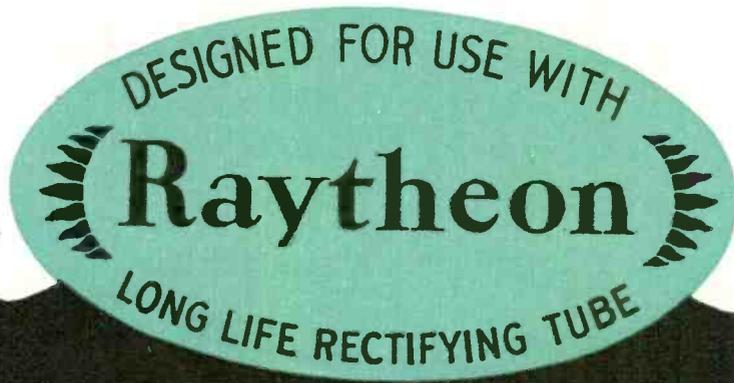


Counterphase 8-16  
Price \$295.00



8-12 Receiver and  
No. 14 Table  
Price of Table \$50.00

The Counterphase is covered by numerous exclusive Bremer-Tully patents and is licensed by R.C.A. and affiliated companies.



## These Manufacturers Enjoy the Advantages of Marketing Raytheon Approved Power Units

	<i>Name of Unit</i>
ACME APPARATUS COMPANY	Acme B-Power Supply and Acme A Charger
ALL-AMERICAN RADIO CORP.	All-American Constant B
AMERICAN BOSCH MAGNETO CORP.	Bosch Nobattery
AMERICAN ELEC. CO., INC.	Burns "B" Battery Eliminator
APEX ELECTRIC MFG. COMPANY	APEX SUPER B SOCKET POWER
BENJAMIN ELECTRIC MFG. CO. OF CANADA, LTD.	Benjamin Majestic B Power
BREMER-TULLY MFG. CO.	BT B-Power Unit
BRIGGS & STRATTON CORPORATION	BASCO
CHAMBERLIN ELECTRIC COMPANY	UNIVERSAL B-POWER UNIT
CONSOLIDATED BATTERY CO.	Consolidated "B"
CORNELL ELECTRIC MFG. CO.	Cornell Voltage Supply
CROSLLEY RADIO CORP.	Crosley A, B & C Power
DAY-FAN ELECTRIC CO.	Day-Fan Radio B-Power
ELECTRICAL RESEARCH LABS., INC.	Erla Hum-Free "B" Eliminator
FEDERAL TELEPHONE MFG. CORPORATION	A-B-C POWER UNIT
FREED-EISEMAN RADIO CORP.	Freed-Eiseman A, B & C Power
GENERAL RADIO COMPANY	General Radio Plate Supply
A. H. GREBE & CO.	Grebe Socket B-Power
INDIANA MANUFACTURING & ELECTRIC CO.	Automatic Charger
INTERSTATE ELECTRIC CO.	Handy Charger and Eliminator
KING ELECTRIC MFG. COMPANY	Electron B Supply and Electron A Charger
KOKOMO ELECTRIC COMPANY	Kingston B Power Unit and Kingston A Charger
MARTIN-COPELAND CO.	A Power Unit
MAYOLIAN RADIO CORP.	Mayolian B Supply
THE MODERN ELECTRIC MFG. CO.	Modern B Power
NATIONAL COMPANY, INC.	National Power Supply
PREST-O-LITE	Speedway
SPARKS-WITHINGTON CO.	Sparton Radio B-Power
STANDARD RADIO CORP. OF WORCESTER	Standardyne A-B-C Power
STANDARD RADIO MFG. CORP.	Rogers B-Power Unit
THE STERLING MFG. CO.	Sterling A-B-C Power
STEWART BATTERY CO.	Super A
THORDARSON ELECTRIC MFG. CO.	A Charger
U-S-L RADIO, INC.	B-Power Unit and A Charger
UNIVERSAL BATTERY CO.	Universal B Power Unit
VALLEY ELECTRIC CO.	Valley B Power Unit and Valley A Charger
THE WEBSTER COMPANY	Webco B-Power Unit
WISE-McCLUNG COMPANY, LTD.	A-B-C Compo Power Unit
YALE ELECTRIC CO.	Yale B Power Unit
ZENITH RADIO CORP.	Zenith A, B & C Power

*Only those manufacturers whose power units have been fully tested and approved by the Raytheon Research Laboratories are entitled to use the green Seal of Approval and Raytheon Rectifying Tubes in connection with their products.*





DESIGNED FOR USE WITH  
**Raytheon**  
LONG LIFE RECTIFYING TUBE

**Type BH**  
New List Price \$4.50

*A Price Reduction that  
means more than just  
so many Dollars  
and Cents*

*THE* WHOLE-HEARTED acceptance of Raytheon's advantages in the making and selling of reliable radio power-units has built a demand for Raytheon Long Life Rectifying Tubes which automatically effects their price. Radio dealers are advised, then, that the list price of type BH, the most widely used of all Raytheon tubes, has been reduced from \$6.00 to \$4.50—effective immediately.

What this announcement signifies, however, is of far more importance than the price reduction itself, for it establishes without doubt that the Raytheon green Seal of Approval and what it stands for are attracting more and more manufacturers of reliable radio power units.

**Raytheon Manufacturing Co.**  
Cambridge, Mass.

TYPE B—60 M. A. 150 VOLTS. LIST PRICE \$4.50



**Type A—**  
2½ Amps.  
The Efficient Rectifier  
for batteries and A  
power-units.  
List Price \$4.50



**Type BA—**  
350 m. a.  
Provides A-B-C power  
for sets using standard  
201-A tubes in series.  
List Price \$7.50

**Raytheon**  
LONG LIFE RECTIFYING TUBE

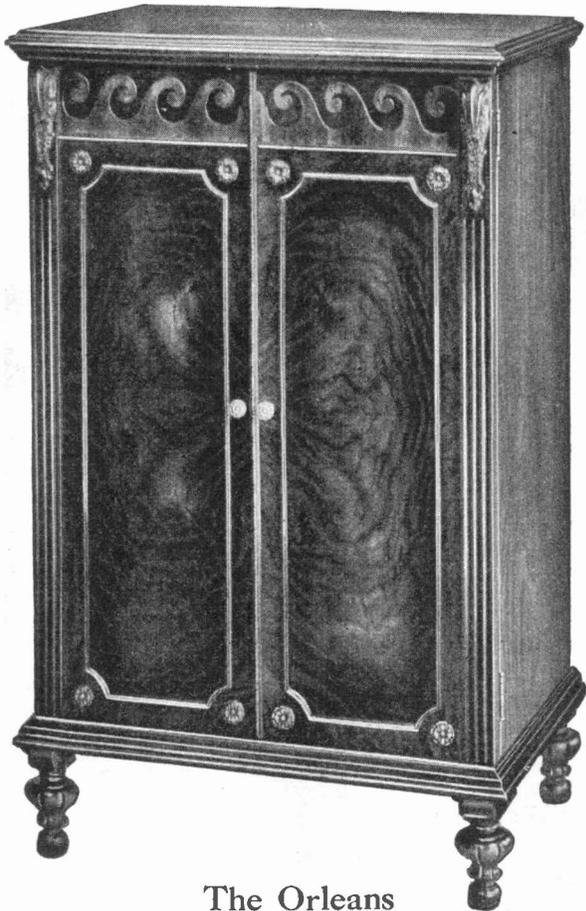
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 T H E   L I N E   O F   D I S T I N C T I O N
 

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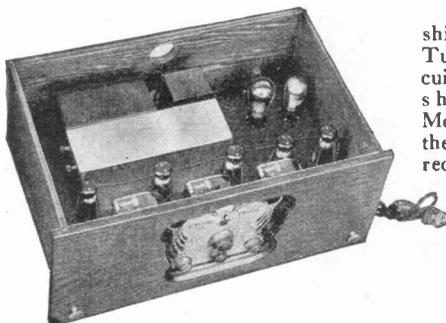
# Always a Leader—

## NOW A BATTERYLESS RECEIVER



**The Orleans**

Doors of figured walnut. Heavy plywood construction. Equipped with built-in speaker—Utah Unit. Four-foot air column. Size of top 26½ in. x 19 in.—43½ in. high. Shipping weight 135 pounds.



**The Chassis**

shielded with A.C. Tubes and special circuit (patents pending) shows why the McMillan Electric is the last word in radio receivers.

## The McMILLAN ELECTRIC

*with Kellogg A. C. Tubes*

**N**OW for the first time in radio history McMillan announces a batteryless receiver—free from trouble—operating direct from a light socket. Through the employment of A.C. Tubes and a new exclusive circuit (patents pending) McMillan now offers the most revolutionary receiver the world has ever seen.

### Absolutely No Batteries

The new McMillan Electric has no batteries—no eliminators—no automatic switches. Nothing to get out of order. The owner enjoys continuous, trouble-free service. The dealer cuts his service costs to almost nothing.

Write now for complete description—prices and discounts.

*Prices range from*  
\$170 to \$325



**The Ivanhoe**

Exclusive McMillan design. Sides and top Striped Walnut. Doors of Butt Walnut, Mahogany overlay. Veneered moldings. Built-in speaker. Four-foot tone chamber. Utah Unit. Size of top, 25⅞ in. x 17½ in.—50 in. high. Shipping weight 117 pounds.

*We also make a complete line of battery models*

---

The McMILLAN RADIO CORP., 1421 S. Michigan Ave., CHICAGO, ILL.

---



# KING RADIO



Are you handling a line of Receivers that give you the following advantages?—

1. Complete Patent Protection.
2. Actual Franchise Protection.
3. Beautiful Cabinet Designs.
4. Unmatched Quality of Performance.
5. Correct Range of Prices.
6. Solid Financial Responsibility.
7. Effective Advertising Program.
8. Attractive Merchandising Helps.
9. Working Sales Service Plan.

Unless you are a King Dealer, you are not, because the King line is the only line on the market, with all of these advantages and many more.

You cannot afford to overlook these advantages because they make King the most profitable franchise in the Radio Field.

Be sure to *investigate this line before buying*. Write us for the name of our distributor.

**King Manufacturing Corporation**  
Buffalo, New York

## The Chevalier



### The King Line

The Baronet.....	\$ 70.00
The Crusader.....	115.00
The Viking.....	140.00
The Chevalier.....	210.00
The Commander.....	220.00



A completely shielded six tube receiver with angle dial station selector. Beautiful Burl Walnut High Boy cabinet. Most beautiful design and value on the market at its price. Built-in seven inch Peerless reproducer with space for batteries, etc. Price without accessories, \$210.00. Prices slightly higher West of Rocky Mountains.



# BEAUTY

*is the new NOTE  
in radio*

YOUR customers today demand beauty in radio. Beauty—not only in tone, but beauty in appearance.

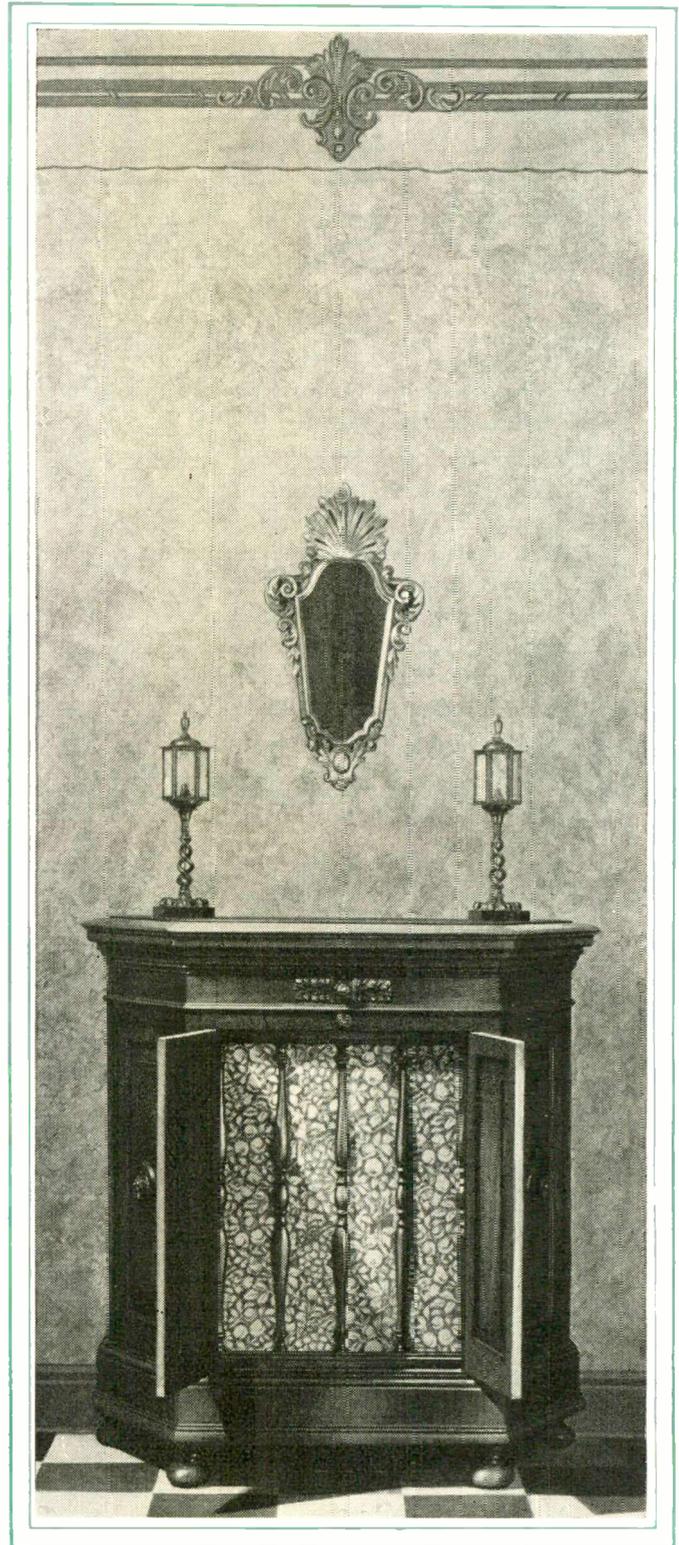
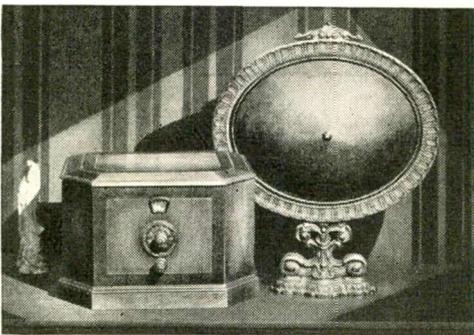
Splitdorf has been the first to recognize this demand, and to strike this new note in radio. The beautifully designed models combine perfection of performance with the decorative value of fine furniture.

The sensation caused by the new Splitdorf models at the recent Chicago Trade Show *proved* that Splitdorf leads in radio beauty today.

12 models — \$45 to \$800

*Prices apply only east of the Rockies*

**THE ABBEY** — Patterned after an Old World jewel case. Devoid of metal trimmings. Done in antique walnut with carved ornament. Equipped with the new Splitdorf single dial receiver, employing four tuned circuits. List price, without accessories, \$100.



*Cabinets designed under the personal direction of Mr. Noel S. Dunbar*

**THE LORENZO** — A magnificent model in the style of the Italian Renaissance. Massive, yet its tapered sides permit of its placement in a restricted space. Equipped with the new Splitdorf six-tube receiver unit. Single knob control. Illuminated dial, enclosed loud-speaker and Splitdorf socket power plant. List price, \$350.

SPLITDORF Radio CORPORATION

*Subsidiary of Splitdorf-Berthelhem Electrical Company*

NEWARK

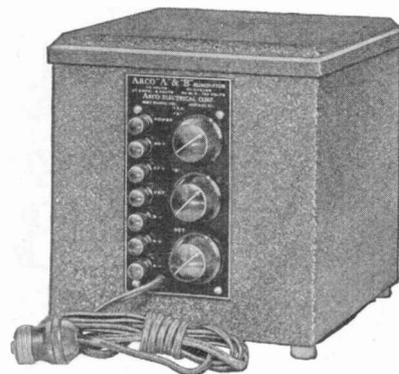


NEW JERSEY

ARCO—ARCO—ARCO—ARCO—ARCO—ARCO

# Radio Fans Wanted It!

Arco Engineers built it---and NOW ARCO Dealers are selling these better UNITS



easier and with greater profit. ARCO UNITS are easier to sell because--  
1. Use less current. 2.

Neater. 3. Cost less than others. 4. Higher efficiency. 5. Instantaneous action. 6. Full power rating. 7. Newest and undoubtedly the leader.

## Arco Electrical Corp.

Main Office, Fort Wayne, Ind.  
Factories, Chicago, Ill. and Fort Wayne, Ind.

ARCO—ARCO—ARCO

ARCO ELECTRICAL CORP.  
211 E. Columbia Street  
Fort Wayne, Indiana

I would like to know more about the Arco line. Tell me about the new sales plan, too.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

This Great Plant  
— is back of all

**Sentinel**

*Completely Automatic!*

**A-B-C Power Units**



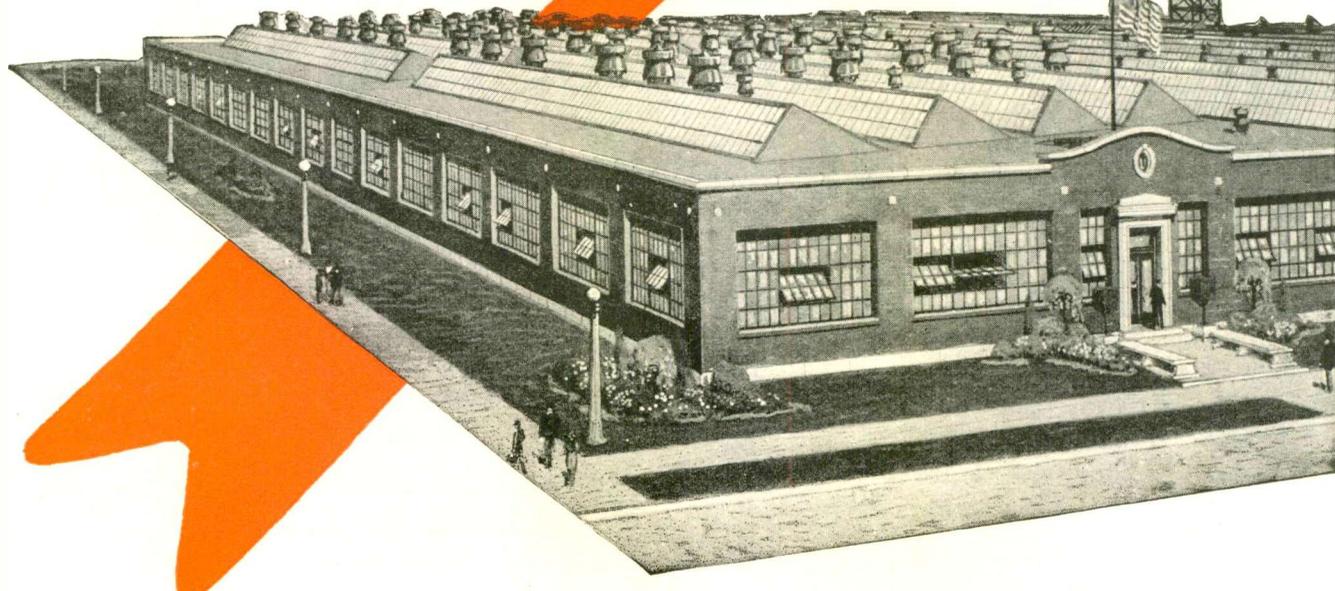
**F**OUR factors contribute to the outstanding success of *Sentinel* Radio Power Units. America's foremost electrical engineers created and developed them. The highest skilled craftsmen obtainable are employed in their manufacture. Only first-grade materials are used, and the finest facilities of an ultra-modern plant make possible products which are peerless in their field.

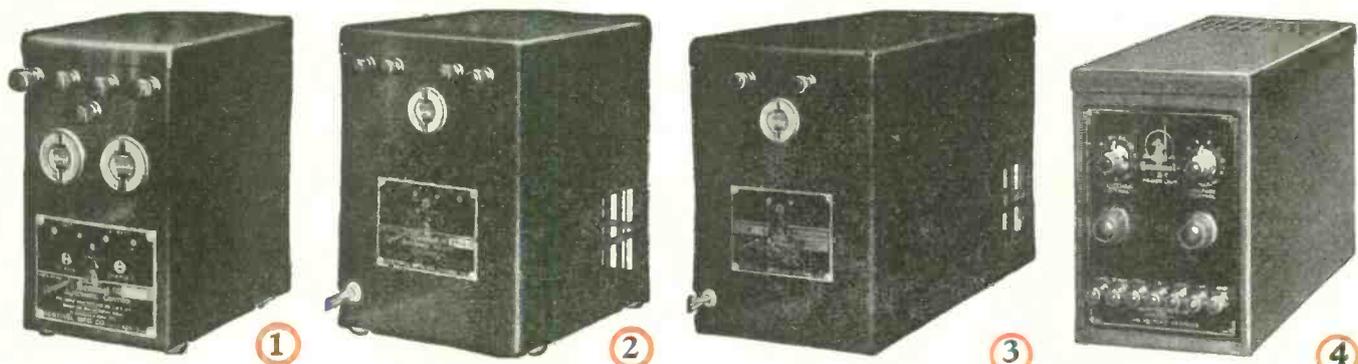
*Sentinel* offers the *first and only* complete line of completely automatic Radio Power Units. Progressive, money-making Jobbers and Dealers will find *Sentinel* units profit makers and prestige builders.

*Write today for complete descriptive literature,  
prices and our co-operative merchandising plan.*

**SENTINEL MANUFACTURING COMPANY**

9705 Cottage Grove Avenue    ::    ::    ::    ::    Chicago, U. S. A.





## The Complete Line of Sentinel Power Units

**1** For those already equipped with "A" Battery and Charger (other than the Trickle type), the Sentinel Automatic Control Unit makes the "A" power supply completely automatic. Price \$15.00

**2** The Sentinel Automatic Control and Charger is designed for those already owning a good "A" battery, but not a charger. This unit makes the "A" power supply permanently and completely automatic. Price \$29.50

**3** The Sentinel Completely Automatic "A" Power Unit provides control, charger and a 4 or 6-volt battery all in one handsome compact case. This is not a Trickle Charger, but a completely Automatic Socket Power Unit. Price \$40.00

**4** The Sentinel B-C Power Unit furnishes both B and C voltage for any set, regardless of the number of tubes — 80 mil. at 180 volts — approximately 50% reserve current for the average receiver. Price Complete \$44.50

**5** The Sentinel B-C Beverly model combines completely automatic power with meter which gives control of all plate voltages. The price of the Beverly B-C Unit is \$65.00

**6** The Sentinel A-B-C Completely Automatic Unit is the complete and modern answer to the radio power problem. It combines the Sentinel Automatic "A" battery and the Sentinel Automatic B-C Power Unit into one compact, efficient master unit. The price is \$79.50 complete. (Metered Beverly Model \$98.50)



There is  
a  
**Sentinel**  
for  
Every  
Radio  
Power  
Need



### A New and Bigger Plant for Sentinel Manufacturing Company

Rapidly growing demands for Sentinel Radio Power Units made it necessary to increase manufacturing facilities. This new three-quarter of a million dollar factory with its modern equipment enables us to keep pace with the ever increasing popularity of Sentinel Units.

# KINGSTON



## PRICES

Type 2, for 110-120 Volt AC 50 or 60 Cycle Current, \$35.00.

For receiving sets having not more than eight tubes and not having type UX171 power tube or equivalent.

Type 2A, for 110-120 Volt AC 50 or 60 Cycle Current, \$42.50.

For all sets using type UX171 power tube or equivalent and for all large sets having nine or more tubes.

Type 2C, for 110-120 Volt AC 25, 30 or 40 cycle current, \$47.50.

Prices include type BH Raytheon tube.

*For an additional \$2.50 an automatic control switch is furnished by which the Unit is switched on or off when switch on the radio set panel is turned.*

## What the KINGSTON is

THE KINGSTON will maintain the radio set always at its perfection peak. It contains no acid or solution, operates without vibration or noise and will not heat. There are provided three different voltage terminals, each adjustable over a wide range, making possible any desired voltage from 5 to 200. A fourth variable voltage may be easily had, if desired, by connecting a separate variable resistor to one of the terminals. The primary or main current supply is controlled by a rheostat, making it possible to reduce the current entering the unit to the amount actually required for any individual set, thus protecting the set against overload.

Handsomely finished in satin black. Size: nine inches long, 5¼ inches wide, 8¾ inches high. The Raytheon 85 milliamper type BH tube is used as rectifier. Fully guaranteed.

## *For Perfect Reception*

THE KINGSTON B CURRENT SUPPLY UNIT insures everything Radio has to give—rich, full tone, clearness, perfect reception always! This unit met last year with unprecedented success, and this year it will attain a new high record in sales and satisfaction. Make the Kingston the leader of your fall and winter business.

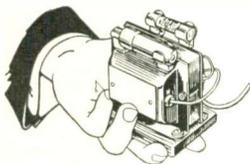
**KOKOMO ELECTRIC COMPANY**  
Kokomo, Indiana

# RADIO POWER

## A Super-Quality line backed by an Intensive Sales and Advertising Program ~ ~ ~



This attractive sign will guide interested prospects to your store—will identify you as the Basco dealer in your community. Ask your jobber for one of these signs.



Charger — Small, compact. 2½ ampere charging rate. High efficiency. No moving parts. Raytheon rectifying tube. Absolutely noiseless. Economical.

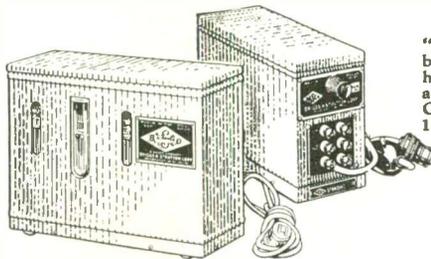
**F**IRST of all Basco Radio Power Units are *quality merchandise*. They are built to material and precision standards comparable with the manufacture of the finest radio receivers the industry has to offer!

Basco Power Units convert 110 volt 50-60 cycle A. C. current into ideal radio power for all 6-volt receivers of 1 to 10 tubes. New standards of radio reception are established — in uniformity, constancy, musical range, clarity, volume. New standards of convenience are provided — almost total freedom from upkeep attention and servicing.

We're telling the radio public about these super-quality radio power units through a complete, intensive advertising and retail merchandising program — newspaper advertising, local ads for dealers' use, window displays, direct mail, booklets, folders, etc. All of this advertising will be *centered* around Basco dealers to produce direct results — *immediate sales for these dealers!*

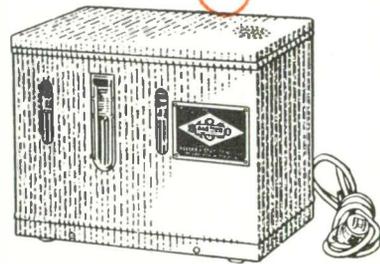
*Write for full details of selling program and particulars about Basco Radio Power Units — descriptive information, prices, discounts, names of distributors.*

BRIGGS & STRATTON CORPORATION ~ ~ Milwaukee, Wisconsin



"A" Power—Automatic operation. Glass-jar Exide "A" battery; Basco automatic charger — full rate 2½ ampere. Raytheon tube. No line noises. Low power consumption.

"B" Power—Exclusive hook-up brings out deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 50 milliamperes at 185 volts. Tube rectification.



"A" and "B" Power — Entirely automatic. Highest quality, glass-jar Exide "A" power with Basco self-charger equipped with Raytheon rectifying tube, (not a trickle charger). "B" Power of exceptional efficiency.



### RADIO POWER UNITS

# BOSCH

Bosch Radio has outstanding features which are commanding the attention of dealers all over the country.

1. The new Bosch Models are built for customer satisfaction.
2. The Bosch Line is a complete dealer line.
3. Bosch Dealer Policy is liberal and strongly supported.

The new Bosch Radio Models are "transportation proof"—so strongly constructed they may be delivered to your customers without adjustment—with the original factory settings.

Bosch steel chassis, the condenser unit assembly with its three point mounting—the short, solid connections and elimination of solder operations, are distinct Bosch improvements.

Bosch RFL circuits, armored and shielded—operated by an electrically lighted, single station selector—Bosch Radio is advance radio—the new models are wired for battery or socket power operation.

Another sales persuading feature of the line is its beauty of cabinets—new designs, harmonious in every respect, dignified, attractive, striking in fine woods.

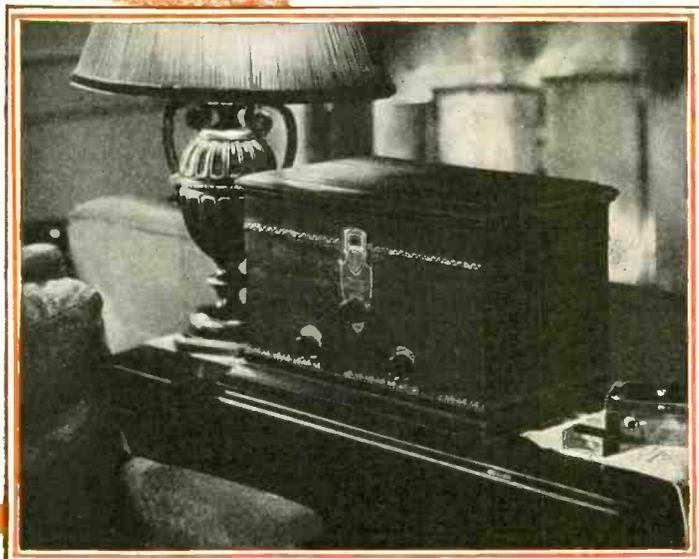
Nationally advertised—the new Bosch line is priced right for volume sale.

The dealer policy is right and reliable, offering unusual opportunities to dealers who are in business to stay. Tell us in confidence about yourself, business standing, financial strength and plans, regardless of the lines you now carry. We will tell you of our plans for your locality.

**AMERICAN BOSCH MAGNETO CORPORATION  
SPRINGFIELD, MASS.**

**Branches: New York Chicago Detroit San Francisco**

Bosch Radio Receivers are licensed only for Radio Amateur, Experimental and Broadcast Reception. They are manufactured under patent applications of American Bosch Magneto Corp. and are licensed under patent applications and patents of Radio Corp. of America and under applications of Radio Frequency Laboratories, Inc.



Model 66—Six tubes—  
table type \$99.50

# "Ship our next month's orders NOW"

PHONES  
 8100  
 8101  
 8102  
 8103  
 8104  
 8105  
 8110  
 8121  
 8122  
 1410  
 3200  
 3201  
 STERLING

**G.J. Seedman Automotive & Radio Co., Inc.**  
 JOBBERS AND  
**Wholesale Distributors**  
 BEDFORD AVE. at MADISON ST.  
 BROOKLYN NEW YORK



Freed-Eisemann Radio Corp'n.,  
 Liberty Ave. & Junius St.,  
 Brooklyn, N.Y.

July 9, 1927.  
 PLEASE ADDRESS REPLY  
 ATTENTION OF G. J. Seedman.

Gentlemen:  
 This will confirm our telephone conversation requesting you to release immediately our second shipment, order #04420 scheduled for the 15th of next month.

We are glad to see that the new line is finding acceptance among our dealers in a degree far greater than our most enthusiastic expectations.

As you will note by the dealer contracts which we sent you last week, our dealers are placing their early orders on the whole line rather than on a few selected models.

It is very gratifying to hear the reports which our salesman bring in giving the results of dealers' tests on the first shipments.

We feel that you are to be complimented on the general appearance of the line and it seems to be the general consensus of opinion among our dealers that this year's line is the best one you have ever produced.

Along with this release, kindly include Caswell-Runyan Cabinets scheduled for next month's shipment.

Very truly yours,  
 G. J. SEEDMAN AUTOMOTIVE & RADIO CO., INC.  
 BY: *G. J. Seedman*  
 President.

GJS/TRB



THE  
**MARVELOUS**  
**NR-II**  
 ELECTRIC  
 IS TAKING THE COUNTRY  
 BY STORM

**The Most Liberal Dealer Discount  
 Of Any Nationally Advertised Line**

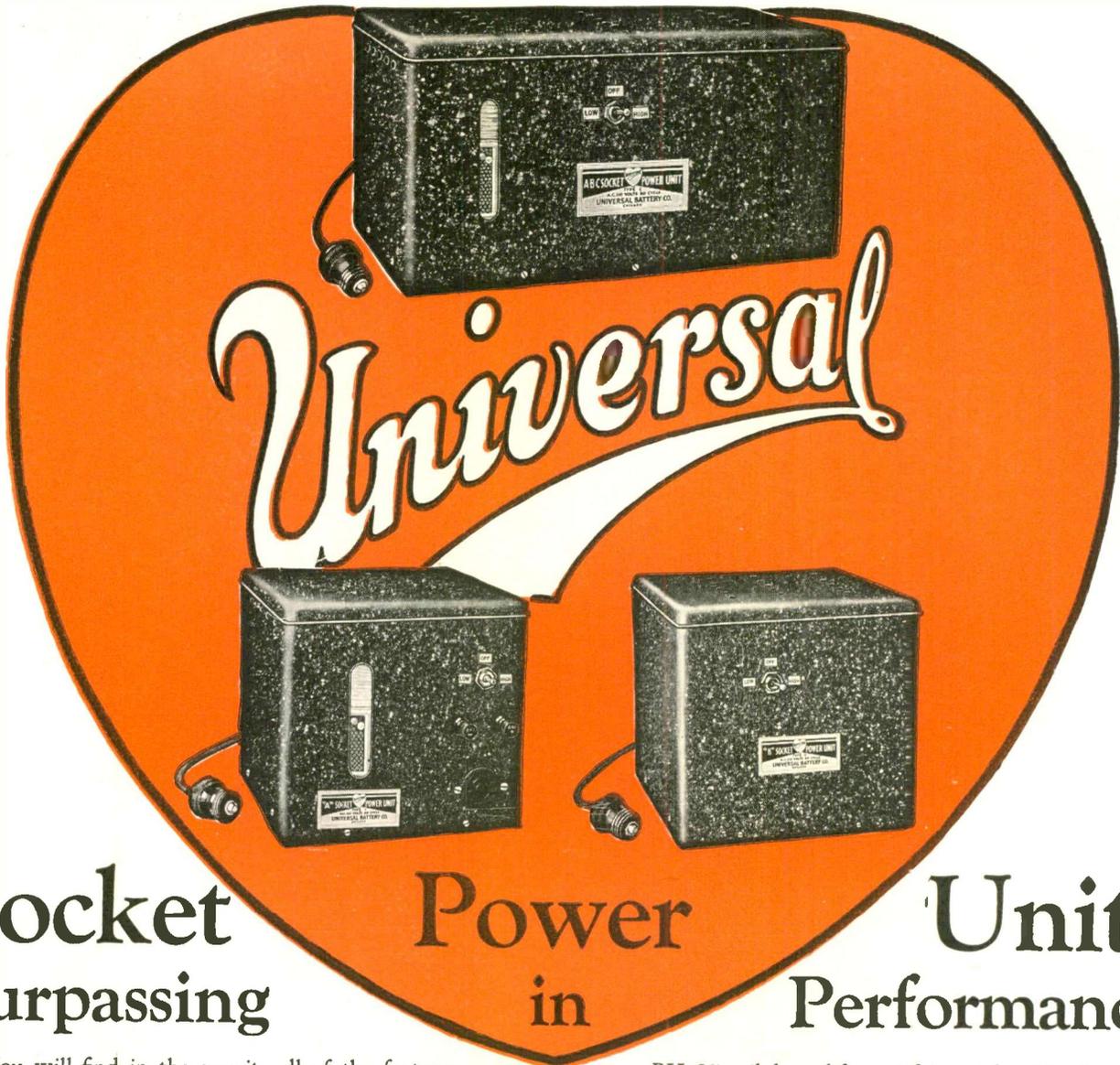
Protected by and under RCA, Westinghouse, General Electric, American Tel. & Tel. patents, Latour pat. (81 pat. & pat. app.) & Hazeltine patents

# FREED-EISEMANN

LIBERTY AVE. & JUNIUS ST. BROOKLYN, N.Y.

There may be a franchise open in your territory - Write us today for jobber's name and address

# Built to excel, not undersell



Socket  
Surpassing

Power  
in

Units  
Performance

You will find in these units all of the features which correct design and up-to-the-moment engineering can build into them. Nothing is skimped, nothing guessed at, nothing allowed to take care of itself.

The "A" unit is a dependable source of "A" power equipped with Dry Plate Rectifier controlled by set switch. Has "B" Plug-in.

The "B-C" unit delivers 40 mls at 180 volts. Ideal for 171 power tube operation. Guaranteed delivery of proper voltages to each tube, as specified by set manufacturer. Seven taps—two for "C" voltages and all variable, due to the use of wire wound resistances throughout. Improved filter circuit. Designed for use with Raytheon

BH-85 mil long-life rectifying tube. Raytheon approved. Operates perfectly on every set manufactured. Will sell readily and stay sold!

"A-B-C" Socket Power Unit. This unit is a combination of the "A" and "B-C" units, all contained in one case. Set switch controls it.

The cases of all units are unusually attractive and are finished in brown cracked lacquer.

Your customers who want trouble-free, dependable power next season will want just such socket power units as these—quality goods, which sell easily and stay sold.

Send for full information and prices.

UNIVERSAL BATTERY COMPANY  
3453 South La Salle Street, Chicago, Ill.

*Batteries for Every Purse and Purpose*  
RADIO AUTOMOBILE FARM-LIGHT  
Parts for All Makes of Batteries : Shop Equipment

# UNIVERSAL BATTERIES

# STEWART-WARNER

## Matched-Unit Radio

*The Franchise That Supplies Every Asset to the Building of a Sound, Profitable Radio Business—Full Particulars Sent on Request—Mail the Coupon Today!*



Compact Console Model 520. Six tubes. Single dial vernier control. Selected walnut veneer cabinet with lustrous finish. Price, \$125.00. West of Rockies, \$130.00.

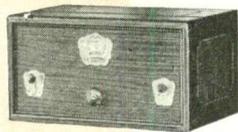
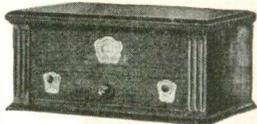


Table Cabinet Model 525. Six tubes. Single dial vernier control. Cabinet of selected walnut veneer, richly finished. Price, \$80.00. West of Rockies, \$82.00.



De Luxe Table Cabinet Model 705. Fully shielded chassis. Solid walnut and selected walnut veneer cabinet. Six tubes. Single dial vernier control. Price, \$125.00. West of Rockies, \$128.00.

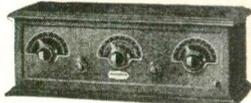


Table Cabinet Model 300. For those who prefer three dials. Metal panel and sides. Walnut top. Five tubes. Price, \$50.00. West of Rockies, \$52.50.



De Luxe Console Model 710. Exquisite cabinet of solid walnut, and specially selected burled walnut veneer. Six tubes. Single dial control. Fully shielded. Price, \$255. West of Rockies, \$263.50.



Stewart-Warner Reproducer Model 425. Newly perfected unit insures wonderful reproduction of all tones. Finished in gold bronze. Price, \$25.00. West of Rockies, \$26.00.



Stewart-Warner Reproducer Model 420. Extremely compact. Has new perfected unit. Finished in gold bronze. Price, \$17.50. West of Rockies, \$18.25.



Stewart-Warner Tube Models 701-AX, 501-A, and 501-AX. Price, \$1.75.



Stewart-Warner Antenna Kit Model 510. Price, \$2.25.

### STEWART-WARNER'S

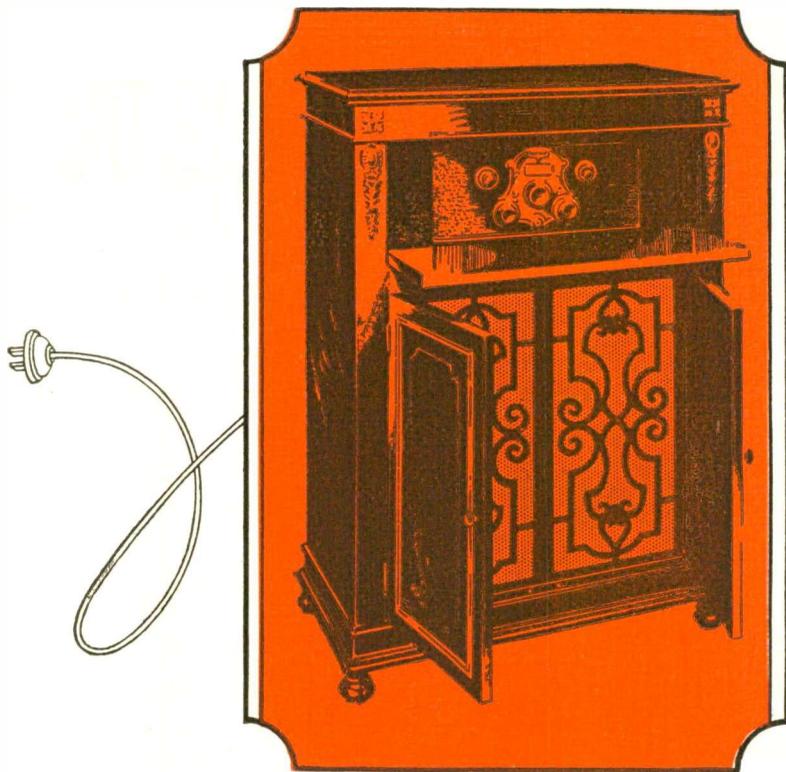
1. **Great Financial Strength**  
— is an assurance of permanency and leadership in the radio field.
2. **Tremendous Resources**  
— mean uniform, quality production on a quantity basis. Reduces servicing.
3. **Good Will and Reputation**  
— insure ready consumer acceptance, easier sales and greater profits.
4. **Complete Line**  
— satisfies all prospects, fills all demands for models and prices.
5. **Matched-Units**  
— give you the greatest of all radio selling features.
6. **Factory-controlled Distributors**  
— protect your business against "next-door" competition.
7. **Generous Bonus Plan**  
— compensates you for vigorous sales effort.
8. **Nation-wide Advertising**  
— brings prospects into your store— keeps business good, the year 'round.

Stewart-Warner Speedometer Corporation  
Radio Sales Department

1826 Diversey Parkway, Chicago, U. S. A. 1927

Gentlemen: Send along more complete details of your Radio Dealer's proposition at once. We are interested in any plan that affords an opportunity to make more money. We understand this does not obligate us in the least.

Name.....  
Street.....  
City..... State.....



**The CLEAR-TONE  
"CONGRESSIONAL"**

List \$375.00

The ultimate in radio and furniture design. Built-in loudspeaker. Price, complete with tubes, ready to attach.

*other models*

The "SENATOR"  
\$325

The "MAYFLOWER"  
\$250

"110 COMPACT"  
\$195

Real "Come In and Buy" Advertising to help YOU sell  
The NEW  
CLEAR-TONE

Our newspaper advertising campaign, to be run in *your local newspapers*, has these main appeals:—

"It's Electric!"—plugs into your light socket, eliminates "A" and "B" batteries and their mussy servicing.

"Proved"—thousands tried and tested in American homes since its perfection 2 years ago.

"Single Vernier Dial"—  
"Balanced Radio Frequency Circuit"—assuring tuning simplicity and long range.

"Economy" — costs less than  $\frac{1}{2}$  c. an hour to operate.

"Beautiful Cabinets" — solid mahogany and walnut, fashioned by master craftsmen with 30 years' hall clock experience.

"Reasonably Priced"—\$195 to \$375, with nothing else to buy or attach.

But, most important, these ads say: "Come in"—"hear it!"—"see it!"—"Let us show you!"—"Call on us!"—real retail back-up advertising for *you*.

Dealers are enthusiastic about our advertising-merchandising plan. We'd like to tell you about it. No obligation in asking—and a request will bring full details.

THE CLEAR-TONE RADIO CO.

Division of The Cincinnati Time Recorder Co., Cincinnati, Ohio

30 Years of  
Craftsmanship

For thirty years the master craftsmen of The Cincinnati Time Recorder Co. (of which The Clear-tone Radio Company is a division), have been responsible for distinguished cabinets for hall clocks and time recorders. These master craftsmen are the builders of the CLEAR-TONE.

The New **Cleartone**  
Electric Radio Receiver



# August 20th— The Public Will Know of the New Vesta Power Units

The New Complete Line of Vesta Socket Power Units — both WET and DRY — will be announced to the public in The Saturday Evening Post, August 20th—to be followed throughout the season by a series of interesting ads in The Saturday Evening Post, Liberty, Country Gentleman and Successful Farming.

Get in touch with the Vesta distributor near you for these new products and have them on display August 18th—the day The Saturday Evening Post reaches the public.

Don't fail to see this complete line — it will pull the biggest Volume of Business you have ever had in Radio Power Units.

**VESTA BATTERY CORPORATION**  
2100 Indiana Avenue  
CHICAGO, ILL.

## VESTA

QUALITY RADIO UNITS

VESTA BATTERY CORPORATION R.R. 8-27  
2100 Indiana Avenue, Chicago, Ill.

Please send me your folders on Vesta Radio Products.

particularly the one about \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_



**THE NEW  
VESTA**  
Dry  
TRICKLE  
CHARGER



## No Tubes—No Liquid

The New Vesta Dry Trickle Charger is the very latest development in Radio power supply.

No acid or liquid in any form—no tubes or moving parts to wear out. Supplied with or without AUTOMATIC RELAY which turns on the current when set is turned off and likewise turns off the current when set is turned on.

This relay automatically cuts off and eliminates any possibility of line noises and insures full battery power.

Ask your dealer for the New Vesta Dry Trickle Charger. Compact, in a handsome metal case with high and low charging rate.

Without Relay, \$15  
With Relay, \$17.50

*Vesta Trickle Charger and "A" Power Units are also furnished with Balbo Rectifiers*

### Bring Your Radio Up to Date with VESTA POWER UNITS

With the experience of 30 years in building quality batteries—for Automobile and Radio—Vesta naturally has the ability to produce the highest type of Socket Power Units.

This should be your guide in the selection of Power Units and Tubes for your radio.

There is so very little difference in the prices of Power Units and Tubes that it will pay you to insist on Vesta Products.

Vesta dealers are everywhere and any radio, electrical, musical or automobile accessory dealer can get Vesta Products for you

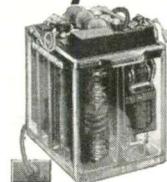
**VESTA BATTERY CORPORATION**  
2100 Indiana Avenue  
CHICAGO, ILL.

## VESTA

QUALITY RADIO UNITS

MAKERS OF VESTA AUTO-RADIO BATTERIES FOR 30 YEARS

August 20th  
The  
Saturday  
Evening  
Post  
—half page



**VESTA DRY "A"**  
Socket power unit. Everything visible—including batteries—dry trickle charger and built-in hydrometer. With relay \$37.50; without relay, \$32.50.



**NEW "B" UNIT**  
Socket power with automatic relay. 40 mls, 180 volts, \$39.50; 60 mls, 180 volts, \$44.50.



**COMPLETE "A-B" UNIT**  
Socket power (dry rectifier) automatic relay. 40 mls, 180 volts, \$72.00; 60 mls, 180 volts, \$77.00

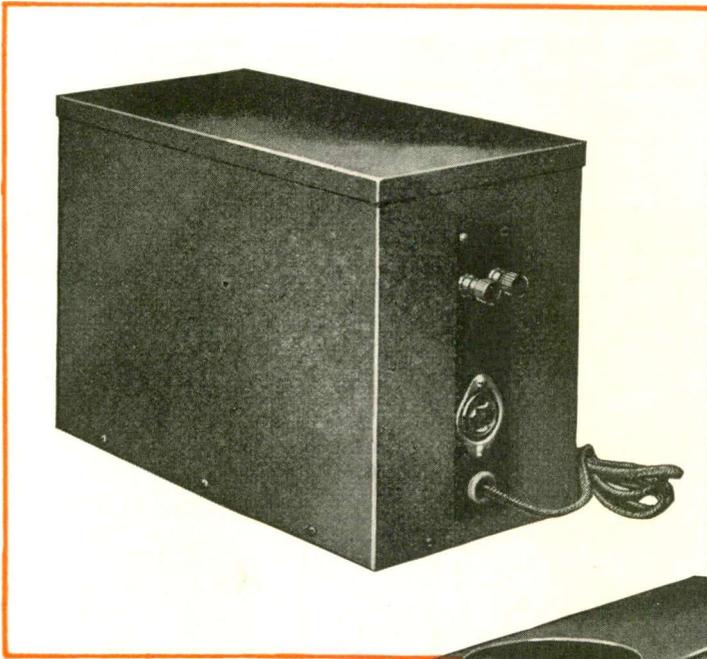


Complete line of Vesta Non-Microphonic Tubes for every radio purpose; the height of quality

To be followed by  
half pages in Liberty,  
more Saturday  
Evening Post pages,  
and half pages in  
Country Gentleman  
and Successful  
Farming.

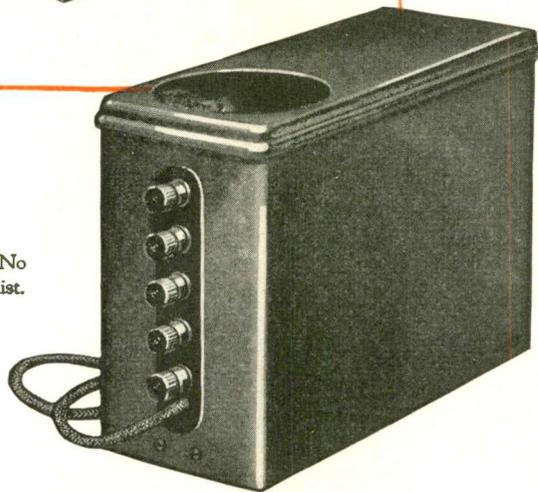


# Electrify every



## Kolster "A" Supply Unit

Designed to operate any set using up to six six-volt tubes. No water or acids. Price \$50 list.



## Kolster "B" Supply Unit

Built to supply constant "B" voltage to any standard radio set of "B" current requirements similar to Kolster 6-tube models. Price \$35 list, without tube.

Dealers will welcome the new Kolster "A" and "B" supply units. They are especially designed to provide socket power for Kolster battery operated sets.

Every Kolster owner will be a prospect. Thousands of others who are learning what Kolster standards of performance mean, will want to electrify their sets with socket power units *they can depend on.*

There are no adjustments to be made on Kolster "A" and "B" supply units. The "B" unit is built to deliver the exact voltage marked on its binding posts to any standard set with "B" current requirements similar to Kolster 6-tube models. No water is required; there are no acids to spill.

Sound construction and advanced design — the elements that have enabled Kolster Radio to break distance records, and are bringing fame to the unequalled tone quality of the Kolster Power Cone—will keep these units free of all service troubles.

# Kolster

# Kolster-Now!

## Kolster Radio Model 6-G

Used with the "A" and "B" supply units illustrated on the opposite page, this model meets the demand for a completely electrified all-Kolster set. Now \$165 list, formerly \$185. ("A" and "B" supply units extra.)



When you sell Kolster Radio, you offer a complete unit, every part of which is backed by one organization. Kolster quality begins with the speaker and follows right down through the set to the power supply itself.

Model 6-G typifies this perfect coordination of every element in Kolster Radio. The two-tone mahogany cabinet, for example, was designed by Kolster to act as a sounding-board, still further enhancing the realistic beauty of tone from the specially designed built-in Cone. The famous Kolster six-tube model is the set employed, and there is ample room in the compartment below for either the Kolster "A" and "B" supply units, or batteries.

Kolster Radio moves fast because it provides indisputable quality at a popular price. Kolster dealers benefit by the complete protection the Kolster franchise gives them on an unusually profitable line. Mail the coupon to find out if there are franchises still open in your territory.

# Radio

FEDERAL-BRANDES, INC.  
200 Mt. Pleasant Ave.  
Newark, N. J.

43

Please let me know immediately how I may participate in the success of the Kolster Line for 1927-1928.

Name .....

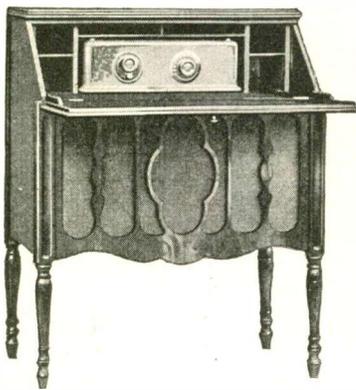
Street .....

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

# Red Lion Cabinets

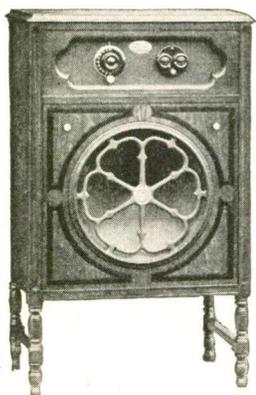
*Offer Your Customers Something  
They Can Obtain Nowhere Else*

*... the finest in furniture and the ultimate in radio ... at a price!*



The copyrighted desk model is extremely popular with those who believe in combining luxury with utility. With built-in Atwater Kent Speaking Unit and Atwater Kent Model 35 set, retail price . . . . . \$110.00

Price slightly higher west of the Rockies and in Canada.



## CONSOLE TYPE

Not the most elaborate cabinet made, but certainly one of the finest. Finished in hand rubbed walnut veneer. With Atwater Kent Model 30 or 33 Radio and Model E Speaker, also compartment for eliminators or batteries. Retail prices \$135 - \$145.

Prices slightly higher west of the Rockies and in Canada.



To those familiar with both the market and the radio - buying public, this is the ideal combination. And where else can you find this combination

so well proportioned as "Red Lion - Atwater Kent - One Hundred and Ten Dollars"?

If you are not acquainted with the workmanship and finish of Red Lion Cabinets, suffice it to say that the Atwater Kent Mfg. Co. selected the products of this company as standard equipment for their world-famed instruments and authorized us to incorporate in them the Atwater Kent Model E Speaker and Speaking Unit.



An extensive national advertising campaign featuring Red Lion Cabinets will begin next month. Be prepared to profit by it.



For full details address or visit the nearest Atwater Kent distributor or ...

**RED LION CABINET COMPANY     RED LION, PENNA.**

*Built exclusively for*  
**ATWATER KENT RADIO**



# ATWATER KENT RADIO

Little town or big town  
*the story is the same*

WITH no object except getting the FACTS, the American Press Association made a survey this year among the newspapers of 6,000 towns under 25,000 population.

The newspapers, in turn, had the radio dealers of their towns answer the questions.

Result of the most important question:

Q "What radio set is the best seller?"

A *Atwater Kent* FIRST—by more than 2 to 1.

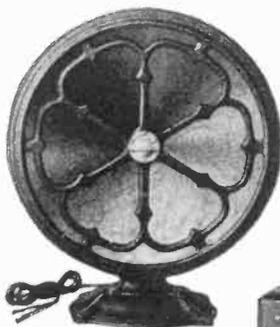
In small towns as well as big towns, merchants who concentrate on *Atwater Kent* Radio concentrate on the radio people really want and buy. Figures as well as common knowledge prove it.

ATWATER KENT MANUFACTURING COMPANY  
4733 WISSAHICKON AVE. 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

Prices slightly higher from the Rockies West, and in Canada  
Write for illustrated booklet of *Atwater Kent* Radio



MODEL E RADIO SPEAKER. The result of nearly three years' laboratory work. Faithfully covers the entire range of musical tones, from the lowest to the highest register. With 9 feet of flexible cord. \$30.



MODEL 35, six-tube, ONE Dial Receiver. Crystalline-finished cabinet, gold plated ship-model name plate, decorative rosettes and power supply switch. \$65.



MODEL 30, six-tube, ONE Dial Receiver. Solid mahogany cabinet; gold plated name plate power supply switch and vernier knob. \$80.



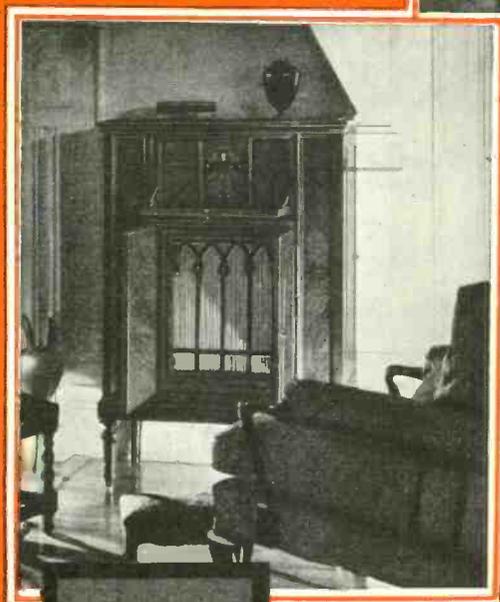
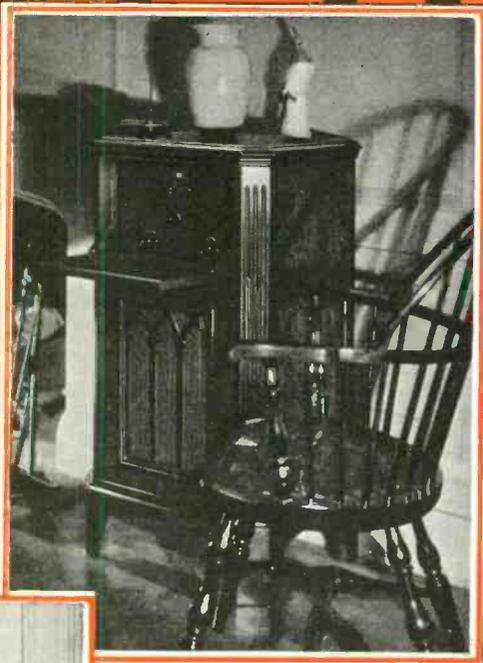
MODEL 33, six-tube, ONE Dial Receiver. Antenna adjustment device. Unusual selectivity. Solid mahogany cabinet; gold plated name plate, power supply switch and vernier knob. \$90.



MODEL H RADIO SPEAKER. Entirely of metal. Crystalline finished in two shades of brown. With 9 feet of flexible cord. \$21.

# RADIO

Model 76—Six tubes with built-in re-  
producer, . . . . . \$195  
Without built-in reproducer . . . . \$175



Model 57—Seven tubes, with built-in  
reproducer and loop . . . . . \$340

## Bosch Radio—the Complete Dealer Line

Model 57—Seven-tube Re-  
ceiver, Single Dial, cabinet  
type, loop operated—built-  
in reproducer—wired for  
battery or socket power op-  
eration . . . . . \$340.00.

Model 76—Six-tube Receiver,  
Single Dial, cabinet type  
—wired for battery or  
socket power. With built-in  
speaker . . . . . \$195.00.  
Without the built-in  
speaker . . . . . \$175.00.

Model 66—Six-tube Receiver,  
Single Dial, table type,  
wired for battery or socket  
power . . . . . \$99.50.

Ambotone Reproducer—  
Cone Type, Table Repro-  
ducer, with years of recog-  
nition for its perfect tonal  
reproduction . . . \$27.50.

Nobattery—"A"—An ideal  
socket power device, sup-  
plying "A" current for all  
sets up to ten tubes—no  
acids, no moving parts, no  
hum, no trouble, no heating  
delay . . . . . \$58 00

Nobattery "B"—Famous  
Bosch Nobattery for supply-  
ing "B" Power for all sets  
up to ten tubes—no acids,  
no hum, long lived \$42.00.

Powertrol—Prevents direct  
current passing from radio  
receiver into reproducer  
with consequent damage.  
Prevents distortion and de-  
struction in speaker. Should  
be sold to every power tube  
user . . . . . \$8 00.

Recreator—A truly success-  
full three unit device for pro-  
viding electric reproduction  
of phonograph records—  
utilizes any style phono-  
graph and reproduces  
through a radio receiver and  
loud speaker . . . \$20.00.



### MAIL COUPON TODAY

American Bosch Magneto Corp.  
Springfield, Mass.

Please tell me your radio plans.

Name .....

Firm .....

Address .....

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

STEADY AS A RIVER'S CURRENT—SILENT AS A SUNSET

Every one  
a Winner



**A**  
Super-Performing  
GREENE "A" Unit  
New! Practical Radio "A"  
current from the light socket.  
Entirely Automatic. A 2 3/4  
ampere, 6-volt unit for all  
sets of 10 tubes or less. "A"  
battery troubles ended.  
LIST: East of Rockies... \$30



The New  
GREENE Simplified  
"AB" Combination  
All-in-one. The new GREENE  
"A" and "B" Hi-Power Units  
for "A" and "B" Power. For  
all sets of 10 tubes or less. Perfect  
operation Guaranteed.  
Complete with 85 Mill. tube  
LIST: East of Rockies... \$60



The New Complete  
GREENE "B" Hi-Power  
Heavy duty service for 10-tube  
sets or smaller. Light-socket  
"B" current, with all voltages  
fixed. Capacity 85 Mills. 180  
volts. Any novice can connect  
it. Tube included.  
LIST: East of Rockies... \$30



The Finest  
BROWN "B"  
SUPER-POWER  
For extra heavy duty on sensi-  
tive 12-tube sets or smaller.  
Larger capacity. Has variable  
adjustments with switch for  
"high" or "low" and "off"  
position. Formerly \$39.50.  
New price, includes tube.  
LIST: East of Rockies \$33.50

Value!

The World's Greatest  
Socket-Power  
Device at  
Any Price



Complete With Tube  
for only  
**\$27.50**

East of Rockies  
This new complete  
GREENE "B" 5-6-7  
supplies ample Direct  
plate Current from  
the light-socket for  
all 7-tube sets or  
less. Operates with  
95-125 volt, 60  
Cycle AC current.  
Capacity 35 Mills—  
135 volts. Noiseless  
and Unfailing. All  
voltages fixed. None  
finer at twice this  
price.

NOTHING  
ELSE TO  
BUY

We say: "Try one overnight, in  
your own home on any type of set—then, if it doesn't sell itself to  
you—don't keep it." Dealers are authorized to make this money-  
back inducement. We back up the dealer.

## Designed and Priced to Win Sales Leadership

Country-wide jobber enthusiasm—record-making  
performance reports from dealers and pur-  
chasers—plus steadily mounting sales—have  
followed our R. M. A. Show exhibit of these  
new low-priced Socket-Power Units for Radio.  
Improved reception results—sharper tuning—  
clarity, almost beyond belief until your own  
ears prove it—indicate this amazing 1928  
Greene-Brown line will set a new high sales  
record in the industry.

Without regard of expense or effort in research,  
material or workmanship, the utmost quality is  
designed and built-in each Greene-Brown Unit.  
Our guarantee for  
each sums up tersely  
in three words: "It  
cannot Fail." Each  
is compact in size—  
Absolutely FOOL-  
PROOF—Any novice  
can connect it. Fixed  
output voltages with  
no variable adjust-

ments (now featured in all GREENE models)  
insures constant controlled reception, at any  
distance.

Greene-Brown Units are built for dealers to sell  
over-the-counter. The sale completes the deal.  
No profit-killing servicing obligation after sales  
are made. Nothing to break down or wear out.

A few more territories are available to distribu-  
tors and dealers who can qualify. The Greene-  
Brown Advertising and Merchandising plan in-  
sures success. Nationally, and locally, radio-  
owners will demand this "better-than-batteries"  
satisfaction and long  
service provided in  
Greene-Brown Socket  
Power. There is an  
"A" or "B" model  
suitable for every set.  
For full particulars,  
write, or better yet,  
WIRE for selling fran-  
chise.

SOLD WITH AN ABSOLUTE  
GUARANTEE  
**GREENE**  
POWER **AB** UNITS  
Better than Batteries

<b>MAIL THIS NOW</b>	Greene-Brown Mfg. Co. (Desk E-2) 5100 Ravenswood Ave., Chicago, Ill., U. S. A. Please tell me all about Greene-Brown Power Units. (Indicate whether dealer or jobber.)
	Name ..... Business .....
	Address .....

PIN THIS COUPON TO YOUR LETTERHEAD

TOMORROW'S RADIO POWER FOR TODAY'S ENJOYMENT

## Patents and Progress

**M**ANY men have been discussing the patent situation in the radio industry of late. "What is it going to do to us?" they ask. "Will it drive all but a few licensed manufacturers out of the business? What will happen to the jobbers and the dealers of other lines?"

It is impossible to write the complete answer to these questions. But out of the medley of words there stand a few distinct considerations that it is well to have in mind.

In the first place, no company can be criticized for developing to the utmost a market made available to them by the possession of a patent, so long as that patent lasts. For the patent is a great resource of American industry. For the public, it has created our modern world of labor-saving, time-saving and expense-saving inventions. For the manufacturer, it provides a period in which the expenses of perfecting a patented device may be recovered and profits may be enjoyed. And the holder of the patent may defend it against all comers, either by preventing them from manufacturing a similar device, or by licensing other manufacturers and exacting a royalty, just so long as the courts sustain that right.

This is above argument. And just so long as the courts agree that the series of patents on radio receiving sets now controlled by the Radio Corporation of America rightfully dominate the manufacture of certain types of sets, it will be both possible and proper for that company to prosecute infringers and to extend as many licenses to other manufacturers, or as few, as they desire.

**B**UT it is hardly to be expected that so young and virile an industry will simply accept the situation and seek no other possible avenues for expansion. The evolution of radio has followed a process of progressive invention. Man after man has contributed some new thought, some added refinement that has carried forward the perfection of this marvel of the age. But because little restriction had been offered to the free man-

ufacture of radio, the minds of the inventors have naturally kept coming along down the pathway of accumulating experience.

And so it is that it has been possible for the owners of the patents that lie fundamental to a large part of the entire development, to close down finally upon this free and general production of radio receiving sets and exercise through the courts the enjoyment of their patent rights.

**I**T IS interesting to reflect, however, upon the probable effect which this will have upon the future activities of the noble army of inventors who are already absorbed in the subject of radio. Will they not naturally now begin to shun the old pathway of approach and begin to impinge upon the objective from entirely new directions, armed with the accumulated knowledge of the art? In fact, it is known that many eager, able minds are doing this very thing right now. No man can predict what will come out of it.

But it is safe to say this much. There is no reason to believe that there is to be no more new thought, no more original discovery, or no more major inventions in radio from now on.

Indeed the very future of the so-called "independent" manufacturers,—both licensed and unlicensed, will depend upon the research work which they initiate and the new inventions which they develop as their contribution to the radio art. Thus it seems reasonable to expect that the present patent situation may prove a moving stimulus to further and perhaps revolutionary development in radio reception.

But this will be true above all else—the radio industry will continue to advance, to grow and to prosper in its service to the American people. The present patent situation is but a temporary phase of its broadening development. And no man need be afraid because of it that bad times will fall upon him, so long as he is contributing an economic service to radio distribution.

# Building a Business

Dealers Who Have Made  
Radio Pay—No. 8

## by Market Analysis

By RAY V. SUTLIFFE



The McGraw-Hill Publishing Company, through its many years of contact with American industry, has developed a sales plan for industrial concerns which is based on the "Four Principles of Industrial Marketing," namely:

1. Market Determination.
2. Buying Habits.
3. Channels of Approach.
4. Appeals that Influence.

It was with a great deal of interest, therefore, that Mr. Sutcliffe, western editor of "Radio Retailing," discovered that a radio merchant in a Middle Western town was successfully adapting these same principles to the task of selling radio at retail.—  
Editor's Note.

**F**IRST—where is my market? What are the majority of the prospective buyers of radio in my town looking for—what are they thinking about? What are their buying habits? How can I reach them most effectively? And lastly, what appeals will exert the strongest influence on Mr. Average Citizen?"

This was the kind of thinking, translated into action, that accounted for the rapid growth of the radio department in Miller's Automotive Supply House, Decatur, Ill.

Three years ago C. W. Miller, its proprietor, decided to sell radio receivers. The first year the new line grossed \$14,000. For the fiscal year, just closed, it accounted for \$77,000 of his entire sales—more than 65 per cent of his business. He estimates a net profit from this venture of not less than 7 per cent.

### THE FOUR FACTORS OF MARKETING

Although Mr. Miller was not at the time aware of it, the deduction methods which he applied to his new problem, before selling a single set, are identical with those suggested by the publishers of

this magazine for use by manufacturers in the development of their industrial markets. The McGraw-Hill Publishing Company has given to industry these four cardinal sales principles:

First—Determine Your Market.

Second—Ascertain Its Buying Habits.

Third—Chart the Channels of Approach.

Fourth—Use Appeals That Influence.

Let us see how Miller applied these four principles of industrial marketing to the job of selling radio at retail in his home town.

Decatur is largely a manufacturing town. A substantial majority of its 55,000 citizens are employed in railroad shops or in other factories. These workers earn from \$30 to \$60 a week. Many are buying their own homes. Most of them drive automobiles:

Deduction one—A popular price set to be sold on liberal terms comparable with the limited budget available for "luxuries" should capture this kind of a market.

Not content with this superficial analysis, Miller, in the fall of 1925,



**B**Y applying the "Four Principles of Industrial Marketing" to his retail field, this merchant created a \$77,000 annual trade in radio

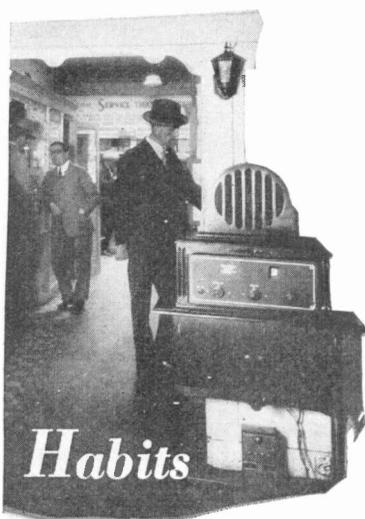
paid six girls two cents a card to canvass the town. In addition to obtaining the names of 940 persons who did not own a radio set but who might be "interested" this survey confirmed his prior opinion that there was a large and receptive market for a \$140 set, completely equipped, if it could be purchased on terms within the means of these earners of definitely limited wages.

Following the logical lines of



thought, previously outlined, he decided that his "channels of approach" should be through the newspapers, with democratic copy, and through home solicitations.

Consideration of the fourth and last step, "appeals that influence": his canvassers reported that the de-



Radio Retailing, August, 1927



irability of radio was already established. Radio, as a worthwhile element in home life, was an accepted fact. The questions were: "Will the set work?" "What protection will I get?" "Can I afford a radio outfit?"

#### THEORY TRANSLATED INTO ACTION

With the marketing picture vividly in mind Miller swung into action.

"I think I got the jump on the other fellows, just a bit, by using newspaper copy early in the season and of a nature that synchronized with the trend of popular thought, by taking plenty of space and by the nature of my follow-up contacts," declares Mr. Miller.

A study of the advertisements used by this concern reveals that it has stressed consistently these points: Radio on the payment plan, but not specific terms; the firm name; popular prices; service protection.

During the months from September, 1926, to March, 1927, inclusive, Miller spent \$2,500 in the local press. Two advertisements averaging 30 column-inches appeared weekly. Mr. Miller and his two salesmen not only followed up every inquiry which they produced, totaling nearly 300, but they "used the user" by making not one but as many as three calls during the winter on every set owner.

"These two things and a re-checking of the survey cards of 1925-1926, gave us all the live prospects we could handle," he says. "I find, especially where conditions demand the granting of liberal terms and trial demonstrations, that 'cold canvassing' produces too many 'cold prospects' who, if sold against their will, will cost too much money to keep sold. They expect more than we can possibly give them," he continues. "that

is why I spend liberally for publicity and call on users frequently."

#### TERMS TO SUIT

An interesting development of Miller's declaration of "liberal terms" was that, although he was prepared to grant 12 months, if demanded, the average time ran but 8 months. This was because he let them make their own terms. The strong closing talk (appeals that influence) went something like this:

"Frankly, Mr. Brown, just how much can you afford to pay a month on this radio?"

The answer would invariably be more than the company would have exacted. The matter of pride entered into it when put to the customer in this light. This method of letting the purchaser name his own terms had the added advantage of opening the way to terms that were within the limitations of his pocketbook. It brought up the delicate subject of financial responsibility without putting the question point blank.

The disadvantage of variable terms lies, it appears, in the fact that the customers were not all on the same payment basis. For this reason the service man was not permitted to dis-



cuss sales matters with the customers. His remarks were, and are, confined to service. If payments or the closing of an order for additional apparatus comes up, he notifies the salesman whose original account Mrs. Brown or Mrs. Jones happened to be.

"A talkative service man will get his firm into a lot of trouble," Miller explains. "I pay my man over \$40 a week. He is high class in every way.

(Please turn to page 58)



# Sell OLD

*The dealer's first gun in his Fall sales campaign should be directed at customers already on his books—Prospect known markets first to sell regular patrons something their present equipment lacks.*

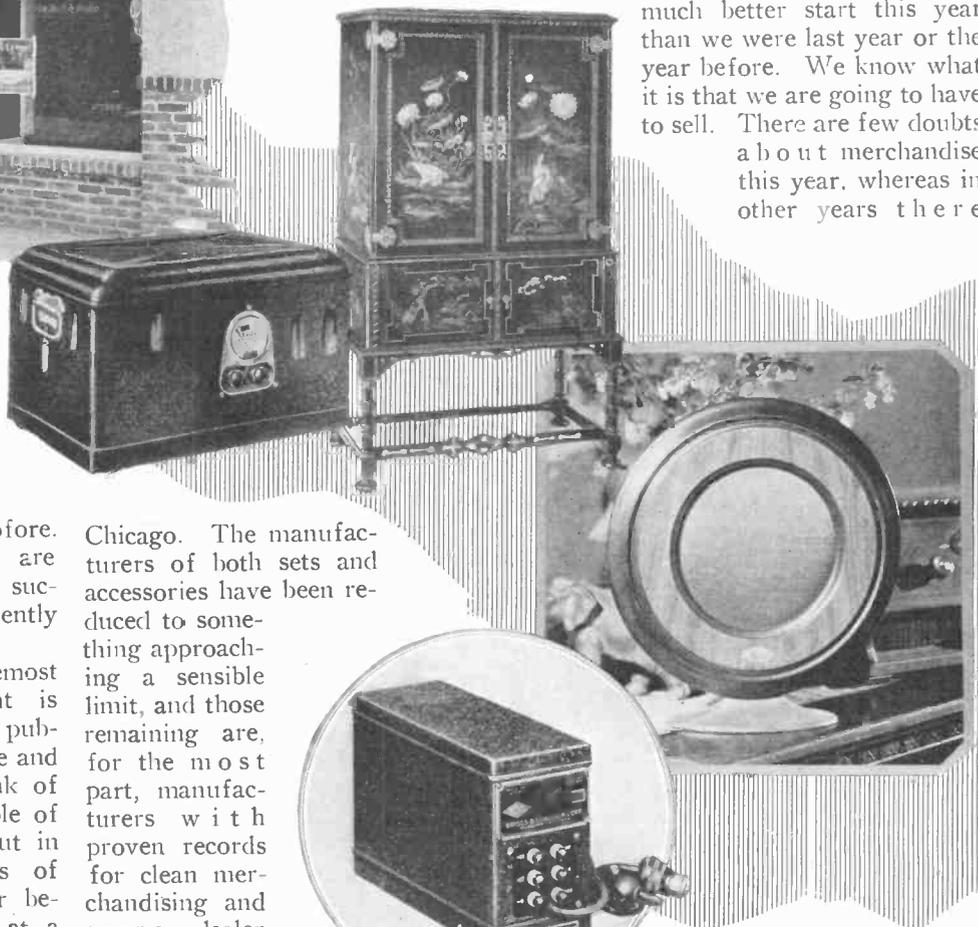
much better start this year than we were last year or the year before. We know what it is that we are going to have to sell. There are few doubts about merchandise this year, whereas in other years there

**T**HE opening of a new radio season is just around the corner. In many respects it holds better promise for the sound, conservative radio retailer than any season we have known heretofore. The underlying factors which are fundamental in determining a successful radio season are apparently well in hand.

The fact that radio is the foremost means of home entertainment is more strongly entrenched in the public mind than ever before. More and more people have come to think of radio not as a mysterious jumble of wires, dials, and condensers, but in terms of marvelous programs of music and entertainment, never before available to them except at a prohibitive cost. News of even bigger and better programs for next season has begun to trickle out and literally hundreds of thousands of people have determined that they shall not miss out on them.

The problem of interference and congestion in the air now no longer exists. The very fact that broadcasting has had the attention of the Federal Government to such a marked degree has given to radio generally a new dignity, and established its stability in the minds of many skeptics.

Still another factor auguring well for the future is the stability of the radio industry itself, as so plainly evidenced at the recent Trade Show in



Chicago. The manufacturers of both sets and accessories have been reduced to something approaching a sensible limit, and those remaining are, for the most part, manufacturers with proven records for clean merchandising and proper dealer co-operation.

And important also is the fact that the new lines for the season 1927-8 are ready a full ninety days ahead of any previous season. At the time of writing this I have before me fifty or sixty catalogs, folders and broadsides which tell with remarkable completeness the story of what the dealer has to sell this Fall. Already certain of the new sets and power supplies have arrived in the hands of the radio merchant. The sets and other merchandise which have not been actually delivered have been seen in Chicago at the Show and may today be seen at the local jobbers.

It seems to me that we are off to a

were many, and there seems little doubt, too, that by Labor Day practically every important set manufacturer will be able to deliver floor samples, and in many cases all the merchandise that his jobbers and dealers require.

**N**OW we dealers must do our part. We must prepare as carefully as have the others. We must be ready in time also, and we must lay down a sensible, workable plan of action and stick to it. I am certain that, if we do this, the season holds for all of us a degree of success that will mean a sounder business, bigger profits and an assured future.

# CUSTOMERS

By JOHN W.  
GRIFFIN  
President, Haynes-  
Griffin, Inc.

# Something NEW

When this article appears, the month of August will be just opening, but it will not be one day too early to get our plans under way. There are six definite, specific things that we intend to do in our stores to get this new season started earlier than ever before, and upon this foundation we hope to build to a peak during the fall and winter months that will make

*First—Let the public know definitely and conclusively that yours is really an up-to-the-minute radio retail headquarters, and that a new radio season with really new and improved apparatus is actually at hand with yourself as its chief exponent in your locality. All of us have on hand a small or large amount of merchandise which we wish now we*

attention, but which your customers have not as yet actually seen. The old stuff will sell easier and for a better price ninety days from now, and in the meantime your reputation for having only the latest and the best is going to grow in your customers' minds.

*had sold out last Spring. But now is not the time to think about that. If you are sick of looking at it, your customers probably are too. Get it out of sight for the*

*Second—Get into the store just as soon as possible an adequate supply of printed matter on the lines you have determined to carry. Have circulars describing every set on display and some for every important piece of other equipment, such as speakers, socket power and similar products. Be prepared to furnish your customers with complete information on the use and adaptations of the new power and A. C. tubes.*

*Third—There are a lot of important things to be learned about the new accessories and electric sets you will handle this year. Determine right now that you are going to learn them thoroughly before the customer comes to your store. Listen to the jobbers' salesmen. Make notes on what they say, to study later. And above all, let's study and absorb all that the manufacturer's literature tells us about his product. It won't help your reputation to have your customer*



last year's records look pretty poor indeed. At first glance these plans may appear to be fairly obvious and simple, but after all, more successes are built by sound, time-tested business principles than by spectacular strokes of genius. Probably you have already thought of certain of these things, but at any rate, here is what I think every radio retailer should get under way right now:

time being. In store and window displays, feature the new socket power equipment, new power tubes, and other things which are holding the public



telling you about your own merchandise. Your opportunity to learn about it now is much better than his. *You be the radio authority this time—don't let the customer inform you.*

*Fourth—Determine your service policy for the year.* Did you lose money on service last year, or did you make it? While the service department of a radio store is not apt to make a great deal of profit, there is every reason why it should not show a loss. Maybe you are giving too much free service; the service charge per hour per man may not be high enough to make both ends meet. You cannot hope to show a fair margin of profit on your whole business if you maintain a service department at a marked loss.

**D**ETERMINE a definite service policy within the limits of what is required under the particular conditions operating in your locality. Try to work out this problem in co-operation with your competitors, so that you will not enter upon a cut-price war, expressed in terms of excessive free service.

*Fifth—Determine that your complete plan of merchandising for the coming season will be definitely settled not later than September 1.* Spend the intervening few weeks in studying carefully all of the various sets and propositions that will be offered you by jobbers and manufacturers. Determine that once your decision is made you will not be swayed from the path you laid out for yourself. The probabilities are, once you have picked out two or three outstanding lines, that you will do far better to work these for all they are worth than to spend your time looking around for other lines, if those you have originally chosen do not immediately produce the results you have expected.

**N**OTHING will do more to dissipate your energy than the practice of accepting for examination one or two samples of several different lines for a test or a try-out. If you do this, after you have selected the lines you intend to push, your store will become a hodge-podge of merchandise. You will be unable to express a definite conviction as to the superiority of the merchandise you want to sell as against that which you have only for test. Your customers will begin to feel that you yourself do not know what the best radio set is for them, and you will end up by knowing a little about many sets and in not knowing any of them as thoroughly

as you will need to, to sell them in the face of the strong competition which exists in this business of ours.

**S***SIXTH—The first customers you will sell new sets and accessories to this season will be those who might be called radio professionals.* I mean people who read radio magazines, are keenly interested in every new development, and like to have the latest thing ahead of anyone else. These customers will be wide open for attack this month and next. Many things in radio this year are really new and different, and fortunately many of these things are already available for you to start your aggressive selling earlier this year than ever before. It is far easier to sell those who are already our customers than it is to make entirely new contacts. It is easier also to sell those whom we know to be already definitely interested in radio and are really as anxious to have the latest and the best as we are to sell it to them.

Unfortunately, there are not enough of these people to operate a thriving radio store throughout the season, and a little later we must definitely turn to the plan of selling the idea of radio as home entertainment to that vast number of people who know practically nothing about radio at the present time. But in my opinion, this should come later. *In the meantime there is a splendid market actually waiting at our very doorstep, and upon these prospects our initial selling for the new radio season should be directed.*

**H**ERE is the way we are going about it. We are going, first of all, to extract from our files a complete list of all people to whom we have formerly sold radio sets. Then we will divide this list into various classifications. In one class we shall put all customers to whom we have sold sets which we know now to be definitely obsolete and unsatisfactory. To them we shall go, either directly in person, or by letter, or by telephone, and say that the time is now at hand when we can conscientiously recommend that they exchange their present sets for new ones.

We shall tell them that we are not offering them just a set which is a little different from the one they have now, but is so much better that its superiority is immediately evident. We shall tell them that they are fortunate in not having purchased last season one of the new models which were superior to theirs only in appearance and in the minor points of

tone quality and selectivity, because now we are able to offer them a set which is in every respect as fine as the latest models last year and at the same time is the very ultimate in radio because it operates completely from the house current, and needs no batteries of any kind.

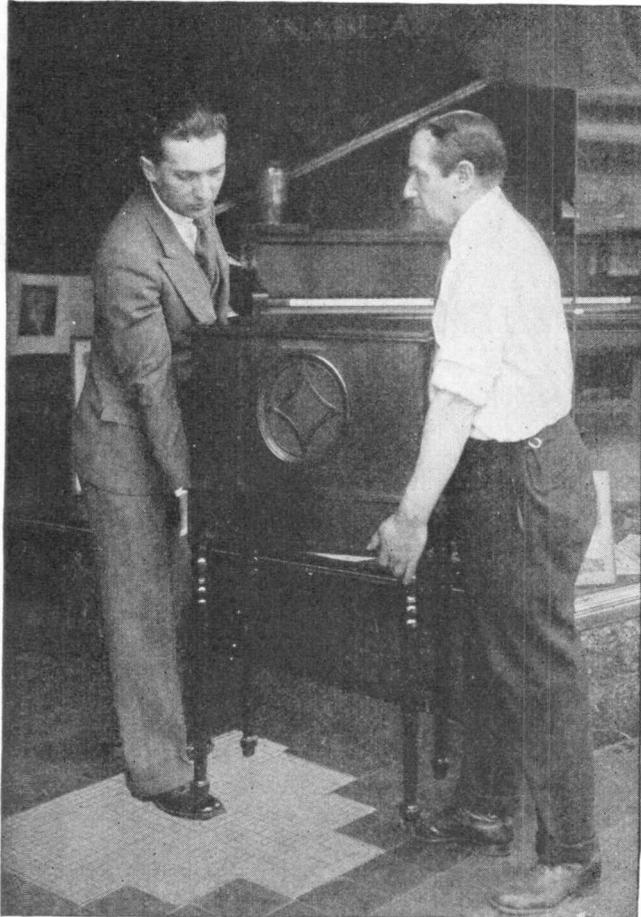
**I**NTO a second class we shall put those customers who are our largest users of batteries. We shall tell them that it is foolish and expensive for anyone who uses a radio set as much as they do to continually purchase new batteries when sets are now available which eliminate this expense entirely. We shall show them that it will be a real economy based on their actual expenditures with us for batteries, to buy one of the new batteryless sets.

In a third division we shall place those people to whom we have sold sets rather recently. To them we shall propose a combination of A and B power supply as a substitute for their present batteries, and show them that by a fairly modest additional expenditure they can make their present sets the equivalent of the finest that we are selling this year. I do not think that it is wise to urge people whom we have sold fine sets during the last year to scrap them for an entirely new receiver. Such a procedure breaks down confidence both in radio and in ourselves as merchants.

**A**ND in our prospect file I am sure all of us will find a large number of people who have said they will buy a radio just as soon as we can supply them with one that operates from the house current at a reasonable price. Most of these people are already definitely sold on radio itself, and have, perhaps wisely, delayed their purchase because of the certainty on their part that sooner or later we could offer them such a receiver at a cost not much greater than they would have had to pay for a receiver using batteries. These people now become our best prospects, and I am sure we can profitably devote most of our energy to them until the season gets under way.

**I**WOULD not have any of my readers believe that the plan of merchandising outlined in this article is proposed as complete and final for an entire radio season. I have something in mind entirely different from this, beginning about October 1, when the season can be said to be fairly under way. I am anxious, however, and I presume every other

*(Please turn to page 58)*



# *Merchandising* Expensive SPEAKERS

*High class reproducers can be sold even in small towns. The Hardsocg Radio Company, of Ottumwa, Iowa, tells one way of doing it.*

THE principal reason why Harry Leightner, part owner of the Hardsocg Radio Company, sold \$2,970 worth of high class, \$90 console reproducers in the plain, every-day, manufacturing and farm center towns of Ottumwa, Iowa, within a period of less than two and a half months, was that he refused to believe it couldn't be done. Harry plugged along persistently, calling on every set user in his territory to tell about his wonderful new console speaker—and to demonstrate its beautiful tones. He did not confine his efforts to set owners, but went after prospects who didn't own sets using this speaker as the basis of his sales talk.

Leightner's experience would tend to prove that there is a considerable market, even among the wage earners, for a speaker priced above the average. "Of course it must possess superiority in tone production," he says, "because tone is the only thing you are selling. Given that, the market existing for a high priced speaker is surprising."

Competitive demonstrations in the store and home were featured. Not only was Leightner willing at all

times to make direct comparisons of his product with that of competitors, but more frequently he arranged to switch from a speaker previously sold the prospect by Hardsocg, to the new device. These demonstrations were staged at the customer's home. If a piano selection was on the air, and there was a piano in the home, Leightner would request the family to step in the other room and then ask them to distinguish between radio and the actual instrument.

LEIGHTNER states that frequently he is able to sell one of the three models of his console speaker, which range in price from \$75 to \$105, for use with sets which cost less than \$150, including batteries and tubes. "A person is buying tone first of all. A low priced set, with a high priced speaker, is a good buy if the result is nearly perfect quality of reproduction. With my combination I was able to show an improvement of practically one hundred per cent in this respect."

Slightly more than 50 per cent of the 33 "fancy" speakers, sold in the period mentioned, went into homes

already equipped with radio. Leightner was questioned concerning the disposal of the old horns, cones or built-in units. He makes a maximum allowance of \$12 for speaker trade-ins and \$9 for the reproducer unit used in built-in cabinets. He finds a fair market for the old speakers and has frequently succeeded in disposing of phonograph units.

The Hardsocg Radio Company takes time contracts for 70 per cent of these sales. It asks \$15 down and grants ten months in which to pay the balance. It finances its own paper and charges at the rate of 8 per cent on the unpaid balance.

Leightner's terse summarization is interesting: "First, get a speaker of imposing dimensions and worth every bit of the asking price," he says. "Then, canvass every customer and talk this speaker, even if it is high priced. Be prepared to take it into the home for demonstration purposes but stay with it and take it back with you that evening if the sale is not closed. There is no need for an 'on trial' concession with a speaker. Do those things and you will sell quality speakers in towns of less, even, than average wealth."

# PATENT DECISION *Will*

## *Sarnoff Outlines Position and Policies of RCA in Patent Situation*



DAVID  
SARNOFF

Radio Corporation vice-president talks frankly of patents in conference with editors of *Radio Retailing*

*An Interview with DAVID SARNOFF  
Vice-President and General Manager,  
Radio Corporation of America*

**T**HERE are few meetings these days, when radio merchandisers are considering their Fall sales plans and radio manufacturers are preparing for another radio season, that the subject of patents or patent licensing in the radio industry does not pop up for discussion.

Loud shouts of delight arise from the manufacturer's camp who has the occasion to announce a patent licensing agreement with the Radio Corporation: quite different sounds issue from quarters less friendly to the RCA.

If licensing is the answer to the patent "war" that has raged in the courts for the past few years, is there any special significance in the fact that, within recent months, the RCA has adopted a policy of licensing competitors under its patents? What does the present situation portend to the radio industry? Has the patent door been thrown wide open to all comers, or is the Radio Corporation working upon clearly defined principles in the granting of licenses?

The Radio Corporation has contented itself with brief announcements of suits, current court decisions or of new licensing agreements made. And so rumor has been spreading many conflicting reports about the patent situation in the radio industry.

The editors of *Radio Retailing*, therefore decided to beard the lion in his own den and called upon David Sarnoff, Vice-President and General Manager of the Radio Corporation of America, in the hope that he would take the trade into his confidence with regard to the patent licensing policies of the Radio Corporation.

"I have always thought that a fact was the best answer to any question." Mr. Sarnoff volunteered, in reply to the suggestion

that there was great confusion in the minds of many people directly concerned in the radio industry, because of the policy of silence which the RCA seemingly had adopted in the situation.

"We have now licensed under our patents relating to tuned radio frequency receivers seventeen radio manufacturers in the United States. The terms of the contracts thus far signed are matters of record and well known to radio manufacturers and the trade. These have been accepted as fair and equitable by our licensees, who constitute the leading factors in the radio industry. One could talk a good deal more and say very much less.

**"B**UT I do not intend to set up my opinion as against that of an editor—certainly not against the opinion of two editors. I will sit by meekly and answer your questions."

"Well," we began, "Why is the Radio Corporation withholding its superheterodyne patents from its licensees?"

"For the following reasons," replied Mr. Sarnoff.

"The Radio Corporation of America was formed to play its own part in the development of the radio art and the radio industry. Essentially, we are an operating and sales organization, vitally concerned also with research and manufacture. We are not merely a patent holding or a licensing company.

"We are licensing competitors under patents necessary for the type and character of set upon which they have built their business.

"While it is true that our own line this year will cover every type of modern radio set, the

*I*N FAIRNESS to both sides of the patent controversy, the editors have made every attempt possible to obtain a statement from a number of the leading "independents," as well as from the Radio Corporation of America.

*Up to the time of going to press, however, several of the largest independent manufacturers, who were approached by the editors, were unwilling to make any kind of a presentation of their case for publication at this time.*

*We still hope that it may be possible to persuade some spokesman for this group to outline definitely the case for the independents.*

# Be APPEALED by Atwater Kent

## Philadelphia Manufacturer Will Appeal but Refuses Further Comment

Only statement made is assertion that  
Alexanderson infringement case will be  
carried to higher court

**D**EFINITE word has come from officials of the Atwater Kent Company stating that the Alexanderson patent case, in which the Radio Corporation of America is plaintiff and the Atwater Kent Company defendant, and which was decided for the plaintiff in the U. S. District Court last month, will be appealed.

All forms of receiving sets in use today, the Radio Corporation claims, aside from the Superheterodyne, employ the Alexanderson circuit in one form or another. Although this patent was issued on February 22, 1916, General Electric and its allied companies did not bring suit against infringers until 1926. Splitdorf and Atwater Kent were the first companies prosecuted in the U. S. Court of the Eastern District. General Electric won its case against the former, Splitdorf immediately appealing. While the case was being appealed, the Zenith Radio Corporation of Chicago took out licenses under the R.C.A. patents. In brief, the terms call for 7½ per cent royalty on products made by the licensees, with minimum royalties of \$100,000 a year.

All-American of Chicago was the second concern to be licensed. Immediately following the licensing of these concerns Splitdorf cancelled its appeal and signed up with R.C.A. also.

A few weeks after the Splitdorf case was stricken



A. ATWATER  
KENT

from the records R.C.A. won another very important decision, this time against the Neutrodyne group, otherwise known as the Independent Radio Manufacturers. The U. S. Court decreed that the Hazeltine or Neutrodyne circuit was infringing the Rice and Hartley patents, also owned by R.C.A. Since the Rice and Hartley patents are detail patents of which the Alexanderson is basic, there was no alternative left for the Neutrodyne group but to take out R.C.A. licenses. Stromberg-Carlson led the procession, followed by Freed-Eisemann, Fada, King, Howard, Murdock and others.

The break in the ranks of the independents caused a general stampede on the part of the larger set manufacturers, which resulted in Bosch, Crosley, Freshman and Federal taking out licenses.

While every effort was made by the editors of *Radio Retailing* to secure a statement from the Atwater Kent Company concerning its patent policies and plans, no statement was obtainable at this time. It was definitely stated that the case will be appealed but no further amplification of that statement could be secured up to the time of going to press.

### Sarnoff Outlines RCA Position

(Continued from Preceding Page)

fact remains that we have specialized in the development and manufacture of superheterodyne sets. It is the one element in our line that most distinguishes it from competitive radio equipment. To divide the use of our superheterodyne patents would be almost to offer our trademark for competitive exploitation.

"In the second place, the superheterodyne is a circuit of such finely-balanced electrical precision that to give these patents to other manufacturers would be to 'sell' rather than to 'deliver.' The high character of the several types of radio equipment now on the market is not the result of patent development alone—manufacturing

experience, equipment and organization are also important factors.

"The fact is significant that while a number of manufacturers have succeeded with other types of sets covered by our patents, there is no successful imitation of the superheterodyne circuit now on the market."

"Will you explain, Mr. Sarnoff, upon what grounds the Radio Corporation requires its licensees to initially equip their sets either with Radiotrons or with Cunningham tubes?" was the third question.

"Upon the solid grounds of public service and business reputation," was the prompt reply.

"The tube is the neck of the bottle in the modern radio set. The circuit itself cannot function properly if the tubes in the set are poor.

"Our contracts with licensees provide for this impor-

tant item of equipment, because in no other way can we assure the effective operation of apparatus built under the patent rights granted by the Radio Corporation. We cannot hope to carry out our responsibility to the public and to make the words, 'Licensed by the Radio Corporation,' mean something to the user without such provision.

"The arrangement is fair to the public, because it brings the assurance of service from a set that might otherwise be unsatisfactory if poor tubes were used. It is fair to our licensees, who have insisted that their normal tube requirements be met by the Radio Corporation.

"While we require that sets manufactured under patent rights granted by the Radio Corporation be initially equipped with Radiotrons or Cunningham tubes, nevertheless, the greatest market for tubes is in replacements and every tube manufacturer who makes a non-infringing product can compete for that market," Mr. Sarnoff explained.

"Upon what principles are manufacturing licenses granted or withheld by the Radio Corporation?" was our final question.

"We have found that there are too many varying factors which must be taken into consideration to adopt any fixed principle," Mr. Sarnoff replied. "Every licensing application is treated on its individual merits.

"It is obvious that in issuing licenses such factors must be taken into consideration as adequate supply of licensed products to meet public requirements, priority of application, the responsibility of the manufac-

turer, geographical location of manufacturing plants, etc.

"Our licensees, thus far, represent some of the best factors in the industry. I can only add that we shall try to make no mistake in the future, either in the haphazard distribution of licenses which would defeat its purpose, or in unwise restriction."

### Building a Business on Market Analysis

(From page 51)

He is expected to create interest in long profit accessories but to let the salesman close. Not that there is any variation in the prices quoted—there most assuredly is not—but a trained salesman will write more and bigger business than a service man."

Seventy per cent of Miller's radio business is on terms of six to twelve months. He insists on a down payment equity of at least 20 per cent. He checks the standing of each buyer with the Decatur Chamber of Commerce Credit Bureau. For these reasons his actual losses were less than 1 per cent last year. He reprieved six sets and resold them all at a profit. He charges 1 per cent a month for terms and discounts his paper with a local finance company.

Too much importance cannot be placed on the character of the salesman. Given a sales policy set-up that is in tune with the local market a dealer must have the right kind of sales representatives, according to Mr. Miller.

"They must radiate the atmosphere of prosperity. They must dress and look well," he informed the writer.

"During the season my men, on a 15 per cent commission basis, earned at the rate of \$4,000 to \$5,000 a year—and it was perfectly agreeable to me. One was a former automobile salesman. He did not know much about the technical side of radio but he had *personality*. It takes a good man to close a sale in the home. The resistance is greater there, on the prospect's own ground, than in the store.

"I intend to make no radical changes in my policy of keeping in touch with the requirements of the majority, of meeting that demand and of hiring the best salesmen I can get and paying them what they are worth."

### Sell Old Customers Something New

(From page 54)

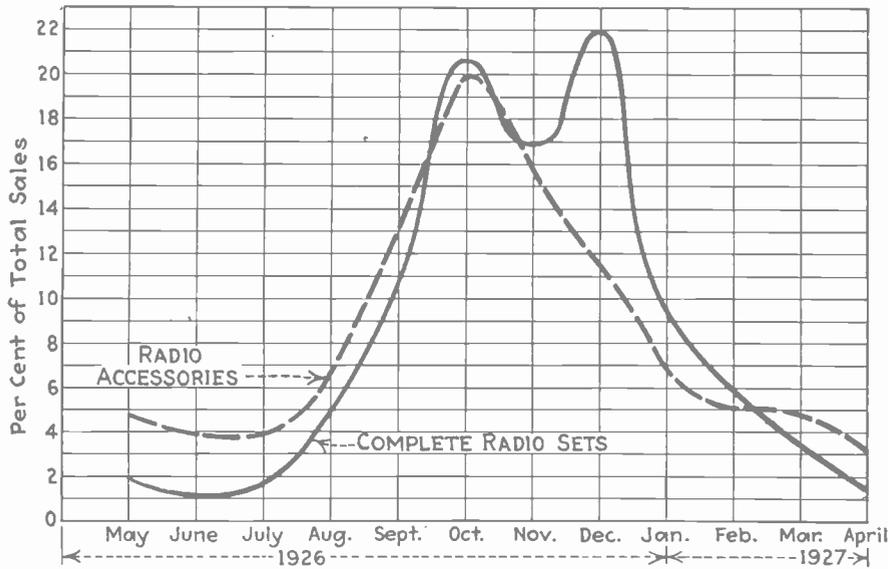
dealer is anxious, to do my part towards getting this season under way sooner than ever before, and the means I have proposed are those which I feel will be productive of immediate sales, not next Christmas or next month, but this week, and the sooner the cash register begins to jingle the better off we will all be. A little later it will be necessary to switch our methods and go after the far broader market, which includes people to whom radio will appeal for the first time this season, but in the meantime, there are a large number of people literally clamoring for attention, anxious and willing to buy. Let's go get them first, and in selling them we are building a worth-while foundation for the bigger business to come.

## Dealer Has Sales Representatives in "Cross-roads" Stores

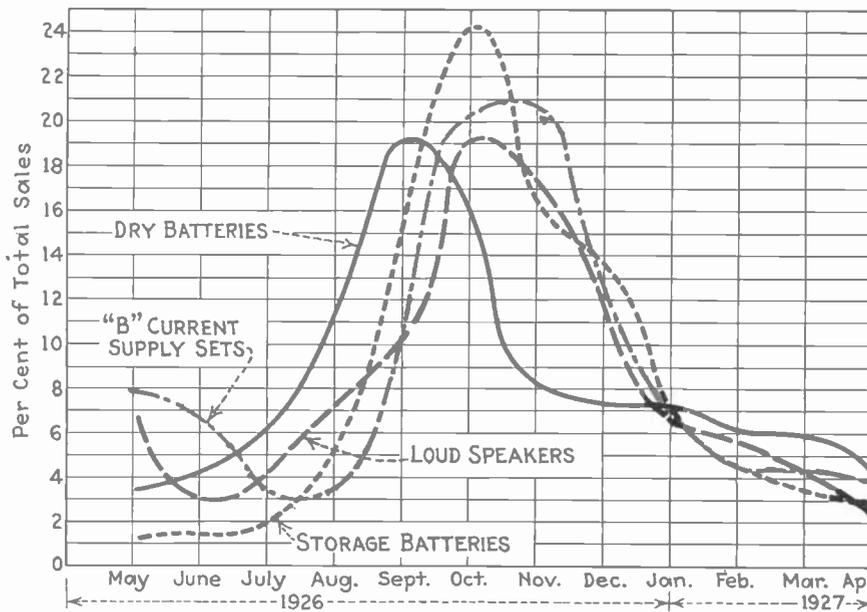


A SUCCESSFUL radio dealer, located in an Indiana town of eight thousand, contacts his rural prospects through "cross-roads" representatives. These men are regularly employed at other small-town occupations, but sell radio for this dealer "on the side." The one pictured here is a grocery clerk. He knows every farmer, and every farmer's wife, for miles around. He is in an excellent position to interest his customers in radio. This clerk sold twenty-four sets (about \$2,800 worth of business) for his dealer during the past season.

# Manufacturers Sales Curves for 1926-1927



Radio sets and accessories sold by 20 prominent radio companies are included in the curve (above) covering wholesale shipments from May, 1926, to April, 1927. Radio sets constituted 40% of the total sales; accessories 60%.



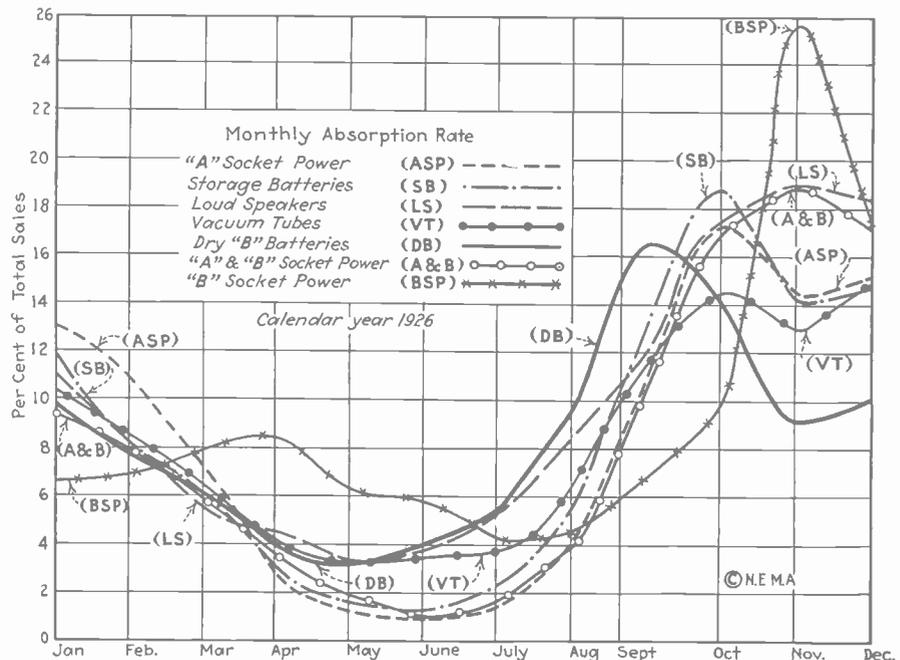
The buying habits of radio equipment purchasers may be traced on the curves shown at the left. Consumer sales follow manufacturers' delivery outlined here, by about six weeks. Total sales are indicated in percentages on the extreme left.

Buying habits of the radio trade are shown in a survey of 1926 and the first four months of 1927 just released by the National Electrical Manufacturers Association. This study shows that the favored time for wholesale bulk movement of sets was October 1. April, May and June were low for all classes of sets and accessories.

The increase in "B" battery sales over other accessories is due to sale of equipment for new sets before shipment.

This survey is based on confidential sales figures of 20 of the largest radio manufacturing companies which make the greater part of all radio equipment sold in the United States.

Right—Trade movement of various accessories for calendar year 1926.





W. H. Kniffin

# A Banker Tells

*YOUR local banker is ready to support any worthwhile, established business enterprise but he is not willing to finance or save a shaky one. "Get acquainted with him," is the advice of this one.*

*An interview with*

**W. H. KNIFFIN**

*Vice-President, Bank of Rockville Center Trust Company,  
Rockville Center, N. Y.*

THE best friend of any well established business is the local banker. The bank is more than a mere convenience—more than a repository for your funds against which you may draw checks. It is an institution ready to furnish you with liquid capital to facilitate the smooth flow of your established business. But it is no indiscriminate money lender.

Stability is its cornerstone; it cannot gamble on your success. Rigid requirements of security must be met before any of its resources are at your disposal; requirements which, however, are far from insurmountable.

Applied specifically to the radio dealer, obtaining a bank loan is often complicated by the rapid obsolescence of his stock of radio products. A stock of radio receivers changes rapidly in value because of the constant improvement in the radio art. Nevertheless there are more stable aspects of a radio business which can be taken into account in securing the aid of a banker for carrying you through the period between purchase and final payment for your goods.

Take the case of—for the purposes of this article, let's call him "Fred Sutton"—a radio dealer in a suburb of fifteen thousand population, a typical dealer with whom Mr. Kniffin's bank has often done business.

For the past five years, Sutton has conducted a radio business of large volume. By his careful selection of the lines which he handles, his unflinching service and his aggressive

selling methods, he has become the recognized leader in the radio business of his community. Profiting by experience, he has virtually exhausted his stocks in the spring, reducing to a minimum the number of sets which he is forced to sell at a sacrifice. His store is well located in the business district; he employs two salesmen and a service man and is himself constantly active in the conduct of his business. He stands well in the community and is regarded as a man of integrity and some ability for one having limited capital at his command.

APPRAISING his situation after three years of experience, Sutton concluded he was in need of more capital in order that he might buy two service automobiles, employ four additional salesmen for house-to-house canvassing, improve the appointments of his store, and purchase in larger quantities so as to gain the advantage of bigger discounts.

Sutton had come to realize fully that, continuing his business on its present hand-to-mouth basis, it would always yield him a satisfactory living but, if he wished to arrive at a position of independence and to establish a radio business worthy of his community, taking advantage of all of its possibilities, he must proceed on a more ambitious scale.

Sutton decided to consult his banker. Rather hesitantly he phoned and asked for a few minutes of Mr. Kniffin's time to talk over some of his business problems. He was cordially invited to come in after three

o'clock and assured that he could have all the time he wanted undisturbed after the bank's regular closing time. He was advised to bring in his latest statement of condition because it would help greatly in discussing his problem.

At the appointed time, he came in apologetically, explaining that he had some business problems which he could not settle for himself and made so bold as to trespass on Mr. Kniffin's time for a solution. Mr. Kniffin commended him for this, saying that he would always find his banker, whoever he might be, willing to talk over business matters with his people and preferring that they should do so before engaging in any new ventures. The banker pointed out several business men whom Sutton knew. All of them had been coached on to success through the co-operation of the bank.

## PROSPERITY OF BANK DEPENDS ON PROSPERITY OF BUSINESS

He showed Mr. Sutton that the bank could prosper only if its customers prospered and both had something to gain by an interchange of confidences.

"You will find," said Mr. Kniffin, "that the bank never welcomes a breakdown in business, and it has much to gain by keeping business sound. It also, at times, holds the key to the situation and, through its influence and guidance, can steer many a business to success that would otherwise go on the rocks. After all, the banker is more human than he is generally portrayed, pop-

# How and Where You Can Borrow Money

PROGRESS & CO.  
Radio for the Home



<u>ASSETS</u>	
Cash on hand & in banks	\$ 597.16
Accounts receivable	9,262.45
Notes receivable	600.00
Merchandise cost inventory at present market prices	12,414.62
Machinery, Fixtures & Equip- ment (at present valuation)	2,177.00
	\$25,048.23

<u>LIABILITIES</u>	
Accounts payable	\$ 5,812.73
Notes payable to banks	1,300.00
Trade acceptances payable	864.10
Accrued liabilities: Wages & commissions	400.00
Capital	5,000.00
Surplus	1,671.20

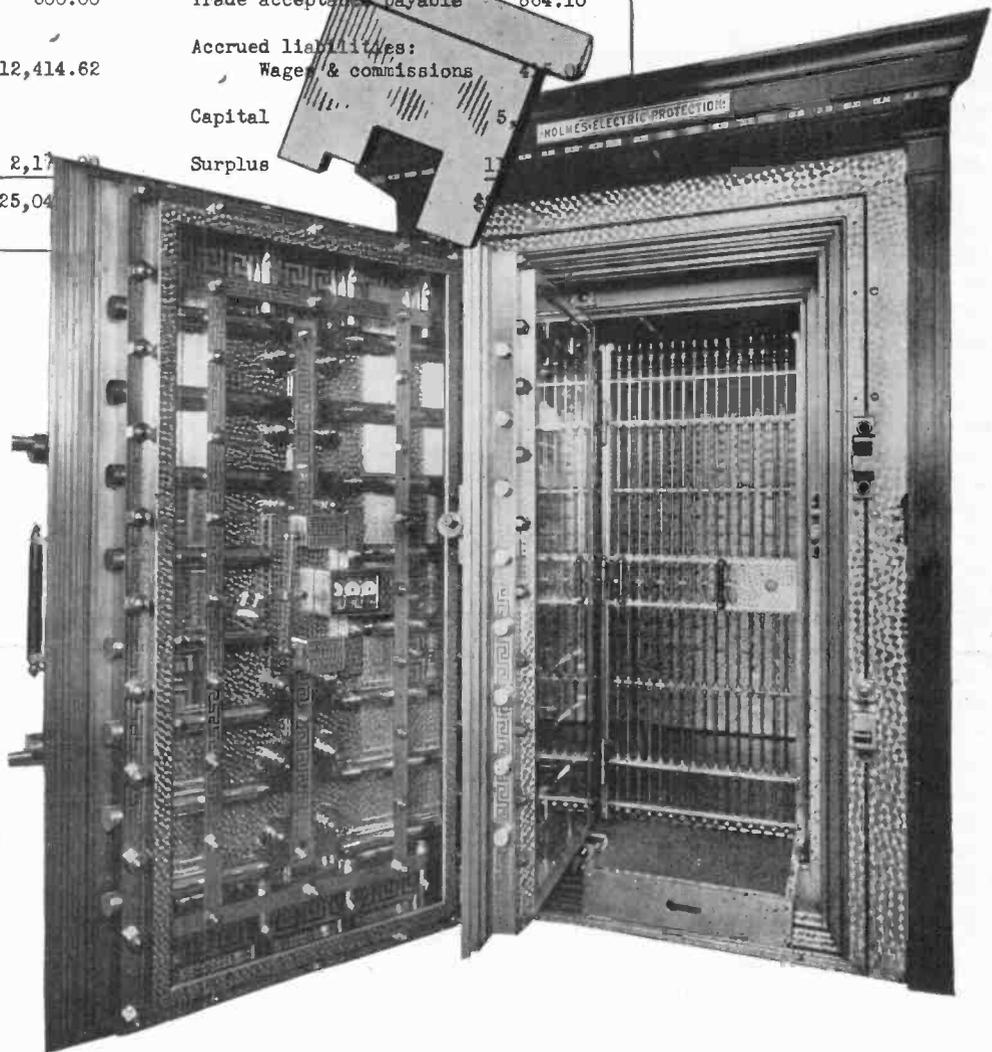
*A STRONG financial statement showing sound assets is the magic key that opens the banker's funds to the radio dealer.*

ular stories to the contrary notwithstanding."

Then, handing Mr. Sutton a cigar, Mr. Kniffin continued: "Well, what's on your mind?"

"A whole lot," was Sutton's reply. "I am getting to the point in life where I've got to begin to make some real money, if I ever do. Here I am, just making a comfortable living, but getting nowhere in particular." Then he outlined his troubles.

He had begun business with a very small capital. That Mr. Kniffin told him, was the most common fault of business men and accounted for fully two-thirds of the business failures. What little profit he had made had gone into his home and back into the business. But it was slow work to accumulate enough to



make things move easily. His experience with partial payments, which he had largely carried out of his own pocket, had resulted in enough losses to imbue him with conservatism.

Furthermore, there had been keen competition from the department stores and price cutting radio stores in New York, a little over twenty miles away, which he had found difficult in meeting. He knew there was a great deal of business still available to him if he got out after it, if he could employ one or two house-to-house salesmen to canvass the territory thoroughly.

His plans, substantially, were to increase his selling force, to improve the appearance and furnishings of his store so that it would be as attractive as the finest type of music store for a community of that size. But he had no money with which to carry out his plan and furthermore he did not know how nor where he could get it.

#### POOR BUSINESS STATEMENT A DETRIMENT

Mr. Kniffin asked him for his statement, which confirmed his suspicions as to the condition of Sutton's business. What capital he had was tied up in book accounts, installment notes, and a reasonable stock of unsold radio sets. He owed his wholesale houses a fair sum of money, for which invoices fell due faster than he could collect his outstanding accounts. Without doubt, he lacked capital. More and more, he was buying on short term credit and selling on long term credit, reversing the natural process.

The only outstanding obligations of reasonable maturity were his modest bank loans, and these were due within a period of four months. He was not in a position to use bank credit to any great extent and besides he did not know how. His approaches to the bank had been as a supplicant for favors, rather than as a business man asking for his banking rights, established through years of association. Most decidedly he needed the ethical and practical help of his banker.

Sutton's first specific question was: "How much will you lend me to expand my business?" Mr. Kniffin's answer was: "That depends upon what you mean by 'expand,' but, judging from your statement as it now stands, no bank would lend you for a very large amount. Your whole structure needs revamping and placing on a sound business basis. Banks do not set men up in business. The

business man must create the foundation himself in the form of his own capital fund. The bank will match its money against your money and your brains, but it will never furnish all the money, or any great part of it, for the fixed investments. The major risk must be the borrower's.

"The amount that a bank will lend depends upon the judgment of the banker. Some will lend one-half the net worth, others less. It is a question of how well they regard the borrower. The largest amount we would lend you would not carry out your plan, with which I agree; but that is not to say it cannot be done. Let me show you how.

#### BANK WILL FURNISH WORKING CAPITAL

"We will furnish *working* capital as distinguished from *permanent* capital. We want our loans to you to be liquid, by which is meant, they must automatically pay themselves. That is not to say we will not lend you continuously, for we will; but we want to see our money going out and coming in all the time.

"For example, suppose you were to receive an order for the installation of radio equipment and radio outlets to be installed in the new apartment house on Hillcrest Avenue, amounting, let us say, to fourteen hundred dollars. This building is being partly financed through this bank. You would need material and services to make the installation. In that case, we would take your note to enable you to make your sale. Before the note is due, you would receive your money and pay us off. We are willing to do likewise with smaller orders, where we know buyer and seller. But, if you wish to borrow money to enable you to purchase fifty radio sets at \$100 apiece, which a year from now may be saleable only at \$50, we can offer you little or no assistance.

"As long as you take on good contracts, we will loan you funds to carry them, and we will both make something out of the operation. That is our part in your business plan. But to lend you for an indefinite idea—to stop a rat hole, as it were—that is beside the question. We want to see our money passing out through your business operations and back to us in a continual stream, and as long as you do this we will play with you to the limit. Only make sure we both are safe in doing so.

"My first suggestion to you is: get

as much of your own money in the business as you can. Here's your home. It is worth \$10,000 with a mortgage of only \$3,000. You might well increase it to \$5,000, and we will take such a mortgage. The two thousand will do more good in your business than in your real estate.

#### CONSIDER TAKING IN A PARTNER FOR MORE CAPITAL

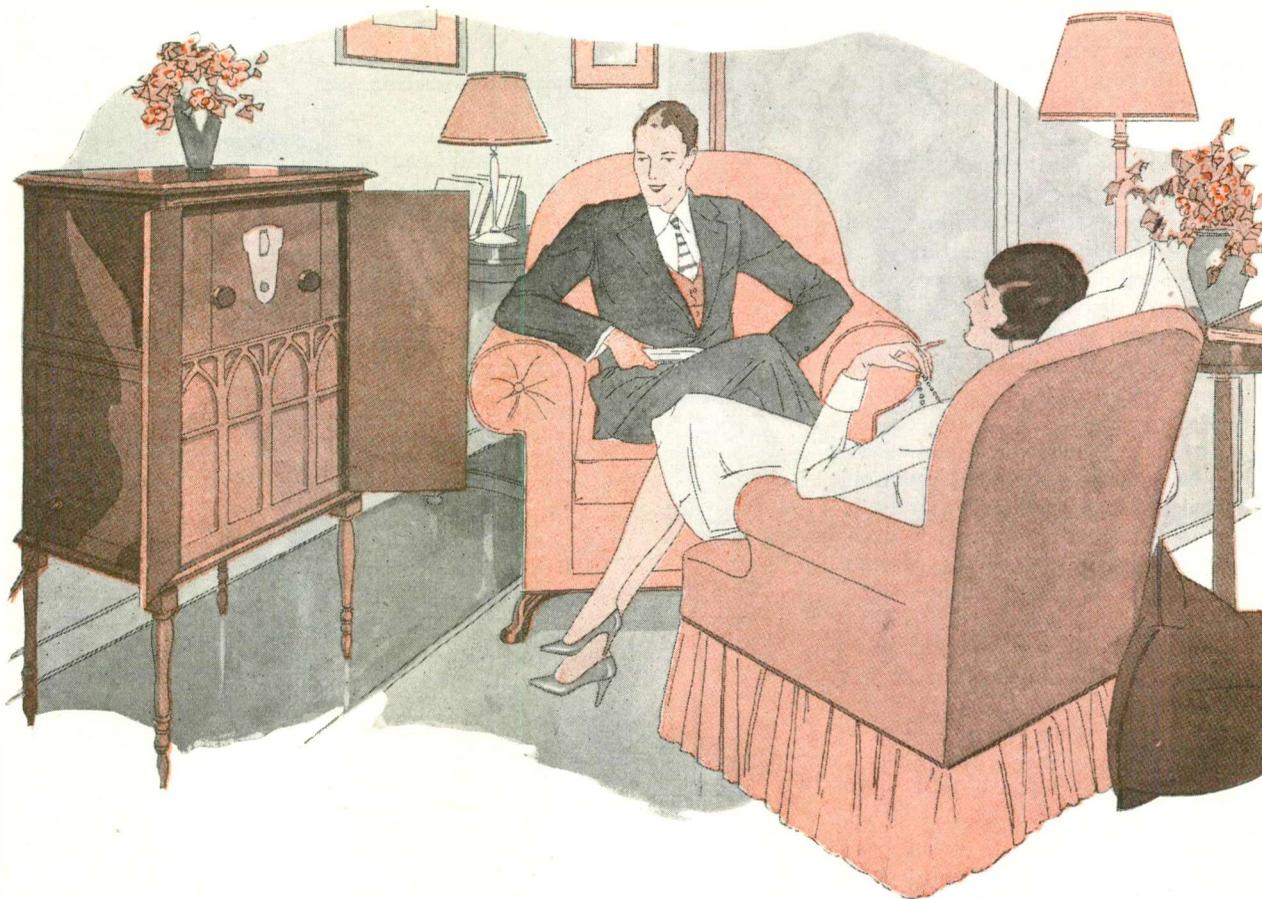
"That will only give you a little more capital. You might well take on a partner with some money, and who may supply some of the elements you lack. You are a good business getter, that you have demonstrated in a small way. You can manage. But you can't do two things at once. You cannot be the whole works. You need a man to look after the service and outside selling. You run the business, handle the financing, see that the books are properly kept, the bills paid and your credit protected. That is enough for one man. It may be one of your men would make a good partner and a better boss than he is a workman. Think this over."

"But how about my new store front," said Sutton. "Don't you think I should put it in?" "I certainly agree with you in that," said Mr. Kniffin; "and you can finance it out of the profits it makes for you, as it were. You, of course, expect to do more business if you make a better display of your goods. It not only shows off the goods, but it gives you the appearance of prosperity and that is good psychology. People like to do business with successful men, and not the other kind. There are firms that specialize in such work and who will accept your own time notes in payment. This will spread the cost over a fairly long period and you will not feel the loss in your working capital. You will pay as you go.

"The same principle applies to your car. An attractive delivery car is a good advertisement and adds to the prestige of the owner. You would be justified in buying a car in keeping with your needs—not too expensive nor too cheap and pay for it through an automobile finance company. It will cost you a little more, I admit; but the point I am trying to get at is: *keep your bank lines open.*"

"But how," said Sutton, "am I to compete with the big houses in the matter of time sales, even with a little additional capital? You say you are

(Please turn to page 96)



# Let Radio Music Sell Itself

*Dealers who understand the psychology of selling radio as music are hard to find—but here is one who does*

**A** RADIO receiver is only a means to an end. That is self-evident. Nor is it difficult to prove that radio music and radio programs are really the products which the radio dealer sells. Furthermore, it is quite logical to assert that inability or failure to sell radio music and radio programs is the real obstacle which has kept radio receivers out of millions of homes.

All this is perfectly obvious. Nevertheless we find it no simple problem to put theory into practice. What special information and training does the salesman need to sell radio as music? How is he to win the opportunity to sell music when most of the

potential buyers of music do not think of presenting themselves at his sales counter because they do not know radio's possibilities as a musical instrument?

The selling problems of the radio industry and, therefore, of every dealer who serves in the chain of distribution, is to find ways and means of selling *radio as music*, for that is the means by which the huge untapped radio market can be reached.

It is necessary to learn how to influence the unsold millions because the technical buyer—the man who understands the significance of circuit design and engineering principles—has long ago made his principal radio

purchase. The non-technical market must be reached by entirely new selling appeals, if the just profits from placing radio in fifteen million homes now without radio sets are to be reaped by the radio industry.

Some of our large manufacturers may, some day, permanently endear themselves to the radio trade by attempting to translate the idea of selling radio as music into a sure-fire, cash - register - ringing proposition which the dealer can apply in his daily labors.

The educational process might be accomplished by means of a series of booklets, addressed to the dealer's salesman, giving a bare skeleton of

essential musical education. With the aid of a little study, the salesman can learn to subordinate such terms as plate impedance, single-control and power supply, to symphony and chamber music, or to dance orchestra and string quartet.

He must be able to discuss music and programs as freely and accurately as he now uses technical language. He must learn to discover what kind of music appeals to each prospect before him and he must know how to capitalize that discovery.

Only the most diligent search of the trade will uncover the exceptional salesman who centers his selling argument on the musical value of radio, rather than on the technique and performance qualities of the receivers themselves. *Radio Retailing* found, in the Morris Music Shop, Bronx, New York, a selling organization which has a true appreciation of music as a selling argument for radio receivers.

It is apparent, from a glance on entering the Morris store, that it is dedicated to the sale of music. The window display features only one, high-grade, console receiver, altogether too expensive, one would judge, for the locality and

trade to which the store caters.

The floor is richly carpeted. Expensive pianos and radios, phonographs and player pianos, adequately spaced, form pleasing contrast to the usual layout of shelves, with their myriads of cartons, and counters, packed with radio sets and accessories, of many other stores. Comfortable divans and artistic decorations give the prospective purchaser an attitude receptive to restful enjoyment.

The Morris Music Shop is an unusual radio store and does one of the largest radio businesses in New York. It is dedicated to the appreciation of good music; the sales consummated there are the logical and normal outcome of making prospects appreciate the musical possibilities of modern radio reception.

"Yes, we sell radio music and not radio sets," said Mr. Sathin, the manager, in answer to *Radio Retailing's* question. "We really do not sell, but give music its opportunity to win the prospect without the interference of selling conversation."

"Yes, we sell radio music and not radio sets," said Mr. Sathin, the manager, in answer to *Radio Retailing's* question. "We really do not sell, but give music its opportunity to win the prospect without the interference of selling conversation."

*All the great artists shown on these pages supply musical treats for American radio listeners*

**These Famous Orchestras and Leaders Are Heard Regularly via Radio—**

*Orchestras*

- New York Philharmonic
- Willem van Hoogstraten
- Willem Mengelberg
- Henry Hadley
- Arturo Toscanini
- New York Symphony
- Walter Damrosch
- Boston Symphony
- Serge Koussevitsky

*Bands*

- Edwin Franko Goldman's
- Arthur Pryor's

*Jazz*

- Vincent Lopez
- Roger Wolfe Kahn

Willem Mengelberg



Walter Damrosch



Edwin Franko Goldman



Vincent Lopez



Willem van Hoogstraten



Mary Lewis American Soprano



**Opera Stars Who Sing Over the Radio**

- Maria Jeritza
- Giovanni Martinelli
- Mary Garden
- Frances Alda
- Mme. Schumann-Heink
- Edward Johnson
- Feodor Chaliapin
- Giuseppe de Luca
- Rosa Ponselle

John McCormack Famous Tenor



Louise Homer and Louise Homer Stires



Titta Ruffo World's Greatest Baritone



Lucrezia Bori Spanish Soprano



With that, Mr. Sathin opened the door to one of the demonstration rooms. A group of three or four were sitting in comfortable chairs and a five-hundred-dollar radio was playing. No one spoke a word; the salesman stood next to the receiver in silence.

Finally the selection was finished. The salesman inquired politely regarding the type of music which his audience liked. Instead of selling them, he was giving them a concert of the kind of music which they most enjoyed.

Mr. Sathin then took the writer aside. "I have showed you how we sell radio as music. Our salesmen are trained to keep silent. Their very attitude of respectful silence encourages appreciation. The surroundings and comfort of the demonstration rooms lead the prospect to imagine himself in his own home, a thing quite impossible in a noisy radio store.

"The most valuable asset of the salesman in selling music is to learn to keep quiet. We keep every radio set in the store functioning perfectly and any salesman, who manipulates a receiving set in such a way as to cause distortion, is eliminated from the staff.

"Sometimes people come in a dozen times and receive demonstrations such as the one which you witnessed. They are never pressed to buy because in the act of coming back they are telling us that music is selling them and overcoming their objections to purchasing, whatever they may be. Music is so much more skillful than any of our salesmen could ever hope to be, that we merely give it an opportunity to sell for us."

Such an extraordinarily simple method could not be successful were it not backed by the soundest kind of preparation. People do not drop into stores, of their own volition, to hear demonstrations of music in sufficient numbers to support the model establishment which the writer was visiting. How does the Morris Music Shop induce prospects to submit themselves to the influence of music as a salesman?

"According to our records, a little

over forty per cent of our sales are made to persons who have been sent to this store by our customers. This is an unusually high percentage, but the unique atmosphere of this store, its absence of selling pressure and our unfailing service have established the friendship of our customers to a degree where they bring in more business than does any other influence.

"They know they can safely send their friends here because they will not be subjected to high-pressure selling, but will receive only an enjoyable demonstration of good music. When they are ready to buy, they will find

"No, indeed," answered Mr. Sathin. "We indulge in no process of switching. We have discovered that ninety-nine out of a hundred customers, who come in to buy a specific equipment, will ask voluntarily, if there is a little more expensive set which gives better tone quality—provided they are not forced into a negative attitude by excessive sales pressure.

"We often go right up the scale, at the customer's suggestion, demonstrating better tone quality, simplicity and freedom from maintenance trouble, until we reach the limit of what he can afford to pay. By following this policy, the salesman is not forced to belittle the set for which the customer asked when he came in. If the salesman forces the switching process, he is likely to lose the sale entirely instead of selling a higher priced set.

"Argument only builds up opposition. People buy in proportion to the desire which is created, modified by what they can afford to pay. If too much encouragement is applied by skillful switching, they may buy a set more expensive than they can afford and give us trouble in collections, or they may decide that the highest priced set they can afford is not likely to be of much service. In either case, we lose as a result.

"Furthermore, if a customer feels he has been led into a purchase by high-pressure salesmanship, however, satisfactory the equipment may prove in the end, he will not recommend the store to

his friends. "It all nets down to the fundamental—that our product is music and that the instruments on this floor are simply machines which make music available. Music cannot be described in words, but, speaking for itself, it is a most effective and influential salesman.

"Give music a chance on the sales floor; win the friendship of your customer by considerate treatment and you will find that the amount of the sale, almost invariably, is the limit of the customer's finances.

"After a customer has called for a demonstration and has not purchased,

(Please turn to page 96)

**Concert artists  
your customers  
can hear via  
radio**

John McCormack, tenor  
Mischa Elman, violinist  
Allen McQuhae, tenor  
Emilio de Gogorza, baritone  
John Chas. Thomas, baritone  
Reinald Werrenrath, baritone  
Toscha Seidel, violinist  
Albert Spalding, violinist  
Maria Kurienko, soprano  
Josef Hofmann, pianist  
Mme. Frieda Hempel, soprano  
George Gershwin, pianist  
Harold Bauer, pianist  
Paul Robeson, baritone  
Percy Grainger, pianist  
Rudv Wiedoft, saxophonist  
Mavelo Chamlee, tenor

Allan McQuhae  
Edward Johnson  
Maria Kurienko  
Charles Hackett  
Josef Hofmann  
Benjamin Gigli

our salesmen courteous, quick and well informed and our installation and service departments punctiliously careful in the performance of their duty.

"Another valuable source of prospects is the occasional sales we hold of moderately priced radio receivers. A few weeks ago, we advertised a seventy-eight-dollar special which brought in hundreds of customers. Most of these bought higher priced receivers, one or two going as high as the nine-hundred-dollar mark."

"So you train your salesmen to switch a customer to higher priced receivers?" asked *Radio Retailing's* representative.



**P**RACTICALLY one-half of the radio service calls made by the average dealer are unnecessary, according to Ralph Martin, head of the radio department of the Zabel-Martin Company, Kenosha, Wis.

"Eighty per cent of the service calls we make," Mr. Martin said, in a recent interview with *Radio Retailing*, "are what might be called 'educational,' that is, they are due to the ignorance of the customer or his lack of understanding of the set's operation, probably occasioned by inadequate instruction at the time of installation. Only 20 per cent of the total calls, we have found, are the fault of the set or accessories.

"These latter calls, are, of course unavoidable. But the former—the 80 per cent caused by the customer's lack of knowledge, have been reduced, in my department, by at least 55 per cent. It all goes back to the right kind of customer education by the dealer at the time the set is installed in the home.

"We have devised a system of cards and forms which, intelligently explained to the customer by the service man, are responsible, in large measure, for the great reduction in the number of 'educational' calls we had been forced to make. In other

words, they were devised with the purpose in mind of making the set owner and the service man *think* before acting.

"A year ago I determined to cut down unnecessary servicing. Analysis of this work disclosed that at least 80 per cent of all the trouble reported was due to natural deteriorations in equipment, lack of understanding of the functioning of the

7. Tube life.
8. Distance reception.
9. Speaker adjustment and polarity.
10. Aerial and ground connections.

"Now, an examination of these ten subjects will disclose," Martin continues, "that the customer can do much to insure the continuous and satisfactory operation of his set if he will but *think* before telephoning for the service man. To help him in this respect I have the preceding list posted in front of the store telephone. When a complaint call is received the customer is asked, over the telephone, if he checked these items before he called up. My demonstrators, installers and service men are also instructed to explain these ten features about radio when contracting the customer. In addition to these four safeguards, I have had printed a special form. This requires that the customer sign a statement that he has carefully reviewed these matters before I will accept his set for repair or replacement."

The second "think-first" form used by the Zabel-Martin Drug Company is a two-part manilla card record. This card is perforated down the center. The left half lists 15 service tests. These are printed in the order in which they should be performed by the service man. The

### This Dealer Discovered that—

*There are ten complaints which are not the fault of the dealer or his set.*

*There are ten articles which a service man should take with him on every call.*

*There are fifteen tests that he should make when he inspects a set.*

*This article tells what these articles and tests are and how they save time and money.*

various parts, interference noises, and similar causes. I classified these complaints, not due to defective material, as follows:

1. Battery charging technique.
2. Static.
3. Local interferences.
4. Hetrodyning.
5. Tuning technique.
6. Battery life.

*HOW a Kenosha, Wis., dealer, by a system of cards and forms was able to reduce the number of "educational" service calls he had formerly been forced to make.*

# in HALF

*It is a difficult matter for the best of servicemen to remember all the tools which he must take with him or all the tests, in their logical order, that he should perform. This printed record helps him to think.*

Service Card	Customer's Service Record
Be Sure to Check All Items	Name <u>Peter Kyne</u>
1. Test "A" Battery—Are Wires O.K.? Connections Good?	Address <u>625 Elm</u>
2. Test "B" Battery—Are Wires O.K.? Connections Good?	Phone <u>W-289</u> Date _____
3. Test "C" Battery—Are Wires O.K.? Connections Good?	Record of Items Left: _____ Charge _____
4. Try Buzz Test: If No Results: ✓	<u>2 "B" Batteries</u> <u>7-52</u>
5. Clean Tube Progs: Tighten all Connections ✓	<u>1 Tube</u> <u>2.00</u>
6. Try New Tubes <u>Yes - one replaced</u>	<u>Please plug-in charge</u>
7. Check A and B Wires—Put In New Ones ✓	
8. Try a New Speaker <u>OK</u>	
9. Try a New Phone Plug <u>Loose connection</u>	
10. Try "Plink" Test: If No Results	
11. Try New B. F. Tubes	
12. Is Loose Link Connected?	
13. Does Aerial Touch Ground Wire?	
14. Is Lightning Arrestor Shorted?	
15. Try Ground Wire Reception	
16. Labor	
REAR DEALER'S INSTRUCTIONS	Received the above and satisfactory service
Leave This Card With Customer	<u>Peter Kyne</u> Radio Receivers

most obstinate cause of trouble will be located within 15 minutes, according to Martin, if this procedure is followed faithfully. The employee is required to make a notation or to check each item as he proceeds. This half is left with the customer and thus constitutes another aid for locating trouble if it arises in the future.

ON the right-hand half are recorded the material, items and time expended. It is signed by the complainant, turned in at the office and becomes the basis for billing purposes.

Another valuable contribution which this form has rendered to the 55 per cent reduction in Martin's servicing expenses is the warning to service men on the back of the card.

**JUST A MINUTE!**  
Have You Taken with You for This Call:

- 1...A Good "A" Battery
- 2...Good "B" Batteries
- 3...Tested Tubes
- 4...A Good Speaker
- 5...A Good Phone Plug
- 6...Some New Battery Wire
- 7...Tools, Screw Driver, Pliers, etc.
- 8...Hydrometer
- 9...Voltmeter, Ammeter
- 10...A Copy of Dealer's Instructions

?

**DON'T BLAME THE SET**

"Have you taken with you for this call," it says, and then itemizes ten service equipment articles which the service man is required to take with him.

"After this system has been used by an employee a few times he becomes so accustomed to thinking logically and completely that he conducts his tests automatically and quickly. This has cut the time element in two and has created a feeling of confidence in my men on the part of my customers," Martin concludes.

### Friendly Card Acknowledging Payment Builds Good Will

C. A. Rowley of the McNally Company, Pasadena, California, happened to stand nearby during a conversation between one of his employees and a man and his wife who some time before had made a purchase of some importance. As the clerk turned aside to attend to some-

## IMPORTANT

This Acknowledges the Complaint on Your

### Radio

BEFORE GOING FURTHER

### Did You Check it According to Service Instructions?

If Not, Please Do This; It May Save You and Us Money

No Set Will Be Accepted for Repair or Replacement Without the Statement Below or a Similar Letter

Zabel-Martin Drug Co.

"Quality and Service"  
1601 Salem Ave.  
KENOSHA, WIS.

Date \_\_\_\_\_ 192\_\_

GREEN: I have carefully checked my radio set according to service instructions and batteries, tubes, speaker, checked aerial and ground, and cannot locate trouble. I return for repair.

Purchaser: \_\_\_\_\_

Address: \_\_\_\_\_

*Before the customer is permitted to return his set for repair or replacement he must sign the above form. "It cuts expenses on this class of service 30 per cent," says this Kenosha dealer.*

thing else, Rowley overheard the woman say to her husband, "You'd better ask him if they got our check." This remark gave him an idea. The store up to that time had been accepting payment on bills as a matter of course, as most mercantile establishments do, allowing the cancelled check to serve as a receipt. But naturally enough, the customer who entrusts a large sum of money to the mails would like to know that it arrived safely. Why not make this an occasion for building good will?

Acting on this thought, Mr. Rowley had printed attractive little cards bearing a sketch of the store, spaces for the insertion of the amount of money received, and the customer's name, and the legend, "We acknowledge with thanks the receipt of your payment, and hope we may have the pleasure of again serving you in the near future." This is signed by Mr. Rowley himself and is sent out in response to every payment. The courtesy is appreciated by the recipient and helps to make up the composite picture of service and good taste which comes to his mind whenever he thinks of this store.

# Tubes and Batteries—Still

## *Overproduction, AC Sets, Conventions, Black Eyes*

### *The Replacement Market Is There!*

STATISTICS just released by the National Electrical Manufacturers' Association, after a survey among broadcasting stations, indicate that 60 per cent of radio set owners use their sets 30 hours a week, or an average of more than four hours a day.

Giving the tubes and batteries an average life of 1,000 hours (and that's giving the batteries a good break), tubes and batteries would have to be completely replaced every 33 weeks, or slightly less often than twice a year.

Now let's see what these figures mean in terms of the actual replacement market. With approximately 5,000,000 battery sets in use, each using an average of two batteries, replaced twice during the year, it means a possible market of at least 20,000,000 batteries annually. An average price of \$4 per battery gives a total annual business of \$80,000,000 divided among 30,000 dealers, leaving an annual volume of \$2,600 for each dealer, in B batteries alone! That is the minimum business each dealer should do this year, in B batteries.

Now for tubes,—7,000,000 sets in use, each using 5 tubes, replaced, say, one and one-half times annually, makes a market for 52,500,000 tubes, which, at \$2 apiece, equals \$105,000,000 divided among 30,000 dealers, leaves an annual minimum business for each dealer, in receiving tubes alone, of \$3,500. Therefore, from these two accessories alone, the average dealer should derive a yearly income of \$6,100!

The replacement market seems to be there—that is, provided the dealer is not foolhardy enough to cut prices on these "bread and butter" lines, which, intelligently merchandized, can be made one of the largest profit-makers in the radio dealer's business.

\* \* \*

### *Are We Going to Have More Overproduction?*

THE high production figures of several large manufacturers for the coming season leads the editors to advance the thought that producing a great number of radio sets is one thing, but selling them is quite another.

There is a great unsaturated market for radio—between sixteen and eighteen million homes, approximately, have no radio sets today—but set manufacturers should not let that fact run away with their good judgment. The entire unsaturated market is not going to buy radio sets this year, or next year, nor for a good many years to come.

The key to future progress is increased sales, *not* increased production. Manufacturers may, at this time, be scheduling their production on the possible market, rather than on the actual market, which probably does not exceed 2,000,000 sets at the maximum. A word of warning against a recurrence of overproduction may not be amiss at this time.

It is all very well for the manufacturer to put a lot of sets into the dealer's store. But it is a horse of an entirely different color for the dealer to sell them. When

the dealer receives a shipment of sets from the manufacturer, that's when the manufacturer's job begins. If the dealer doesn't move the merchandise it piles back on the jobber and then on the manufacturer. One of the primary duties of the manufacturer, after he produces the set, is to help his dealers sell it. And that cannot be done by loading the dealer up with a quantity of merchandise—it CAN be done, in part, by helping dealers to become *better* dealers.

\* \* \*

### *AC Sets Loom Large in Coming Season*

IT IS significant to note, in analyzing the specifications of the 1927-28 receivers appearing elsewhere in this issue, that very close to fifty per cent of the manufacturers represented are making an AC set of one type or another.

This means, undoubtedly, that AC operation will be of primary importance in this season's selling plans, but it does not mean that dealers should rush in blindly and order a stock of AC sets. Most of these AC sets are probably the trickiest, from the standpoints both of service and operation, that we have yet had. Dealers must proceed with the utmost caution in buying this type of set, considering the system employed, the construction of the unit, and the integrity of the manufacturer.

On the other hand, dealers should not hold off stocking AC sets for fear of encountering too much grief in service after the sale. AC sets have not been tried to any great extent in actual commercial use in the customer's home. How they will act and how much service they will require, remains to be seen. Dealers who use a little foresight and common sense, who stock AC sets wisely, sell them wisely and service them wisely, need have no doubt about ultimate profits.

\* \* \*

### *Conventions Should Be for Practical Purposes—Not for Entertainment*

THE growing practice of calling in the dealers for a two or three day "convention" at distribution headquarters is commendable. If the jobber has a clear vision of his objectives, if he puts "meat" into his program and soft-pedals the glittering, time-consuming generalities, results will more than compensate for the mutual expenditure of valuable time and money which these efforts cost both parties involved.

There have been too many instances, however, where the program, and consequently the audience, has drifted away from the master of ceremonies. This has caused a number of clear-thinking retailers to discount the worthwhileness of such projects.

To stage a successful retail get-together requires the assembling of a wealth of practical ideas, of facts and materials, and necessitates their presentation with the consummate skill of an experienced showman.

It is only when each address ties in with the central

# the Bread and Butter Lines

**Radio Retailing**  
August, 1927

## and Other Things Discussed by the Editors

theme, and each speaker gives the dealer at least one thought, that he can take away with him and use, that these affairs are justifiable.

Radio Retailing believes in territorial conventions, but, in justice to the hard-pressed dealer, let's get down to practicalities.

\* \* \*

### "Getting Ready Early" Is Becoming an Actuality

MANY indications have become apparent this year that "getting the season started earlier" is not mere theory.

Manufacturers and distributors are getting their dealers together and showing them the new lines earlier than ever before. Such meetings occurred frequently during June and were common in July. Many are scheduled for August.

Compare these conditions with the custom of previous years when manufacturers were still giving dinners for their dealers as late as November! Getting the dealers together during the summer and giving them outings in the country is undoubtedly a sounder and more popular policy than the usual formal Fall dinner in a crowded hotel.

Summer is the time for dealer meetings. In the Fall, dealers are busy, and their lines well established. Manufacturers are gradually realizing the necessity of having their lines ready to present to their dealers early in the summer.

\* \* \*

### Buying the Cabinets Separately

ONE definite trend that is decidedly noticeable this season is the policy of several leading manufacturers to market a small receiver which embodies an efficient and satisfactory chassis in a small cabinet, leaving it up to the discretion of the dealer to put it into a console.

That this has been caused to a large extent by the patent situation is undeniable, but whatever the cause, the fact remains that the dealer, this year more than ever since 1922, will have to become an assembler.

In other words, in many instances, the dealer will have to buy his radio sets and his cabinets separately, putting them together himself in order that the consumer may purchase a complete unit.

\* \* \*

### Giving Radio a Black Eye

NOISY, raucous speakers going full blast outside of certain types of radio stores have done more to injure radio in the eyes of the public than any other single adverse influence.

The noisy outside speaker has been condemned so often that it would seem that every dealer ought to know enough to stop this harmful practice. Ordinary common sense should indicate the utter futility of trying to impress the passerby with the tone quality and benefits

of radio by forcing him to listen to an inharmonious jangle of radio noise.

We thought the practice dead long ago, but after a walk through several towns, we found it still exists. Dealers—if you have any regard at all for the radio industry and your own bankroll, for the love of peanuts bring those roaring loud speakers in off the sidewalk.

\* \* \*

### New Broadcasting Chain Is Healthy Sign

THE formation of a chain of broadcasting stations under the direction of the Columbia Phonograph Company, in direct competition with the chains operated by the National Broadcasting Company, can be considered one more step in radio's progress.

It would be unsound and uneconomical if any one company should have anything resembling a monopoly or control of any part of the several functions that constitute the radio industry.

The fact that another chain of broadcasting stations will offer a competing service cannot help but result in improving the quality of programs and transmission of both chains. Each will strive to outdo the other in its service to the public. That it will be healthy and constructive competition is the earnest hope of everyone concerned.

## THE OLD HOME TOWN.



Johnson Features Inc.

# Here is the new —for all methods of operation

The sets pictured on this page are  
**SOCKET POWER  
OPERATED**



**RCA RADIOLA 32—Custom-Built.** The supreme achievement of 25 years of radio research. A special custom-built combination of the famous RCA 8-tube Super-Heterodyne with Loudspeaker 104—the two finest radio instruments ever designed. Operated directly from the electric light circuit—either AC or DC. Concealed, adjustable loop aerial; or may be used with outdoor aerial. In a beautifully grained walnut veneer cabinet—32 in. high, 37 in. wide, 17½ in. deep.  
Complete with Radiotrons **list \$895**



**RCA RADIOLA 28—**For the many who prefer the receiver and loudspeaker in separate cabinets, the 28-104 combination is the standard of comparison in radio art. With the super-selective and super sensitive RCA 8-tube Super-Heterodyne circuit.

With Radiotrons **list \$260.00**  
A.C. Package for adapting Radiola 28  
for A.C. operation with RCA Loudspeaker 104 **list \$35.00**

**RCA RADIOLA 10-A—Custom-Built.** A specially built de luxe instrument, employing the same perfect RCA 8-tube Super-Heterodyne circuit as Radiola 32, but using the new Loudspeaker 100-A. Operated directly from the electric light circuit—either AC or DC. Antenna coupler for indoor or outdoor aerial and ground. In a handsome walnut veneer cabinet—42½ in. high, 29 in. wide, 17½ in. deep.  
Complete with Radiotrons **list \$495**



**RCA LOUDSPEAKER 104,** when used with Radiola 28, provides a perfection and volume of tone production that has been a sensation ever since it was introduced. It gives a degree of musical realism over the entire acoustical range unapproached by any other form of reproducing instrument.

Loudspeaker 104 (AC) **list \$275**  
Loudspeaker 104 (DC) **list \$310**



**RCA RADIOLA 17—**Operates directly from the electric light circuit. This year's outstanding achievement in the radio art. The culmination of years of research to produce, for a moderate price, a receiver completely A.C. operated. Employs the new RCA alternating current tubes. Tuned with one knob. The entire set and power unit self-contained in a mahogany finished cabinet.

Less accessories **list \$130.00**  
With Radiotrons **list \$157.50**

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

# complete line of Radiolas

—for all requirements of location

*Socket-power operation* within the reach of everybody? The new, moderate-priced Radiola 17 that plugs into the light socket.

*Storage-battery operation?* The new, low-priced, compact Radiola 16, of amazing performance.

*Dry-battery operation?* The tried, tested and perfected 8-tube Super-Heterodyne Radiola 28; and the wonderful antenna receiver, Radiola 20

*The best there is in radio—in two cabinets?* The famous Radiola 28 with Loudspeaker 104.

*Radio de luxe?* The new Radiolas 30-A and 32, in limited quantities.

*demand in radio, is in the new RCA line.*

*The sets pictured on this page are*

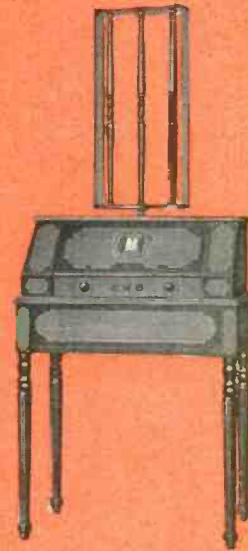
**BATTERY OPERATED**



**RCA RADIOLA 16**—The widest musical range ever achieved with one-dial control. A storage battery set of great compactness. For selectivity, sensitivity and tone quality, it sets a new standard for receivers in its price class. It employs the well-known and perfected tuned radio-frequency circuit, with 3 stages of radio-frequency amplification, detectors and 2 stages of audio-frequency amplification. By use of socket power devices it can be adapted for A.C. operation. The cabinet is finished in mahogany.  
 Less accessories list \$69.50  
 With Radiotrons list \$82.75



**RCA RADIOLA 20**—The biggest value in radio. Many times as selective as the average antenna set. A battery-operated set that may readily be adapted to A.C. operation. Ideal to use with the new RCA Loudspeaker 100-A, or can be adapted for use with the finest of all loudspeakers, the famous 104.  
 Less accessories list \$78.00  
 With Radiotrons list \$89.50



**RCA RADIOLA 28**—The famous receiving set that brought a new meaning to radio in thousands of American homes. Employs the tried, tested and perfected RCA 8-tube Super-Heterodyne circuit, universally recognized as the finest achievement in radio. In selectivity, sensitivity and perfection of tone over the entire acoustical range, it has never been challenged.  
 With Radiotrons list \$260



**RCA LOUDSPEAKER 100-A**—A notable achievement in radio acoustics, this refinement of the popular model 100 embodies improvements in construction which give greater sensitivity and ability to handle greater volume. Faithful reproduction over the entire acoustical range. This is the speaker famous the country over for its deep, full tones. Ask the RCA dealer to demonstrate it. list \$35



*Every RCA  
 Authorized  
 Dealer  
 knows that these  
 will be the  
 biggest sellers in  
 1927-28*

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

# Practical SERVICE Methods



## Some COMMON CAUSES of *Radio Interference*

*Ten different kinds of disturbing elements the  
service man should look for in making tests*

IN ANY metropolitan area, there are constantly going on some ten different kinds of radio interference, any or all of which may disturb local broadcast listeners. The following paragraphs enumerate these disturbing causes as follows, in the order of their importance to metropolitan radio fans. With the exception of code all the other sources of interference are more or less common all over the country.

Ship and ship-to-shore communication in the 600-800 meter band, using old-fashioned spark equipment.

Sparks and arcs incident to the operation of electric power-line and electric railway systems, including faulty insulation equipment.

Conducted by  
H. W. BAUKAT  
*Technical Editor, "Radio Retailing"*

Electric static smoke precipitation apparatus, involving continuous brush discharges which simulate natural static. This type of interference is found in manufacturing districts.

Heterodynes from distant stations using the same radio channel—usually worst in mid-winter. During the period when radio was uncontrolled by governmental authority, many stations moved on to channels where bad interference is caused. To eliminate this heterodyning a complete re-allocation of all stations is now being

undertaken by the Federal Radio Commission.

Electric elevators, domestic oil burners, sign flashers, commutator-type motors, doctors' X-ray machines, home "violet-ray" apparatus, thermostats in heating pads, vacuum cleaners, dish washers, etc. Each such device has its own recognizable interference which may be extremely annoying over a range of several hundred feet, since the supply wires themselves usually act as antennæ, "broadcasting" this interference. Condensers and choke coils, properly applied to the culprit electrical device itself, will usually arrest such troubles.

Amateurs working in the experi-

mental band below 200 meters. Where a sensitive broadcast receiver is located near an amateur-sending station, considerable interference may result. In such cases, the amateurs themselves have usually proved most useful in devising remedies for listeners whom their stations would otherwise disturb.

High-power short-wave interferences. In certain improperly designed receiving sets, bad disturbance is set up by some of the high-power short wave trans-Atlantic stations, although these stations maintain waves actually below 75 meters. Their harmonics have appeared in some sets causing owners to insist that these stations must be operating in the broadcast band.

Harmonics from broadcast stations. While harmonic suppressors are being generally installed, the complete elimination of this difficulty, by which a station appears at a second point on the dial, is still a question of future development.

Blanketing by nearby stations. Even a 500-watt station located in a residential section may cause as much interference by filling up a considerable portion of the dial, as a 5,000-watt station several miles distant.

Re-radiating receiving sets. Receivers which (often innocently as far as their owners are concerned) set up oscillations that ruin radio reception in their vicinity.

### Motor Boating in a B-Power Unit

Certain types of audio amplifiers, when employed with a B-power unit, develop troublesome audio oscillations which cause a fluttering in the loud speaker similar to the sound of a motor boat engine, and therefore derives its name, motor-boating, from this.

Although this trouble is often thought to be due to poor filtering in the B-power unit, this may not be the case. B batteries will cause the same phenomenon on some amplifiers, particularly if a high impedance is in series with the battery. In general, this trouble can be remedied by an adjustment of the amplifying circuit. The manufacturer of the audio amplifier is usually in the best position to specify the cure for motor-boating.

However, of all the various methods used to eliminate this disturbance, three of the best are given in the following. The first two, the "Change of

Resistance Method" and the "Grid Impedance Method" are applicable only to resistance coupled amplifiers, while the "Filter Method" may be used on any amplifier. In Fig. 1 we

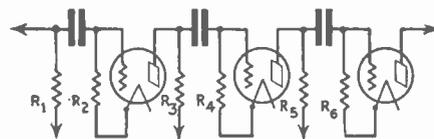


Fig. 1

have the circuit for the "Change of Resistance Method." First replace R4 with a resistor of about .1 megohm. If this does not stop the motor-boating, replace R5 with a resistance of about twice its original value. Then try increasing the resistance of R1 to as high as 1.0 megohm. This method will slightly decrease the volume.

Using the same circuit as shown in Fig. 1 for the "Grid Impedance Method," substitute a high impedance, the secondary of an old audio transformer fills the bill very nicely, for R4. If this does not work, replace R4 and try the impedance in place of R2. Then leave the impedance in place of R2 and try a similar impedance in R6.

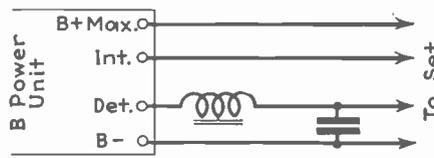


Fig. 2

In Fig. 2 is shown the "Filter Method." Put a small audio filter in the detector lead from the power unit as indicated in the diagram. If this is inadequate, put a similar filter in the positive B lead. In cases where the intermediate voltage tap is used for the audio amplifier, it may be necessary to put a filter in this lead also. The choke coil should be of fairly low resistance (about 600 ohms or less) and of from 20 to 30 henries. The condenser should be of the fixed paper type from 2 to 4 microfarads capacity.

### Defective Amplifier Resistance

Where resistance coupling is used for amplification it is sometimes noticed that after the set has been turned on several seconds elapse before signals start to come from the speaker. This trouble is caused by a defective one megohm resistance and replacement of this resistance will remedy the trouble.

### Locating the Cause of Noises in a Set

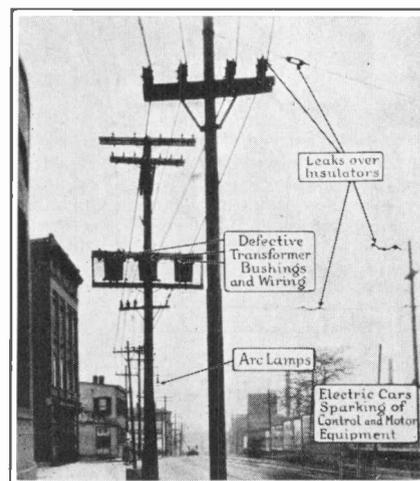
If there are noises in a set it is first necessary to find out whether they are due to static or other outside causes, or originate in the set or battery supply. While the set is in operation disconnect the antenna and ground wire. If the noises cease then you will at once know they are due to outside causes and these will have to be found by means of an interference finder and eliminated. However, if they continue, they are due to causes directly removable.

A hissing, crackling noise is probably caused by worn out dry B batteries. These should be tested and replaced if there is an appreciable voltage drop. Or the noise may be due to poor connections in the set, at the batteries or with the antenna and ground. All connections should be gone over carefully and soldered wherever possible. Always presume at the start that the receiver itself is O.K. and check the accessories.

### Frying Sound

This may be caused by a 200-A or 300-A detector tube or transformers going bad. This condition will not show on test, but will make itself known without antenna or ground and with the radio frequency tubes turned off. It may also be due to a loose connection in a tube. If a resistance coupler amplifier is used, one of the resistances may be faulty. A new grid-leak will sometimes remedy the trouble.

### Local Commercial Forms of Interference



Above we have a photograph showing the various types of faulty installations encountered in street railway power and lighting circuits.

# Favors 199 Tubes *in series* for A.C. Sets

*Low current consumption, requiring small power supply unit, recommends it to this manufacturer. Other letters from readers*

## Timmons Finds 3-Volt Tubes Give Good Results

Editor, *Radio Retailing*:

AFTER reading your interesting statistics on the number of homes that are wired for electricity, I thought you might be interested in some information that we obtained from a house-to-house canvass through a local retailer, who concentrated on the sale of an a.c.-operated set.

The resistance encountered by the canvassers was nil as the prospect was invariably interested in the a.c. set even though he already had a set. The questions that were most asked were: first—how much current was consumed?—and secondly, whether the device contained chemicals? Much interest by the prospect was displayed in the compactness and simplicity of the power device which operated the set with 199's in series and a 171 in the final audio stage.

The dealer who made the canvass was quite skeptical about the 199's. He believed there was a definite sales reaction against these tubes and the canvassers were questioned each day on this point and he found that the type of tube was rarely discussed by the prospect with the exception of some interest being shown in the query as to the power audio tube.

We have conducted tests on various methods of a.c. operation and we have found much to favor the use of 199's (with a power tube for the last audio). The power device can be made about the size of a B eliminator, the current consumed is less than 60 watts, the heat generated by the device due to its low current consumption, is a minimum so that this type of power unit lends itself to installation in a console cabinet. One of the biggest points in its favor is the fact that it operates with rectifier tubes that have had a tryout on the market and have demonstrated themselves to have satisfactory life and are readily obtainable.

With a.c. set operation as the principal feature for the coming season we believed that you would find interest in our viewpoint which is based on data collected over a period of two years' operation of sets by this method in both laboratory and actual experience. We have found the 199 tubes wired in series extremely satisfactory in a.c. operation.

J. S. TIMMONS, President.  
Timmons Radio Products Corporation.  
Germantown, Philadelphia.

## Portable Phonographs Are Good Summer Side Line

Editor, *Radio Retailing*:

PORTABLE phonographs as summer side lines are given a back seat in your April issue.

Portables can be sold without a record stock. Drug stores have proved excellent

outlets; but usually carry no records except a few for demonstration.

The portable buyer often has records at home. Or, his friends at the summer camp, outing, resort or farm have them on hand. No one hesitates to buy a portable at one store, and records at another.

The new types of portables have amazingly faithful reproduction due to the use of horn lengths of about four feet. Of course, these cannot be found in the \$15 and \$25 class. But, the \$35 and up models, of 1927 vintage, will pleasantly surprise anyone who thinks there is no tone in a portable.

Radio dealers in all parts of the country are surprising us by sample lot purchases aggregating large totals, indicating an active interest and faith that they can sell portables in quantities this summer.

We had specialized in portables of the \$50 and up class prior to this season and accordingly set a bogey on \$25, \$35, and \$50 models which seemed high but which now is found so low that our problem has changed from sales to production. It is now a matter of getting them out fast enough.

As for stock, \$102 will cover two of the \$25 type, two of the \$35 type and one \$50 type.

The portable phonograph logically belongs in a radio department, or store or summer side line business since it is a musical item.

Radio dealers are trained in selling music. They will also appreciate the freedom from service.

A record stock of a dozen or more numbers of the popular dance variety can be maintained for \$50 which would represent a rapid turn-over item in which stocks may be kept at a minimum since there is little time required to obtain stock replacements.

CHAS. S. HENRY,  
Radio Sales Engineer,  
Sonora Phonograph Company, Inc.

## New Tone Quality for The Old Phonograph

Editor, *Radio Retailing*:

AS little as three years ago, skeptics were saying that no radio set could give as good tone quality and reproduction as the phonograph. Perhaps in those days there was some basis for the contention. Audio frequency transformers and amplifying systems, not to mention speakers, were far from what they are today. Today, not even the most hardened radio cynic would seriously venture the opinion that one can't get as satisfactory tone quality from a well designed radio set as he can from a phonograph.

In fact, phonograph engineers have turned to radio methods to perfect phonograph tone quality. Inside the cabinets of many improved phonographs are radio power amplifiers, designed around tubes known to every radio experimenter. In these more expensive models an adaptation of the cone speaker gives such wonderfully

faithful reproduction that it can leave nothing but regrets in the heart of the man who has an old type machine. His three year old phonograph, compared with the new model reminds him of a radio set three years ago compared with the latest and best radio receiver. He likes his old phonograph, all but the quality. The cabinet blends with the living room furniture. It is electrically driven and as convenient as the newest models. Other people are just like himself, they want the quality and depth that the old type of phonograph can't give as it stands.

Recently engineers have developed and perfected a means for modernizing the old machine. Working with commercial broadcast receivers they have found that the radio set, plus two or three other pieces of simple apparatus, known as an electrical pick-up, solves the problem very nicely. Any radio set with a good audio frequency amplifier does the work in a highly satisfactory manner.

The actual job of imparting the desired quality to the phonograph is a matter of ten or fifteen minutes work. No wiring changes or shifting of battery leads is called for, and there is no great expenditure of money needed to make the phonograph reproduce records in a manner you never thought it capable of. The necessary expenses, at the outside, should not exceed eighteen dollars. There are several of these electrical pick-ups, on the market, which give excellent results.

L. G. PACENT,  
President,  
Pacent Radio Corporation.

## Likes Our Trade Show Number

Editor, *Radio Retailing*:

I HAVE just been looking through your Annual Trade Show Number and am very much impressed by it. In fact, it is such a fine piece of work that I feel that I want to write you and tell you just how it strikes me.

The radio industry grew too quickly, and too little analysis, thought and careful planning were used in building it up. That could not be avoided. But now the need for setting radio's house in order has come and all who are in the radio business are beginning to realize that they must take the long view.

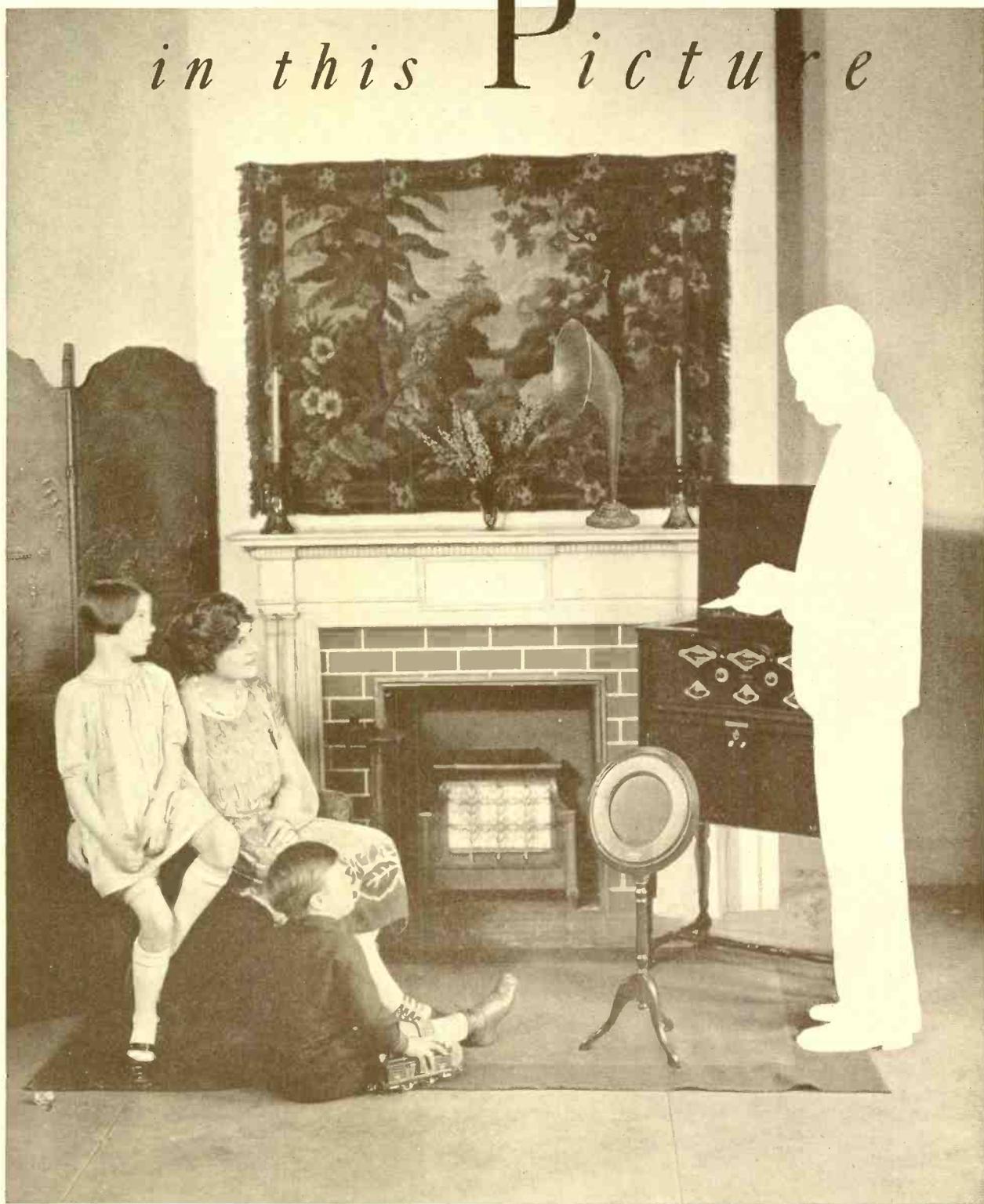
That is just what such a paper as yours helps them in doing. A good example of it is your hints of how to keep up sales during the summer. Pages such as "Where Radio Has Found a Ready Market in the Summer" are of the very greatest value in showing radio manufacturers, advertisers, jobbers and retailers how to keep out of red figures during the dull summer months.

Congratulations on what you are doing for radio.

WM. H. RANKIN,  
President,  
Wm H. Rankin Company.  
New York City.

YOU *Belong*

*in this* **P** *icture*

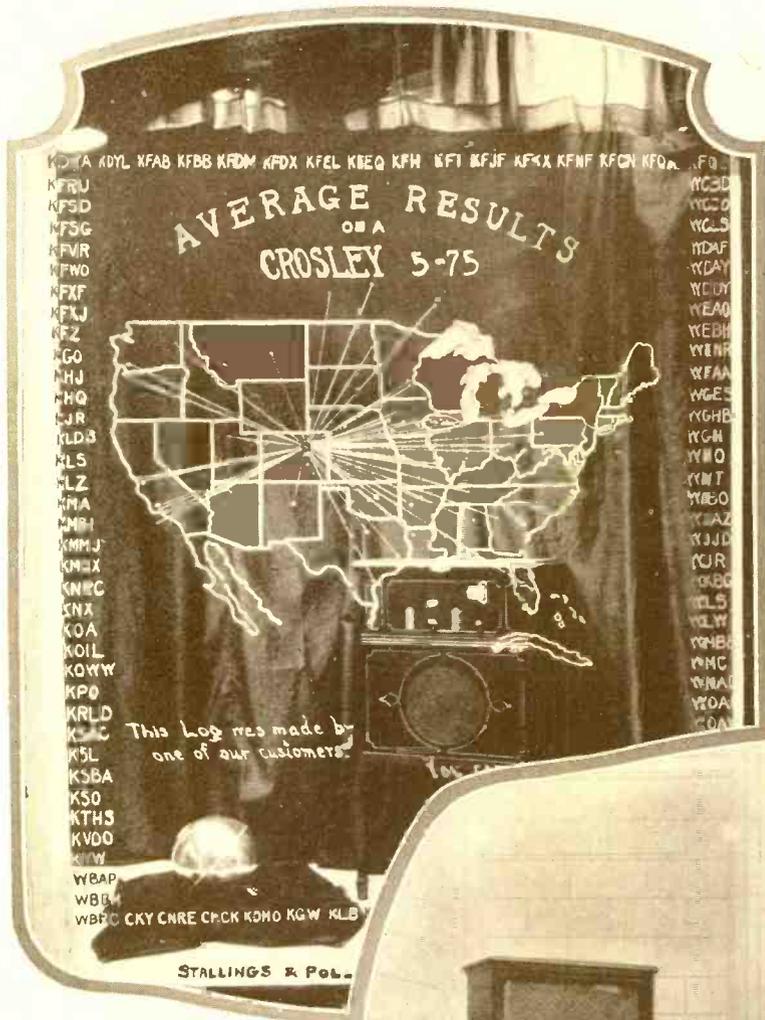


*Put Yourself in This Dealer's Place—*  
He's *Selling* Old Customers *Something* **NEW**

# Putting Over Sales Ideas in Window Displays

## SELLING "DISTANCE GETTERS"

Where long distance is a necessity, Stallings and Polley, Fort Collins, Colo., dealers, show how to get that quality across through a window display. (Left)



## TECHNICAL BUT ARTISTIC

A dignified and artistic window display, which concentrates its selling fire on the technical features of the receiver. (Right)

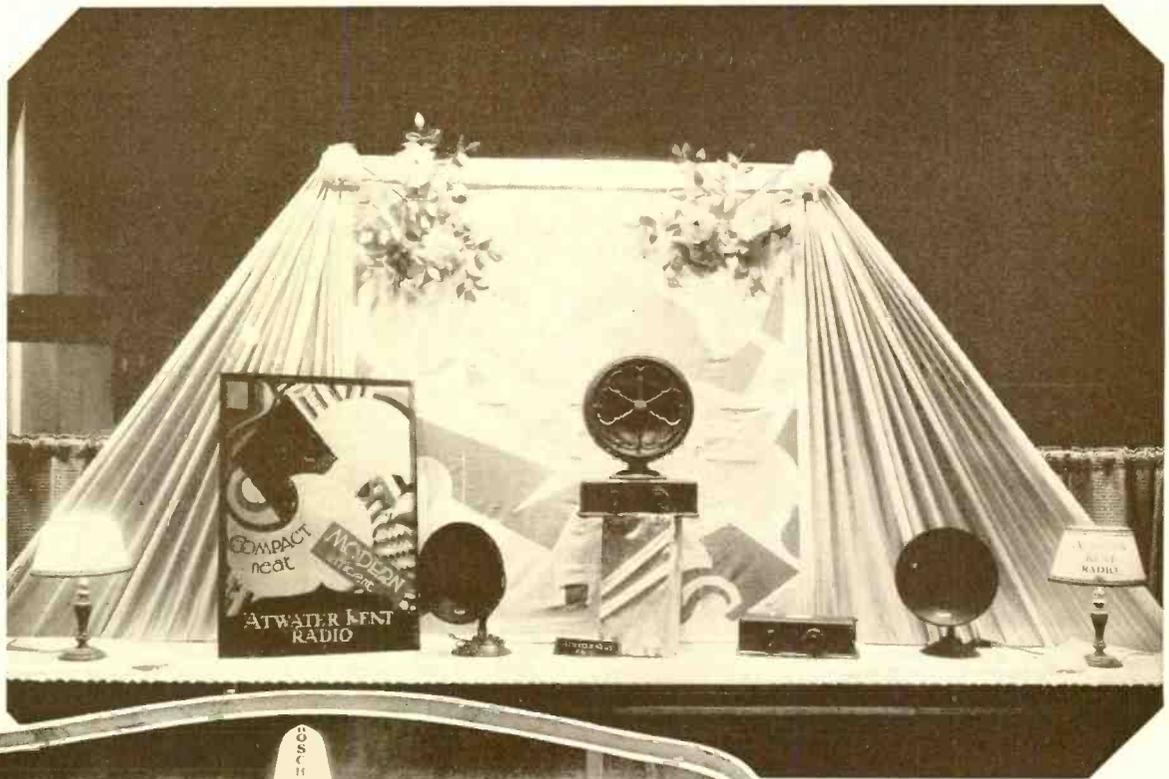


## A PRIZE WINNER

Another simple and distinctive window, second prize winner in a recent contest, arranged by the Rutherford Radio Shop of Rutherford, N. J. (Left)

ANOTHER  
SUMMER  
SUGGESTION

Cool silks and flowers and summer radio are suggested in this window of Nelson Auto Electric Co., Oak Park, Ill. (Right)

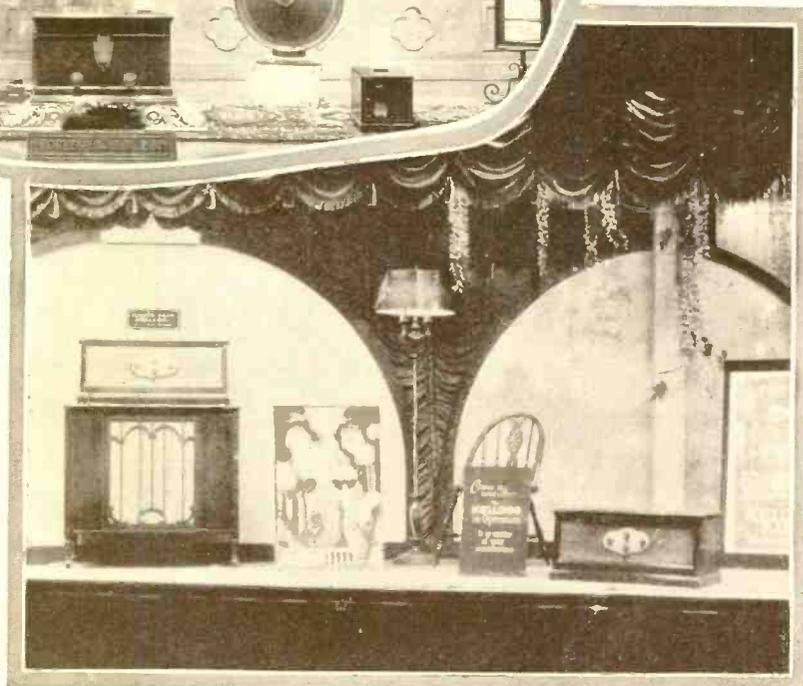


WELL-BALANCED  
AND ARTISTIC

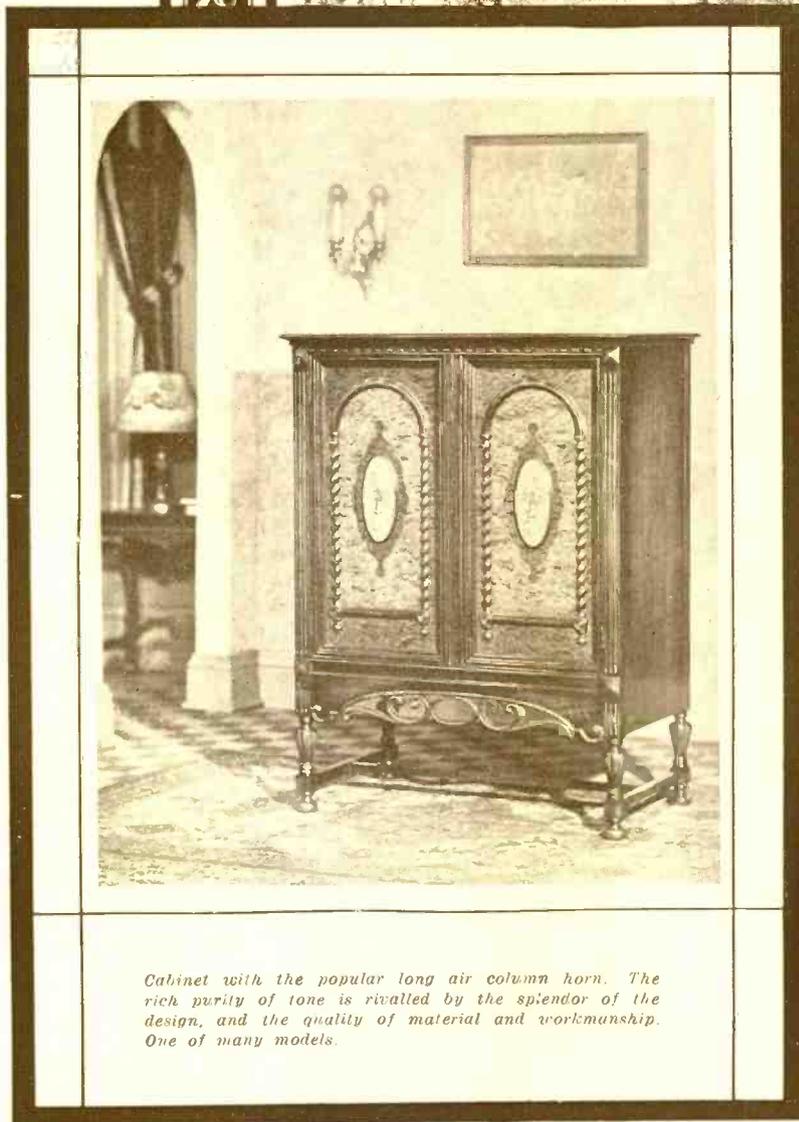
The features of the chassis are explained with cards, while the cabinet is displayed in all its beauty in this artistic window of Forbes & Wallace, Springfield, Mass. (Left.)

THE INVITATION IDEA

Even a large company like the Commonwealth Edison, Chicago, uses the invitation idea through its window to "step inside and have a free demonstration." (Right)



# On the way to an even bigger



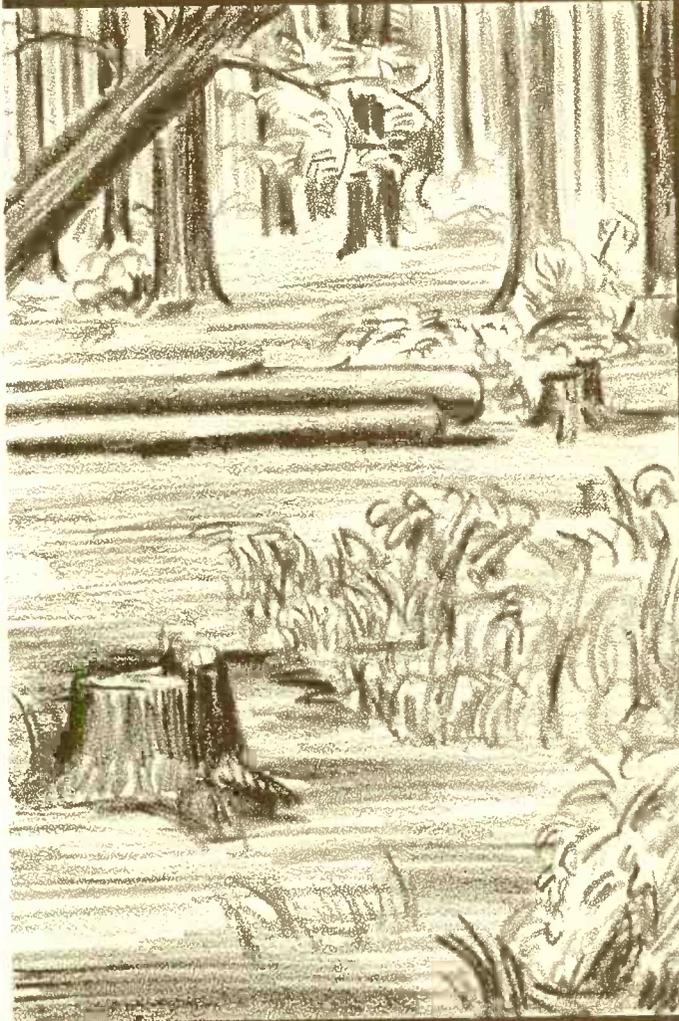
*Cabinet with the popular long air column horn. The rich purity of tone is rivalled by the splendor of the design, and the quality of material and workmanship. One of many models.*

*THE* blows of the axe ring, the forest giants crash, and splendid timber is on its way to help make an even bigger radio year.

The quality of Radio Master Cabinets begins in the forest. Choicest of fine wood trees are cut from our own lands, hauled to our own sawmills to be made into lumber, and plywood. Master crafts-

## RADIO MASTER CORPORATION,

# Radio Year



*The entire table set is placed within the doors of this cabinet. Any set fits—installation in a few minutes. Battery space below, speaker above. Pull out radio frame, disappearing arm rest, beautiful design and finish, splendid workmanship. A variety of models at excellent profit, makes this type very desirable to sell.*

men—artists in wood—then build these materials into the beautiful cabinets, which created so marked a sensation at the trade show.

It is a cabinet year.—It is a year for the long air column speakers made popular by recent developments of the phonograph. Radio Master offers you these things in a

quality that cannot be surpassed—at a profit that makes sales worth going after.

More than that, Radio Master Cabinets enable you to present the set which has your confidence, as a complete, wholly excellent cabinet job.

Let us send you a booklet illustrating our splendid new line.

**BAY CITY, MICHIGAN, ONE OF THE WARD INDUSTRIES**

*New sensational units by Balkite—the leader.* Including the new Balkite “A” and Balkite “AB” both without batteries. The lowest prices in Balkite history. A reputation for quality built by 2,000,000 units in actual use. A record of long life and freedom from trouble unequalled in radio. A huge advertising campaign. *Balkite is the 3rd largest advertiser.* And a line so complete it serves every requirement. You don’t need to gamble with your own or your customers’ money. You don’t need to experiment with untried lines. Balkite is enough. Get behind the line now and share the profit.

**FANSTEEL PRODUCTS COMPANY, Inc.**

*North Chicago, Illinois*

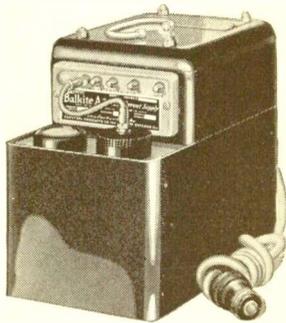
**Balkite**  
*Radio Power Units*



**Balkite "AB"** Contains no battery. A complete unit, replacing both "A" and "B" batteries and supplying "A" and "B" current directly from the light socket. Contains no battery in any form. Operates only while the set is in use. Turns off and on at the light switch. Two models: "AB" 6-135,\* 135 volts "B" current, \$59.50; "AB" 6-180, 180 volts "B" current, \$67.50.



**Balkite "B"** Has the longest life in radio. The accepted tried and proved light socket "B" power supply. Has probably the longest life of any device in radio. The new "B"-135 and "B"-180 include new improvements making their condenser capacity far greater than usually found in any commercial "B" power supply. Three models: "B"-W, 67-90 volts, \$22.50; "B"-135,\* 135 volts, \$32.50; "B"-180, 180 volts, \$39.50. Balkite now costs no more than the ordinary "B" eliminator.



**Balkite "A"** Contains no battery. The same as Balkite "AB" above, but for the "A" circuit only. Will serve wherever 6-volt "A" batteries are now in use. Not a battery and charger but a perfected light socket "A" power supply. One of the most remarkable developments in the entire radio field. Price \$32.50.



**Balkite Chargers** Standard for "A" batteries. The standard charger for radio "A" batteries. Noiseless. Can be used during reception. Prices drastically reduced. Model "J,"\* rates 2.5 and .5 amperes, for both rapid and trickle charging, \$17.50. Model "N"\* Trickle Charger, rate .5 and .8 amperes, \$9.50. Model "K" Trickle Charger, the most popular of all chargers, \$7.50.

\*Special models for 25-40 cycles.

Prices are slightly higher West of the Rockies and in Canada.

**FANSTEEL PRODUCTS COMPANY, Inc.**  
*North Chicago, Illinois*

**Balkite**  
*Radio Power Units*

# 3 Successful Ways of Winning Publicity



## Music for the Picnic

The James Edgar Company, Brockton, Mass., is attracting widespread attention by means of this truck. It is fitted with a receiver, speakers and a platform for speechmakers and has been dispensing music and oratory at local picnics and outings.

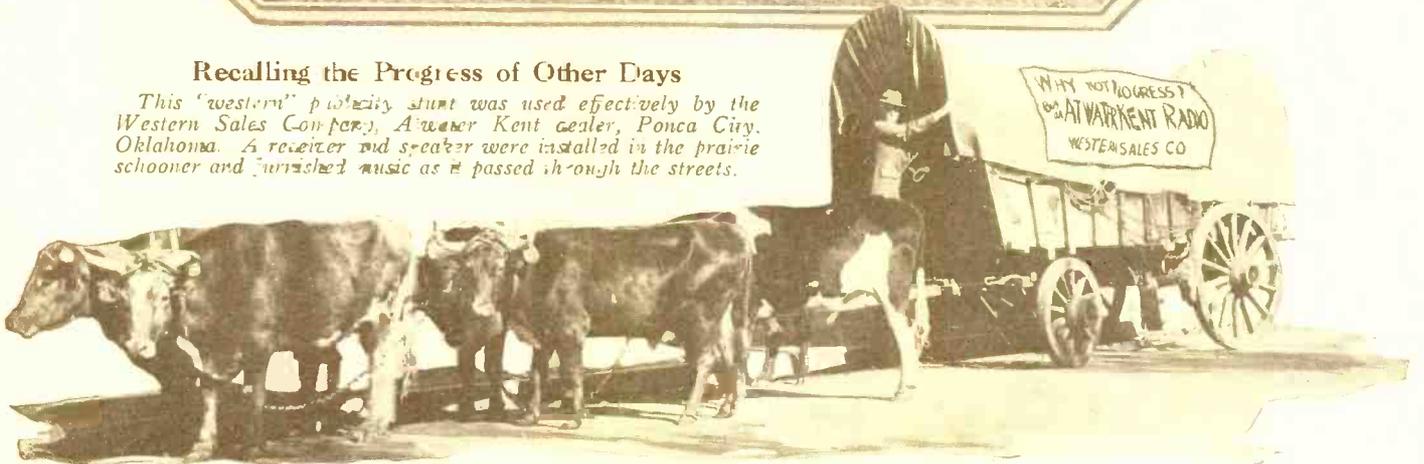


## A Unique Setting

Something new in display rooms is this German Gothic Room of the Smerda Music House in one of the busiest sections of Cleveland, that caters to the Czech trade. It handles quality merchandise and finds it pays to provide a setting in keeping with it.

## Recalling the Progress of Other Days

This "western" publicity stunt was used effectively by the Western Sales Company, A. Walter Kent dealer, Ponca City, Oklahoma. A receiver and speaker were installed in the prairie schooner and furnished music as it passed through the streets.





# Window Displays Will Help Put It Across

**T**HE annual Radio Industries Banquet at New York City is the opening shot in the Fall campaign of radio sales.

This year the banquet will be held on Wednesday, September 21, which has been designated "National Radio Day." This is the Wednesday of Radio Show Week in New York City when the Radio World's Fair takes place at Madison Square Garden, September 19 to 24.

The Radio Industries Banquet Committee, composed of leaders in every branch of the trade urges radio dealers everywhere to capitalize NATIONAL RADIO DAY to the fullest extent.

## "Radio Day" Points Way to Sales

For National Radio Day, 1927, will usher in the return of good radio reception. That day and week the dealer will want to remind his public, through window displays and newspaper ads, that once more the ether waves have been cleared of interference, by the work of the Radio Commission, and once more splendid programs are offered by the broadcasters. Radio Day will thus lead the way to radio sales.

The program broadcast from the banquet each year

*Radio Retailing, August, 1927*

has invariably been one of the highest points of interest each season. It has become one of the outstanding broadcasts of the year and the program has always been such as to arouse keen public interest.

This year, the banquet committee promises, the program will be unsurpassed from the standpoint of public interest.

## Feature "Radio Day" in Your Windows

Radio retailers everywhere are urged to bring "National Radio Day," September 21, to the attention of their customers in every way possible, featuring the program to be broadcast that evening from the Fourth Annual Radio Industries Banquet.

To stimulate the preparation of window displays along those lines, *Radio Retailing* offers \$100 in prizes for the best windows featuring "National Radio Day." Plan now to prepare a NATIONAL RADIO DAY window, photograph it and mail it to the Window Display Editor, *Radio Retailing*, 10th Avenue and 36th Street, New York City.

Any radio dealer is eligible. Prizes are as follows: 1st, \$50; 2nd, \$25, and five prizes of \$5 each. All entries must be in *Radio Retailing* office by October 1.

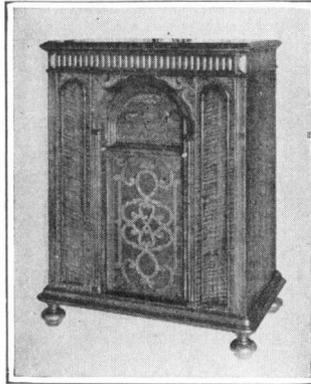


# What's New in Radio and

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

## Radio Furniture

The Radio Master Corporation, Bay City, Mich., makes the illustrated model 85 console cabinet which will accommodate a radio set having a panel not larger than 9½ in. x 30 in. Overall dimensions are 50 in. high 37 in. wide and 23 in. deep. It contains an 86 in. air column horn and unit. Walnut construction with maple doors is used. The intended retail price is \$250. Other models made are: 39 which is a console speaker table designed so that the set may be placed on top. This model contains an 86 in. horn and unit also. It may be had in either walnut or mahogany and the intended retail price is \$50. Model 49 which is a console speaker table with an 86 in. air column horn and unit. This comes in walnut only and the intended retail price is \$110.—*Radio Retailing*, August, 1927.



## Seven Tube Electric Receiver

The Kellogg Switchboard & Supply Company, 1066 West Adams Street, Chicago, Ill., has placed on the market an a. c. receiver for 110-volt, 60-cycle operation, equipped with six Kellogg a. c. tubes and one Kellogg a. c. power tube. It has four stages of radio frequency, a detector and two stages of audio. Complete shielding is used and there are three controls, a wave zone setting, a selector dial and a volume control. This new receiver comes completely equipped with tubes and a built-in ABC power supply. The intended retail price of Model 510 complete and ready to tune in is \$495. The reproducer unit uses a 60-in. air column and is made by the same company.—*Radio Retailing*, August, 1927.

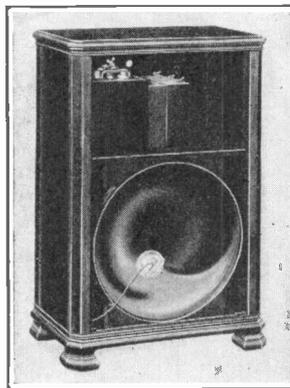
\* \* \*



\* \* \*

## Radio Console Cabinets

The Musical Products Distributing Co., 22 West 19th St., New York City, has a new line of cabinets. The model 18 shown is equipped with a Farrand cone speaker, and comes in walnut and maple. The over-all dimensions are 15½ in. x 28 in. x 19½ in. It will accommodate practically all standard makes of radio receivers with panel dimensions of 10½ in. high by 24½ in. wide. The intended retail price is \$95. Other models are 5-S, finished in walnut and equipped with a Farrand cone speaker, with an intended retail price of \$125; 15-D, walnut finish, equipped with a double drawer section, and has an intended retail price of \$115; and 30 which is walnut and satinwood, with an intended retail price of \$250.—*Radio Retailing*, August, 1927.



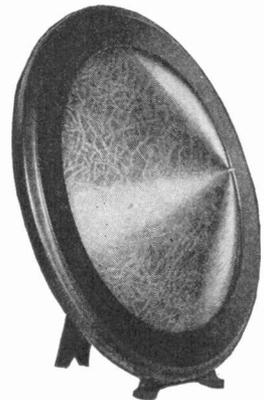
## Console Type Reproducers

The illustrated model A reproducer is being made by the Standard Piano Bench Manufacturing Company, 1221 West Lake Street, Chicago, Ill. It is equipped with the "Aston-Cathedral" horn. The cabinet dimensions are, width 23 in., depth 15½ in., height 30 in. The wood used is selected genuine walnut plywood, finished in a rich shade of chestnut brown. 20 feet of cord is furnished with this model. The intended retail price is \$59.50. Model B, which has a height of 37½ in. and a width of 25½ in. and a depth of 14½ in., while the interior measures 12 in. deep and 20½ in. wide with the battery compartment of 12 in. high is also equipped with the same type of horn and has an intended retail price of \$79.50.—*Radio Retailing*, August, 1927.

## Cone Reproducers

Cannon & Miller Company, Inc., Springwater, N. Y., has just placed on the market two new models of reproducers. The first, No. 5, is a 16-in. cone formed at an angle of 30 degrees. Alligator leatherette is used for the cone material. This is surrounded by a mahogany frame with an open back. A 15-ft. connecting cord is included in the list price of \$12.50.

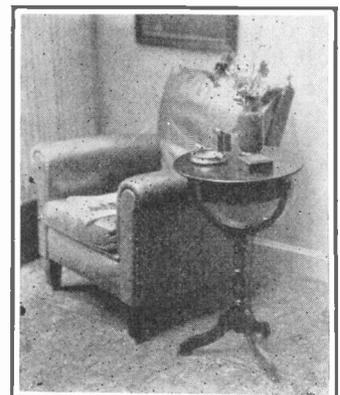
A 36-in. giant cone kit is also being put out by this company. Each kit contains one regular "Cannon-Ball" cone speaker unit; 1 sheet of ready cut heavy brown paper for 36-in. cone, braid around edge, ready to cement; 1 tube of cement; 1, 15-ft. connecting cord; 1 gold wall cord, and an ornamental cut-out design which can be pasted on the cone if desired and complete simple instructions. Intended retail price is \$9.—*Radio Retailing*, August, 1927.



\* \* \*

## Cone Speaker and Table Combination

The Teletone Corporation of America, Third St. & Van Alst Ave., Long Island City, N. Y., make a cone speaker known as Model 70 which can also be used as a small table having a top 18 inches in diameter. It comes in highly finished two tone mahogany. The cone is so mounted as to use the entire wooden casing and the table top as a sounding board. The net weight is 9½ lbs. and the intended retail price is \$40.—*Radio Retailing*, August, 1927.



# Where to Buy It

For More Information on  
News Parts See Page 115

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



## Radio Cabinets

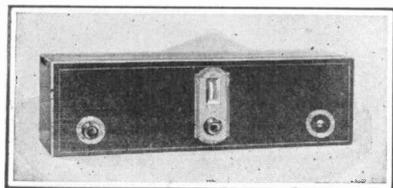
Illustrated is radio cabinet No. 803 made by the Superior Cabinet Company, Muskegon, Mich. The radio receiver fits on a sliding table which may easily be removed or pulled forward for installing or adjusting. Top and ends are of walnut and the front is of selected butt walnut. Legs and stretchers are of gumwood finished to match the walnut. The entire cabinet is finished in lacquer, hand rubbed to a smooth, semi-dull finish. Over all dimensions are 53 in. high, 27½ in. wide and 18 in. deep. It can be had with or without a built-in cone speaker or horn. The intended retail price complete with horn is \$34. Other models made are No. 801, 805 and 807, all finished in walnut and complete with horn. The intended retail prices are \$90, \$80 and \$66 respectively. If desired without horn deduct \$4. If desired with a cone add \$8.—*Radio Retailing*, August, 1927.



\* \* \*

## Six-Tube, One Dial, Electric Receiver

The Radio Corporation of America, 233 Broadway, New York City, has developed a new six-tube receiver completely AC-operated and having only one tuning control. This receiver has three stages of tuned radio frequency amplification, a detector, and two stages of audio frequency amplification. The new AC Radiatrons UX 226 are used in the radio frequency stages and the first audio stage. The new AC Radiotron UY 227 is used as a detector, and a UX 171 power amplifier Radiotron in the last audio stage. The set has only two controls, one for tuning and the other to regulate volume. A switch turns the current on and off. Inside the receiver is a switch to make adjustments for any variation in voltages from 105 to 125 volts. B and C voltages are obtained from a built-in power unit employing the Radiotron UX 280 full wave rectifier. The entire set is self contained in a mahogany finished cabinet 27½ in. long, 7½ in. deep, and 9 in. high. The weight is 36½ lb. This is known as Radiola 17, and lists for \$157.50, complete with tubes.—*Radio Retailing*, August, 1927.



*Radio Retailing*, August, 1927



## Air Column Drum Speaker

Newcombe-Hawley, Inc., St. Charles, Ill., make the illustrated drum speaker. This is equipped with a 65 in. air column tone chamber and a Baldwin unit. It is finished in an attractive dark brown. The shipping weight is 20 pounds, the intended retail price \$32. The same principle of reproduction is incorporated in larger console models: No. 53 which has an intended retail price of \$65 has an 86 in. tone chamber; No. 55 has also an 86 in. tone chamber and an intended retail price of \$75.—*Radio Retailing*, August, 1927.

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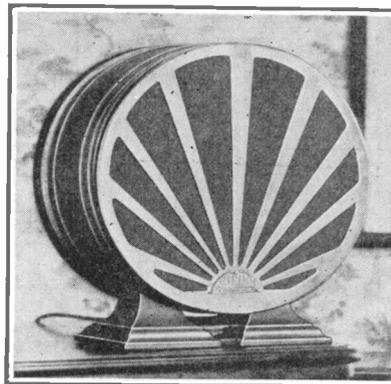


## Cone Speakers

The illustrated No. 16 Drum Speaker is the latest product of the Utah Radio Products Company, 1615 South Michigan Avenue, Chicago, Ill. This has dimensions of 16½ in. high, 14 in. wide and 4½ in. deep. The intended retail price is \$16. Other new speakers made by this company are No. 100 cabinet speaker which is equipped with an 8 ft. air column and Utah De Luxe Unit. Over all dimensions are 36 in. x 27½ in. x 17 in. The intended retail price is \$70. The No. 101 Philco special is 2½ in. larger than the No. 100 and equipped to take the standard Philco unit. The intended retail price is \$75. The Superflex speaker has a smooth walnut finish and is equipped with the De Luxe unit. The intended retail price is \$10. The 3 in. Junior cone is 15½ in. high and has a retail price of \$10.—*Radio Retailing*, August, 1927.

## Air Column Speaker

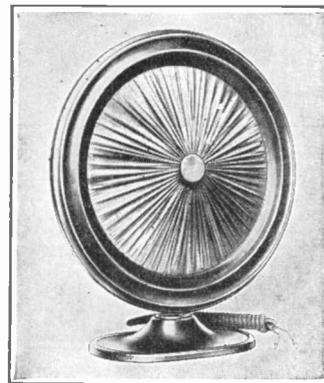
The Operadio Manufacturing Company, 700 East 40th Street, Chicago, Ill., has just placed on the market the illustrated reproducer which is made in three types. This is called a "Bloc Type" Speaker, and, according to the manufacturer the tone chamber is fashioned in a solid block of "Stonite." In the Junior model this tone chamber is 24 in. long and in the Senior Model it is 54 in. long. The intended retail price for the former is \$15, and for the latter it is \$25. A De Luxe model is also made at \$80, with an 84-in. air column. The bloc is formed by molding the Stonite.—*Radio Retailing*, August, 1927.



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## Cone Reproducer

The illustrated reproducer is made by the Boudette Mfg. Co., Chelsea, Mass., and is known as the "Sonochorde, Jr." speaker. This new model, together with the Senior model which is for table use and is also available in wall and floor-standard designs complete the new line for this year. Each model incorporates a Sonochorde actuating unit, has a rich wine colored front of silk, protected back, mahogany finish frame and other features. The intended retail price of the junior model is \$15.—*Radio Retailing*, August, 1927.



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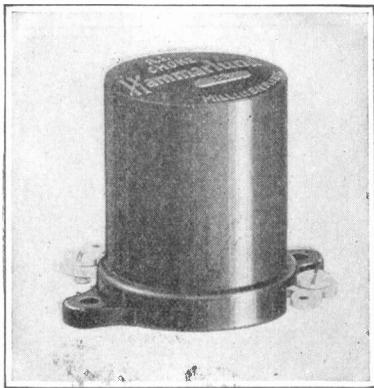
## Speaker Inside of Globe

The "Symphonic Globe" radio speaker is being manufactured by the Symphonic Sales Corporation, 370 Seventh Avenue, New York City. The globe contains a unit for which the dome acts as a resonator. The globe itself is an accurate, up to the minute map of the world. Intended retail price is \$35.—*Radio Retailing*, August, 1927.

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

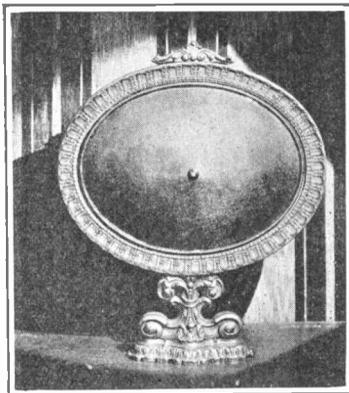
## Radio-Frequency Choke Coil

The Hammarlund Mfg. Co., Inc., 424 West 33rd Street, N. Y., is making a new radio-frequency choke coil. The coil is made in two values of inductance for the broadcast band. No. 85 has an inductance of 85 millihenrys, a capacity of 3 mmfds. and a resistance of 215 ohms. The intended retail price is \$2. Coil No. 250 has an inductance of 250 millihenrys, a capacity of 2 mmfds. and a resistance of 420 ohms. The intended retail price of this coil is \$2.25. The case for either coil is 1½ in. in diameter by 1½ in. high. Soldering lugs and binding post connections are provided at the bottom of the case as well as screw holes for mounting the coil on a panel. —*Radio Retailing*, August, 1927.



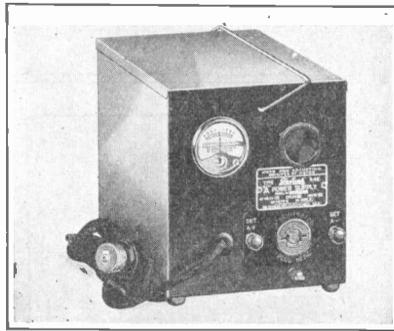
## Cone Reproducer

Splitdorf Radio Corporation, 392 High Street, Newark, N. J. announces a new speaker. This speaker, illustrated, stands 25 in. high and is 22 in. wide. It is of the elliptical cone type and is equipped with a new tension unit which is adjusted at the factory and according to the manufacturer makes every unit produced work at full efficiency. Intended retail price, \$35.—*Radio Retailing*, August, 1927.



## Output Filter

To improve the tone quality of receivers using power tubes, the Electrical Research Laboratories, 2500 Cottage Grove, Chicago, Ill., has recently developed the Erla Out-put Filter, as an accessory ready to be connected to the loud speaker. This device is said to prevent high B current from passing through the speaker coils. The filter is 2½ in. x 3½ in. x 4½ in. Intended retail price, \$6.—*Radio Retailing*, August, 1927.



## A-Power Units

The Sterling Mfg. Co., 2831 Prospect Avenue, Cleveland, O., placed on the market both a 4 and 6 volt A-power unit. The A-unit will supply continuous voltage for sets using as many as 8½ amp. tubes. The rating of the Raytheon "A" rectifier used is 2 amp. At this rating the unit will give 750 hours of service at least. Over-all dimensions are 8 in. high, 7 in. wide and 11 in. long. The net weight is 33 lbs. The unit is finished in a dark green frostine with nickel trimmings and has a handle on it making it portable. It is intended for use on 110 volt .60 cycle current. The d.c. voltage output is 6 and 2 amp. The intended retail price without rectifier is \$42.50, Raytheon rectifier unit \$4.50. The 4 volt unit delivers ample current for sets using as many as 10 199 type tubes. It is 7 in. high, 4 in. wide and 10½ in. long and weighs 14 lbs. net. The intended retail price without the Tungar bulb, \$4.—*Radio Retailing*, August, 1927.

## B-Power Unit

The Atwater Kent Mfg. Company, Philadelphia, Pa. has just placed on the market a B-power unit which delivers up to 135 volts and 40 milliamp., using an Atwater Kent rectifying tube. Provision is made for connecting an A-battery and charger to this B-power unit, in which case the relay, which is in the B-power supply, makes both units entirely automatic and under the control of the filament switch located on the receiving set. The relay then automatically starts and stops the charger. For this arrangement, however, a trickle type charger should be used. This B-unit is designed for use on 110 volt 60 cycle current and comes completely equipped for \$50.

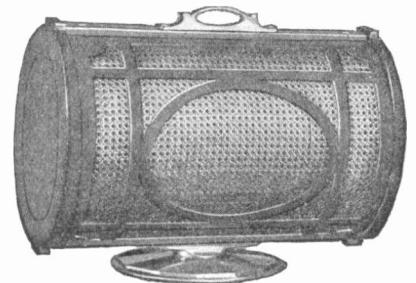
With this unit is also announced a model E cone type speaker. The base, casing and grill are of metal finished in two tone bronze crystalline with gold plated name plates. The overall dimensions are 18½ in. high, diameter casing 15½ in., and depth overall 6 in. The intended retail price complete with 9 ft. of flexible cord is \$30.—*Radio Retailing*, August, 1927.

## Six-Tube A.C. Receiver

The "Senior Electric Six," a six-tube receiver equipped with McCullough AC tubes, is being made by the Langbein-Kaufman Radio Company, 62 Franklin Street, New Haven, Conn. This table type receiver with unified control tubing, operates from 110-volt, 60 cycle current, is totally shielded with copper, uses a Raytheon 85 mil-amp. tube for B and C-power supply and is equipped with Donie Truphonic audio amplification. The sloping front cabinet is of brown antique finish natural grain mahogany. The intended retail price without tubes is \$195. For the chassis only, \$176. The Raytheon tube is \$6 extra and the McCullough tubes are \$5 extra each, six of which are required.—*Radio Retailing*, August, 1927.

## Double-Diaphragm Reproducer

The Eckhardt Corporation, 213 So. Broad Street, Philadelphia, Pa., is making what is known as the "Eckophononic Resonator." This may be attached to any radio receiving set, the entire mechanism occupying no more table space than a telephone. It is cylindrical in form and encased in a housing the front of which is covered. All mechanism is concealed by very fine mesh rattan cane. According to the manufacturer one-half of the double acting horizontal diaphragm receives the base notes and the other half the treble. The unit is said to stand up to 450-volt pressure without trouble. — *Radio Retailing*, August, 1927.

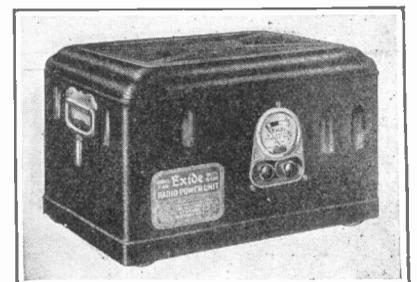


## Dry Disk Battery Charger

The Eagle Charger Corporation, 121 N. Eighth St., Philadelphia, Pa., has placed on the market what is known as the "Dri-Disk" battery charger. According to the manufacturer, this is absolutely dry, and contains no tubes or acids. It has a ½ amp. trickle charge rate and 1½ amp. high charge rate. It is perfectly quiet during operation and no heat is evolved. It can be left on the battery continuously or used intermittently, as desired. It is fully guaranteed and has over-all dimensions of 7½ in. by 4½ in. by 4½ in.—*Radio Retailing*, August, 1927.

## A and B Power Supply Unit

A new A and B power supply unit has been developed by the Electric Storage Battery Company, Allegheny Ave. and 19th St., Philadelphia, Pa. This latest development includes an automatic charging arrangement at high and low rates for the storage A battery and a system of electrolytic rectification for the B power supply. Full automatic control of both the A and B power is at the set switch. Two rheostats provide separate regulation of the detector and amplifier voltages which are variable respectively from 20 to 45 and from 60 to 100 volts. This is in addition to the power tube voltages which are 135 and 180 volts. This is known as Model 7 AB.—*Radio Retailing*, August, 1927.



# Latest Products Gathered by the Editors

## Star-shaped Antenna

The Star Antenna Sales, Elkhart, Indiana, is manufacturing the illustrated star-shaped, non-directional antenna. It is made of cast aluminum, ten inches across the tips and  $\frac{3}{4}$  in. thick. It is mounted on a ten foot electric conduit pipe from which the star is insulated by a three-inch bar of "Fibroc." A binding post is mounted in the center of the star for the lead-in wire. The Star Antenna, complete with mounting, is priced at \$5.—*Radio Retailing*, August, 1927.

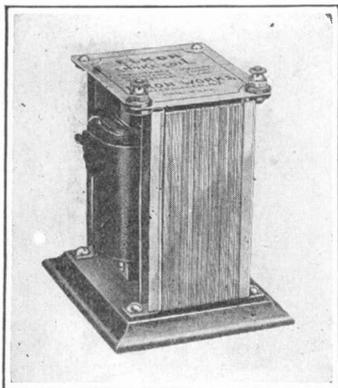


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## Super Dry B-Battery

The Burgess Battery Company, Harris Trust Bldg., Chicago, Ill., has developed a new B-battery, known as No. 21308, which is made in a 45-volt size, having 30 cells. These cells are much larger than have been used in previous batteries and are thoroughly insulated and sealed into a fixed position. It is said by the manufacturer that this battery will give 25 per cent more service than a 7-lb. class battery. This battery weighs 16 lbs. Its overall dimensions are width,  $8\frac{1}{2}$  in., depth  $4\frac{1}{2}$  in. and height  $7\frac{3}{8}$  in. It is equipped with brass post and insulated-nut terminals. Intended retail price, \$5.—*Radio Retailing*, August, 1927.

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## Choke Coil for A-Supply Circuit

The Elkon choke coil is designed to be used in conjunction with the Elkon 3 amp. charger, to supply the set owner with a dependable source of A filament supply when connected with any ordinary A battery. The choke is made by the Elkon Works, located at Weehawken, N. J. This combination is intended for use during reception only, and has ample capacity for supplying undiminished filament power up to the full capacity of the charger, no matter how many hours per day the set may be used. The intended retail price of the choke coil is \$6.—*Radio Retailing*, August, 1927.

*Radio Retailing*, August, 1927



## Receiving Tube

The Sunlight Lamp Company, Newton Falls, O., has recently placed a new receiving tube of the 201A type on the market. The filament of this tube is anchored securely and very rigid construction is evident throughout. The intended retail price is \$1.75.—*Radio Retailing*, August, 1927.

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## Metal Grid Leak and Resistance

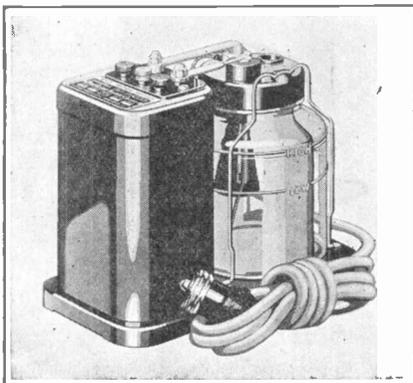
Among the various items which the Polymet Manufacturing Corporation, 599 Broadway, New York, have added to their line is a new type of grid leak and resistor known as "Poly pure metal power grid." These new grid leaks and resistors differ from any others on the market in that they are metallized but pure metal, according to the manufacturer who goes on to say that this type construction permits a very high current carrying capacity and dissipates two and one-half watts to the square inch. These grids are made in various values ranging from 5,000 to 100,000 ohms, and  $\frac{1}{2}$  to 10 megohms.—*Radio Retailing*, August, 1927.



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## Trickle Charger

The Fansteel Products Co. Inc., North Chicago, Ill. has placed on the market Model "N" Trickle Charger, illustrated, which has two charging rates; one of .5 amp. and the other of .8 amp. It has a water capacity of 16 oz. which is approximately 4 times that of Model "K" and requires the addition of water about once a month. It is designed to operate on 110-volt, 60-cycle current, although a special model is made for 25 to 40-cycle operation. Overall dimensions are  $4\frac{1}{2}$  in. x  $7\frac{1}{2}$  in. x 6 $\frac{1}{2}$  in. Intended retail price is \$9.50. This charger is also made in a smaller model, having just the .5 amp. charging rate and is made for 110-volt, 60-cycle operation. Intended retail price, \$7.50.—*Radio Retailing*, August, 1927.



## Half Wave Rectifier and Power Amplifying Tube

The DeForest Radio Company, Jersey City, N. J., announces a new half wave rectifier, known as Type D-416B. Its characteristics are as follows: filament voltage 7.5; filament current 1.25 amp.; transformer voltage-a.c. 550 maximum; maximum plate current 65 milliamp.; voltage drop, 35 volts at 35 milliamp. The intended retail price is \$7.50.

Also announced at this time is the 500 volt power amplifier, known as Type D-410. The characteristics of this tube are filament voltage 7.5; filament current 1.25 amp.; plate voltage 350 to 500; grid bias 30 to 51 volts; plate current 25 to 35 milliamp.; amplification factor 6 to 8. The intended retail price is \$9. These tubes supersede Types DR and DL-9 respectively. Both of these new tubes have a new oxide treated platinum filament.—*Radio Retailing*, August, 1927.

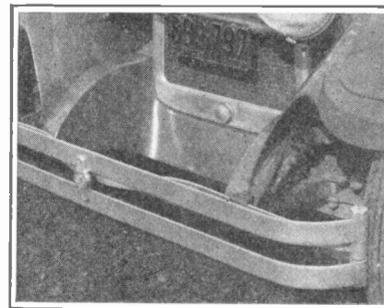
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## A-Socket Power Unit

The illustrated Model A-7-A power unit, known as "Bone-Dri," made by the Webster Company, 3504 West Lake Street, Chicago, Ill. This supplies six volts at  $1\frac{1}{2}$  amp. and uses 2 Raytheon cartridges for full wave rectification. There is also a receptacle in the unit where the B-unit may be connected, placing everything under the control of the filament switch on the receiver. The intended retail price complete is \$37.50.—*Radio Retailing*, August, 1927.

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## Bumper Antenna For Automobiles

The C. G. Spring and Bumper Company, 2642 East Grand Blvd., Detroit, Mich., is manufacturing the illustrated bumper to be used as an antenna for radio reception in an automobile. By means of Bakelite laminated strips the bumper antenna is insulated from the chassis of the car frame at the bracket. A special clamp is used in clamping the bumper to insure good and permanent electrical connection. These bumpers range in price from \$6.90 to \$18, depending upon the style of car it is to be used with and the quality of the bumper. The attachment fittings are extra and also vary from \$2 to \$6.80 per set.—*Radio Retailing*, August, 1927.

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



## Dry Trickle Charger

The Vesta Battery Corporation, 2110 Indiana Ave., Chicago, Ill., is marketing a dry trickle charger under the Vertrex patents. According to the manufacturer these units have a life of approximately 25,000 hours while the temperature increase is not over five to ten degrees centigrade during operation. The low charging rate is  $\frac{1}{2}$  amp. and the high  $1\frac{1}{2}$  amp. Full wave rectification is used. Intended retail price with automatic relay is \$17.50, without automatic relay \$15.—*Radio Retailing*, August, 1927.

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## B-Socket Power Unit

The "Stewart B," a new socket power unit, illustrated, is being manufactured by the Stewart Battery Company, 119 North Peoria Street, Chicago, Ill., for all types of radio sets. It uses either a B or a BH Raytheon tube. It has primary voltage control with three amplifier taps at 67 $\frac{1}{2}$ , 90, and power voltage. All binding posts and controls are enclosed. It is made in two models: U-80, 50-60 cycles, price without tube, \$29; U-83, 25-40 cycles, price without tube, \$35.—*Radio Retailing*, August, 1927.



## Dry Battery Trickle Charger

The Kodel Radio Corporation, Cincinnati, O., has developed a new type of trickle charger which is used in connection with dry cell B batteries. The current is fed to the cells as it is used up and the action of the dry cell B battery is that of a filter across the line. This prolongs the life of the B batteries very greatly as it is a well known fact that if the voltage can be kept up they will last much longer than otherwise. Wet or storage B batteries may also be charged with this charger. Over-all dimensions are 3 in. x 6 in. x 5 in. Will charge up to 180 volts.—*Radio Retailing*, August, 1927.

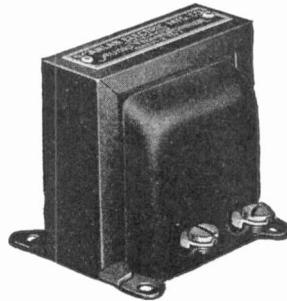
## B-Socket Power Unit

A B-socket power unit designed to use 213 type of full wave rectifying tubes is being made by the Sterling Mfg. Company, 2831 Prospect Ave., Cleveland, O. Two models are made, RT-40 and RT-41. These are adapted for use with all sets that will operate satisfactorily on 45 or 90 to 135 volts of B current. The first model provides three terminals; minus B, B detector and B plus. The second model has four terminals, the additional B amplifier being for intermediate amplifier voltages. Both models have variable detector and amplifier voltages controlled independently. The detector voltages are adjustable from 0 to 50 volts. The amplifier voltages are adjustable from 67 $\frac{1}{2}$  to 135 volts. Both instruments are designed to be used on 110 volt 60 cycle current and over-all dimensions are 7 $\frac{1}{2}$  in. x 4 $\frac{1}{2}$  in. x 5 $\frac{1}{2}$  in. The intended retail price of Model RT-40 is \$20; RT-41, \$22. The tube is \$6 extra.—*Radio Retailing*, August, 1927.



## Audio Frequency Transformer

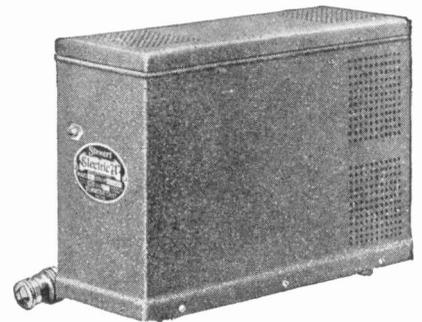
The illustrated audio frequency transformer is being made by the Scanlan Electric Manufacturing Company, 1113 North Franklin Street, Chicago, Ill. This transformer is fully mounted and shielded and contains a high grade silicon steel core. The primary of the coil has a high inductance together with a low resistance, and consequently has a small B battery voltage drop, according to the manufacturer. The secondary has a very low distributed capacity, thereby aiding in a uniform voltage amplification throughout the entire musical frequency range. These transformers are supplied in ratios of 1 to 1, 2 to 1, 3 to 1 and 4 to 1; also in the speaker coupling type. The intended retail price of these individual units is \$2.50.—*Radio Retailing*, August, 1927.



## A-Socket Power Unit with Charger

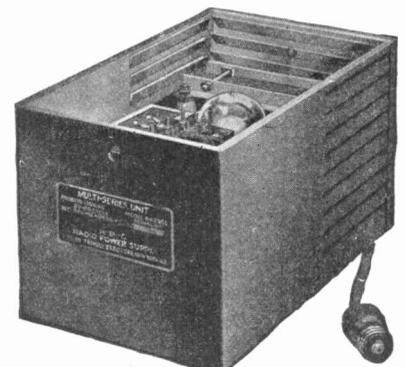
The illustrated Stewart Super "A" power unit, manufactured by the Stewart Battery Company, 119-127 North Peoria Street, Chicago, Ill., is a

combination of a 2 $\frac{1}{2}$  amp. automatic charger of the dry solid rectifier type and a heavy duty Stewart A battery. The charger is designed to restore only the amount of current used. The unit is said to be noiseless, odorless and foolproof. The battery is shipped charged but dry and water must be added. The unit is encased in metal and is 12 in. long, 6 $\frac{1}{2}$  in. wide and 9 $\frac{1}{2}$  in. high. It is made in four models: 60—6 volt, 50-60 cycles, with an intended retail price of \$34.50; 65—6 volt, 25-40 cycles, \$38; 40—4 volt, 50-60 cycles, \$33; and 45—4 volt, 25-40 cycles, \$36.—*Radio Retailing*, August, 1927.



## A-B-C Supply Unit

The Trivolt Electric Corporation, 684 Eleventh Avenue, New York, has placed on the market their model 350C A-B-C supply for use with  $\frac{1}{2}$  amp. and power tubes. This is designed for use on 110 volt, 60 cycle current. The output is 350 milliamp. at 200 volts. It also has A.C. taps for any five volt power tube, and uses any 350 to 400 mil. gas bulb rectifier. Plate voltage taps provide 45, 70, 140 and 180 volts. Also a C bias of 40 volts. Over-all dimensions are 7 in. x 7 $\frac{1}{2}$  in. x 12 in. Current consumption is 125 watts. For furnishing a supply the tubes of the set must be wired in series. The intended retail price without tube, \$90. In our July issue, page 97, a cut of this model was used in error for model 90C.—*Radio Retailing*, August, 1927.



## D.C. Operated Speaker

The Radio Corporation of America, 233 Broadway, New York City, has developed a speaker operating on 110 d.c., which will furnish the necessary A-B-C current for Radiolas 25 and 28. It is known as D.C. Model 104, and in appearance is similar to A.C. Model 104. The same cone is used in both, but in the d.c. model, a d.c. power amplifier has been substituted for the a.c. rectifier, power-amplifier unit. It also has four UX 171 Radiotrons connected in multiple push-pull circuit to give the same output as the UX 210 used in the a.c. model. An adjustable resistance allows the D.C. 104 speaker to be operated on from 105 to 125 volts. Intended retail price with Radiotrons, \$310.—*Radio Retailing*, August, 1927.

# Latest Products Gathered by the Editors

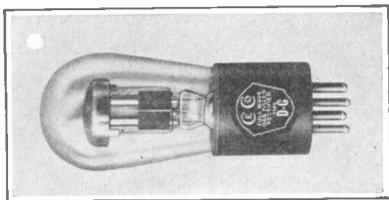
## B-Power Unit

The illustrated B-power unit is being made by the Yale Electric Corporation, Pearl and Tillary Streets, Brooklyn, N. Y. A Raytheon BH tube is used for rectification, and the case is made of moulded hard rubber, paneled and ribbed and finished in a mottled mahogany effect. This power unit is offered in two models the first being Model BP-135 which is recommended for any set with four, five or six tubes where from 90 to 150 volts are required. This model will give 135 volts at 20 milliamp. Model BP-180 is for use with sets having six or more tubes, using 135 to 200 volts. This unit will develop 180 volts at a 50 milliamp. output. Over-all dimensions of either unit are 5 1/2 in. x 10 1/2 in. x 8 3/8 in. Intended retail price for the first model is \$42, and for the second 47. This is without tubes.—*Radio Retailing*, August, 1927.



## Gaseous 85 M.A. Rectifier Tube

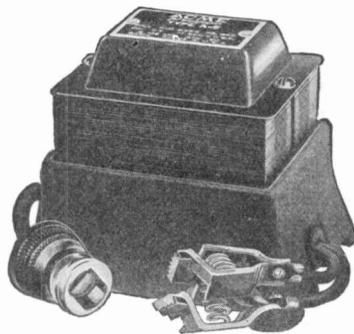
The C. E. Manufacturing Company, 702 Eddy Street, Providence, R. I., has announced a new gas-filled rectifier known as Type D-G, which has a rating of 85 milliamps at 300 volts. According to the manufacturer long life without decrease in output is assured if these values are not exceeded. These tubes may be used in any standard power unit using this type and the intended retail price is \$6.—*Radio Retailing*, August, 1927.



## A-C Kit

The Sovereign Electric & Mfg. Co., 123 N. Sangamon Street, Chicago, Ill., is placing on the market an A-C Kit which is designed for converting any set into an a.c. receiver. The kit contains a special heater transformer, a power rheostat; a power switch; 2 variable resistors, one for oscillation control and one for volume control, blue prints and directions. According to the manufacturer all tubes and kits are thoroughly tested before leaving the factory. For use with 110 volts, 60 cycles the intended retail price is \$8.75; for use with 25 cycles, the intended retail price is \$9.75. By means of this kit and Sovereign a.c. tubes and any standard B-supply unit, it is claimed that any receiver may be converted into an electric receiver.—*Radio Retailing*, August, 1927.

*Radio Retailing*, August, 1927



## Power Amplifier and Charger Units

Three new items have just been placed on the market by the Acme Apparatus Company, 37 Osborne Street, Cambridge, 39, Mass. The first is a power amplifier known as PA-1. This consists of a stage of resistance coupled amplification with an impedance leak, a socket, automatic C supply and transformer for lighting the power tube filament from the lamp socket. Either a 171 or 112 type of tube may be used. All that is necessary for operation is to connect the B supply and the speaker, place power tube in the socket, connect the output of the set to this unit and plug the unit into the light socket. The intended retail price is \$12.50.

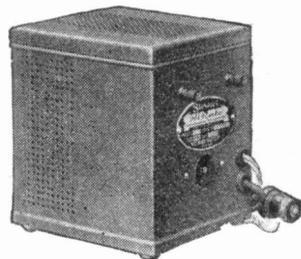
Two new chargers have also been brought out. The first, A6, is a half wave 2.5 amp. charger, utilizing the Raytheon cartridge rectifier. The second, A-7, is a full wave rectifier using two of the Raytheon cartridges and having a charging rate of 5 amps. The intended retail price of the former is \$12.50 and of the latter \$18.—*Radio Retailing*, August, 1927.

## An Indoor Antenna

"Copper-Crete" is the name of this indoor antenna that can be laid under a rug or hung on the wall. It is made by the Wayne Radio Manufacturing Company, Fort Wayne, Indiana. It is constructed of copper mesh, covered and protected, and all ends and leads are soldered. Its size is 2 x 6 ft. Intended retail price, \$6.50.—*Radio Retailing*, August, 1927.

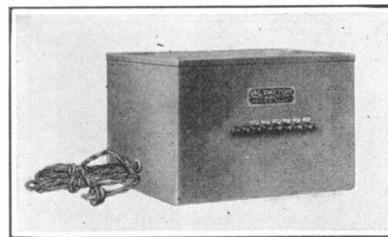
## High Rate Charger for A-Batteries

This high rate charger for A batteries, known as the Stewart Hi-Rate Charger, is manufactured by the Stewart Battery Company, 119-127 North Peoria Street, Chicago, Ill. It contains no tubes, no liquids or moving parts. It is fully automatic, starting when the set is shut off and stopping when the battery is fully charged. Its charging rate is 2 1/2 amp. It is made in two models: V-30—50-60 cycles, with a retail price of \$19; and V-35—25-40 cycles, \$22.50.—*Radio Retailing*, August, 1927.



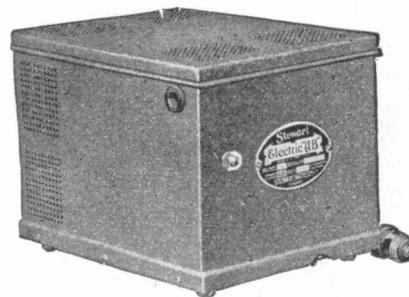
## A-B-C Power Pack

The A. C. Dayton Company, Dayton, O., is making an A-B-C power pack. Features included in its specifications are as follows: A current is 2 amp. at 6 volts direct current, B current is 85 milliamp. with voltages of 45, 90 and 135 to 180 direct current; C voltage can be varied for different types of tubes. The A supply uses a Raytheon cartridge and the B supply uses standard Raytheon tube. The unit is inclosed in a neatly finished case which measures 11 in. x 15 in. x 8 in. The intended retail price is \$90.—*Radio Retailing*, August, 1927.



## A-B Socket Power Unit

A combination of the Stewart Electric A and the Stewart B in one unit, called the Stewart Electric A-B, is being made by the Stewart Battery Company, 119-127 North Peoria Street, Chicago, Ill. It contains no acids, liquids, or moving parts, and is said to have no hum. It is made in four models: T-90—6 volt, 50-60 cycles, \$67.50; T-91—6 volt, 25-40 cycles, \$80; T-92—4 volt, 50-60 cycles, \$80.—*Radio Retailing*, August, 1927.



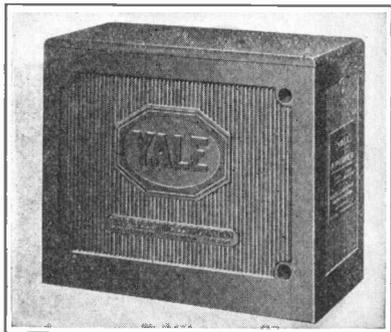
## A Supply Unit

A new A unit which converts any ordinary storage battery into an A power unit, drawing current direct from the 110 volt A. C. lighting circuit, is being marketed by The Crosley Radio Corporation, Cincinnati, O. In contrast to the average battery eliminator, the new unit is not a trickle charger or battery charger, but is a device which modifies the light-socket current in such a manner that it will operate the filaments of the radio tubes directly. No appreciable current is drawn from the battery at any time, it being used merely as a "floater" in the line, to stabilize the supply of current to the set. Current is drawn from the light socket only when the radio set is in operation. Because the battery is subjected to no load, any 6 volt storage battery may be used with the set, even if of quite small ampere-hour capacity. Intended retail price, \$45.—*Radio Retailing*, August, 1927.

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

## A-Power Unit

The Yale Electric Corporation, Pearl and Tillary Streets, Brooklyn, N. Y., is making the illustrated A-power unit, which consists of a 50-amp. storage battery and a .8-amp. hour charger. The charger is of the dry disc type and when the battery is fully charged, automatically shuts off. Everything is sealed in a hard rubber compartment, and the unit is attractively paneled and ribbed finished in a mottled mahogany effect. It measures 5½ in. wide, 10½ in. long and 8½ in. high, comes complete with cover and handle, and six foot extension cord with double socket plug. Intended retail price, \$39.—*Radio Retailing*, August, 1927.



## Matched Set of Calibrated Resistors

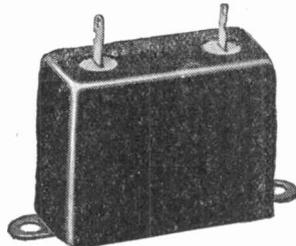
The De Jur Products Co., Inc., 199 Lafayette Street, New York City, is manufacturing this matched set of calibrated resistors designed to maintain their values independently of the current flow through them. The resistance element connections are soldered to the caps ensuring positive telephonic reception. The resistors are arranged to be used with resistance coupled units. The set of six consists of first stage, 1 meg., plate resistance 100,000 ohms; second stage, .5 meg., plate resistance 100,000 ohms; third stage, .25 meg., plate resistance 100,000 ohms. Intended retail price, set of six complete, \$1.50.—*Radio Retailing*, August, 1927.



## By-Pass Condensers

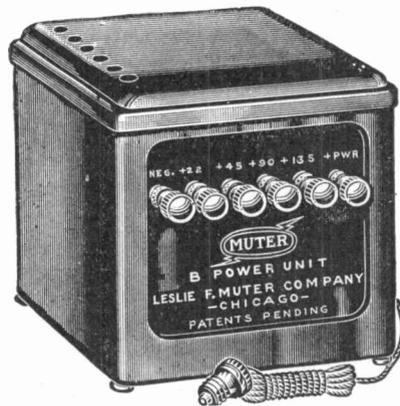
John E. Fast & Co., 3982 Barry Ave., Chicago, Ill., is making by-pass condensers enclosed in one piece pressed-steel cases as can be seen in the illustration. These are formed by steel dies from a single sheet of metal. Cases are covered with a coating of black enamel baked under temperature. All of the by-pass condensers made by this company are of the short path type which offers practically no resistance to the passage of radio frequency currents. The insulation resistance is maintained

so that never less than 500 megohms per mfd. These condensers are made in all sizes, capacities and combinations for the various popular circuits. All types of filter combinations are also made. The intended retail price of the 1 mfd. condenser illustrated is 80c.—*Radio Retailing*, August, 1927.



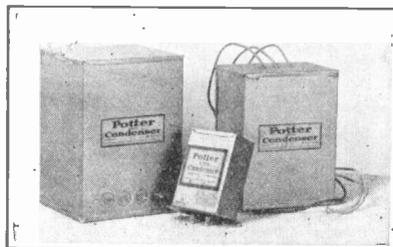
## B-Power Supply

Leslie S. Muter Company, 76th Street & Greenwood Avenue, Chicago, Ill., has brought out a B-power supply unit, which uses a 213 type rectifying tube, and is designed for operation on 110 volt, 60 cycle current. The unit will supply 40 millamp. at 150 volts. All voltages are fixed and those available are 22, 45, 90, 135 and the maximum. Overall dimensions 6½ in. wide, 7 in. high and 8½ in. long. Intended retail price without the tubes, \$24.50.—*Radio Retailing*, August, 1927.



## Filter Condensers

The Potter Mfg. Co., 2004 Sheridan Road, North Chicago, Ill., has placed on the market several new types of filter condensers which are illustrated. The small base mounted unit comes in capacities of from .1 to 8 mfd. and are designed to operate on 200 volts d.c. The intended retail prices range from \$.70 to \$6.75. A special block for A-B-C supply work using the new types of rectifying tubes is known as R171. This has capacities tapped to 2, 2, 8, 1, and ½ mfd. The intended retail price of this unit is \$12.75. This type of block is made up in various capacities for the various popular rectifying circuits. If it is desired to have this block made for especially high voltages the price is \$15.75.—*Radio Retailing*, August, 1927.



## Heavy Duty Wire-Wound Resistors

The illustrated resistors manufactured by the De Jur Products Company, 199 Lafayette Street, New York City, can be used for all circuits. They are permanent and accurate and will carry heavy loads without deterioration or changing in resistance value. They are made to dissipate 10 to 20 watts. They have brass knurled nickel-plated caps, soldered for making connections on each end and rigidly mounted on brackets. Prices are as follows: 100-500-1,000-2,000-5,000 ohms, 10 watts, \$1, 20 watts, \$1.25; 10,000-25,000-50,000 ohms, \$1.50; 100,000 ohms, \$2. These resistors can be made in any ohmage and length to specifications for manufacturers.—*Radio Retailing*, August, 1927.



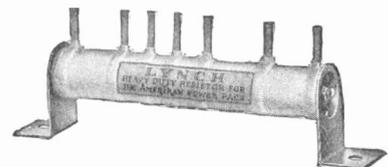
## Fixed Resistances

Herbert H. Frost, Inc., 160 N. LaSalle St., Chicago, Ill. has introduced a line of fixed resistances. The element is wound on flexible bakelite, and the terminal brackets are clamped and stacked into the bakelite. These are furnished in all standard resistances. Up to 50 ohms the intended retail price is 15c., and for 100 to 1,000 ohms the intended retail price is 25c.—*Radio Retailing*, August, 1927.

## Tapped Wire Wound Resistors

Arthur H. Lynch, Inc., 1775 Broadway, New York City, has just placed on the market a heavy-duty tapped wire wound resistor for B-power and amplifier work. These resistors may be had in any value and with any number of taps on special order. The intended retail price is \$8.50.

New grid suppressors have also just been brought out by this company. The suppressors are special resistance units designed for use in tuned radio-frequency circuits to stop oscillation. They are furnished completely with mountings in resistance values of from 100 to 1,800 ohms varying in even hundred units. The intended retail price complete with mounting is \$1.50.—*Radio Retailing*, August, 1927.

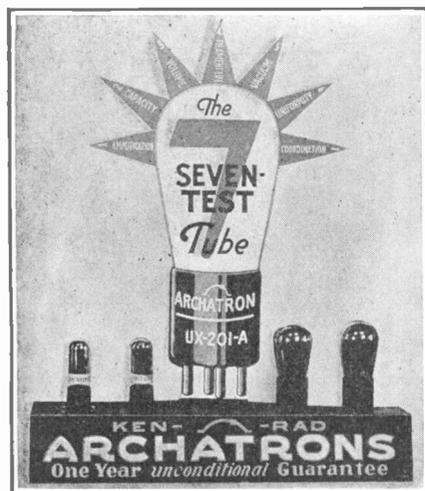


## Light Socket Aerial

The "Sock-Antenna," or "Aerial Wizard," a new type of indoor aerial operating from the electric light socket, is being made by Tidmarsh's Radio Supply, Elwood, Ind. It is in cable form, one end attaching to the light socket, the other to the antenna post of the set. The set end has three leads which give three degrees of selectivity. It is said to increase volume, and reduce interference. The intended retail price is \$5.—*Radio Retailing*, August, 1927.

# New Dealer Help Material

*Aids to greater profits provided by radio manufacturers for their dealers*



## The "Seven-Test" Tube

This "Seven-Test Tube" display was recently developed by the Ken-Rad Corporation, Owensboro, Kentucky, for its dealers. To the points at the top of the card are attached ribbons which run to various parts of the window. The display is attractively printed in brown and red.

THE ABOX COMPANY, 215 North Michigan Avenue, Chicago, Ill., has just issued a sixteen-page pamphlet entitled "The Problem of 'A' Current from the Light Socket," in which it discusses the need of a device to operate directly from the light socket to replace the storage battery, and describes its Abox Filter. The pamphlet has a space on the back cover for the dealer's imprint.

THE PARAGON ELECTRIC CORPORATION, Upper Montclair, N. J., manufacturer of Paragon products has issued a four-page circular for the use of jobbers and dealers. It contains a comprehensive description of the Paragon double impedance amplification system, its advantages, and some wiring diagrams in which the system is incorporated.

THE SONATRON TUBE COMPANY, 108 West Lake Street, Chicago, Ill., illustrates its new line of Hi-Mu radio tubes in an attractive six-page folder which it is supplying to its dealers for direct mail or counter display. It is in four colors, and gives brief descriptions and the prices of the various tubes.

THE INTERNATIONAL RESISTANCE COMPANY, 522 Perry Building, Philadelphia, Pa., has prepared a technical data folder containing information regarding sizes and the construction of Durham Metallized Resistors and Powerohm units, illustrated with graphs and curves showing their operating characteristics. Copies of this technical folder may be obtained by applying direct to the company.

THE KODEL RADIO CORPORATION, Cincinnati, Ohio, has issued for its jobbers and dealers a Sales Primer on Kuprox, the new metallic rectifier which takes the place of acids, liquids, bulbs and vibrators in battery chargers and power unit rectifiers. The booklet explains the operation of Kuprox and the method of installing it in batteries and power units. The Kodel company has also published an elaborate Jobbers' Catalog of its socket power devices for the season of 1927-1928. Both booklets are attractively printed in color and give a clear and comprehensive exposition of the Kodel products. Copies may be obtained by writing to the company.

AMSCO PRODUCTS, INC., 416 Broome Street, New York City, has prepared a booklet on the uses of its products. It is called "The Amsco Resistor Handbook," and covers the characteristics of resistors in general and of the Amsco Metaloid type in particular. It contains a tabulation of data relating to B and C power unit designs as well as constructional and operating data on resistance coupled amplifiers for use with the new high mu tubes. The booklet is illustrated with graphs and cuts of the various products listed.

THE AEROVOX WIRELESS CORPORATION, 70 Washington Street, Brooklyn, N. Y., has published for its dealers a handy booklet entitled the "Aerovox Handbook of Condensers and Resistors." The first pages are devoted to an explanation of the construction and operation of



## Featuring a Handy Tester

The attractive show card above advertising a compact little battery tester, is being supplied to dealers by the Beede Electrical Instrument Company, Pennacook, N. H. The card is printed in colors and can be used either for window or counter display. It may be obtained by writing to the company.



## An All-American Display

The All-American Radio Corporation, Chicago, Ill., is supplying its dealers with the display card shown here. It is printed in colors and illustrates two of the company's most popular sets—the Rauland Sextet and the Rauland Sovereign. This display may be used either on the counter or in the window.

condensers and resistances, and are followed by descriptions and illustrations of the company's products.

THE RADIALL COMPANY, 50-52 Franklin Street, New York City, manufacturer of Amperite resistances, has brought out for its dealers a new edition of The Amperite Book intended for set builders and experimenters. The booklet of 24 pages contains a chart showing the size of the resistances to be used in many of the popular circuits, and gives the wiring diagrams of some recent receivers.

THE ACME APPARATUS COMPANY, Cambridge, Mass., has brought out a fourth edition of its booklet "Power Supply for Radio Sets" for its dealers and radio set owners. The booklet covers briefly the subject of lamp socket operation of radio sets. It contains 32 pages and is illustrated with graphs and diagrams. Copies of this interesting booklet can be obtained direct from the company.

THE VICTOREEN MANUFACTURING COMPANY, Cleveland, Ohio, has published a small booklet on Victoreen 112, audio transformer unit, for counter display or envelope filler. The title of the booklet is "A Brief Treatise on Audio Amplification," and its author is John A. Victoreen. The booklet contains 24 pages and has space at the end for the dealer's imprint.

# What the Trade is Talking About

## Columbia Announces New Broadcast Chain

Announcement has been made of the formation of a new radio broadcasting chain which will be known as the Columbia Broadcasting System and will be directly under the control of the Columbia Phonograph Company of which Louis Sterling is Chairman of the Board, and H. C. Cox, president. Headquarters have been established in the Paramount Building, at Forty-third Street and Broadway, New York City. Major J. Andrew White, pioneer in broadcasting, is at the head of the technical affairs of the newly-formed system.

This is the second radio system to be formed in America. It includes sixteen stations located at strategic points and carefully selected as most desirable because of their perfect technical equipment, the large area in which they are heard, and their excellent standing in the communities in which they have built up their following.

That the program material will be of the highest order, and that the programs themselves will be put together by the most competent of program builders, is insured by the fact that Arthur Judson, outstanding figure in the music world, is to be directly responsible for the programs.

Broadcasting over the Columbia chain is scheduled to start Sunday, September 4.

The key station in the new chain will be WOR, L. Bamberger & Company, Newark. Other stations joined as a part of the new chain are:

WEAN, Shepard Stores, Providence; WNAC, Shepard Stores, Boston; WFBL, Onondaga Hotel, Syracuse; WMAK, Johns - Manville, Lockport (Buffalo); WCAU, Monumental Radio Co., Philadelphia; WJAS, Pickering Stores, and Gazette - Times - Chronicle - Telegram, Pittsburgh; WADC, Allen Theatre, Akron; WAIU, American Insurance Union and Columbus Dispatch, Columbus; WKRC, Kodel Radio Company, Cincinnati; WGHP, Geo. H. Phelps, Inc., Detroit; WMAQ, Chicago Daily News, Chicago; KMOX, Globe-Democrat (The Voice of St. Louis), St. Louis; WHO, Bankers' Life, Des Moines; WCAO, Monumental Radio Co., Baltimore; KOIL, Mona Motor Oil Company, Council Bluffs.

## RCA Has Licensed 19 to Date

Nineteen radio manufacturers have received licenses from the Radio Corporation of America to date. This list includes not only those licensed under the Alexanderson patents permitting the manufacture of receivers using the tuned radio frequency principle, but also includes companies licensed under other patents controlled by the RCA.

The list follows:

Zenith Radio Corp., 3620 Iron St., Chicago, Ill.; Splendor Electrical Co., 392 High St., Newark, N. J.; Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.; American Bosch Magneto Co., Springfield, Mass.; Radio Receptor Co., 106 Seventh Ave., New York City; All-American Radio Corp., 4201 Belmont Ave., Chicago, Ill.; Crosley Radio Corp., 3401 Colerain Ave., Cincinnati, Ohio; Freed-Eisemann Radio Corp., Junius St. and Liberty Ave., Brooklyn, N. Y.; Howard Radio Co., 451 East Ohio St., Chicago, Ill.; King Mfg. Co., Rano St., Buffalo, N. Y.;



## Why Sylvania Tubes Are Easily Sold

Here is the sales crew of the Sylvania Products Corp., Emporium, Pa., drawn up in front of Sylvania Lodge, the home of Sylvania tubes, all ready to embark upon their season's sales

campaign. According to Fred Strayer, advertising manager of Sylvania, sport sweaters and knickers is the required uniform for all who visit Sylvania Lodge.

F. A. D. Andrea, Inc., 1581 Jerome Ave., New York City; Chas. Freshman Co., 210 W. 40th St., New York City; Federal Radio Corp., Buffalo, N. Y.; American Transformer Co., 178 Emmet St., Newark, N. J.; Timmons Radio Products Co., 79 E. Wister St., Philadelphia, Pa.; National Co., 110 Brookline St., Cambridge, Mass.; General Radio Co., 30 State St., Cambridge, Mass.; Martin-Copeland Co., 101 Sabin St., Providence, R. I.; William Murdock Co., 347 Washington St., Chelsea, Mass.

of New Mexico. Judge Davis is recognized as the outstanding authority on radio law today.

## "Merchandise Control"

A new book delving into the secrets of stock control in the retail store has just been published by the Alexander Hamilton Institute, New York City. ("Merchandise Control," 353 pages). Methods of successful keeping track of stock to prevent losses are outlined, and the entire subject dealt with in an authoritative manner. It should prove valuable reading for jobbers and dealers. The authors are Dr. Albert W. Frey, A.B., M.C.S., Assistant Professor of Marketing, Dartmouth College, and Dr. Paul H. Nystrom, Ph.D., Professor of Marketing, Columbia University.

## Ohio Trade Association to Hold Show

Cleveland's Third Annual Radio Show will be held November 8-13 and will be produced under the backing of the newly organized Radio Trade Association of Northern Ohio. The show will be managed by Herbert Buckman, who has been elected as secretary of the association with the show management as his principal duty. Headquarters have been established at his office 5005 Euclid Avenue, Cleveland.

Officers of the association are: President, A. H. Baier, Cedar-Lee Radio Co.; vice-president, H. W. Seabury, Lake States General Electric Supply Company; treasurer, Louis N. Talkes, Cleveland Storage Battery Company; and the following directors: Warren R. Cox, Radio Apparatus Company, and William Bowie, Dreher Piano Company.

GREATER VANCOUVER RADIO TRADES ASSOCIATION is arranging for a place to hold its exhibition. The date has been set for Sept. 6 to 10 and will coincide with the Provincial Exhibition to be held in Westminster, B. C., Can. More than thirty firms are expected to co-operate.

## Philadelphia to Stage Radio Rodeo

A radio rodeo, to be held in the Commercial Museum, Philadelphia, Pa., the week of Sept. 12, 1927, presents a new idea in radio expositions. The rodeo will be advertised as a five-day exposition, Tuesday, Sept. 13, to Saturday, Sept. 17, inclusive.

The public will not be admitted on Monday, Sept. 12, only members of the radio trade being permitted to attend on this day for a pre-view of the merchandise displayed. The doors will be opened at 11 a.m. and will remain open until 7:30 p.m. when a trade dinner will be served at the exposition hall. It is expected that Federal Radio Commissioner O. H. Caldwell will be guest of honor and chief speaker at the dinner. There will be no dealer's hours on the five days the rodeo is open to the public.

Complete information can be obtained by addressing the Philadelphia Radio Rodeo, 1015 Chestnut Street, Philadelphia, Pa.

## Book on Radio Law

"The Law of Radio Communication" is the title of a new book just issued by the McGraw-Hill Book Co., Inc., New York City. (206 pages, \$3.) The book deals with the history of laws pertaining to radio and interprets them briefly for the reader. The new Radio Law of 1927 is printed in full as an appendix. The author is Judge Stephen Davis, formerly Solicitor of the Department of Commerce and ex-Associate Justice of the Supreme Court

## 1,000 Attend West Coast A-K Convention

Ernest Ingold, Inc., Atwater Kent distributor, was host to more than a thousand A. K. dealers of northern California and western Nevada at the St. Francis Hotel, July 22. The entire second floor of the hotel, in addition to several hundred guest rooms, was reserved for the delegates.

A welcome was extended by Mr. Ingold followed by a presentation of the A-K line, including the new sets, the B power unit and the E speaker, as well as the Pooley line. R. E. Smiley, assistant sales manager, and L. M. Willis, Pacific Coast manager, for Atwater Kent, F. Wayne MacDowell, James McKee and Tom Warren of the Pooley Company, all appeared on the afternoon program.

In the evening a beefsteak supper was served while the guests were entertained by the third edition of "The Atwater Kent Follies." The speakers of the evening included R. E. Smiley, Charles Duncan of San Francisco, and Dr. Edward James Cattell, Atwater Kent's personal representative. Carolyn Cone-Baldwin, Chickering-Ampico artist, also appeared on the program.

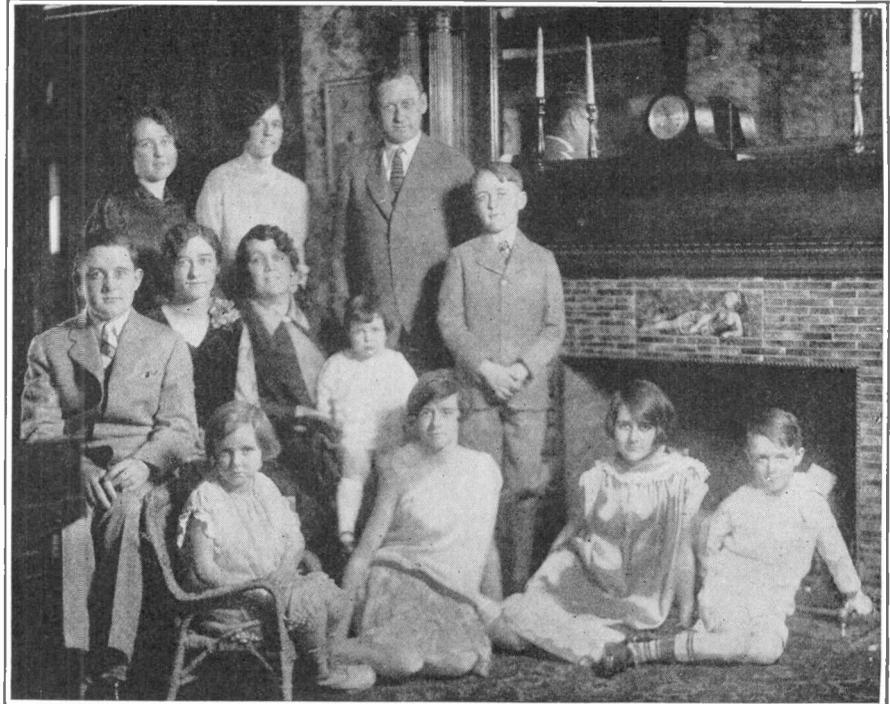
## Columbia Phonograph Enters Radio Field with Kolster

An agreement has been formed whereby Columbia Phonograph Company, New York City, will enter the field of electrical phonographs and radio combinations, using Kolster radio sets, power-cones and electrical phonograph equipment manufactured by Federal-Brandes, Inc., 200 Mt. Pleasant Ave., Newark, N. J.

The announcement was made by H. C. Cox, president of the Columbia Phonograph Co., and Ellery W. Stone, president of Federal-Brandes, Inc. Louis Sterling, chairman of the board of Columbia Phonograph, Rudolph Spreckles, chairman of the Federal-Brandes board, and D. S. Spector, general manager of the latter, also took part in the negotiations.

Under the agreement, Columbia will secure all of its electrical phonograph equipment and radio sets from the Kolster plant. The new instruments will be marketed under a trade-name which will be a combination of Columbia and Kolster.

## "We Need the Business"



(Photo by Bachrach)

The "comeback" that is being staged this year by the William J. Murdock Company, Chelsea, Mass., has the hearty support of all the old-timers in radio.

There are just ten reasons for this stirring attempt to come back and they are shown in the photo—Mr.

and Mrs. Dan Murdock's ten fine youngsters. Mrs. Murdock is seated in the center, while Dan proudly fills up the background. It takes a lot of food and a lot of clothes to equip ten kids but Dan is certain Murdock will do enough business this year to keep 'em all happy.

## Erie Radio Show Feature of Electrical Week

An electrical show, which will be one of the features at Erie, Pa., during the week of the State Convention of the Pennsylvania Electrical Contractors Association commencing September 12, is being organized by a committee of the local electrical and radio trades association.

Russell Goff, manager of the Edison Construction & Supply Co., Lawrence Bevins, proprietor of the Erie Radio Co., and Her-

bert Garwin of the Acme Electrical Co., are the executive committee in charge of the show.

THE LEIPZIG FAIR, the great international trade fair which has been held for centuries at Leipzig, will be held this year from Aug. 28 to Sept. 3. The Fair will contain 7,000 exhibits including hundreds of radio exhibitors from foreign countries. For information concerning the Fair, address the Leipzig Trade Fair Inc., 630 Fifth Avenue, New York City.

## Bosch Dealers Treated to All-Day Outing



The New York City and vicinity dealers of the American Bosch Magneto Corporation, Springfield, Mass., recently enjoyed an outing at Briarcliff Lodge, N. Y., as guests of the Bosch Company and its Metropolitan distributors, the Progressive Musical Instrument Corp., and the Wholesale Radio Equipment Co. Sporting events of all kinds, and dinner followed by dancing, made the 700 dealers positive that the Bosch line this year must be good. At the speakers'

table were Arthur T. Murray, president of the American Bosch Magneto Corp.; Roy Davey, adv. manager; Harry G. Russell, manager Eastern district; Messrs. Harry, Sam and Mortimer Salzman of Wholesale Radio Equipment Co.; A. W. Landay, president of Progressive Mus. Inst. Co.; Edward Biel, treasurer of Progressive Mus. Inst. Co., and John G. Coughlin, sales representative, American Bosch, who was chairman of the outing committee.

## Free Feed for Irish Retailers



### Radio Shows and Conventions

**August 16-19:** Third Annual Houston Radio Exposition, City Auditorium, Houston, Texas.

**August 20-27:** Fourth Annual Pacific Radio Exposition, Civic Auditorium, San Francisco, Cal.

**September 1-3:** National Electrical Manufacturers Association, Policies Division, Association Island, N. Y.

**September 2-5:** Oregon Radio Trades Association, Seattle, Washington.

**September 4-10:** Fifth Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Cal.

**September 6-10:** The Canadian Exhibition Company, Third Annual Winnipeg Radio Show, Royal Alexandra Hotel, Winnipeg, Man., Can.

**September 6-10:** Greater Vancouver Radio Trades Association, Westminster, B. C., Can.

**September 10 - 16:** Buffalo Radio Show, Broadway Auditorium, Buffalo, N. Y.

**September 12-17:** Philadelphia Radio Rodeo, Commercial Museum, Philadelphia, Pa.

**September 12-17:** Penna. Electrical Contractors Assn., Electrical and Radio Show, Erie, Pa.

**September 14-18:** Oregon Radio Trades Association, Portland, Oregon.

**September 19-24:** Third Annual Southwest National Radio Show, Coliseum, St. Louis, Mo.

**September 19-24:** Rochester Radio Trades, Inc., Third Annual Rochester Radio Show, Convention Hall, Rochester, N. Y.

**September 19 - 24:** Radio World's Fair, New Madison Square Garden, New York City.

**September 21:** Annual Radio Industries Banquet, Hotel Astor, New York City.

**September 22-25:** Oregon Radio Trades Association, Spokane, Washington.

**October 24-27:** National Electrical Manufacturers Association, Apparatus Division, Briarcliff, N. Y.

**September 26-October 1:** Seventh Annual Boston Exposition, Mechanics Hall, Boston, Mass.

**September 26-October 1:** Sixth Annual Northwest Radio Show, Minneapolis Auditorium, Minneapolis, Minn.

**September 26-October 1:** The Canadian Exhibition Company, Fourth Annual Montreal Radio Show, Windsor Hotel, Montreal, Canada.

**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, Civic Auditorium, Milwaukee, Wis.

**October 10-16:** Sixth Annual Radio Show, Coliseum, Chicago, Ill.

**October 24-29:** New Orleans Radio Show. New Orleans "States" Building, New Orleans, La.

**October 24-29:** Dayton Radio Show, Dayton, Ohio.

**October 24-30:** Detroit Radio Show and Michigan State Radio Gathering, Convention Hall, Detroit, Michigan.

**November 8-13:** Third Annual Radio Show, Municipal Auditorium, Cleveland, Ohio.

Shamrock dealers, in other words those members of the retail radio trade who sell the radio receivers manufactured by the Shamrock Company, Newark, N. J., under the guidance of Nate Hast, were treated to a free dinner by the Shamrock Company, at an inn in Newark recently. Advices from L. A. Nixon, "publicity counsel," indicate a good, low-brow time was had by all.

### Chicago Radio Trade Show Produces Results

O. W. Smith, manager of the Chicago district of the Splittorf Radio Corporation, Newark, N. J.; reports that forty per cent of his district signed up during Radio Trade Show Week in Chicago. Among the jobbers who signed up are: Lemke Electric Co., Milwaukee, Wis.; Central Battery Co., Waterloo, Iowa; Korte Bros. Supply Co., Fort Wayne, Ind.; Ahrens Supply Co., Oklahoma City, Okla.; and the Shields Co., Fort Worth, Texas; Williams Hardware Co., Minneapolis, Minn.; Hardware Products Co., Sterling, Ill., and others have signed up since the show.

Mr. Smith also reports that he has arranged to handle the radio distribution, so far as salesmen are concerned, with special representatives instead of having it sold by the regular, automotive salesmen. In line with this policy H. E. Bixby has been taken on to cover the Northwestern part of the Chicago district, J. K. Beach to cover the southwestern and J. W. Sands to cover the eastern portion. Mr. Bixby was formerly with the Reichman Company, Chicago, and Mr. Beach was with the Texas Hassler Co.

### Reports of Geneva Conference Available

Reports of the recent International Industrial Conference at Geneva, Switzerland, which was attended by Edward J. Mehren, vice-president of the McGraw-Hill Publishing Co., Inc., are available for readers of *Radio Retailing*.

The industrial conference was planned to stabilize industry in the nations of the world and was attended by delegates from the major world powers. Copies of Mr. Mehren's eye-witness reports of the transactions of the conference are on file in *Radio Retailing's* office and may be obtained on request.

# News of Jobbers and Distributors

## New Distributor Combines Utilities with Radio

THE STANDARD HOME UTILITIES, INC., is the name of a new distributing concern recently opened at 1 Park Avenue, New York City. A. D. Geissler is president, and Hugh C. Ernst, formerly in charge of the radio department at Wanamaker's, New York City, is vice-president and general manager of the new company. The Standard Home Utilities will distribute the Crosley and Anrad lines in the New York territory and have adopted a plan whereby home utilities other than radio will be handled to enable the dealer to keep his summer sales at a high level.

DAVEGA, INC., distributors of radio and sporting goods, opened their new headquarters at 114 East Twenty-third Street, New York City, on Monday, June 27 with an afternoon reception. The new headquarters contain a conference hall, model radio and sporting goods store and sample window displays from which dealers may glean ideas to arrange their own windows.

THE FEDERAL RADIO CORPORATION, Buffalo, N. Y., in conjunction with its distributors, has been conducting its annual "friendship" conventions in the West for its dealers. Meetings were held in Dallas, under the direction of the Electric Appliance Company; in Omaha, under the Paxton and Gallagher company; in Kansas City, under the Harbison Manufacturing Company; and in Yankton, under the Dakota Apparatus Company.

THE NEW JERSEY RADIO, INC., Newark, N. J., distributor of Atwater Kent sets, and Pooley and Red Lion cabinets for Northern New Jersey, held meetings of its dealers at strategic points in its territory during the weeks of June 20 and 27. New models for the coming season were shown to the assembled dealers at the Robert Treat Hotel, Newark, June 21-22; at the Alexander Hamilton Hotel, Paterson, June 24-25; at the Hotel Somerset, Somerville, N. J., June 27; and at the Berkerley Carteret Hotel, Asbury Park, June 29-30.

THE POOLEY WINDOW DISPLAY PRIZE CONTEST, conducted by Ernest Ingold, Inc., San Francisco, Cal., in northern California, came to a close recently. The winner was the H. C. Capwell Company, Oakland, Cal. The runners-up were the Ralph Berggren Company, San Jose, Cal., and the L. J. Kitt Company, Stockton, Cal. Nearly a score of others received honorable mention. Over a hundred dealers competed.

THE FIFTH ANNUAL CROSLLEY DISTRIBUTORS' CONVENTION was held in the Gibson Hotel, Cincinnati, Ohio, June 7 and 8. The new line of Crosley merchandise was shown, featuring a six tube set in two types for battery or lamp socket operation to be known as the "Bandbox." 250 distributors were present at the convention.

THE LEWIS RADIO JOBBERS, Philadelphia, Pa., have moved their offices and sales rooms to 45 North 7th Street. Their warehouse will still continue to occupy their former address, the Lewis Building, 2326 Columbia Ave., Philadelphia.

THE MIDWEST RADIO SALES COMPANY, 1127 Pine Street, St. Louis, Mo., has been appointed factory representative for the Acme Electric and Manufacturing Company, Cleveland, Ohio, for the states of Missouri, Kansas and Nebraska.

W. E. & W. H. JACKSON, radio jobbers, 865 Mission Street, San Francisco, Cal., have opened a new branch store at 2511 Broadway, Oakland, Cal. E. F. Chemnitz, formerly of the company's sales department, is manager of the new store.

THE ROLA COMPANY, manufacturer of the Rola Cone Speaker, Oakland, Cal., has appointed the George Beckwith Company of Minneapolis, Minn., its distributor for the Middle West.

THE RADIO SALES CO. is equipping a large store at 483 South Main St., near the Grand Central Depot section, Memphis, Tenn., which will be exclusively wholesale. Atwater Kent radio products will be featured.

THE FEDERAL RADIO CORPORATION, Buffalo, N. Y., has appointed three new wholesalers: American Motor Equipment Company, Boston, Mass.; Wayne Hardware Company, Fort Wayne, Ind.; and National Electric and Auto Supply Company, Peoria, Ill.

HAGER & BLISH, Atwater Kent distributor of Des Moines, Iowa, held a meeting of its dealers recently in that city. Vernon W. Collamore, sales manager of the Atwater Kent Mfg. Co., made the principal address.

THE SUPERIOR LAMP & AUTOMOTIVE EQUIPMENT COMPANY, 150 West 52d Street, New York City, has been appointed exclusive metropolitan distributor for the Pal Radio Corporation of Jersey City, N. J.

NEW DISTRIBUTORS OF SPARTON RADIO enrolled by the Sparks-Withington Co. of Jackson include the Morris Auto Supply Co., 25 Henry Street, Binghamton, N. Y., and the Davis-Brown Electric Co., 115-117 S. Cayuga St., Ithaca, N. Y.

THE GATES RADIO & SUPPLY COMPANY, Quincy, Ill., has started the manufacture of an electric amplifier and pick-up for phonographs, and has installed an amateur transmitting station.

RADIO SPECIALTIES, LTD., radio jobber, 179 Pender Street West, Vancouver, B. C., has been appointed distributors of Steinite No Battery Sets in British Columbia.

H. E. SHERMAN, JR., has been appointed vice-president of the Leo J. Meyberg Company, Radiola jobber, 973 Mission Street, San Francisco, and will be in charge of the company's business in southern California, succeeding A. H. Meyer, vice-president, who will take charge in northern California.

THE WHOLESALE RADIO EQUIPMENT COMPANY, jobber, 108 Pearl Street, Buffalo, N. Y., has been appointed distributor of Federal Orthosonic radio products for the thirteen western counties of New York State, and Erie, Warren and McKean counties, Pennsylvania.

THE WORKRITE MANUFACTURING COMPANY, 1812 East Thirtieth Street, Cleve-

land, Ohio, has made arrangements with the Zinke Company of Chicago to act as its sales department in marketing Work-Rite Super-Neutrodyne Radios.

P. R. HAWLEY AND DONALD MACKENZIE have joined forces and will operate as direct factory sales agents under the name of Hawley and Mackenzie with offices in the Jefferson Building, Philadelphia, Pa.

THE SPECIALTY SERVICE CORPORATION, 575 Atlantic Avenue, Brooklyn, N. Y., has been appointed distributor of Majestic power units, manufactured by Grigsby, Grunow and Hinds, Chicago, Ill., for Brooklyn and Long Island.

THE EMPIRE SALES COMPANY, 123 North Sangamon St., Chicago, Ill., has recently been appointed to sell Acme radio products in the Illinois and Indiana territory.

CREMONIM & RIGGS, 236 West 55th Street, New York City, have been appointed representatives for the eastern states by the Greene-Brown Manufacturing Company, 5100 Ravenswood Avenue, Chicago, Ill. They will also act as the export department of this company.

THE LEHR AUTO SUPPLY COMPANY, INC., radio jobbers, 145 West Sixty-third Street, New York City, has opened a new branch at 166 Martine Ave., White Plains, New York.

THE GREEN JOYCE COMPANY, Columbus, Ohio, has been appointed distributor of the Freed-Eisemann Corporation, Brooklyn, N. Y., for Columbus and surrounding territory.

CHARLES MEYER OF W. E. & W. H. JACKSON, radio jobbers, 865 Mission Street, San Francisco, Cal., left recently for Honolulu for a business trip through the Hawaiian Islands.

THE NATIONAL RADIO COMPANY, 6 North Wells Street, Chicago, Ill., has been appointed a Radiotron distributor by the Radio Corporation of America.

THE U. S. RADIO COMPANY OF PENNSYLVANIA, radio jobber, Pittsburgh, Pa., has moved into larger quarters at 134 Ninth Street.

THE TELEPHONE MAINTENANCE COMPANY, 123-5 So. Wells St., Chicago, Ill., has been appointed distributor for the Freed-Eisemann Radio Corporation, of Brooklyn, N. Y., in Chicago and surrounding territory.

THE PENN PHONOGRAPH COMPANY, INC., distributor of radio apparatus, 913 Arch Street, Philadelphia, Pa., has placed D. Wilson Mayberry at the head of its sales organization.

THE WHOLESALE RADIO EQUIPMENT COMPANY, 115 Leonard St., New City, announces the appointment of Joseph A. Kerr as its representative with the music trade in New York City.

COHON & SCHIER, radio jobbers, 74 Cortlandt Street, New York City, has reorganized under the name of the Schier Radio Company at 135 Liberty Street, New York City.

## A Banker Tells How to Borrow Money

(From Page 62)

not equipped to handle time paper in quantities and this sort of business runs into money fast. I surely can't carry it myself."

"Undoubtedly," said Mr. Kniffin, "you can built up a good business in this line and have practically no limit to your sales if you get your plans properly adjusted. You know the town and its people. You will have less sales resistance than a stranger. Put on a small crew and go to it! But you must have an outlet for your time paper before you begin, else in a very short time you will cease to be a merchant and become merely a bill collector.

"In the scheme of business there are many forms of credit and many avenues of finance. Each institution fills its peculiar place in the progress of goods from manufacturer to consumer. We have our place as other institutions have theirs. I can refer you to several finance companies that specialize in paper such as you will create. Your manufacturers have such companies in connection with their business, just for the purpose of financing the dealers' sales. These concerns have a special equipment for handling the credit investigations which precede the taking on of the paper and the collections that follow its acceptance. It would be ideal if you could finance your own sales and retain all the profits; but since you cannot, you must part with some of the profits because you lack the funds to carry your own credits. But after all, the customer pays, as he should, for lack of cash. He knows a time-payment sale carries a higher price than a cash transaction.

"My advice to you is to mark your goods that are to be sold on time at the cash price plus all carrying charges for the credit term. Then in case of cash buyers you make a substantial reduction. That is good psychology. When you get your connection with a good company established, all you have to do is to sell the goods; they do the financing. Your work is ended when they accept the risk."

Although we have considered only the case of Fred Sutton, it has brought out the fundamentals of the banker's relations to his clients. Briefly, money is loaned only when its repayment is assured either by substantial security, saleable even under unfavorable conditions, or by the

promissory notes of reliable persons who have purchased goods from the dealer and the key to the loan is an honest, *sound* statement of the condition of your business.

The banker never lends money as permanent capital; that is the function of the investor—and on the side, Mr. Kniffin warned against investing your profits in real estate or land schemes, advising that all profits be turned back into the business.

In other lines, retailers may frequently borrow to obtain stocks prior to their sale. For example, a purchase of electrical refrigerators in quantity can be financed through a bank by an established dealer, although the same process cannot be generally followed with radio receivers because they cannot yet be carried from season to season without danger of substantial depreciation. But bankers in general have recognized radio as a permanent and legitimate piece of merchandise.

The retailer who has established intimacy with his banker by utilizing the credit facilities already available

to him, will be the first to be able to secure loans for larger purchases. But, as long as your banker is unfamiliar with the stability of your business, its turn-over and its general worth, credit facilities are limited to loans, secured by fixed assets like real estate or by customers' notes on sets actually sold. The dealer has everything to gain by cementing his relations with his banker so that, as his business becomes better and better established, it may expand still more, through the aid of broader credit facilities.

## Give Radio Music a Chance to Sell Itself

(From Page 65)

he receives a letter from us, thanking him for his call and inviting him to return. We send follow-up letters from time to time. Our direct mail campaigns are extensive because they are productive.

"Sometimes, it is true, we follow up a customer with periodical letters

## Can I Borrow Money for—?

Will the banker lend money for permanent capital?

*No.*

Will he lend for working capital?

*Yes.*

Will the banker lend money to take on new lines?

*Yes, if he believes the line will sell and it fits in with your established trade.*

Will the banker lend money to put in new fixtures or a new front?

*If your general credit is good—yes; but he would prefer that you finance these improvements out of capital or through other mediums.*

Will the banker lend money to carry business over a dull period?

*Yes, if he believes the period to be temporary and you have the ability to come back afterward. No, if he does not. He objects to loans that merely "stop a rat hole" and carry the business faster down hill. He prefers that you make an extra effort to pull yourself through.*

Will the banker finance an advertising campaign?

*Yes, if he can see the money coming back; no, if he cannot. To push forward a going business—yes; to desperately endeavor to save a failing one—no.*

for more than five or six years before we make our first sale. We feel that every letter we write is an investment and there is no sense in surrendering it because of lack of persistence.

"Sooner or later, we will have an item in our music line which will appeal to our prospect, no matter who he is. These letters generally center, as does all our sales effort, on the musical result and not the machine which provides it, and they help in building up our constantly growing family of customers."

The Morris Music Shop is the product of eighteen years of successful music merchandising and is a substantial monument to the selling power of music.

### Radio Industries Banquet To Feature "National Radio Day"

The Fourth Annual Radio Industries Banquet will be held at the Hotel Astor, New York City, on the evening of Wednesday, September 21, when the greatest single program in the history of radio will be broadcast over what is expected

to be the largest station hook-up. The three chains of the National Broadcasting Company, the Red, Blue and Orange, and the new Columbia chain will work hand-in-hand with individual stations to bring this program to all sections of the United States.

September 21 is the Wednesday of "Radio World's Fair Week" when the fourth annual radio exposition will hold sway at Madison Square Garden, New York City, under the direction of G. Clayton Irwin, Jr. The exposition will be held throughout the entire week of September 19 and bids fair to become the largest American industrial exposition ever held under one roof.

Wednesday of that week—the day of the banquet—has been designated "National Radio Day," and retailers are urged to advertise it and display it in every way possible. While final details of the program are not available at this time, enough information has been forthcoming to indicate it will exceed every previous program ever broadcast.

Manufacturers are also asked to make up window posters and distribute them to their dealers, setting forth the fact that Wednesday, September 21, is "National Radio Day," and urging customers to listen to the program to be broadcast that night from the Radio Industries Banquet.

Radio Retailing has instituted a window display contest offering \$100 in prizes for the best windows dressed by dealers before September 21, the windows to feature the "National Radio Day" idea, tying in with

the program from the Radio Industries Banquet. Details of this contest appear on page 83.

The organizations sponsoring the banquet are as follows: National Association of Broadcasters, The Radio Manufacturers Association, Federated Radio Trade Association, National Electrical Manufacturers Association, National Battery Manufacturers Association, National Association of Radio Writers, Radio Magazine Publishers Association, Talking Machine and Radio Men, Inc., Northwest Radio Trade Association, Wisconsin Radio Trade Association, Radio Trade Association of Michigan, St. Louis Radio Trade Association, Electric Club of Chicago, Buffalo Radio Trade Association, Chicago Radio Representatives Association, Midwest Radio Trade Association, Rochester Radio Trade Association, Dayton Radio Trade Association, Indianapolis Radio Trade Association, Kansas City Electric Club, Philadelphia Radio Trade Association, Baltimore Radio Trade Association.

The officers and committees of the banquet are as follows:

#### OFFICERS

Paul B. Klugh, general chairman, J. Andrew White, master of ceremonies, Powell Crosley, Jr., treasurer, L. A. Nixon, executive secretary.

### BANQUET COMMITTEES

#### ARRANGEMENTS

Earle C. Anthony, chairman, L. S. Baker, vice-chairman, C. L. Farrand, H. H. Eby, C. C. Cory, Walter Schilling, Sidney Neu, Curt Wessel, William C. Alley.

#### FINANCE

C. C. Colby, chairman, A. E. Waller, vice-chairman, Tom White, E. C. White, S. E. Baldwin, George L. Patterson, V. W. Collamore, M. E. Flanagan, Paul Godley.

#### SEATING

Harold J. Wrape, chairman, U. J. Herrman, vice-chairman, Charles Freshman, William H. Heinz, George Scoville, Frank Hinman, S. B. Trainer, William S. Hedges, Jack Binns, Towner K. Webster.

#### TICKETS

L. B. F. Raycroft, chairman, R. W. DeMott, vice-chairman, Harry McMertha, press, Joseph B. Groce, A. J. Carter, A. M. Edwards, Ben Gross, Myron Craddick, Mansel Keith.

#### SPEAKERS

H. H. Frost, chairman, George F. McClelland, vice-chairman, D. H. Kelley, Byron Foster, Paul S. Weil, Henry M. Shaw, Morris Metcalf, Godfrey Gort, Carl Boyd, H. T. Melhuish.

#### BROADCASTING

Merlin H. Aylesworth, chairman, W. E. Harkness, vice-chairman, M. C. Rypinski, L. G. Baldwin, C. B. Popenoe, Douglas Rigney, John Shepard, 3rd, E. Paul Hamilton, Chris Bohnsack, M. C. Gilliam.

#### PRESS

E. F. MacDonald, Jr., chairman, George C. Furness, vice-chairman, Lloyd Jaquet, Robert D. Heintz, Eric Palmer, E. L. Bragdon, G. Clayton Irwin, Jr., Alfred J. McCosker, W. W. Chapman, Harry Wooley, William Fagan.

#### PROGRAM

David Sarnoff, chairman, Walter W. Clark, vice-chairman, R. W. Jackson, H. B. Richmond, Jack Adams, Laurence Gardner, John S. MacDonald, Phillips Carlin, Arthur Lynch, Lee Robinson.

#### RECEPTION

Arthur T. Haugh, chairman, Irwin Kurtz, vice-chairman, Max Landay, H. C. Wall, J. T. Peirce, Cal. J. Zamojski, Dave Goldman, D. G. Raymond, Glad Henderson.

#### LIAISON

A. Atwater Kent, chairman, J. D. R. Freed, vice-chairman, J. B. Hawley, O. Frankfort, E. E. Bucher, Charles S. Stewart, E. N. Rauland, Henry C. Forster, W. C. Howe.

#### STAGE

Walter A. Strong, chairman, Harry Bradley, vice-chairman, Paul Stacy, stage director, Frank Reichman, F. M. Rosenfeld, Alfred Bloom, E. C. Ingraham, John W. Griffin, Arthur Sinsheimer.

## Twelve Questions and Answers Showing the Purpose for Which the Banker Will Make or Refuse a Loan

Will the banker lend to pay outstanding accounts?

*Yes, if by so doing the discounts are taken; no, if he is increasing his risk at the advantage of the other fellow. He will not buy other peoples' worries.*

Will the banker lend to buy a new delivery car?

*He prefers that such things should be financed through automobile credit companies.*

Will the banker lend to buy real estate for business purposes?

*Yes—he will take a mortgage on the property.*

Will he lend to install an electric sign?

*No—that should be financed out of capital or through time payments to the seller.*

How much in proportion to the net worth will the banker lend?

*There is no set rule. Generally not over one-half, thus having two dollars of net worth to one of debt.*

In general what will the banker lend for?

*For any purpose that will temporarily finance the borrower. To buy goods, carry book accounts, take discounts, fulfill contracts and help carry on the business. The backbone, in the form of invested capital in furniture and fixtures, delivery equipment and permanent improvements to the property, must be furnished by the borrower. The banker does not invest. He loans, and expects to get his money back.*

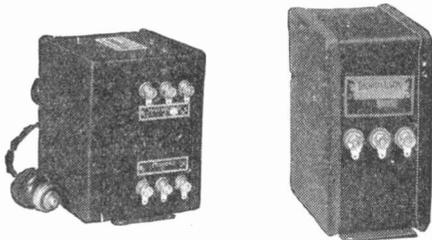


*if you  
know your transformers—*

you will stock these

*New*

# THORDARSON POWER TRANSFORMERS



## 130 M. A. FULL WAVE RECTIFIER

Here is a power unit that will satisfy the ever increasing demand for improved quality of reception. A split secondary 550 volts either side of center, makes possible full wave rectification, using two 216-B or two 281 tubes. Current capacity, 130 milliamperes. The low voltage secondary, 7½ volts, will supply two UX-210 power tubes, enabling the use of push-pull amplification in last audio stage. The Double Choke Unit 2099 is designed for this power unit. Contains two individual chokes of 30 henries, 130 milli-amperes capacity each.

T-2098 Transformer, 4½" x 5¼" x 5¾"  
List Price, \$20.00

T-2099, Choke Unit  
3¼" x 4⅞" x 5⅞"  
high

List Price  
\$14.00

**T**HE parts dealer who pushes the Thordarson line surely "knows his transformers."

He knows Thordarson quality, for Thordarson apparatus is standard equipment on many leading receivers.

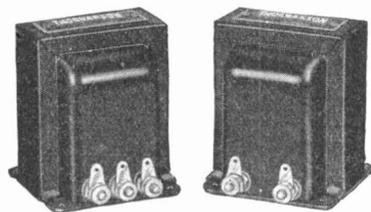
He knows that Thordarson transformers are specified in a majority of the popular circuits.

He knows that Thordarson advertising is backing his efforts at every turn.

He knows that his customers are satisfied; they tell him so in no uncertain terms.

He knows, to sum up the whole situation, that Thordarson transformers do sell — and he is well pleased.

**THORDARSON ELECTRIC MANUFACTURING CO.**  
*Transformer Specialists Since 1895*  
**WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS**  
*Huron and Kingsbury Streets — Chicago, Ill. U.S.A.*



## POWER PUSH-PULL TRANSFORMER and CHOKE

Quality reproduction that cannot be obtained with straight audio amplification, is made possible through the Thordarson power push-pull combination. This arrangement is designed for use with power tubes only and has sufficient capacity for all tubes up to and including the UX-210. Makes an ideal power amplifier when used with power supply unit T-2098.

Input transformer couples stage of straight audio to stage of push-pull. Output choke is center-tapped with 30 henries on either side of center tap. Dimensions of both transformer and choke, 2½" x 2½" x 3" high.

Input Transformer T-2408

List Price, \$8.00

Output Choke T-2420

List Price  
\$8.00



## A. C. TUBE FILAMENT SUPPLY

The new R. C. A. and Cunningham A. C. filament tubes will be very popular with the home constructor this season. The Thordarson Transformer T-2445 is designed especially for these tubes. Three separate filament windings are provided.

Sec. No. 1, 1½ volts, will supply six UX-226 amplifier tubes.

Sec. No. 2, 2½ volts, will supply two UX-227 detector tubes.

Sec. No. 3, 5 volts, will supply two 5 volt power tubes.

In addition to the above, this transformer is equipped with a receptacle for the B-supply input plug. Supplied with six-foot cord and separable plug for attachment to the light circuit. Transformer in compound filled, crackle-finished case. Dimensions — 2¾" x 5¾" x 4¾".

A. C. Tube Supply, T-2445

List Price, \$10.00

**THORDARSON ELECTRIC MFG. CO.**  
500 W. Huron St., Chicago, Ill.

Gentlemen:

We are interested in receiving further information about your new power supply transformers.

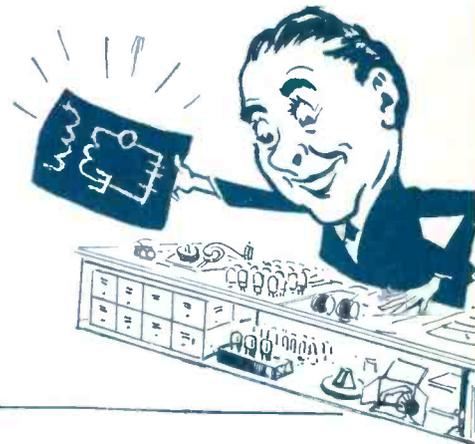
Name..... Jobber  
Dealer

Address.....

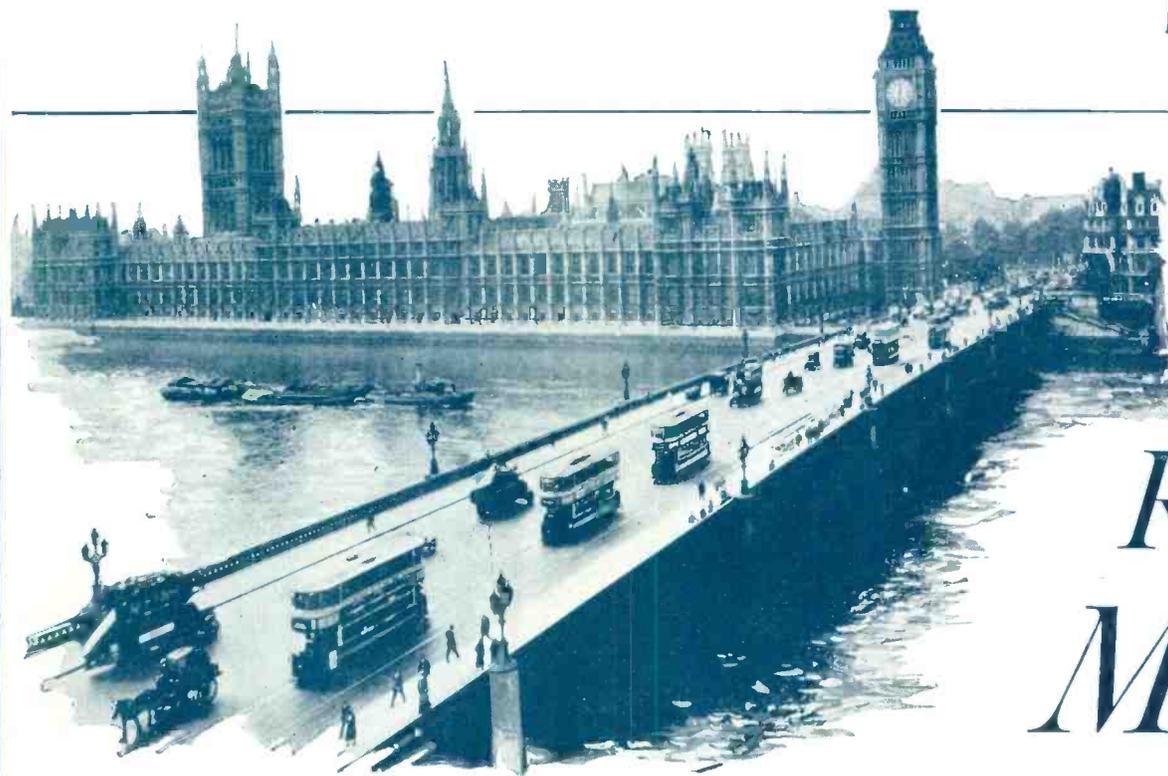
City..... State.....

(3562)

# Merchandising Radio Parts



A Section  
of  
Radio Retailing



## Retail Methods

# in ENGLAND

THE cream of the radio business lies in the sale of parts in the opinion of Mr. Eaton of Hamley's, in Regent Street, London. His radio department, which was started some years ago as a general radio center for both sets and parts, has been gradually modified as one branch has proved more profitable than another, until now it is devoted exclusively to the sale of parts. Since this policy was adopted, the business has doubled in volume and annual sales have reached an 8 times turnover.

There are, of course, special reasons why the sale of parts is particularly attractive in Great Britain. The patent situation is one of them. Perhaps of primary importance Under present conditions, the ma-

*Clotilde Grunsky, "Radio Retailing's" Pacific Coast editor, is at present in Europe, where she is making a special study of retail trends and is "lifting" bodily merchandising ideas which may be helpful to American radio dealers.*

*In England the sale of parts for the construction of radio apparatus is particularly brisk. A demand for sets which will cover the wide range of wavelengths used by broadcast stations on the continent, and a patent situation which places a royalty charge, brought to the consumer's attention as a separate item, on most manufactured sets, have done much to stimulate the sale of what the British call "components."*

*So profitable is the parts business that "Hamley's," of Regent Street, London, interviewed by Miss Grunsky, has discontinued the sale of manufactured sets and is specializing in "components" alone. Merchandising methods which have enabled this concern to build a highly profitable business on this basis will be of interest to all retailers.*

ajority of the basic patents are owned by one manufacturer who collects royalties on most sets sold. These royalties amount to from \$10 to \$25 in addition to the price of the set. This charge is not concealed in the

quoted figure, but is written on the price tag as an additional charge and it undoubtedly does much to discourage the purchase of manufactured sets. Knock-down sets, on the other hand, which fall short in any way of complete equipment, or individual parts, are not subject to this charge. Moreover, general sales conditions throughout the British kingdom are not conducive to the building up of public confidence in manufactured sets. Too frequently the dealer is not an expert in his field and is incapable of giving service, or even advice.

Broadcasting, which is good but lacks variety of program (there is only one station in London and several of those in other parts of England simply copy this program), does not call for a powerful set and so

## Faradon means quality to your customers—

Amateurs, fans and discerning dealers know that the name Faradon can be found on the fixed condensers sold in quality shops.

The acceptance of Faradon Capacitors by the largest set manufacturers is the most convincing reason why they should be on your counters.

For kit and replacement business stock Faradon. You can then assure your customers that they are getting fixed condenser quality and reliability which is the result of twenty years' manufacturing skill and experience.

Your usual jobber can supply you. Or write us direct for full information and prices.

**WIRELESS SPECIALTY  
APPARATUS CO.**

Jamaica Plain  
Boston, Mass., U. S. A.

Est. 1907<sup>o</sup>



# Faradon

Electrostatic condensers for all purposes

of the two and a half million subscribers to the British Broadcasting Service about 75 per cent have crystal sets, most of which they constructed themselves.

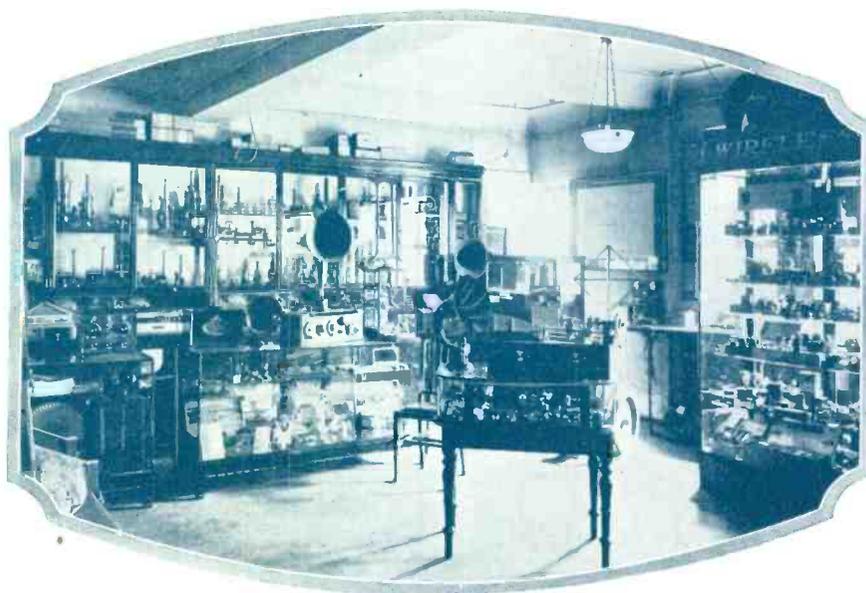
On the other hand, for those who do care to go in for distance, which means largely continental programs, a very wide range of wave-length reception is required which cannot as a rule

be found in commercial sets. Tuning from 350 to 1,500 meters is needed to cover British stations alone. There is thus a field for the beginning amateur and also for the more advanced experimenter. The British liking for home experimenting has led to a wide development of both groups.

There are several principles which have been adopted by Mr. Eaton and which might well apply to the development of a sound enterprise along these lines in any country and with any background.

First, *select your clientele*. The danger of the parts business is in the man or boy of small purchasing power who requires a great deal of time and attention with very little return. The man whose patronage pays is the better-class experimenter who may start out in perfect ignorance of radio, but who has the intelligence to become a real "amateur", with a sufficiently ample pocketbook to gratify his tastes.

He requires or rather demands much less attention than the other type, and at the same time makes purchases in a constantly ascending scale. The way to secure this type of customer is so to maintain the standard of the store in all its appointments that cheap trade will not be attracted. A careful selection of equipment



*Set-building tools are given a prominent place in Hamley's store display. They may be seen in the glass case to the rear of the store.*

advertised will bring the class of trade you want. The few of the other type who drop in and show signs of becoming a burden can be tactfully discouraged and sent elsewhere without offense.

The second rule is to *select quality goods*. Nothing but reliable equipment can be carried if the store is to maintain its reputation and build up a repeat business and a constantly growing trade. Hamley's never sells anything which has not been actually tested out in the department. If it is shown that local conditions require some modification, that is made, and the customer can be informed with

a "reporter." No one who successfully builds a radio set is content with his achievement for long. The two functions of the dealer in this respect are to see to it that nothing goes wrong and that the experimenter does not become discouraged at the start—and to keep him in touch with new developments in the radio field. Every man who purchases parts and builds a set under the guidance of Hamley's is kept on the books and literature and magazines are sent him from time to time which inform him what new worlds remain for him to conquer.

It is important to *keep down the stock*. This is particularly true in Great Britain where a lack of standardization among manufacturers makes a great number of parts essential (to carry a complete line of tubes, for instance, would mean a stock of 1,600 different makes and types) but the principle holds true anywhere. The only answer to this situation is careful buying, close touch with the market, and some arrangement with the wholesaler or manufacturer by which emergency purchases can be made from his stock.

Undoubtedly there will always be a demand for cheap parts but Hamley's has shown that there is a quality business as well.

## This Sales Platform is as Good in America as in England

### *Selection of Clientele.*

*Steady, profitable buyers are obtained and "time-wasters" discouraged by arranging the store to attract high-class trade.*

### *Purchase of Quality Merchandise.*

*Nothing but reliable equipment can be carried if the store is to maintain its reputation and build up a repeat business.*

### *Service.*

*Much of the time devoted by Hamley's to so-called "Service" results in the sale of more parts.*

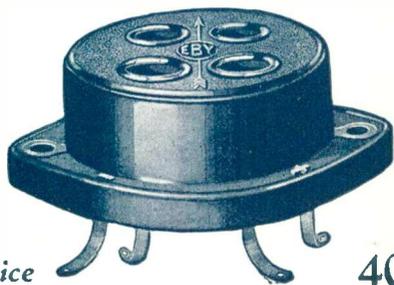
### *Repeat Business.*

*No one who builds a radio set is content with his achievement for long. Hamley's considers the retention of repeat customers the backbone of its business.*

### *Limiting of Stock.*

*Close touch with the market and careful buying prevent ruinous losses, especially in a country in which 1,600 different makes of tubes alone are available.*

# EBY



List Price **40c.**

## A SOCKET That Really Is NEW!

Not a socket made over with superficial improvements to escape becoming obsolete—but—a completely new design that goes hand in hand with the most recent innovations in tube manufacture and radio reception—in fact it anticipates many yet to come. That is the New EBY SOCKET.

The three big features that lift the Eby Socket head and shoulders above competition are

**1. Contact—**

A 3 point wiping spring contact, the full length of the prong—the most scientifically perfect type of contact known. The contact prongs fit snug against the walls of the prong channels—THEY CAN'T SPREAD!

**2. Appearance—**

Beautifully moulded in Phenolic material with a new stipple finish. Top exactly the same size as tube base—a distinct improvement in design. Small, beautiful and completely contained.

**3. Unique Design—**

Easily mounted, either above or below Bakelite, metal or wood panels. One universal model—one stock—one price.

### MOUNTING

By drilling six holes in a bakelite panel, subpanel wiring is possible with the new Eby Socket, although the socket is mounted on top of the panel.

### SUBPANEL

*Bakelite or Metal*

One big hole and two small holes are all that are necessary for an easy subpanel assembly on either Bakelite or metal panels with the new Eby Socket.

### WOOD

For mounting on wood it is only necessary to drill two holes to mount the new Eby Socket on a wooden panel. The contact prongs bend over and are wired on top of the panel.

## Makers of the EBY Binding Posts



Eby Binding Posts are specified in the vast majority of popular circuits—conveniently packed in complete sets for those circuits—inbuilt quality with *non-removable* tops—and nationally advertised at a list price of 15c, which allows jobbers and dealers a fair profit. It will pay you to standardize on EBY Binding Posts.

**The H. H. EBY  
Manufacturing Co., Inc.**

4710 Stenton Ave., Philadelphia, Pa.

## Selling Big!

These new additions to the fast-selling AERO line are going big. You are sure to have a big demand for these items during the coming season, so make it a point to acquaint yourself with the many features of the improved Universal Coils, Chokes, Transmitter Kits and Foundation Units.



### The Improved AERO Universal Coil

At last—a true universal coil that is adaptable to any type of radio receiver under all conditions of usage. These improved inductances are suitable for any straight tuned radio frequency circuit—both bridge and loss balanced, and are easily and ideally adaptable to 3, 4, 5, 6, and 7 tube sets and circuits.

The improved Aero universal coils can be used with all types of tubes—201-A, 199, 112, and the new 240 and A.C. Tubes, and are offered in the following kits:

Kit	List Price
Kit of 4 Coils (for improved Aero-Dyne 6)	\$15.00
Kit of 3 Coils (for Aero 7)	12.00
Kit of 2 Coils (for Aero 4)	9.50
3 Circuit Tuner	5.50
Antenna Coupler	4.50
Wave Trap Unit	4.00

All coils are furnished for use with either .0005 or .00035 condensers if desired.

## New AERO Choke Coils

### AERO Choke 60

Modern circuits of high sensitivity demand the use of radio frequency chokes in certain parts of the circuit. The Aero Choke-60 is designed to have a uniform choking action over a wide range of wave lengths, including Broadcast bands and Amateur Short Wave bands as well. Many chokes employed on short waves have an unpleasant characteristic of showing so-called "holes" in the tuning range, which is present also on the broadcast band but in a minor degree. These faults are corrected in the Aero Choke-60. Price ..... \$1.50



### AERO Choke 248

The Aero Choke 248 is especially designed for operation in Aero Transmitter kits 2040K, 4080K, and 9018K, and other circuits. Aero Choke 248 presents a high impedance or choking action over the usual amateur wave lengths. It is wound with a conductor sufficiently liberal to handle transmitters up to 100 Watts. Price ..... \$1.50



## A New AERO Transmitter Kit

The new key 9080 Aero interchangeable kit has a range of 90 to 180 meters. The kit includes two mounting bases and two Aero choke 248 coils, and is designed for use in the Aero transmitter with Key 2040 kit and key 4080 kit. All kits use the same mounting bases and choke coils. Price ..... \$12.00



## A New Service

We are now able to supply Foundation Unit for all Standard Aero kits, drilled and engraved on Westinghouse Micarta, for the convenience of home set builders. Prices and discounts on these Foundation Units will be furnished on request.



**AERO PRODUCTS, INC.**

Dept. 117

1772 Wilson Ave., Chicago, Ill.

# New Parts *Announced* This Month

For additional new parts, sets and accessories see pages 88-92

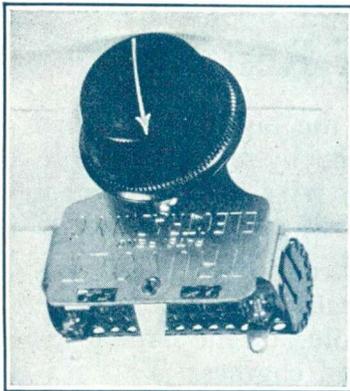
## Variable Wire Wound Resistances

Electrad, Inc., 173 Varick Street, New York, is making the illustrated wire wound resistances in three sizes, namely 25, 50 and 75 watts. The construction of the resistance is nichrome wire wound on an asbestos cord which cord in turn is wound on the outside of a threaded Isolantite tube. This gives a large radiating area for dissipating the heat. Due to the way in which this unit is wound there are thirty exact variable taps of resistance. Each tap being one-thirtieth of the over-all resistance in an ohm. The resistances are made in five styles which have values of 2,500, 10,000, 25,000 and 50,000 ohms.—*Radio Retailing*, August, 1927.



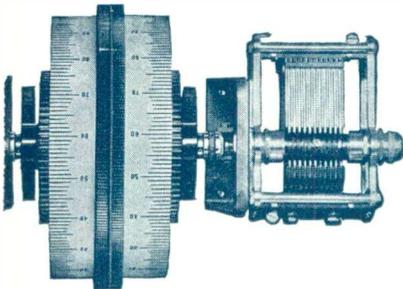
## Variable Resistance

The Automatic Appliances, Inc., 226 N. St. Clair Street, Dayton, Ohio, is making the illustrated variable resistance known as "Votrol." This may be mounted on a panel by means of one hole and it is said by the manufacturer that Votrol will not pack. It is made in two sizes, VR-1 which is variable from 0 to 500,000 ohms, and VR-2 which is variable from 0 to 5,000,000 ohms. The intended retail price of the former is \$1.50 and of the latter \$1.60. Price to manufacturers ranges as low as \$.45 each depending upon quantity.—*Radio Retailing*, August, 1927.



## Vernier Drum Control

A vernier drum control is being made by the Tyrman Electric Corporation, 141 W. Austin Avenue, Chicago, Ill. These are designed for use with all parts of a circuit and have molded bakelite 5 1/4-in. drums with verniers. A new clutch arrangement assures perfect concentricity of drums and condenser shafts. A flexible spring balance bearing holds the vernier in steady contact with the drum. Universal mounting makes it adaptable for all popular condensers. The intended retail price of a vernier drum for single control receivers is \$5; for two-control receivers \$10. This company also makes audio frequency transformers, radio frequency transformers and shielded sockets.—*Radio Retailing*, August, 1927.



## 100-Milliamper Rectifying Tube

The Grigsby-Grunow-Hinds Company of Chicago, Ill., announce a new "Majestic" 100 milliamper rectifying tube for use in B-power supply units. According to the manufacturer the life of this tube at full load is as long as 2,000 hours. The tube is a full wave gaseous rectifier with ionizer. The maximum d.c. output is 30 watts; d.c. current up to 100 mls. at 300 volts. Intended retail price, \$5.—*Radio Retailing*, August, 1927.

*Radio Retailing*, August, 1927

## Hook-Up Wire

The Cornish Wire Company, 30 Church Street, New York City, has placed on the market, a new kind of hook-up wire known as "Braidite." This is made from either solid or stranded copper wire covered first with a cotton wrap and then with a braid. The product is then impregnated in a damp-proof compound. In order to use this wire it is simply necessary to push the braid back while the solder connection is made and then pull the braid forward, covering it. This makes a very neat and well-insulated job. The wire is made in five colors: red, green, yellow, brown and black. The intended retail price for 25 feet in any color of the solid copper core is 35c.; with the stranded core, 30c.—*Radio Retailing*, August, 1927.



## Six-Tube Receiving Set Kit

The Pilot Electric Manufacturing Company, 323 Berry Street, Brooklyn, N. Y., is making a six-tube receiving set kit. The set is 9 in. deep and has a front panel of 7 in. x 21 in. Sheet and molded bakelite is used exclusively for insulation and it is claimed by the manufacturer that the completed set will give perfect 20 k.c. separation. It will retail for less than \$20. Complete information may be had by writing to the above company.—*Radio Retailing*, August, 1927.

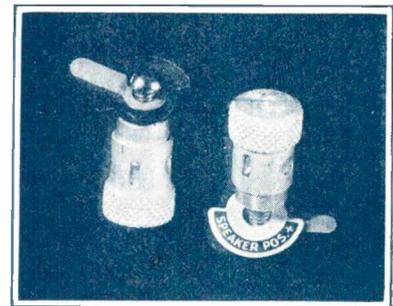
## Universal Radio-Frequency Coil

A new coil is being made by the Aero Products, Inc., 1768 Wilson Ave., Chicago, Ill., which is 2 in. in diameter and 3 1/2 in. high, wound in green wire. According to the manufacturer it is adaptable to any tube including the new a.c. tube and is furnished for use with either .0005 or .00035 mfd. condensers. The most novel feature of the coil is a triple primary coil used in its construction. One primary is adjusted so that its impedance is equal to that of the new a.c. tubes or to any other tubes. The next primary has its impedance matched for 199 or 112 type of tube, and the third primary has its impedance matched with the 240 type of tube. It is equipped with good mounting facilities, terminals being located at lower end of coil. In kits of three the intended retail price is \$12. This is but one of the various types of coils and kits made by this company.—*Radio Retailing*, August, 1927.



## Aluminum Push Binding Post

The X-L Radio Laboratories, 2424 Lincoln Avenue, Chicago, Ill., is making the illustrated aluminum push binding post. There is a spring in the center with a sliding slot on each side so that when a wire is inserted in the hole it is held firmly in position when the top of the binding post is released. These come with markers for any desired radio use and can also be had mounted on strips. A box of seven push posts with proper markings for an ordinary receiver has an intended retail price of \$1.05.—*Radio Retailing*, August, 1927.



## Antenna Equipment Kits

The Packard Electric Company, Warren, O., announce an addition to their radio line, of two complete aerial ground kits, listing at \$2.50 and \$3.75 respectively. Each of these kits contains every essential part for an approved aerial ground system and are so designed as to be erected with the greatest ease and simplicity. These kits complete the Packard line of radio cable which includes a style of cable for every radio requirement.—*Radio Retailing*, August, 1927.

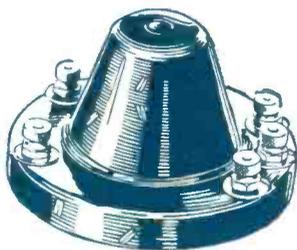
## Two Fast-Selling Low Voltage Drop Relay Switches

TWO types of automatic relay switches at prices ranging from \$2.00 to \$3.50 are available in the Reliable line this season.



### Convenience Models

The Improved Convenience Type Switch, (Models 23 S. A. and 24 S. A.), have a voltage drop factor of one-tenth (.1) of a volt per ampere and a coil resistance of .1 ohm. Contact pressure on Trickle Charger Points  $3\frac{1}{4}$  oz. Both models at list price of \$3.50.



### Utility Type

Utility Type Switches, Models 13 and 14 perform the same functions as the higher priced units, but are without cord and plug and receptacles

for quick connection. Connections to Trickle Charger and B Eliminator are made from binding posts.

These Utility Type Switches are widely sold by dealers competing on the low cost of initial installations and are bought by consumers who are interested in keeping their costs as low as possible to still retain quality.

List prices \$2.00, both models.

Write for samples, dealer discounts and table of voltage drops.

**The Reliable Parts Manufacturing Co.**  
Wellington, Ohio

## RELIABLE Automatic Power Control Switch

Reliable Parts Mfg. Co., Wellington, O.

Please send me more complete information, dealers' prices and table of voltage drops on your Reliable Switches.

My Jobber is \_\_\_\_\_

My Name \_\_\_\_\_

Address \_\_\_\_\_



Make  
Money  
Selling

## TRUVOLT

### A Variable All Wire Power Resistor

CASH in on the big trend toward electrified sets by selling Truvolt, the superior new wire voltage control for B-Eliminators and power devices.

The special construction of this resistance gives it a greater radiation surface, keeping it far cooler, on the same principle as air-cooled engines. This feature is being widely advertised and is creating a big demand with the fans.

1. Made entirely of wire; permanently accurate; very long life.
2. Permits potentiometer control; positive metallic contact at all times.
3. Nichrome wire resistance—very low temperature coefficient.

Type	Resistance (ohms)	Current (Milliamperes)
T-5	0 to 500	224
T-10	0 to 1,000	158
T-20	0 to 2,000	112
T-50	0 to 5,000	71
T-100	0 to 10,000	50
T-200	0 to 20,000	35
T-250	0 to 25,000	32
T-500	0 to 50,000	22.5

*Eight stock types with resistances up to 50,000 ohms.*

All rated at 25 Watts—List \$3.50 each  
Also full line of fixed wire resistances.

*Stock and sell this fast selling item.*

*Write for descriptive booklet  
and full information to*

Dept. 15, 175 Varick Street, New York, N. Y.

*"This Is An Eliminator  
Year"*

# ELECTRAD

Inc.

# Pre-viewing the New Circuits

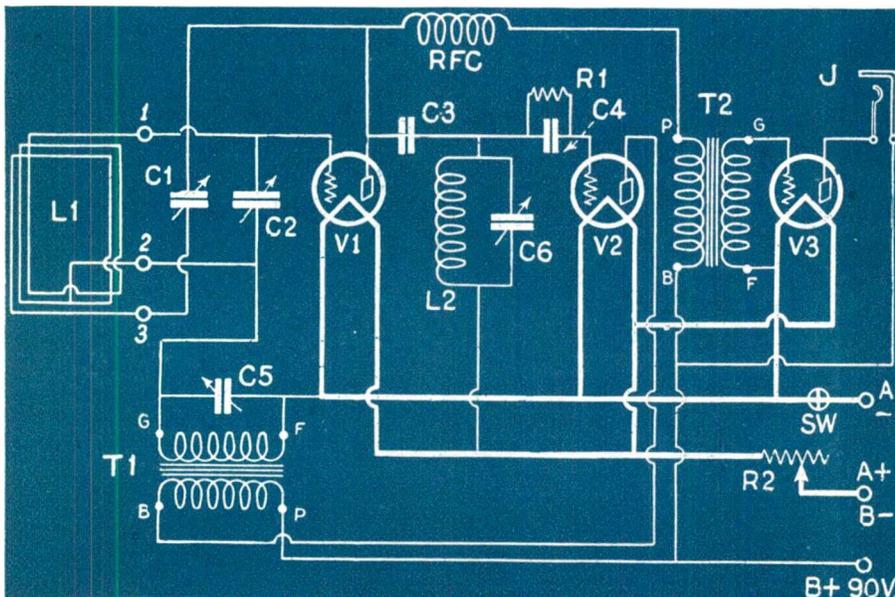
September fan magazine will tell how to build the apparatus outlined on this page



**T**HE Gomez Super-Reflex Receiver, to be described in detail in *Radio News* for the month of September, is a three tube reflex and super-regenerator designed to give loudspeaker volume equivalent to that of a five tube, unreflexed set. It is said to be selective enough to permit its use in crowded cities.

The set has two main tuning controls and two stages of audio-frequency amplification, one of them reflexed. It uses two tubes of the 201-A type and one of the 112 semi-power type in the last or output stage. The tuned-plate method of regeneration control is employed in connection with the first tube of the set. Incidentally this tube functions as a radio-frequency amplifier, as a reflex audio-amplifier and as an audio-frequency oscillator, yet is simple in operation.

The circuit, designed by I. M. Gomez of Buenos Aires, S. A., is said to be extremely stable in operation, is comparatively easy to tune and is neutralized.



Parts necessary in the construction of this set are as follows:

- C2, C6—Variable condensers, .00045 mfd.
- C1—Variable condenser, midget, .000025 mfd.
- T1, T2—Audio-frequency transformers, maximum 3 to 1 ratio.
- R2—Rheostat, 6 ohms.
- C4—Fixed condenser, .00025 mfd.
- C3—Fixed condenser, .001 mfd.
- R1—Grid leak, 2 megohms.

## The Gomez Super-Reflex Receiver

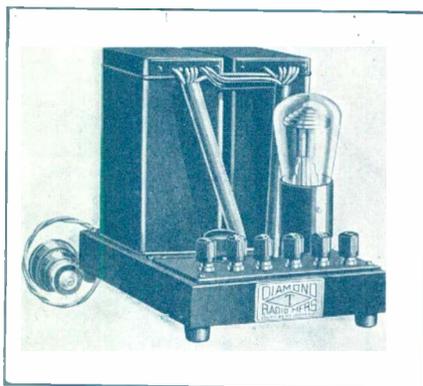
- RFC—Radio-frequency choke coil, 85 millihenries.
- J—Jack, single circuit.
- SW—Filament switch.
- C5—Variable condenser, 1.8 to 20 mfd., screw adjustment.
- L2—Coil, 60 turns, space wound, 3 in. in diameter.

- L1—Loop antenna, 24 turns, center tapped, 16 in. wide, 30 in. long.
- 3 sockets, 2 dials, 17x10 in. panel, 17x9½ in. sub-panel, 2 sub-panel brackets, 7x10x9½ in. cabinet, 6 binding posts.

# New Merchandise for the Dealer to Sell

## Automatic A-Battery Charger

The Elkon Works, Weehawken, N. J. is making a bone-dry rectifier under its own name. This has a 1 amp. charging rate, which makes it efficient for the heavy duty requirements of charging the multiple tube set. The charge is increased or tapered off without attention. For 110 volt 50-60 cycle operation the intended retail price is \$13.50. For the same voltage, but for 25-40 cycle operation, the intended retail price is \$15. New rectifying units can be had for \$1.25. A special unit for charging 4-volt batteries may be had upon request.—*Radio Retailing*, August, 1927.



## B and C-Power Supply Unit

The illustrated B and C-power unit is made by the Diamond T Radio Manufacturers, South Bend, Ind. This has taps for 45, 67, 90 and 135 volts in addition to the C supply tap and is constructed with all wire wound fixed resistances excepting the detector which is variable. It comes complete with an 85 millamp. gaseous type tube. The intended retail price is \$32.—*Radio Retailing*, August, 1927.

## Miniature Galvanometer and Volt Meters

Meter Type 508-M is a miniature galvanometer made by the Hoyt Electrical Instrument Company and merchandised by Burton-Rogers Company, 857 Boylston Street, Boston, Mass. The D'Arsonval movement and dial is mounted in a polished mahogany block and at a convenient angle for easy reading. The scale has a centre zero with thirty divisions each way. The sensitivity is such that one volt impressed across the galvanometer through 60,000 ohms will move the pointer one division. It is an excellent indicator for all d.c. bridge measurements and when used with a known external resistance such as a grid leak it can be used for reading the voltage output of socket power devices or for all classes of circuit continuity testing. The intended retail price is \$14.

This company is also making a voltmeter for B power supply work having a resistance of 1,000 ohms per volt. It is provided with two scales, 0-100 and 0-500 volts. The intended retail price is \$28.

Meter Type 5370 is a pocket a.c. voltmeter with standard range from 0-150 volts and with a multiplier, giving a range of from 0-300 volts. This is for testing the line voltage before installing socket power units in order to make sure that the necessary voltage is available. The case is 2 in. in diameter, 1 in. deep and heavily nickel plated. The dial is hand-calibrated about 1½ in. long. The intended retail price without multiplier is \$11 with multiplier \$16.—*Radio Retailing*, August, 1927.



*Tested*  
**1500 Volts**

HERE is a lot of condenser in a surprising little — a condenser only half the size and less than quarter the weight, but a giant in electrical performance.

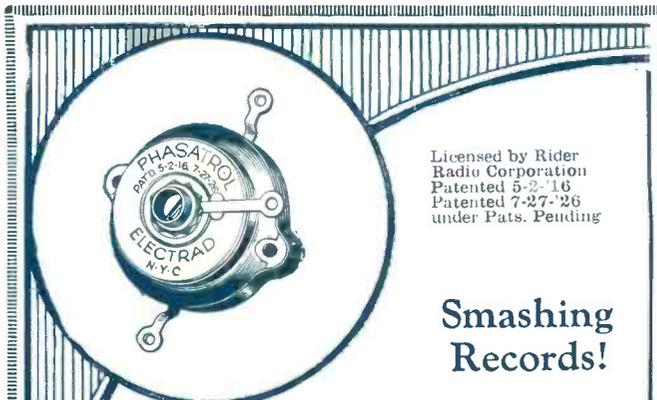
Recent comparative tests with various small condensers showed the smaller SPRAGUE MIDGETS with the highest average flash breakdown, 3550 volts A. C. — and a minimum breakdown of 3000 volts A. C.

Every SPRAGUE is factory tested at 1500 volts and specially waterproofed to keep capacities constant.

Any wonder manufacturers are choosing SPRAGUE'S for safety under continuous operation—at high or low voltages.

SPRAGUE SPECIALTIES CO.  
Quincy, Mass.

**SPRAGUE**  
**MIDGET**  
**CONDENSERS**



Licensed by Rider Radio Corporation Patented 5-2-16 Patented 7-27-26 under Pats. Pending

**Smashing Records!**

**PHASATROLS**

*A True Balancing Device for Radio Frequency Amplifiers*

List price \$2.75

Dealers who have not yet stocked this fast selling part should get on the job, and order now!

Letters from retailers already handling it say it is "going like a house afire". Fans buy it immediately, they say, once they learn its simplicity and remarkable efficiency in stopping radio frequency oscillations.

You'll have many calls to install PHASATROLS. Let us send you our hook-up booklet for leading circuits and standard receivers.

Dept. 82-B, 175 Varick St., New York, N. Y.

**ELECTRAD** INC

**DeJur Resistance Specialists**

Manufacturers of Electrical and Radio Rheostats, Controllers and Regulators Since 1912



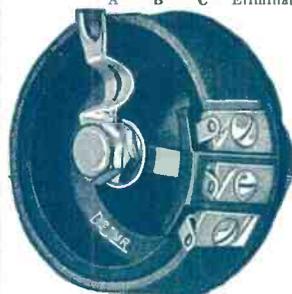
Wire Wound Resistances Made to All Specifications



Heavy Duty Wire Wound Resistors—For All Power Sets and "A" "B" "C" Eliminators.



Air-Cooled Metal Rheostat—Made with or without switch. One hole mount.



Power Rheostat—A high Carrying Capacity Rheostat for Socket Power Sets with Resistance Range from 1/2 to 5000 Ohms.



Condensers—Single, Double, Triple Types in All Capacities.

TO DEALERS AND JOBBERS

Write for new catalog of complete 1927-28 line.

TO MANUFACTURERS

The De Jur Products Company is the largest manufacturer of rheostats and resistances made to special specifications. Let us figure on your requirements.



**DeJur Products Co**  
199 Lafayette St., New York City

The fact that literally millions of coils are produced by Dudlo every season means not only that Dudlo is the world's headquarters for magnet wire and coils—but it has even greater significance.

This tremendous output automatically requires highly specialized manufacturing methods—impossible in smaller plants. It provides testing and inspection facilities that guarantee a more uniform product. It assures exact adherence to customers' specifications.

Such enormous volume also permits the maintenance of experimental laboratories that can be of great assistance to you in designing and developing more efficient coils for the products you make or sell.

Rush orders, large seasonal demands, or the unusual requirements of any manufacturer are regularly absorbed in the huge Dudlo plants without confusion, delays, or disappointments. The needs of any one branch of the electrical industry are well within the normal capacity of Dudlo.

Those manufacturers who use Dudlo coils in their products are never victims of lowered manufacturing standards or lax inspection even at the peak of the season.

# 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

The Biggest Issue  
of the Year

# September Issue

## of Radio Retailing

The September issue of *Radio Retailing* will be the Annual Fall Buying Issue. It marks the opening of the radio season when the real activity of buying and selling starts. Editorially, this issue will be an outstanding accomplishment.

Another reason for the importance of the September issue will be the complete catalogue of sets and loud speakers—a feature which appears only in *Radio Retailing* and which is of

immense value to the entire industry.

*Manufacturers:—*

These two important features of the September issue of *Radio Retailing* make it an exceptionally important one from the standpoint of the trade, and therefore an equally important one for your advertising message. Be sure that your products are represented. Forms for the September issue close August 17th.

## Radio Retailing

—a McGraw-Hill Publication

473 Tenth Avenue, New York City



Exclusively Licensed  
by Technidyne Corporation Under U. S.  
Patent 1593658.

Our  
Advertising  
Is Helping You Sell

### Royalty Variable High Resistances

Interesting, eye-catching advertisements in important publications are telling fans about the quality and efficiency of Electrad Products.

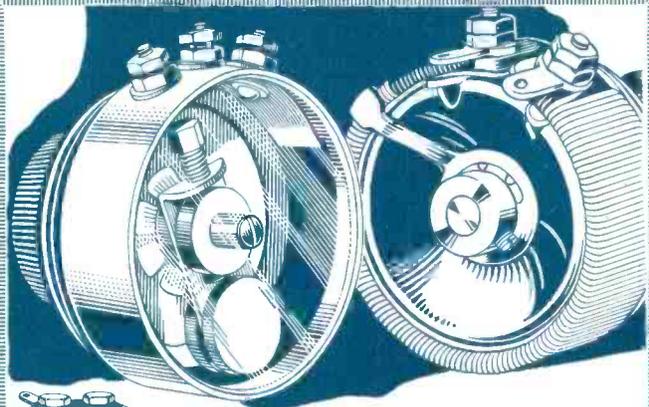
Write-ups by radio editors, the endorsement of experts, and the praise of delighted users are also spreading the Electrad story broadcast.

That's why Electrad Products enjoy a big sale and turnover. If you do not carry Royalty Variable Resistances, add this highly profitable item to your line now.

*For Full Information Write*

Dept. 83B, 175 Varick St., New York, N. Y.

# ELECTRAD



### FROST-RADIO DE LUXE APPARATUS IS OF SUPERB QUALITY

YOU never saw finer radio apparatus than the new FROST-RADIO DE LUXE items, which include the new De Luxe Rheostats and Potentiometers, Variable High Resistances and Fixed Resistances. Because of their superior design, their much finer finish and their superb construction they outsell any similar apparatus on the market. Secure full information from your jobber. Get in touch with him today.

**HERBERT H. FROST, INC.**  
Main Offices and Factory:  
ELKHART, IND.

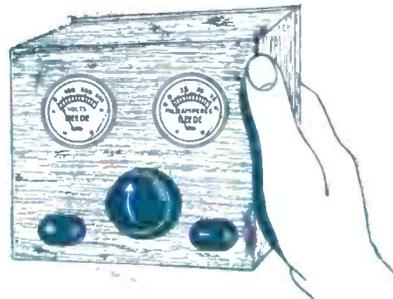


### Announcing

**T**HE third and last of the Guthrie 1927 Nightingales. A two dial six tube model in a table cabinet combining the beauty of correct design with the utmost in selectivity and reach-out.

List Price \$40.00

**THE GUTHRIE CO.**  
ELYRIA, OHIO



### Absolutely Essential New Beede "Service" Type "B" Eliminator Tester

Needed by every Jobber and Dealer Service Man. Nothing like it! Compact Accurate Volt and Milliamperere readings. Switch enables you to disconnect Milliammeter so that it can be used separately for testing set loud. Backed by usual Beede Guarantee. A Precision instrument at \$12<sup>00</sup><sub>List</sub>

Ask Your Jobber or Write for Our New Catalog

**BEEDE ELECTRICAL INSTRUMENT CO.**  
136 LIBERTY ST., NEW YORK

# BEEDE METERS



Exclusively Licensed by  
Technidyne Corporation  
under U. S. Patent  
1593658, July 27, 1926.

Another  
Electrad  
Triumph!

# “TONATROL”

A True Tone and Volume Control

In every city, hamlet and town, this startling new Electrad device is “going over big” with the fans.

Letters are pouring in from set builders and owners, asking where they can buy “Tonatrols.” Users everywhere are telling friends how perfectly it controls volume from a whisper to full power.

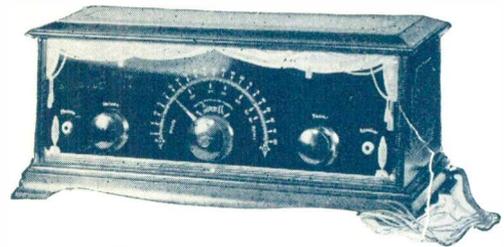
Mr. Dealer, are you too carrying this easy selling Electrad item? If not we suggest that you stock “Tonatrols” immediately.

Tonatrols—Standard Volume Control—List \$1.50  
Tonatrols—Type W. S. (with filament switch attached) List \$2.00  
*Write for full information.*

Dept. 84A 175 Varick St., New York, N. Y.

# ELECTRAD

AH!



An Inbuilt STATIC SNUBBER (Pat. Pdg.)

CLARITY BEAUTY  
SELECTIVITY PRICE—\$80 UP  
DISTANCE ATTRACTIVE DISCOUNT  
VOLUME EXCLUSIVE TERRITORY  
EASY TUNING CO-OPERATIVE ADVERTISING

Test sample—secure YOUR territory.

## SUPERFLEX

Radio Products Corp., Inc., 3816 N. 28th St., Birmingham, Ala.

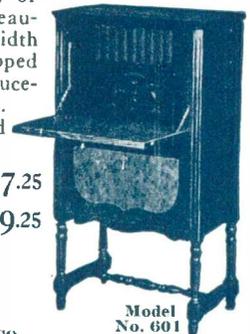
## Good-Looking and Fast-Selling

Made of highly figured mahogany or burl walnut plywood; finished in beautiful two-tone. Height, 43-in., width 25½-in., depth, 15¾-in. Equipped with either built-in high grade spruce-wood horn or 27-in. Aston horn. Either with or without Utah loud speaker unit. Price, cabinet and spruce-wood horn, antique brown mahogany..... \$67.25

Same, in antique burl walnut, \$69.25  
Utah unit (when ordered with cabinet) additional to list, \$6.75.  
Cabinet and Aston horn (additional to list) \$4.00

f.o.b. Chicago, Ill.

STANDARD PIANO BENCH MFG. CO.  
1221-27 West Lake St., Chicago



Model No. 601

BOTH LEADERS  
—and Adopted  
by Leaders!



Durham Powerohms (for “B” Power Supply Units) and Durham Resistors—both metallized—both noiseless—both supreme in durability—both used by leading manufacturers, sold by leading dealers and endorsed by fans everywhere. If you are not selling them, write for particulars.

Durham Resistors are made 500 Ohms to 10 Megohms.

Durham Powerohms are made in 2.5 watt and 5 watt sizes, each in all ranges and with special standard or special tips.

# DURHAM

METALLIZED  
POWEROHMS  
& RESISTORS

INTERNATIONAL RESISTANCE COMPANY

2½ S. 20th St., Philadelphia, Pa.

## DEPENDABLE COIL SERVICE for Radio Manufacturers

Battery Charger Coils  
Eliminator Chokes and  
Transformer Coils  
Coils for Loudspeakers  
Audio Transformers and  
Impedance Amplifiers  
Honeycomb Inductances

Send us your specifications for our quotation and shipping date. Service prompt.



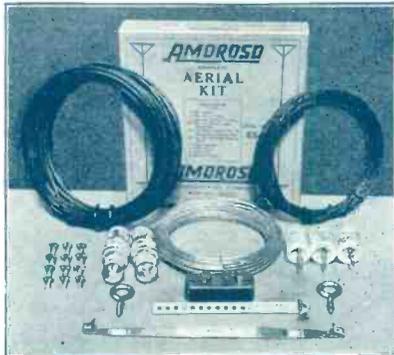
UNIVERSAL WINDING CO.  
PROVIDENCE, R.I.

## A Complete Line Of AERIAL NECESSITIES

Every radio set owner needs an efficient ground and aerial.

Your customers will find in the Amoroso Aerial Kits everything necessary for an efficient installation.

STYLE "A" \$3.50  
STYLE "B" \$2.00

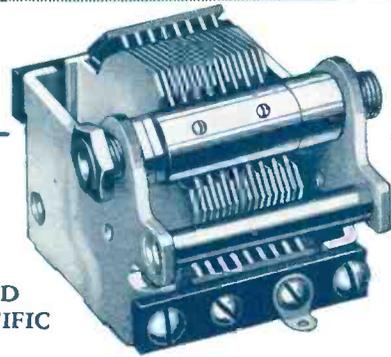


The NIFTY LEAD-IN is completely weather proof and well insulated with rubber.



The Amoroso Radio Clamp is made of copper with a clip of nicked brass. The flanges are bent so as to give added strength and prevent the clip from turning. An exclusive feature. Ask about these clamps.

**AMOROSO**  
MANUFACTURING CO.  
BOSTON, MASS.



UNITED  
SCIENTIFIC

TYPE  
UXB

### JOBBERS and DEALERS

Can make money stocking this universal precision instrument, which is adaptable to any circuit. It can be mounted for all sorts of drives and ganged in any number.

Characteristics:

1. Patent leveled brass rotor stator.
2. Precision spacing that assures accurate calibration.
3. Removable shaft can be adjusted to any desired length. Adaptable to ganging in any number.
4. Universal mounting permits clockwise or counter clockwise rotation. Provided with integral frame lugs for sub-panel mounting.
5. Modified straight-line frequency curve to take care of present day broadcasting wavebands.

This new condenser is made in .00035 and .0005 sizes. The extremely low price of this quality instrument is another reason why you should handle it.

Make further inquiries TODAY.

United Scientific Laboratories, Inc.

82 Fourth Avenue,

New York City

BRANCH

OFFICES

St. Louis

Chicago

Boston

Minneapolis



BRANCH

OFFICES

Cincinnati

Los Angeles

Philadelphia

San Francisco

Canadian Offices:

London, Ontario



### Pattern No. 107

The Pattern No. 107 Junior Tube Checker is a very good item for dealers to handle. Every buyer tests his own tubes and thus relieves the dealer of this important service problem.

Jewell has several new items for the coming season which every dealer should know about. Profits are good. Ask your jobber to tell you about the new Jewell instruments.

Jewell Electrical Instrument Co.  
1650 Walnut St., Chicago

"27 Years Making Good Instruments"



Pattern No. 107  
Junior Tube  
Checker

## Private Brand RADIO "B" BATTERIES

One of the oldest and largest manufacturers of high quality Radio "B" Batteries is in a position to supply a line under special or private brand at an unusually attractive price on a quantity contract.

Handsome package lithographed in two colors suitable for display.

Large facilities for quantity production and prompt shipment.

Address—

GRAYBAR BUILDING  
Room 1942, New York City



## The Fastest Selling Wire "From the Ground Up"

### "Corwico" Products

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

The merit of "Corwico" products backed by our consistent advertising to the radio public has made the name "Corwico" a guarantee of quality and value in radio wire. "Corwico" wire is consequently the quickest turning and best profit making line for dealers and jobbers to handle.

#### TO MANUFACTURERS

Let us quote on your wire requirements

#### TO DEALERS AND JOBBERS

Write or wire today for complete catalog and discounts.

**CORNISH WIRE COMPANY**  
30 CHURCH STREET, NEW YORK CITY

BOSTON 80 Federal St.	CHICAGO 326 W. Madison St.	KANSAS CITY 208 Baltimore Bldg.
SAN FRANCISCO 585 Mission Street	LOS ANGELES 224 East 16th Street	



**SAVES TIME, TROUBLE AND COMPLAINTS**

THE convenience and ease of erection of the adjustable Premax steel radio mast saves time and trouble on contract jobs.

The better reception secured by this neat, sturdy aerial support keeps set customers satisfied with their purchase. Light but strong—Fits any roof—Convenient to stock—Easy to Erect

2 and 3 sections of tubular steel that telescope into a handy 4 foot length.

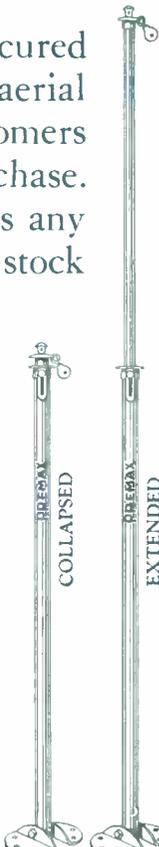
Ask your jobber or write today for sample mast complete with guy wire, pulley and roof anchors.



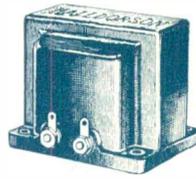
10-ft. Premax Mast No. M10. Weight: 7 1/2 lbs.



NIAGARA METAL STAMPING CORP.  
Niagara Falls, New York  
Dept. RR3



7-ft. Premax Mast No. M7. Weight 6 lbs.



**Rich tone quality**

in a transformer of normal size and price is secured in the Halldorson Overtone through a special core design of highest efficiency.

Set manufacturers, write for prices and samples.

The Halldorson Company  
4745 N. Western Av., Chicago

**Halldorson Overtone Audio Transformer**

**CLIP TIME OFF WIRING JOBS BY USING**



An Insulating Cap with a split screw that bites twisted wire ends.

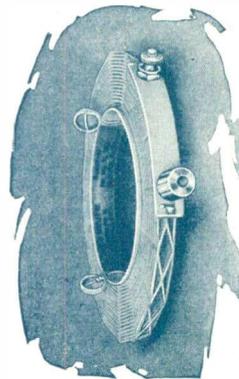
Approved by the Underwriter Lab.  
Cartons of 100 — Standard Package 1000

For Free Working Samples Sign Below and Mail

Name \_\_\_\_\_

Address \_\_\_\_\_

COLT'S PAT. FIRE ARMS MFG. CO., HARTFORD, CONN.



**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  
110 Union St., Springfield, Mass.

**SICKLES DIAMOND-WEAVE COILS**

**Only reliable products can be continuously advertised**



# An Important Step in the Evolution of Radio

A NEW  
Battery Charger  
that is really  
Automatic



The NEW  
APCO Automatic  
"A" Charger  
is Never  
Absent Minded

From one of the greatest electrical laboratories of the world, The Westinghouse Company, comes the new knowledge that makes battery charging so simple and sure that it requires no further attention.

When the set is turned off the APCO Automatic is busily at work keeping the battery at maximum efficiency. The turn of the filament switch that puts the set in operation disconnects the Charger *automatically*.

You can't *forget* to turn the Charger on or off. It does its own work without being told. The new Rectox unit supplied by The Westinghouse Co. accomplishes rectification by a new and greatly improved method, the principle involved being the most advanced known to electrical engineering.

APCO Automatic Charger lists at \$16.50. That is the first and last cost, for the device works without tubes or acid jars and practically defies wear.

There is no upkeep whatever.

**APCO-MOSSBERG CORP.**  
ATTLEBORO MASS.

*Note the change  
in address.*

# Acme ANTENNA



Made of seven strands of copper wire thoroughly enameled, then twisted into a firm cable. This type of antenna resists corrosion and presents maximum surface to the incoming wave, thus greatly improving the signals. Made in size to equal Nos. 14 and 16 solid enameled antenna wire. (We also make solid and stranded bare, and stranded tinned antenna.)

### Acme Loop Antenna

Sixty strands of No. 38 bare copper wire for flexibility, 5 strands of No. 36 phosphor bronze to prevent stretching. Green or brown silk covering; best loop wire possible to make.

### Acme Flexible Celatsite

A cable of fine, tinned copper wires with non-inflammable Celatsite insulation. Ideal for sub-panel or point-to-point wiring. Strips easily, solders readily. Nine beautiful colors; sold only in 25 ft. coils, in cartons colored to match contents.



### Acme Solid Celatsite

Tinned copper bus bar hook-up wire with non-inflammable Celatsite insulation, in 9 beautiful colors. Strips easily, solders readily, won't crack at bends. Sizes 14, 16, 18, 19; 30 inch lengths.



### Acme Spaghetti Tubing

Oil, moisture, acid proof; highly dielectric—used by leading engineers. Nine colors, for wire sizes 12 to 18; 30 inch lengths. (We also make tinned bus bar, round and square, in 2 and 2½ ft. lengths.)

### Acme Battery Cable

A rayon-covered cable of 5, 6, 7, 8 or 9 vari-colored Flexible Celatsite wires for connecting batteries or eliminator to set. Plainly tabbed; easy to connect. Gives set an orderly appearance. One to a box, with or without terminals.



Send for Folder

Dealers--Write Dept. E for catalog inserts and discounts

**THE ACME WIRE CO.**

Main Office and Works, NEW HAVEN, CONN.

Branches at

New York, 52 Vanderbilt Ave., Chicago, 427 West Erie St. Cleveland, Guardian Bldg.

**ACME WIRE**  
MAKES BETTER RADIO



*\$160—and the finest of its kind*

# MAGNAVOX POWER SPEAKER

(Dynamic)

Built on the electro-dynamic principle, under exclusive Magnavox patents. Quality to match the finest sets. Center of attraction at Chicago Show in June. Works directly from light socket. Uses one 216B and one 210 type tube. Speaker unit can supply B current to set. A sure-fire sales leader.

LOBOY Model (above), list \$160 (without tubes).

Magnavox electro-dynamic speaker, unit only, type R4, for 6 volts, ½ ampere field winding—\$45.00

Type R5, unit only, for use in electric phonograph 100 volt, 40 milliamperes field winding—\$45.00

Type R50, unit only, as used in LOBOY Speaker complete with amplifier and eliminator—\$110.00

### Warwick Model Cone

Permanent magnet type—handles power tube volume without distortion—\$27.50

Type M7 Self contained, complete permanent magnet cone, unit only, 8½-in. diameter—\$12.50



Write at Once for Name of Distributor

**THE MAGNAVOX CO.**  
OAKLAND, CALIFORNIA

Chicago Sales Office—1315 South Michigan Ave., Chicago

The HANDWRITING on the Wall—

# ADLER-ROYAL



## RADIO CABINETS

THE PUBLIC no longer buys radio as RADIO. Astute merchants concede the fact. It is no longer a novelty and the unattractive box and clutter of accessories will not suffice.

Radio has taken its place in the household scheme, definitely, as MUSIC, with the *Piano—Ergo*, as *Furniture*, and the design and craftsmanship must enhance the ensemble.

Cabinet work by Adler-Royal adds a definite sales appeal, all its own, to whatever receiving set you may install. Give your dealers the advantage of the sales-help in this distinguishing mark "Cabinet Work by ADLER-ROYAL."

A new line of exceptionally beautiful stock models by a nationally famous designer are now available to distributors at surprisingly moderate prices. Write today for photographs.

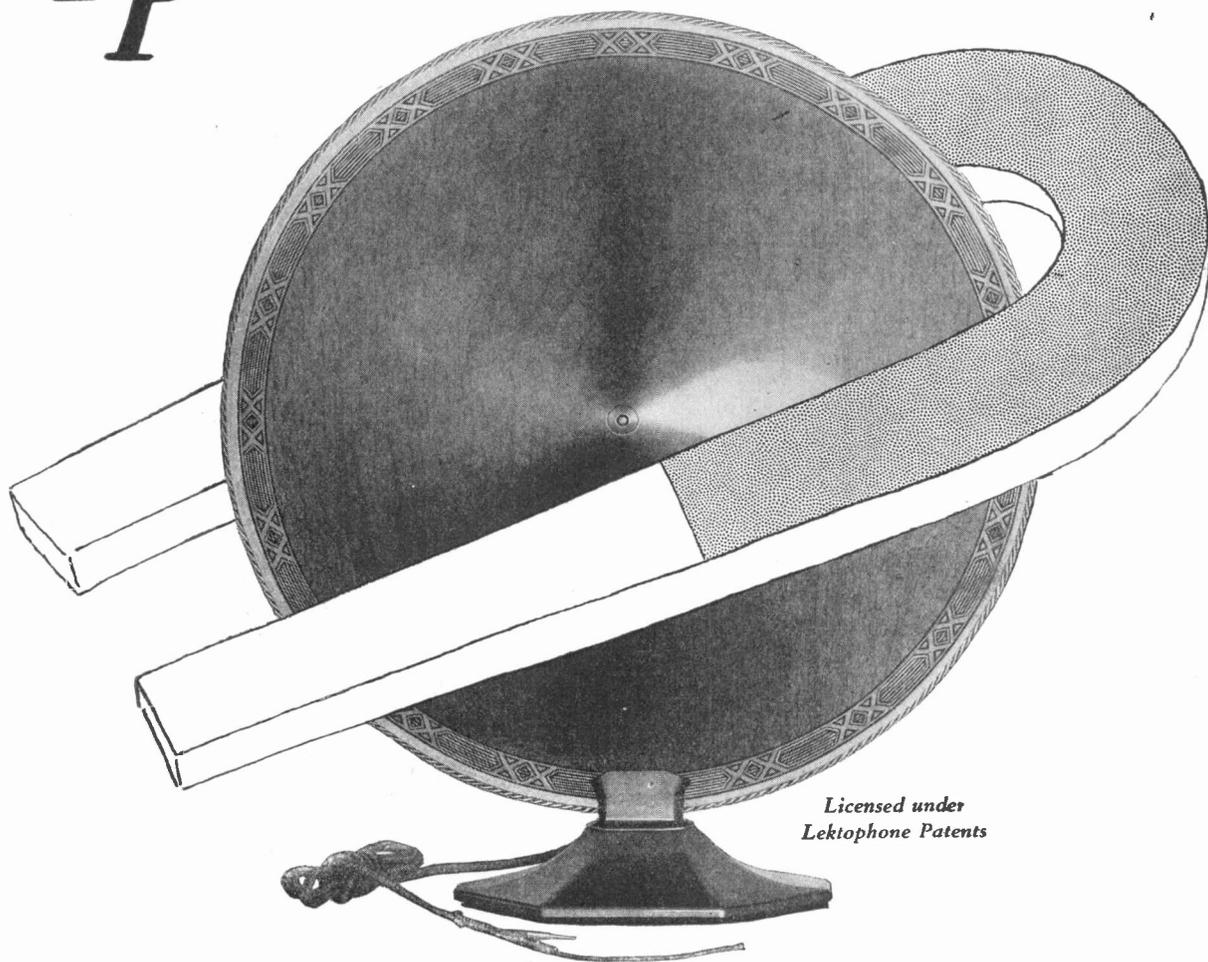
**ADLER**  
 Manufacturing Co.  
*Incorporated*  
 LOUISVILLE      THE HOME OF ADLER-ROYAL RADIO CABINETS      KENTUCKY

*Special to Radio Manufacturers*

We specialize in designing and executing exclusive cabinets for Radio Set Manufacturers. Write us about your needs.



# A *positive* MAGNET



Licensed under  
Lektophone Patents

**T**HE Sandar Speaker has won the hearty endorsement of so many fans that it has proven a positive magnet in attracting a heavy and sustained demand on dealers all over the country—so much so that the manufacturers have been hard put to it to keep production up to their re-orders.

Perfect performance, attractive design and remarkable price, \$27.50—lowest of

any speaker of its size—united in drawing attention to Sandar and earning for it a sensational success. Now we have introduced a Junior model also, retailing at \$16.50, which has already created widespread interest.

There is some territory available, so you still have the opportunity to cash in on Sandar's popularity by writing TODAY for terms and full information.

## SANDAR S P E A K E R

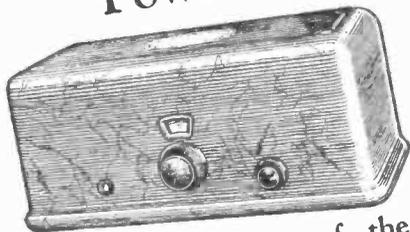
SENIOR Model \$27<sup>50</sup>  
(No. 25)  
West of the Rockies \$30<sup>00</sup>

JUNIOR Model \$16<sup>50</sup>  
(No. 21)  
West of the Rockies \$17<sup>75</sup>

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

# Here's the Great New Line of Day-Fan

Battery and Socket  
Powered Receivers



Here's the newest of the battery operated line of Day-Fans—a six-tube receiver of most remarkable tone—for \$65.00. This needs to be heard to be appreciated. Other battery operated sets in the various Cabinets.

The Day-Fan Junior 6 Tube is priced at ~

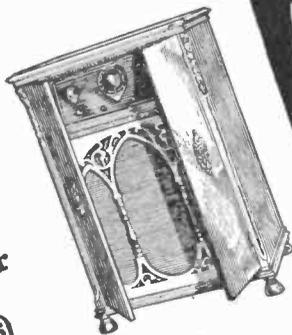
\$65<sup>00</sup>

RADIO RECEIVERS  
as used by the  
Broadcasting Stations  
to Listen to their  
Own Programs!

[ Send the Coupon for  
Full Information ]

~ and  
the New  
Day-Fan 6  
M-G

(a Set that  
Requires neither  
Batteries nor  
Eliminators)



This is the De Luxe Cabinet with the big speaker horn that is the favorite setting for the new Motor Generator Receiver—no batteries—no eliminators. Always at full power—needs no attention—never runs down. Available also in smaller cabinets.

The  
DAY-CEE  
Six  
(AC Tube Set)



When it comes to battery elimination, this year's Day-Fan line has the world beaten. This AC Tube set needs no batteries—plug it into the light socket and the radio of the nation is at your finger tips. Supplied also in more elaborate cabinets (Day Royal and Day-Mar).

DAY-FAN ELECTRIC CO., Dayton, Ohio  
Send me information regarding your new radio line and franchise information for

R. R. 2

Dealer  Distributor

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## Tone Completeness that Assures True Musical Quality!

**O**PERADIO Speakers bring world-famous entertainers to your very home! The flute-like liquid notes that flow from the violin of a great artist, the deep resounding organ masterpieces under the touch of a virtuoso, all the delicate shadings of silvery voice or instrument are recreated with such flawless realism that it seems the artists are in your own drawing room.

Stonite, a new inert material makes such reproduction possible in Operadio. Stonite cannot vibrate, consequently it prohibits distortion and each note and tone swells from the long tone chamber pure and clear, *complete*, with all the overtones and undertones that give musical beauty.

With sales promising to eclipse all previous records and prices that stop all competition, Operadio Speakers bring dealers a real opportunity for greatly increased profit. And the Operadio sales plan will help you sell.

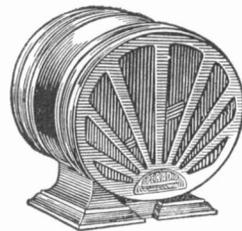
*Write or Wire for Details*

# OPERADIO

## BLOC-TYPE SPEAKERS

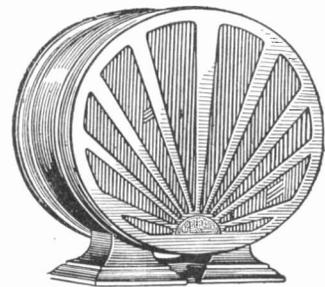
Mfg. by  
OPERADIO MFG. CO.  
704 E. 40th Street  
Chicago, Ill.

Sales Dept.  
THE ZINKE CO.  
1325 S. Michigan Avenue  
Chicago, Ill.



*The Junior Model*

For a small speaker, the tonal qualities of the Junior Model are amazing. The Junior is 7 inches high, 8 inches wide and 6 $\frac{3}{4}$  inches deep. It is finished the same as the Senior Model, in gold and brown and the price is \$15.00.



*The Senior Model*

The Senior Model Operadio Speaker has a 54 inch air column—nearly a 5 foot horn, but decidedly better than a horn because Stonite prohibits all vibration and distortion. Finished in a dignified gold and brown—leatherized. The Senior Speaker is especially designed for use where great volume and clarity are desired. It assures splendid reproduction always. Price \$25.00.

# The courts confirm what the public knows

TUNED radio frequency sets have no commercial value without means of neutralization.

Modern tuned radio frequency receivers improved with means of neutralization cannot be legitimately made or sold by jobbers or dealers unless the manufacturer is licensed by the owners of the patents.

Manufacturers of "Neutralized" or "Self-balanced" radio sets, together with the jobbers and dealers who sell them, cannot escape patent infringement liability unless licensed.

The penalty for infringement by manufacturer, jobber or dealer is the recovery of the profit made or the recovery of the patent owner's damages, as may be awarded.

*Patent protection on "Neutralized" radio sets is not complete unless it includes a license under the Hazeltine Neutrodyne and Latour patents.*

## Courts define infringement

"Modern methods for the control of regeneration and the undesired self-oscillations which result therefrom were unknown in the art when the patent in suit (\*Alexanderson's) issued. These improved methods have perfected Alexanderson's system of geometric tuning, and are employed by the defendant. Their importance cannot be denied (see Hazeltine Corp. v. Electric Service Eng. Corp. 18 Fed. 662), and it may be conceded that the Alexanderson device, without some such improvement, would be of little commercial value today. But infringement of the Alexanderson patent of 1913 is not avoided by using his invention with subsequent improvements."—Judge Thomas D. Thacher's decision in the action brought by the Radio Corporation of America et al. against E. J. Edmond and Company involving a set manufactured by Atwater Kent Manufacturing Company, handed down July 11, 1927.

"The invention of Hazeltine completely revolutionized the radio industry by eliminating the bothersome noises and squeals. . . . I find that the close coupling of the Hazeltine patent 1,489,228 was a decided advance in the art, an advance that produced complete and

\*Identification ours

permanent neutralization. . . . The patents are valid and the claims have been infringed by the defendant."—Judge Grover M. Moscovitz's decision in the action brought by the Hazeltine Corporation et al. against A. H. Grebe & Company, Inc., handed down June 20, 1927.

Judge Moscovitz's decision establishes that no manufacturer can make a completely neutralized tuned radio frequency receiver without invading the patent rights of the Hazeltine Corporation.

The validity of the Hazeltine Neutrodyne patents was not affected by the decision of the Circuit Court of Appeals for the Second Circuit in the action brought by the Radio Corporation of America with respect to the Rice and Hartley patents.

*DEALERS—To be safe from infringement and from liability for damages, be sure the radio sets you handle are manufactured and fully protected under the Hazeltine Neutrodyne and Latour patents. Infringers will be prosecuted.*

Full information may be obtained from Hazeltine Corporation, 15 Exchange Place, Jersey City, N. J.

# N E U T R O D Y N E

Trade-mark Reg. U. S. Pat. Off.



# The WESTON Radio Set Tester

*will identify*  
**YOUR STORE**  
*with dependable*  
*Service and Products*



**T**ODAY the dealer who is building for the future is the one who is identified with prompt and efficient Radio Service and reliable merchandise.

Not only should he handle products which the advanced operator recognizes as the accepted standards, but the dealer should always be mindful of the problems of the amateur.

The surest way to cultivate radio prospects and increase their patronage is to show them how to obtain the best results from their sets. This is where the Radio Service Department can increase both the dealer's prestige and his profits. Weston provides the means in the Model 519 Radio Set Tester.

This instrument is designed for measuring all voltages used in a radio set both at the battery terminals and at the tube sockets; for quickly checking tubes and for testing continuity and condition of circuits.

Full scale deflection is produced on the instrument with a current of only *one milliampere*. Thus, with no auxiliary batteries required, this tester is ideally suited for testing radio sets operated either by batteries or battery eliminators.

The instrument has three voltage ranges—200/80/8 volts—and a 20 milliamperage range. Each set is provided with a plug and socket of the UX type together with adapters for use on other types of connections.

Only a few minutes are required to make a complete check-up on any set, thus effecting big reductions in time and cost of service—for the greater profit to the dealer.

Take a lesson from Babe Ruth. He has learned how to connect with the exact spot on a baseball to his profit. The "exact spot" which means profits in the radio supply business is effec-



THE EXACT SPOT

tive house-to-house service. The Weston Model 519 Radio Set Tester meets the needs of this service and will establish "Home Run Records" season after season.

**WESTON ELECTRICAL INSTRUMENT CORPORATION**  
25 Weston Avenue, Newark, N. J.

# Dealers — Distributors Get Ready for National Radio Improv'ment Week

**N**ATIONAL Radio Improv'ment Week has been conceived and inaugurated by the Ken-Rad Corporation — makers of Archatron Radio Tubes. Thousands of dollars have been appropriated to urge radio owners and prospective radio owners to bring their receivers up to date or to acquire the better radio that the market offers today.

Impartially and unselfishly the Ken-Rad Corporation invites the entire trade to tie in with this great campaign, irrespective of whether they stock Archatron Long Life Radio Tubes.

Through advertising in national mediums and local co-operative dealer advertising the millions of people who do not now enjoy radio and the millions who have inferior out-of-date receivers will be informed of the fact that now they can have better radio, and urged to acquire it.

While the purchase of Archatron Tubes is suggested as one means to enjoy better radio, yet the sum and substance of the persuasion is to adopt all available means and late improvements. In short—"to get all from the air there is on the air" and go to you, the dealer, to get it.

Window strips, store hangers, window display material, counter and mailing literature and other sales helps have been prepared to make it easy to tie in with this original campaign. The subject matter of some of this material is Archatron Tubes and some National Radio Improv'ment Week.

Dealers and distributors not wishing to, or unfortunately not able to stock Archatrons thru possible franchise on other tubes, will be accorded the privilege of obtaining such selling helps dealing with Radio Improv'ment Week, on application.

The campaign has been designed as a public and dealer service. Its benefits to the dealer lies "in concentrating service" in a given short period of time, and reducing gratis service by avoiding future tube, battery and other troubles thru better preparation at the outset of the radio season.

Its benefits to the radio buyer are a longer and better season of radio pleasure at less cost and annoyance.

The Ken-Rad Corporation not only spends a vast amount of money and energy to launch this movement but also does its part by enabling dealers to offer a special deal on Archatrons which is sure to appeal to those wishing better radio and guaranteed, longer, better performance.

Archatron Radio Tubes perhaps stand today as the greatest single accessory contributing to radio performance and economy. National Radio Improv'ment Week, although centered around Archatrons, is by no means limited to Archatron sales.

Write today for full, detailed particulars about National Radio Improv'ment Week, Archatron Radio Tubes and Selling Helps.

## THE KEN-RAD CORPORATION, Inc.

National Radio Improv'ment Week Division

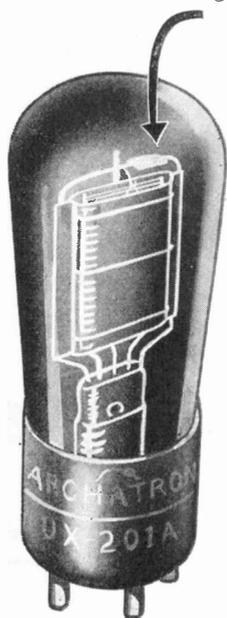
Owensboro, Kentucky



Simply pin this Coupon to your letterhead

## KEN RAD ARCHATRONS

The Long Life Radio Tube



This is the Arch in Archatrons which results in

### COMPLETE DEGASIFICATION

Complete Degasification means longer filament life. Better radio reception and absolute satisfaction guaranteed for each Archatron tube. Complete degasification means unimpeded electron flow, which results in better tube performance. That is why Archatrons give

**More Selectivity  
Greater Distance  
More Stations  
More Volume  
Better Radio  
Reception**

The arch in Archatrons isolates the "getter" so the "flashing" temperature does not release the latent gases within the metal elements of the tube. The "getter" neutralizes all free gases and does not release more.

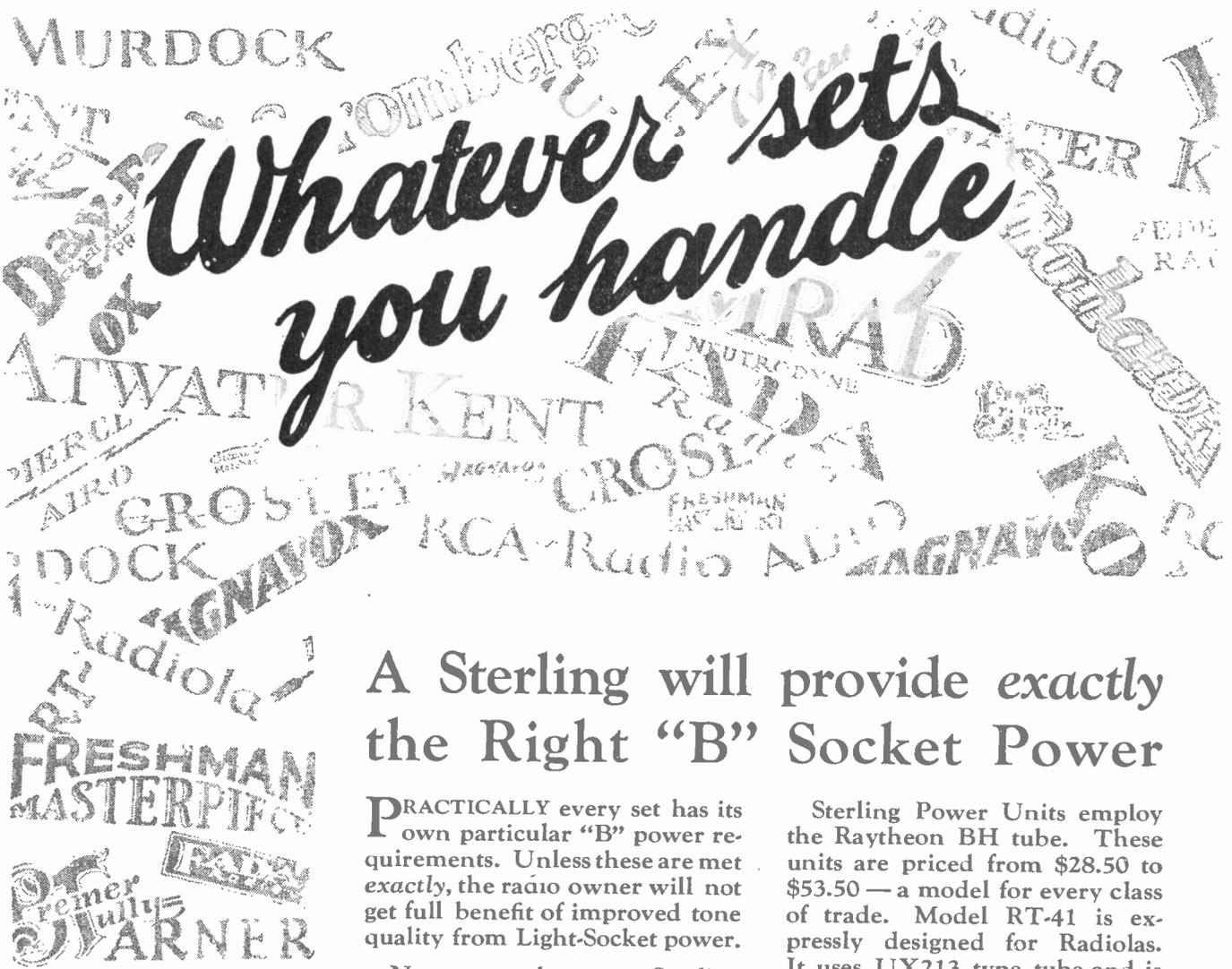
Archatrons last longer, are absolutely uniform in electrical characteristics and remain so until the end of filament life. "Get all from the air there is on the air" —with Archatrons. Send for a trial set for your test radio. Full return credit if you fail to get promised results—and you are the sole judge.

The Ken-Rad Corporation, Inc.,  
Owensboro, Kentucky.

Please send me full particulars about National Radio Improv'ment Week, your co-operative offer, free selling helps and Archatron Radio Tubes.

Name.....

Address.....



# Whatever sets you handle

## A Sterling will provide exactly the Right "B" Socket Power

PRACTICALLY every set has its own particular "B" power requirements. Unless these are met exactly, the radio owner will not get full benefit of improved tone quality from Light-Socket power.

No matter what set a Sterling Power Unit is operating, positive adjustment enables every tube to receive its correct voltage. The low voltage of peanut tubes, the heavy drain pulled by the 112 and 171 Power tubes—all are accommodated to a nicety by Sterling Power Units.

Sterling Power Units employ the Raytheon BH tube. These units are priced from \$28.50 to \$53.50—a model for every class of trade. Model RT-41 is expressly designed for Radiolas. It uses UX213 type tube and is priced at \$27.00.

Decide now to handle the Power Unit line that really does fulfill its promise for profitable sales without comeback, without after-sales servicing. A post card to us or your jobber will bring you trade information.



THE STERLING MANUFACTURING CO., 2831 Prospect Ave., Cleveland, Ohio

# Sterling "B" Power Units



**R-81 "B" Power**  
for 3 to 8 tube sets including power tube. Output at 35 mls. is 150 volts. All three voltages Detector, Medium and High are adjustable within wide limits. On and Off switch. List Price: including Raytheon BH tube, \$28.50.



**RT-41 "B" Power**  
for Radiolas and sets using up to 5 large tubes. Output at 25 mls. is 130 volts. Detector, Medium and High voltages adjustable within wide limits. List Price: including UX 213 tube \$27.00.



**R-98 "B-C" Power**  
A Universal "B-C" model for high class sets. Will not hum at 100 mls. Has four "B+" voltages, two of which are independently variable. All four voltages are variable through primary control. Variable High "C" voltage. On and Off switch. List Price: including BH Raytheon tube, \$38.00.

R-97 "B-C" Power—the Extra Heavy Duty Model, \$53.50 complete.

**New**



# WESTINGHOUSE "A" AUTOPOWER

*Then, too, there's the smaller Westinghouse "A" Socket-power that sells at \$20, meeting price competition with traditional Westinghouse quality. Just the thing for smaller sets.*

**T**HE latest Westinghouse radio product is the new "A" Autopower that plugs into light socket and is controlled entirely by the set switch.

Two trickle and one booster rate, 40 amp. hour capacity, special socket for "B" eliminator connection, safety fuse—this is the finest "A" power unit Westinghouse ever built.

**Sell the new Westinghouse "A" AUTOPOWER**

*Retail Price*

**\$35**

*Slightly higher west of the Rockies*

**WESTINGHOUSE UNION BATTERY CO.**  
*Pittsburgh, Pennsylvania.*

# Now **7** times more certain of success!

**W**HEN it was first announced, Mohawk One-Dial Radio for 1927-28 had 6 great features that assured Mohawk dealers 6 times more certainty of success. Now a seventh feature is added—an amazing speaker of tone which the most prejudiced will grant is unrivalled. Through a newly-discovered, exclusive construction, the Mohawk Pyramonic Speaker achieves a depth and clarity of expression that seems beyond improvement—to excel it will require necromantic

powers not possessed by man. Now check these Mohawk features: 1—The first and the foremost One-Dial Set, shielded, 6 tubes. 2—The exclusive Mohawk Interchangeable Drawer, an insurmountable barrier to competition. 3—Consoles that must be seen for adequate appreciation. 4—A.C. electrically operated sets. 5—The Mohawk Dealer Franchise—unprecedented in its broad terms. 6—The astounding Mohawk Pyramonic Speaker. 7—Absolutely unparalleled prices!

*Is there anything left for you to do other than to write immediately?*



**IROQUOIS CONSOLE**—Rich walnut, hand-rubbed, piano-finish, duo-tone, with apron maple spindle-carved, four turned legs, battery compartment with front removable panel, with built-in patented pyramid loudspeaker with tastily designed Burgundy red silk-backed grill, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 47¾ x 23½ x 15½ inches. **\$130** List

*With A. C. Electrical Equipment, \$110 extra.*

## MOHAWK RADIO

is now licensed under  
RADIO  
CORPORATION  
OF AMERICA  
Patents



Full Protection  
for  
MOHAWK  
Dealers



Other models at  
**\$67.50, \$92.50, \$165**  
and **\$195**



**SEMINOLE SPANISH VARGUEÑO CONSOLE**—A superbly unusual Mohawk Creation. Complete in every detail of design, originality and construction. Dimensions: 45¾ x 36 x 20 inches. List **\$275**

*With A. C. Electrical Equipment, \$110 extra.*

# Mohawk

MOHAWK CORPORATION  
OF ILLINOIS  
Established 1920  
Independently Organized in 1924  
2222 Diversey at Logan Blvd., Chicago

One **Dial** Radio

Building Them Better  
Pricing Them Lower  
Selling Them Faster



# NOW Is the Time

THIS is a most opportune time to interest your patrons in replacing unsatisfactory loudspeakers with the aristocrat of them all—the new, improved Rola Cone.

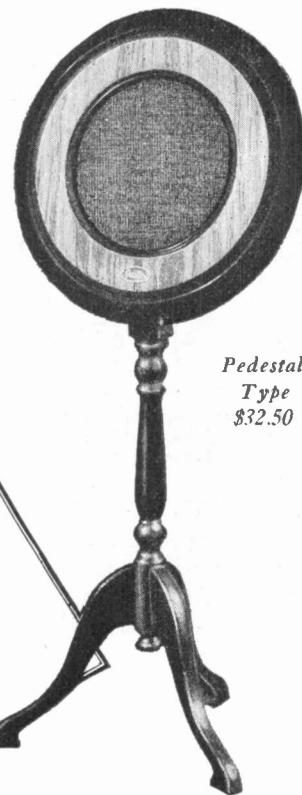
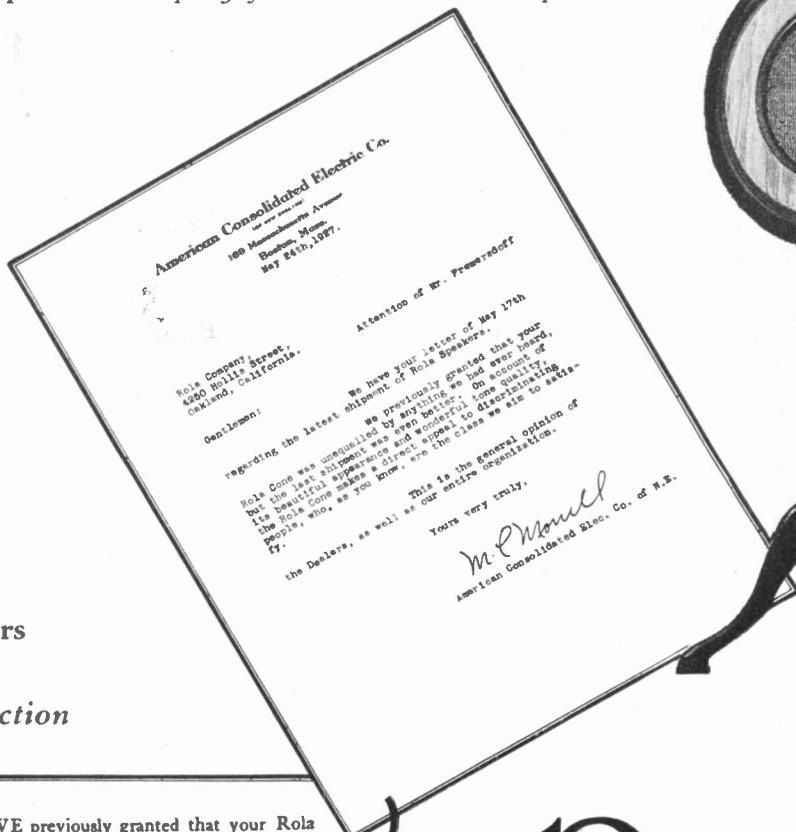
If your customers are not satisfied with the results they are obtaining from their radio sets, give them a demonstration in their homes with the new Rola Speaker.

They will be amazed at the beauty and richness of tone; delicate shading; marvelous articulation; and clearness of all notes—high, intermediate and bass—at every volume.

The new Rola Cone is artistically designed, and beautifully finished in rubbed walnut.

Pedestal type, with 20-foot cord, \$32.50; table type, \$28.50.

*Write today for information on the Rola line, and the Rola plan for helping you sell Rola Cone Speakers.*



Pedestal Type \$32.50

**Rola  
Cone  
Speakers  
Give  
Satisfaction**

“WE previously granted that your Rola Cone was unequalled by anything we had ever heard, but the last shipment was even better.  
“On account of its beautiful appearance and wonderful tone quality, the Rola Cone makes a direct appeal to discriminating people, who, as you know, are the class we aim to satisfy.  
“This is the general opinion of the dealers, as well as our entire organization.”  
AMERICAN CONSOLIDATED ELECTRIC CO.

# Rola CONE SPEAKERS

Manufactured by  
The Rola Company, Oakland, California



# Wirt

## CONE SPEAKER



NATIONAL  
ADVERTISING  
*Begins*  
AUGUST 13<sup>th</sup>  
*in the*  
Saturday Evening Post  
*You'll Need Stock As*  
*Soon As You Can Get It.*

NATIONAL Advertising for the Wirt Cone Speaker opens with a full page in the *Saturday Evening Post* of August 13th. Dealers who are ready will get the cream of the rich business that grows out of this campaign. And to be ready, you'll need plenty of stock on your shelves, a Wirt Speaker in your window and another one, hooked up for demonstration, in the store.

It is important to appreciate the sensational character of the Wirt Speaker campaign. It announces a great achievement in radio development—the perfection of a really high grade speaker to sell at a popular price. Immediate interest and action from set owners is certain.

You may expect a steady demand for Wirt Speakers all through the fall and winter. Wirt advertising

will continue regularly in national publications and it will be re-enforced by newspaper advertising in important local centers.

We are furnishing sales assistance in the form of striking price cards and streamers for counter and window, finely printed informative leaflets for distribution to customers and tie-up material for your local advertising. You may secure any or all of this material by sending a request to us.

Many dealers whose fall orders were already in, have requested additional stock from their jobbers in anticipation of this national campaign. Those whose first orders are sent now will do well to specify a quantity sufficient to prevent the embarrassment of being "sold out" while the season is still in full swing.

## WIRT COMPANY

5239 Greene Street  
PHILADELPHIA, PA.

Manufacturers of Dim-a-Lite and Other Electrical Specialties for Over Twenty Years.



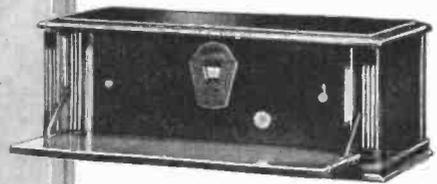
*Movement  
Spirit  
Fire*



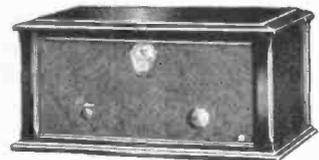
Model 63 Electric—  
no batteries of  
any kind—  
Price \$215

Shown on Cabinet  
Speaker,  
Price \$55

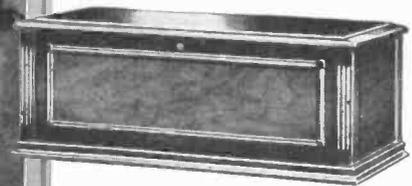
Model 62 Electric, without  
batteries of any kind, with  
open faced Cabinet is priced  
at \$188



Model 6-26  
Battery Operated  
Price \$88



Model 6-15  
Battery Operated  
Price \$68



This illustrates Model 6-26  
with front closed. Model 63  
Electric Cabinet is of the  
same design with front and  
top panels of beautiful  
matched stump walnut.

AT the Chicago show the new Sparton Electric Receivers (no batteries of any kind) astounded even the key-men of the industry with the perfection of their reception and tone. We do not believe that any instrument has ever enjoyed such an amazing sale for the personal use of radio experts and connoisseurs of music.

The new advertising and merchandising program of Sparton is one of rare liberality to dealers. It is aimed straight at national leadership. Details on request.

### THE SPARKS-WITHINGTON COMPANY

*Pioneers of Light-Socket Radio without batteries of any kind*

JACKSON, MICHIGAN, U. S. A.

# SPARTON RADIO

*"The Pathfinder of the Air"*

# White

## "A" SOCKET POWER UNIT

### CLEAN PROFITABLE BUSINESS

White "A" Socket Power Units are easy to sell — and they stay sold. A demonstration is convincing proof of their supremacy. Continually efficient service invariably rendered insures absolute satisfaction, establishing consumer good will and endorsement that create an ever increasing demand. Truly an "A" Battery Eliminator. Abolishes "A" Batteries entirely. Requires no trickle charger.

*Never  
charged*

*Never  
Discharged*

Never charged. Never discharged. Designed to operate any standard 6 volt receiving set from 1 to 9 tubes. Housed in handsome sage-green Duco-finished 20 gauge metal case. Moderate price and proven performance guarantee big volume trade. Liberal dealer discounts. Write for complete information and trade stimulating selling plan that insures greater and quicker profits.



Our complete line of "A," "B" and "A-B" Power Units gives a wide, active range of sales.

WHITE "A" SOCKET POWER is licensed by Andrews-Hammond Corporation under Andrews Condenser and other Andrews-Hammond patent applications.

Julian M. White Manufacturing Co.  
Sioux City, Iowa

# RADIO RETAILERS

*How can you ever hope for a better profit combination than this one?*

Here is the desirable and surprising combination of sales and profit advantages offered every retailer handling Federal Ortho-sonic Radio:

**First:** A variety of models and types that meet every individual preference and price requirement. Price-range from \$100 to \$1225. Sets AC or battery operated.

**Second:** Superlative tone qualities which alone make the line distinctive. The only Ortho-sonic radio. No other radio has a cleaner cut, more distinctive sales argument than this to lift it from the commonplace.

**Third:** Appealing beauty of cabinetwork. Not only splendid receiving sets but beautiful furniture as well.

**Fourth:** An ever impressive quality of workmanship through and through—always easy to demonstrate. Every Federal is a precision instrument built by pioneers to give a permanently high grade and satisfying service.

**Fifth:** A line nationally advertised and supplemented by vigorous newspaper advertising, live resale helps, and unstinted factory cooperation.

—More than all this—

Federal insures you with the backing of a great and permanent organization, long established, well financed and both able and willing to "carry on" with you indefinitely. A line that will never be orphaned—a connection that will mean for you complete freedom from patent difficulties—a proposition that will enable you to make more money in radio.



The sign of the Designated Federal Retailer

But get the whole story. Find out about the good profit margin, the protection, the freedom from red tape, and the many other features going with the Federal designation. You'll say there's nothing in the industry like it—and that it's just what you want. Get details at once from your wholesaler. If you don't know him, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of The Federal Telephone Manufacturing Corp.)  
Operating Broadcast Station WGR at Buffalo

# ORTHO-SONIC\*

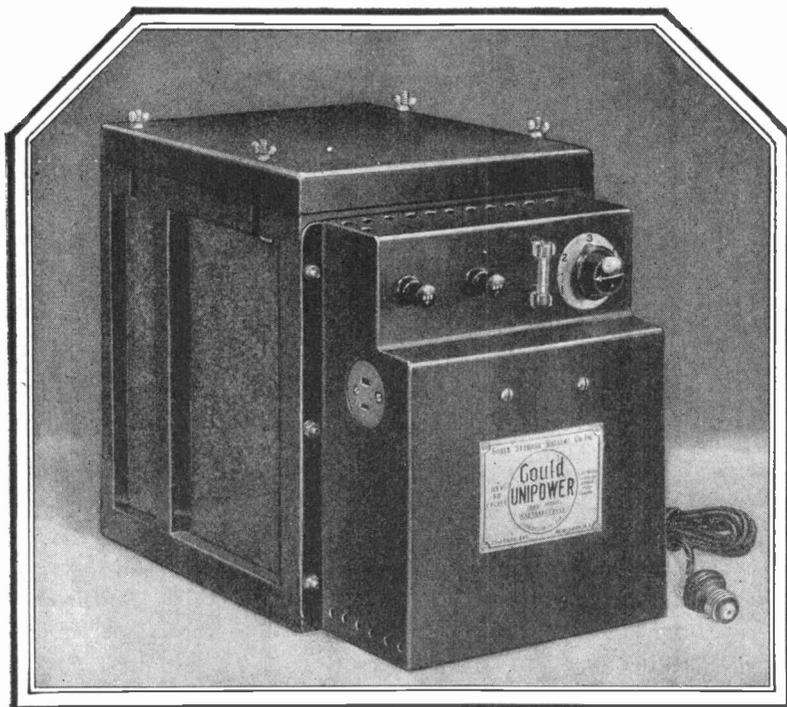
Reg. U. S. Pat. Off.

## Federal Radio

Licensed under tuned radio frequency, regenerative, and power supply patents of The Radio Corporation of America.

\*Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1, 582,470.

# A NEW IMPROVED UNIPOWER



## The same time-tested design ... plus KATHANODE

*A new submarine type battery element gives Gould Unipower still longer life—and practically ends all service expense.*

**G**OULD Kathanode construction — an exclusive feature, first developed for Gould submarine batteries, is now applied for the first time to radio.

This latest advance greatly increases the life of Unipower, lessens care, reduces the chance of damage from careless or inexpe-

rienced operation, and improves the results from the set.

Here is a new "A" power unit that appeals to both kinds of customers — those who know so little that they want "fool-proof" equipment; and those who know so much that they understand why Kathanode means a new standard of performance and durability. For full details write at once to The Gould Storage Battery Co., Inc., 250 Park Ave., New York City.

*Ask to see the Finest Unipower  
Gould Ever Built*

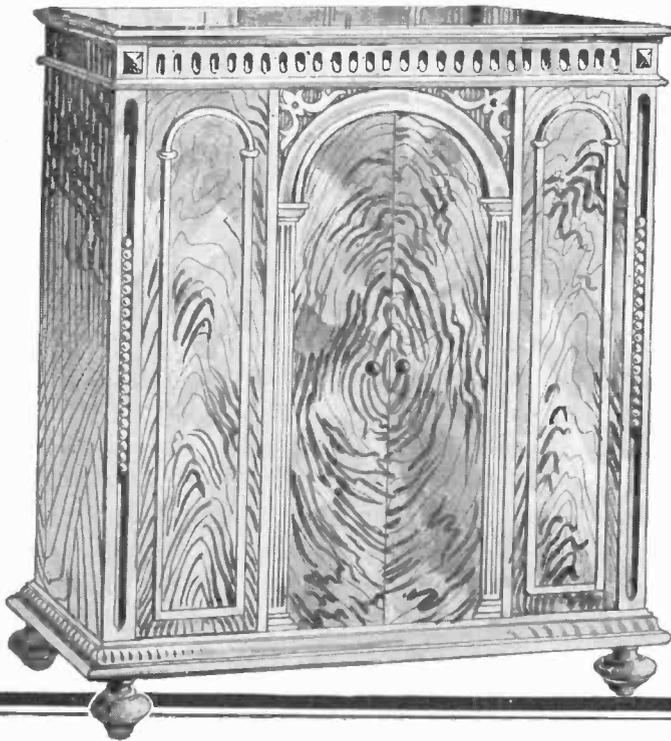
AND WRITE FOR NEW LOW PRICES

The new  
IMPROVED  
KATHANODE

# Unipower

A GOULD PRODUCT

# RADIO *by* KELLOGG



The A.C. radio tube developed and made by Kellogg—experienced lamp makers for many years. This tube is used in Kellogg A.C. sets and sold generally to the trade.

**Battery-less  
Radio /  
No 'A' Batteries  
No 'B' Batteries  
No 'C' Batteries  
NONE!**

Licensed under application  
for letters patent of Radio  
Frequency Laboratories  
(RFL).

## A. C. Straight Through! Power Tube. and All—

As the manufacturer of the first successful A.C. Tube, Kellogg has been expected to produce the finished, the ideal set for using that tube.

We have done it. We have given you a set with seven Kellogg A.C. tubes—power tube and all. Many of the leading dealers have already placed their orders, knowing that this Kellogg A.C. set is sure to be the most talked of and the most profitable seller the market has to offer. But YOU know—and WE know that there will still be a big demand for D.C. sets. Some folks do not have A.C. current. Others want the kind of radio reception only a Kellogg can give—and demand it at a minimum price.

### 5 and 6 Tube—Retailing from \$75.00 up

For that trade we offer Kellogg D.C. sets in 5 and 6 tube models to retail \$75.00 up. ALL have Kellogg's exclusive system of Inductive Tuning. ALL are built to the same quality standards that Kellogg has been building into its telephone equipment for the past thirty years.

The time is growing short. If you are not yet assured of a Kellogg Franchise, NOW is the time to act. Write or wire!

**Kellogg Switchboard & Supply Company** Dept. C-547—Chicago, Illinois

Member R.M.A. and N.E.M.A.

# These Valley Units

are going over big!

List price  
**\$39.50**  
f.o.b.  
St. Louis



## Valley "A" Power Unit

No Batteries—  
No charging

### 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 enamel case with C tap, detector and intermediate controls, and binding posts on front panel.

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

**Model 60.** 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. Mounted in handsome black metal case.

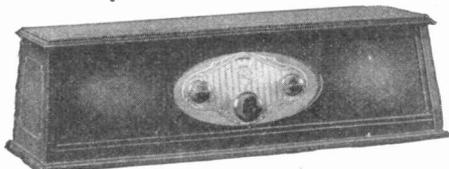
List Price **\$50.00**  
(including Raytheon Tube)



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 enamel case, satin finish. Comes complete with cord, plug, leads and clips.

### Valleytone Radio Receiver



**Model 71—List Price \$95.00—without accessories**  
Made on the exclusive Valley principle of potential balance, the Valleytone Radio Receiver has built among thousands of satisfied users a reputation for selectivity, tone quality, volume and range. Here is the latest achievement of the Valley Electric Company—The Valleytone No. 71, an advanced one-dial 7-tube receiving set.

HERE is the unit which now makes it possible to completely electrify any set. The Valley "A" Power Unit eliminates the 6-volt storage battery by replacing both the "A" battery and a charger. This unit contains no batteries, tubes or moving parts; it makes no hum or noise. To install, simply connect up the Valley "A" Power Unit in place of the storage battery. If a "B" Power Unit is used, plug it into the back of the "A" Power Unit and you have a completely electrified set without disturbing your set or making any changes in it. Use your present tubes and you will get excellent results.

The Valley "A" Power Unit consumes current from the light socket only when the set is in use. One switch on the Valley "A" Power Unit turns on both "A" and "B" Power, so it is not necessary to use the switch on your set.

The results obtained with the Valley "A" Power Unit are much more satisfactory than when a storage battery is used. There is always an even flow of full strength current which gives clear, powerful reception at all times.

The Valley "A" Power Unit comes in a handsome black enamel, satin finish case, complete with cord and plug.

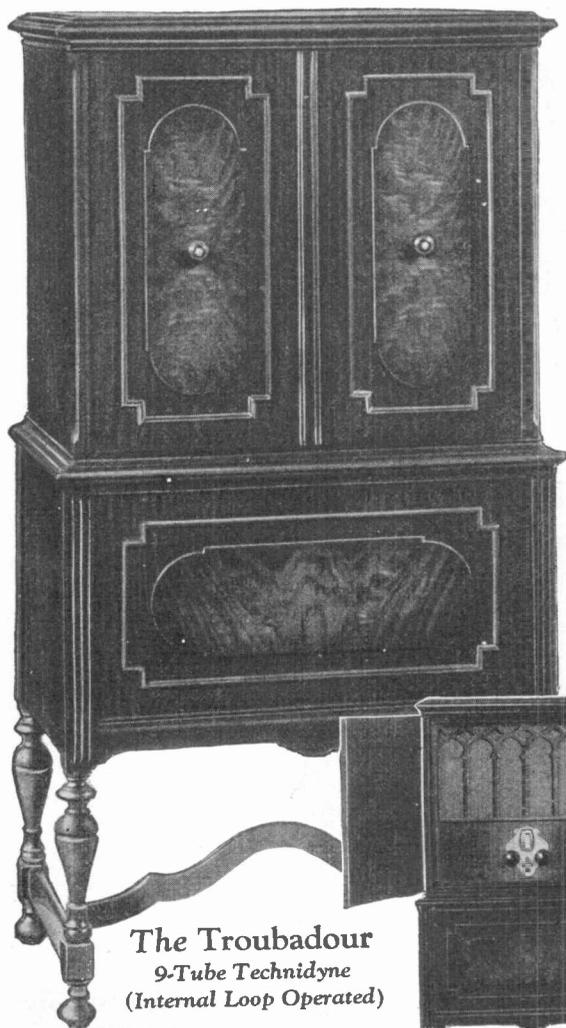
## VALLEY ELECTRIC COMPANY

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, Detroit, Indianapolis, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, San Francisco

# Valley Electric

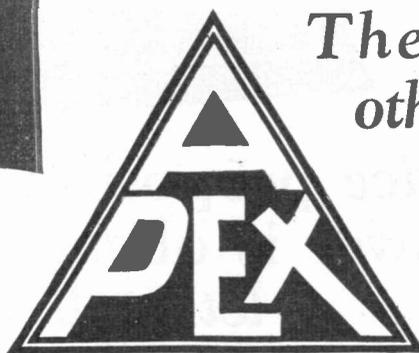
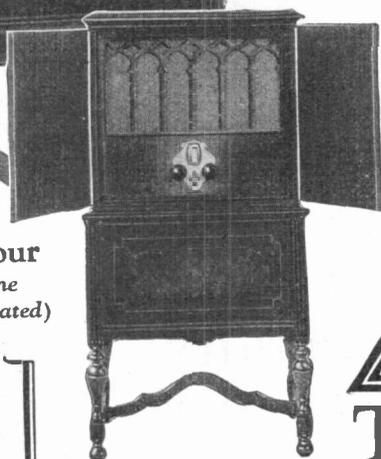
# Apex Achievements Create a Real Sensation —



**The Troubadour**  
9-Tube Technidyne  
(Internal Loop Operated)

The marvelous performance of the new Apex Technidyne circuit has created a new standard of perfection in broadcast reception. That in itself is sensational, but—

Apex has achieved more; Apex has housed this incomparable circuit in Plymouth cabinets, which for beauty of design, quality of materials and craftsmanship are without a peer in the *radio* field. The whole world of radio is talking about the extraordinary qualities of Apex.



There is no  
other Radio  
like it!

## Technidyne Radio

### Receivers

are exceptional sellers because they give the buyer exceptional value in both performance and appearance. Apex quality never varies. Unswerving uniformity in manufacture and distribution is a guarantee of satisfaction to the Jobber, Dealer and ultimate owner of an Apex Receiver. Apex Radio is sold only through the legitimate Jobber-Dealer trade channels.

Write today for complete descriptive literature and price information on this profitable line.



Are you receiving the Apex Bulletins regularly?

— Glad to put you on our mailing list — Just drop a line.



### APEX Receivers 1927-1928

**Apex Troubadour**  
(Illustrated above) 9-Tube Technidyne, loop operated, console. Complete with loop and Peerless cone speaker. List Price . . . \$295.00

**Apex Minstrel**  
7-Tube Technidyne, antenna operated, console type. Complete with Peerless cone speaker. List Price . . . \$225.00

**Apex Corsair**  
7-Tube Technidyne, antenna operated, table model. List Price . . . \$170.00

**The Milan**  
Apex-6-Tube, fully shielded, single dial control, console type, Peerless cone speaker equipped. Antenna operated. List Price . . . \$135.00

**The Lyrie**  
Apex-6-Tube, fully shielded, single dial control, table model, antenna operated. List Price . . . \$80.00

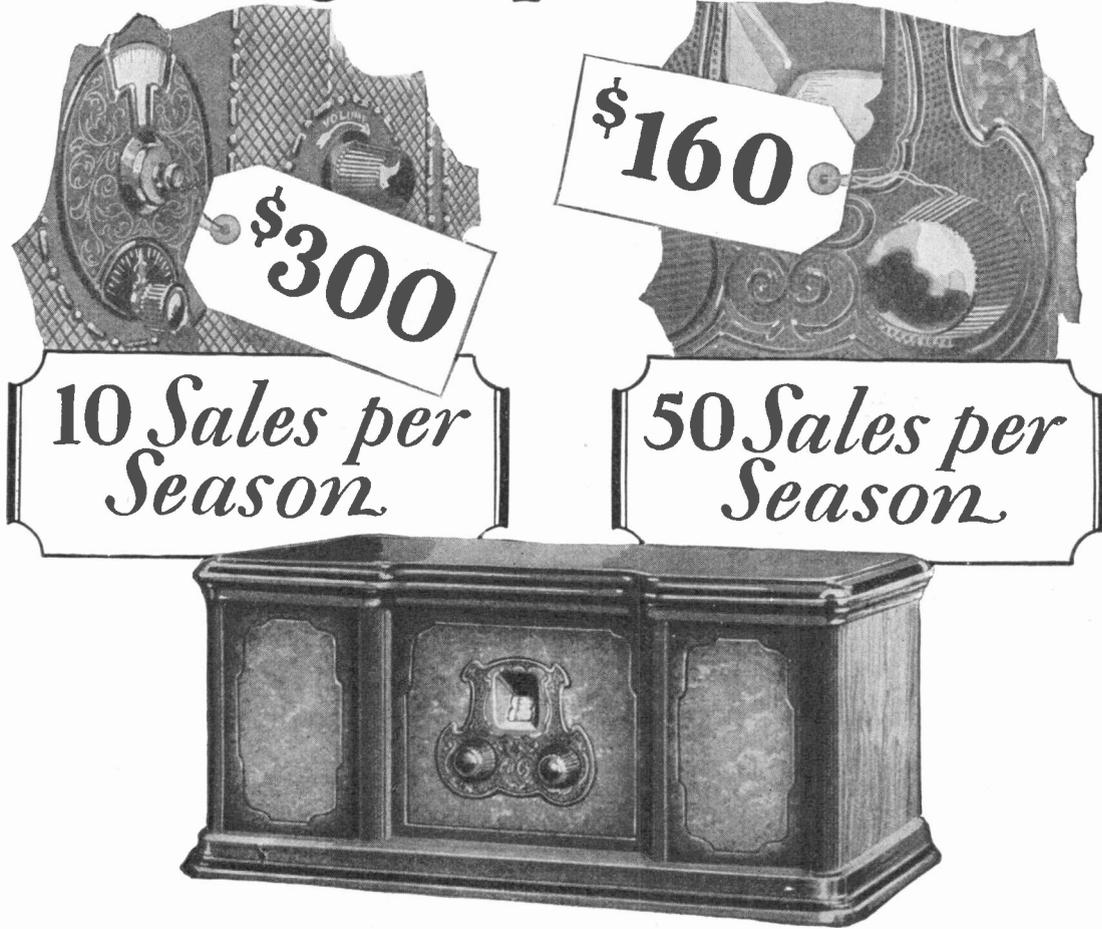
## APEX ELECTRIC MFG. COMPANY

1420 West 59th Street

:: ::

Chicago, U. S. A.

# Which franchise would You prefer?



As a price proposition  
the answer is obvious  
/ / / / / so let's talk quality!

QUALITY is self-evident in the WorkRite 37. In fact people expect it to cost much more than it does. And naturally so. Where can they get a one dial 8-tube super-circuit with all copper-shielding, ball bearing, positive-control tuning and all-metal chassis for \$160.00? Where can such a magnificent craftsman-designed cabinet be obtained, for anywhere near this price? And above all where such truly fine radio reception?

Because of its copper-shielded fea-

ture WorkRite 37 is one of the few sets at any price that you can sell with confidence even to those who are troubled by interference from street cars, electric railways, oil burners, flashing signs, nearby power houses and the like.

This very same quality enables you to demonstrate your set in your downtown showroom.

From beginning to end WorkRite 37 is a set of quality in design and construction. Its tone quality will delight you.

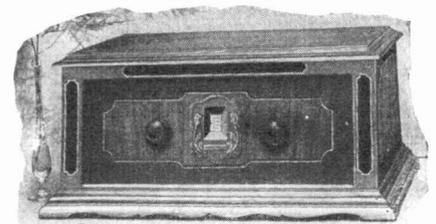
*The WorkRite franchise is available to enterprising dealers in every locality. Our Sales Department will be pleased to give you the necessary information.*



Manufactured by  
THE WORKRITE MFG. CO.  
1812 East 30th Street  
Cleveland, Ohio

In Canada: WORKRITE RADIOS, Ltd.,  
Brantford, Ontario

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



### WorkRite Model 17

A single illuminated dial control 6-tube radio receiver housed in a beautiful walnut cabinet.

Price . . . . . \$95.00

### WorkRite Model 26

A 6-tube radio receiver housed in a pleasing walnut console having built-in cone speaker and ample space for batteries or power units.

Price . . . . . \$160.00

### WorkRite Cone Speaker

Something New!

Send for Folder

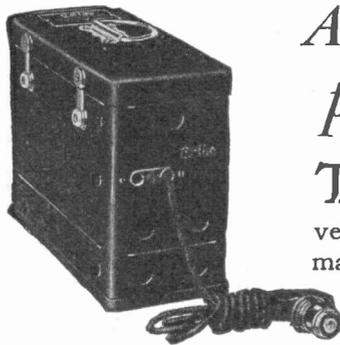


The new Exide "AB" Power Unit—complete "A" and "B" power with socket power operation.

Now

# AN EXIDE POWER UNIT that combines both "A" and "B" power

*A brand new addition to the profitable Exide radio line*



Exide "A" Power Unit with trickle charger—in 6-volt and 4-volt sizes.

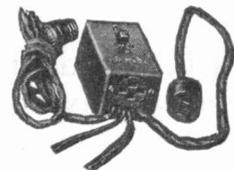
THE new Exide "AB" Power Unit—the very newest addition to the famous Exide radio line—the very last word in radio power engineering—is a marvel of simplicity.

Careful engineering has rendered it practically foolproof. There is nothing to get out of order. The user simply connects the Power Unit to his set and plugs it into base plug or light socket.

After that, his "A" and "B" power takes care of itself. When he turns on the switch of his radio set, the Unit furnishes current. When he snaps the switch off, the used power is automatically replaced from the house current.

The new Exide "AB" Power Unit will soon be announced in our national advertising. It is going to create intense interest. More than that, because of the quality that is invariably connected with any product bearing the name Exide, it is going to create a demand which you should be prepared to meet.

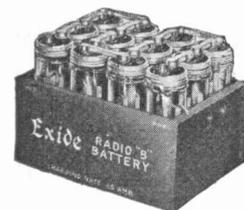
Let us know at once how many of these new "AB" Units you can use. Check upon the rest of your Exide line, too, and order what you need to round out your stock.



Master Control Switch for use with "A" Power Unit.



Standard Exide 6-volt "A" Battery—rugged, built in one piece. Also made in 4-volt size.



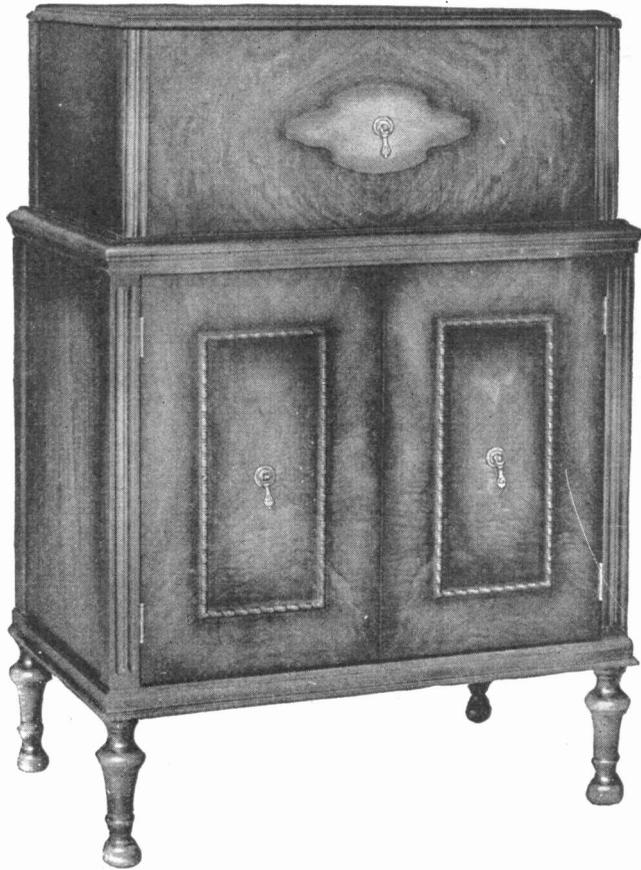
Exide 24-volt "B" Battery in glass cells. 6000-milliampere capacity. Also made in 48-volt size.

# Exide

## RADIO BATTERIES

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia

*Exide Batteries of Canada, Limited, Toronto*



## More Improvements by Slagle



*What else could you want  
to make a real killing  
this coming season?*



**E**VERY model has either 7 or 9 tubes. Completely socket powered, no batteries. 9-tube models require no ground or aerial. A new circuit entirely different from all other types. Licensed under Technidyne patents. Hair-splitting selectivity with extremely simple tuning. Needle-sharp sensitiveness gives unusual range. Marvelous tone quality (Ferranti audio transformers and Newcomb-Hawley horn).

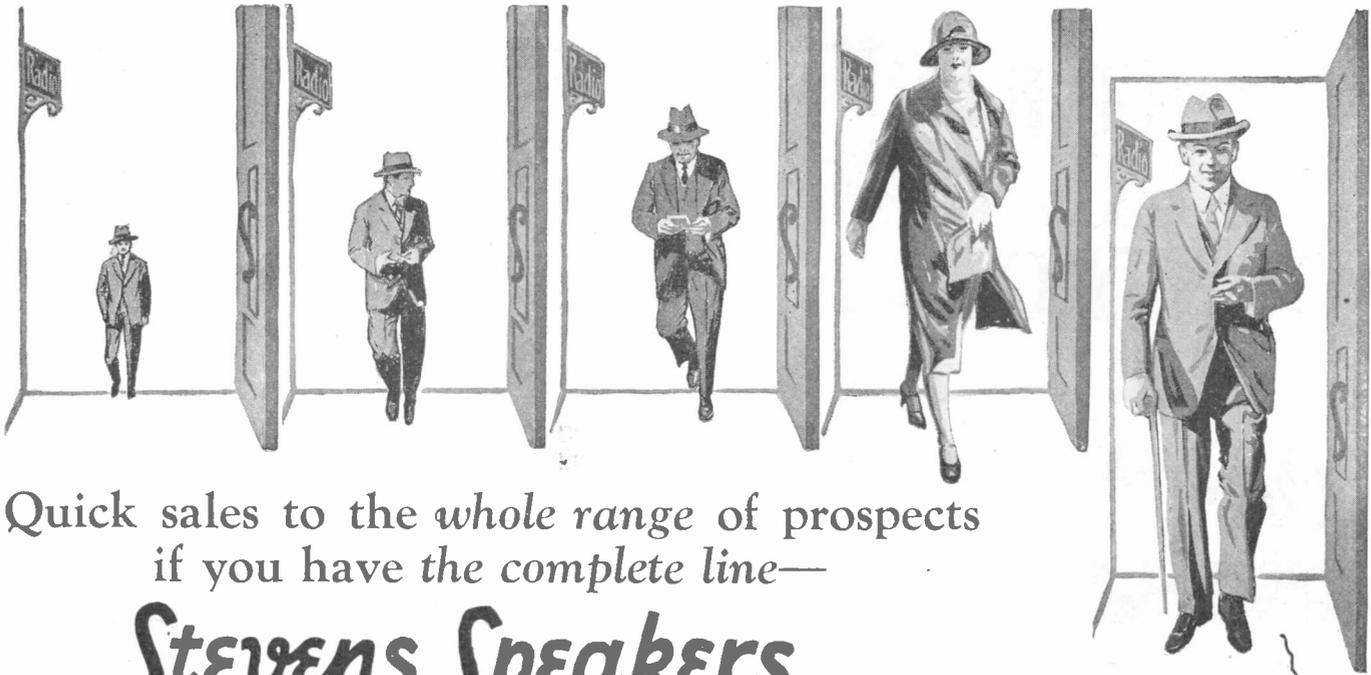
Beautiful appearance. Our cabinets are designed and executed by a large maker of fine pianos. Prices are what they ought to be to give you a generous margin and

yet provide a high-quality, dependable instrument that will unquestionably give lasting satisfaction to the owner.

Every jobber and dealer can appreciate that set-up at a glance. We know the game. Been in it over 15 years. We know what you have to have to make money out of radio. We're fixed to give it to you. Why don't you shoot us a wire to get the entire line-up? We've got something you can use to establish a permanent relationship on the basis of clean-cut profit to us both. Let's hear you say something.

SLAGLE RADIO COMPANY, Fort Wayne, Indiana  
*Builders of Radio Receivers since 1911*

Slagle Radio



Quick sales to the *whole range* of prospects if you have the *complete line*—

# Stevens Speakers

Whether the man who comes through your door looks like a big prospect or not—you've got what he really wants when you have the Stevens *complete line*.

He'll recognize the supreme quality of a Stevens the moment he hears it. And you can explain that the quality will *stay*. Hot or cold weather, wet or dry cannot disturb the "independent tension" of the diaphragm. No need to handle this rugged speaker as though it were delicate. No danger of "freezing" the armature of the vibrating unit when using power tubes. The Stevens *stays* in perfect condition for perfect performance.

With the Stevens *complete line* you have a name that guarantees fullest value for every purchase—and you get the maximum of business with the minimum of stocking-up expense.

Every model with the CONOIDAL "Continuously Curved" Diaphragm the scientific curve of true sound reproduction

## 6 EXCLUSIVE Scientific Superiorities

- 1 Burtex—woven fabric material—the only material from which diaphragms can be formed without breaking fibres of the material. Not affected by water, humidity, heat or cold. Strong, resilient, does not require careful handling.
- 2 Conoidal curve—the scientific curve of sound reproduction. The entire fabric of diaphragm is under tension — responsive to the full range of tones and over-tones.
- 3 Permanence of tension — the ideal tension of the diaphragm is *permanent* regardless of its age and conditions of atmosphere and temperature.
- 4 The Stevens T. T. Unit with armature anchored at both ends is proof against "freezing" at even the highest voltages, as when power tubes are used. This unit is highly sensitive and rugged—no distortion even under extreme conditions.
- 5 Mahogany sounding board giving the fullest resonance.
- 6 Full line of speakers—each carefully developed—to meet the full range of requirements.



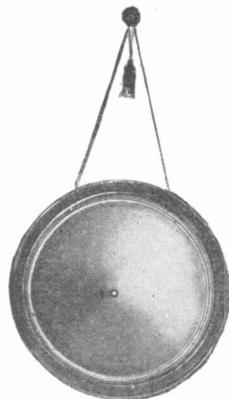
Made by the Pioneers in Cone Speakers.

STEVENS & COMPANY, Inc.

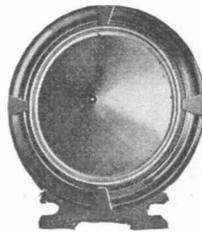
46-48 E. Houston St., New York



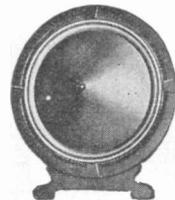
Model PT-27—19 in. Height 5 1/4 ft., on Spanish Renaissance metal standard—gracing the most elaborate interior—every decorative and electrical feature of the Stevens line—20-ft. extension cord—peerless in the speaker field. Price . . . . . \$65.00



Model WT-27—19 in. Smooth beaded frame in hand rubbed Jasper brown mahogany finish—Stevens Armature Unit and special output transformer—seamless Burtex conoidal diaphragm in bronze with "Golden Chime"—silk hanging cord with rosette. Price . . . . . \$45.00



Model CT-27 17 in. Colonial model — hand rubbed frame in Jasper brown mahogany — seamless Burtex conoidal diaphragm in bronze with "Golden Chime." Stevens Armature unit and special output transformer. Price . . . . \$35.00



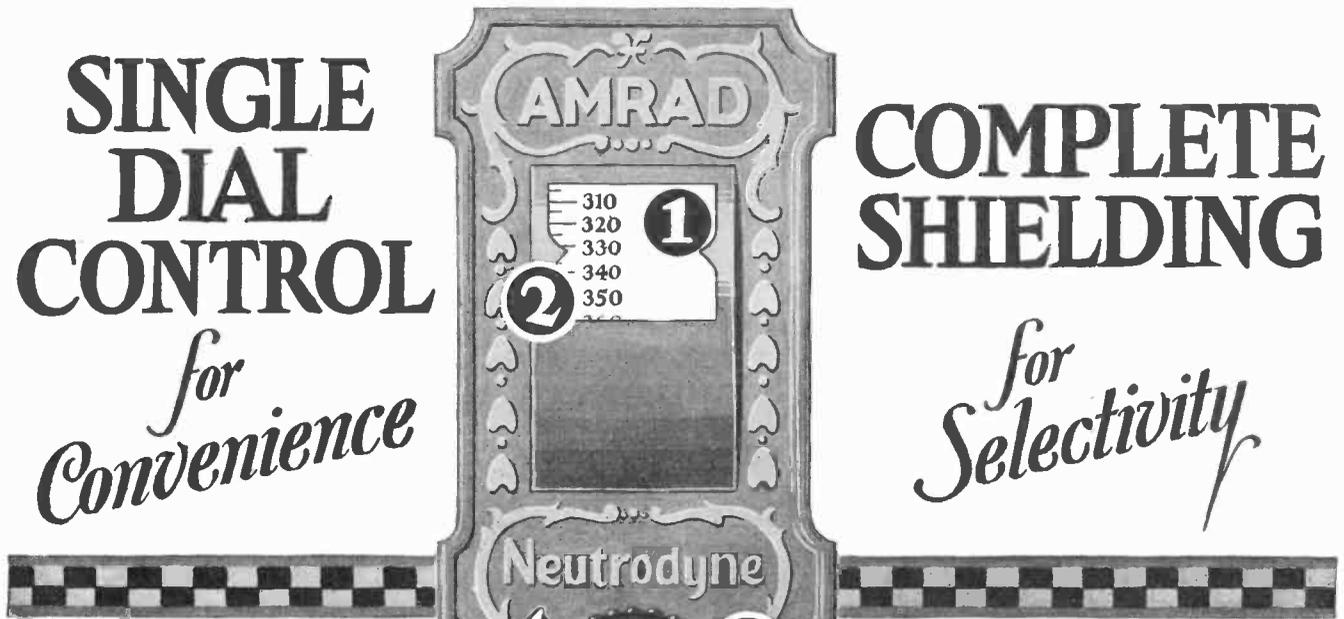
Model B-27 — 17 in. Equipped with Stevens 2-point suspension armature unit—seamless Burtex conoidal diaphragm—hand rubbed frame—Jasper brown mahogany and bronze finish with "Golden Chime." Price . . \$25.00



Model A-27 14 1/2 in. Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime." Price . . \$18.50

**SINGLE  
DIAL  
CONTROL**  
*for  
Convenience*

**COMPLETE  
SHIELDING**  
*for  
Selectivity*



Below is illustrated the BERWICK, Amrad Neutrodyne—6 tube chassis, completely shielded, single dial control, beautiful walnut cabinet, built in cone speaker of extraordinary quality, mounted on baffle board. Operates on loop or antenna .....\$195

Equipped for electrical operation, requiring no batteries. ....\$295



Your distributor has sample sets ready for you—the season is almost HERE, and Amrad National Advertising commencing in a few weeks will reach more than 10,000,000 consumers.

If you will drop us a line we will be glad to give you the name of the nearest wholesale distributor—and the location of open dealer territory.

- 1** Illuminated dial
- 2** Calibrated with wave lengths
- 3** Single control

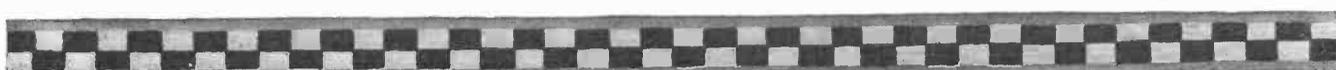
Amrad Royal Series Receivers are genuine SINGLE DIAL control, convenient and positive in operation. To this feature is added COMPLETE SHIELDING which gives an ultra selectivity—a necessary quality, especially in large communities where there are conflicting broadcasting stations.

AMRAD dials are illuminated with soft glowing electric light, and the dial settings are calibrated with wave length numbers, a tremendous convenience to the user of the set, for it means when he wishes to get a station broadcasting on 400 metres he need not "fish around" but simply turns his single knob until the reading is 400.

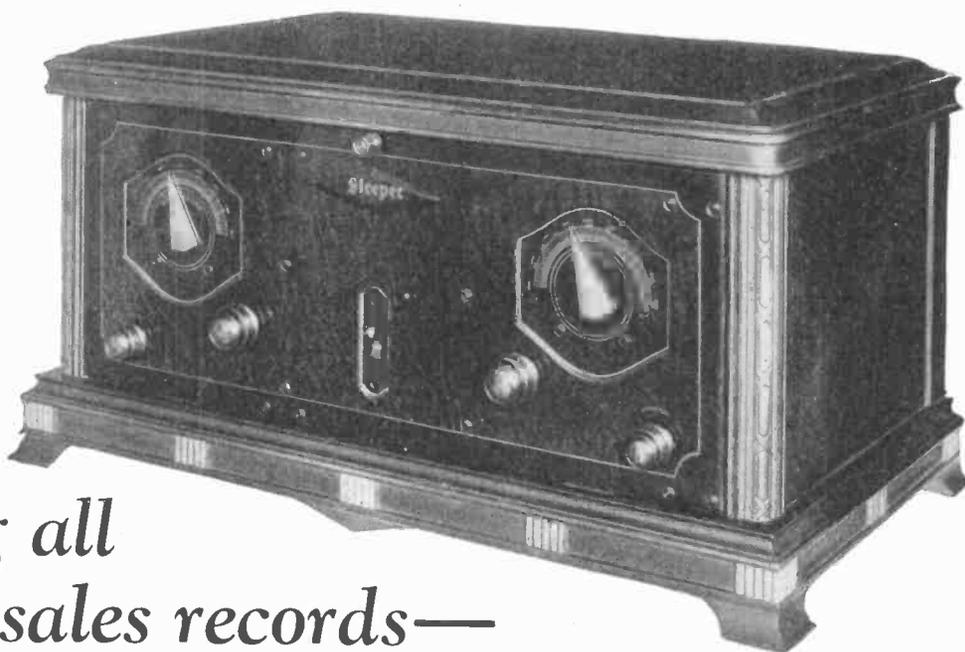


*Royal Series* **AMRAD**  
**NEUTRODYNE**

**THE AMRAD CORPORATION**  
Medford Hillside,  
Mass.  
Amrad sets are manufactured under license contract between Radio Corporation of America and Crosley Radio Corporation. Licensed under Hazeltine and LaTour patents issued and pending, for radio amateurs, experimental and broadcast reception.



*The Sleeper Consolette  
Price \$175  
A gem in appearance,  
performance and  
tone quality.  
One of the new  
Sleeper models*



## Breaking all Summer sales records— Success of New Sleeper Electric Models surpasses anything in company's long history—New Cabinets—Big factor

All records of six years have already been broken in the great summer demand for the Sleeper Electric sets. Dealers are finding an eager interest on the part of the public in a set that requires no batteries—that operates direct from house current supplying uniformly and economically 180 volts for the power tube—secret of supreme tone quality and the greatest contribution of electric operation to radio.

### *Absolutely No External Power Devices*

Second only to tone quality is the wonderful convenience found in Sleeper Electric models of having no external power devices and no complicated parts requiring technical experience to assemble. Installation requires only an aerial and ground, the insertion of standard tubes universally available, the connecting of loud speaker and plugging in to the nearest lighting socket.

No electric set is simpler, more dependable, better priced, or more sound in engineering features.

The sudden universal public interest in electric sets and actual buying enthusiasm has advanced the radio season many weeks and caught most manufacturers with development work unfinished and delivery impossible at this time.

Here Sleeper dealers have a tremendous advantage because two full years of research are behind the Sleeper electric sets and six full months of actual production in quantity, with field experience from all parts of the country.

Now months ahead of any previous achievement Sleeper offers immediate delivery in quantity of the complete new line of both A. C. and D. C. electric models for 1927.

These include in addition to the popular priced Type 64 Scout at \$160, and Type 65, Serenader at \$175, the exquisite new polychrome Consolette at \$175, illustrated above, the Heppelwhite Scout Console at \$235, and the Imperial Console at \$265.

*Correspondence is invited from dealers and distributors.*

# Sleeper Electric Radio

SLEEPER RADIO & MFG. CORPORATION

GORDON C. SLEEPER, President

462 Washington Avenue, Long Island City, N. Y.

---

# Tomorrow's Ideas Today!

135 Volts on Alternating or Direct Current

## **Quality radio equipment that meets the popular demand**

### **Eureka B Battery Eliminator**

Works from any A.C. or D.C. line, regardless of the A.C. cycle frequency; buffer condenser of the self-healing electrolytic type—guaranteed to operate any set from one to ten tubes with one 112 or 171 Power Tube

### **Demco A, B and C Power Units**

Of a new and revolutionary type. These units are built to operate on 110 volts either A.C. or D.C. They require no acid, paste or liquids. Guaranteed to operate any set from one to seven 201A type tubes and one power tube.

### **Demco Automatic Charger**

This unusual type of dry charger has complete automatic voltage control. It cuts on when the battery voltage drops one-half volt and cuts off when the battery voltage again reaches maximum capacity. Will last a lifetime. No replacements necessary.

All patents owned and controlled by us. Patents applied for and patents pending.

Items are popularly priced to assure you of quick sales and rapid turnover. Our merchandise is fully guaranteed. Replacements are left to jobbers' own judgment. We will be glad to send complete particulars of our proposition to dealers, jobbers and manufacturers' agents. Territory available for those who qualify.

National Advertising Campaign

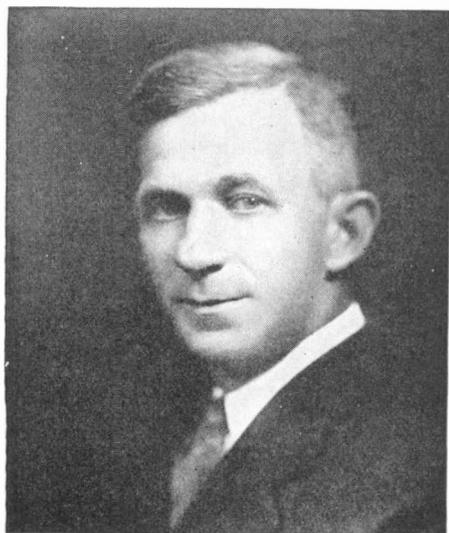
*Write or wire for particulars today*

**Dooley Electrical Manufacturing Co.**

1521 Market Street, Wheeling, W. Va.

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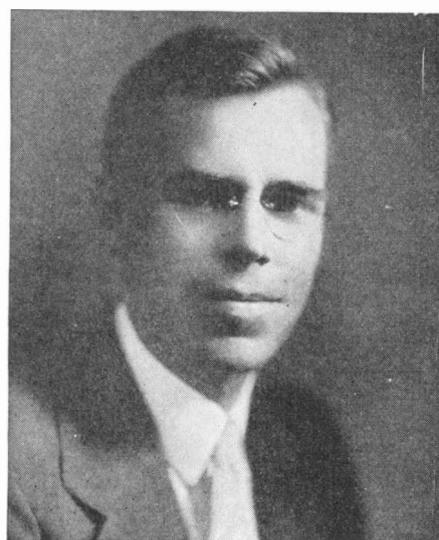
# Engineering Leadership



Edward H. Loftin

formerly Lieutenant - Commander U. S. N., in charge of Radio Research. Commander Loftin and S. Young White developed the now famous Loftin-White circuit, which is at present used in the magnificent Model 25 series of Arborphone receivers.

Constant coupling, a non-reactive plate circuit, complete independence of plate capacity, and an equal transfer of energy at all frequencies are a few of its outstanding advantages. It has been pronounced the last word in circuit design by the highest authorities.



S. Young White

an independent radio engineer and experimenter of note, and co-designer of the Loftin-White circuit.



Robert Wuerfel

prominently identified with circuit construction for a number of years. Mr. Wuerfel working with Mr. F. O. Hartman, produced the present highly simplified layout of the Loftin-White circuit in the Arborphone Model 25 series.



V. E. Morrison

designer and manufacturer of speaker units for many years, and known throughout the industry as one of the leading speaker engineers. Mr. Morrison counts as his highest attainment the present Arborphone and Arborphone speakers, which have been called marvels of reproduction by acoustical experts.



F. O. Hartman

who, as Chief Engineer of the Hartman Electrical Manufacturing Company, has been for many years recognized as an authority upon the layout of circuits. The elemental simplicity of the present Arborphone winning layout is due largely to Mr. Hartman's work.

**P**ROGRESSIVENESS, advancement in design and construction, the ability to build better receivers—in short, the real “up-and-coming-ness” in a company that spells substantial success, can be well expressed in terms of engineering leadership. The highest type of talent is attracted to the wide-awake, forward-looking organization.

Without comment, we present the men who have been instrumental in making the 1927-28 Arborphone line the leader in performance and a marvel of layout and construction. It is imposing testimony to the ability of Arborphone to stay a step ahead.

*Complete details in the new line are yours for the asking.*

## PRECISION PRODUCTS COMPANY

*Ann Arbor, Michigan*



## The Companionship of a Hyatt Portable

Relieves dreary days or nights of their monotony.

There is an individuality about the HYATT Portable that engenders companionship. Wherever you go, wherever you are, it is a dependable source of entertainment.

If you have a standard radio, it belongs to the family. If you have a HYATT Portable, it belongs to you. It may be taken to the seclusion of your own room—to your office or to your summer camp. When you travel, it provides entertainment en route, and at your destination it is still on the job.

High grade two-tone brown leatherette case with nickel trimmings. Beautifully embossed loop panel in gold relief. 28 lbs. completely equipped.

**\$95** without accessories

No home is complete without a radio. The HYATT Portable serves the home as well as the individual.

Try it and you'll buy it!—Hyatt.

ELECTRIC

**HYATT**

CORPORATION

836 N. WELLS STREET

CHICAGO, ILLINOIS

## NEW 1927-28 SONOCHORDE CONES

SONOCHORDE quality is now available in every price class—Cones from \$15 to \$35 in Table, Wall and Floor Standard designs. Each Model incorporates the exclusive Sonochorde features—incomparable tone quality due to the special, patented unit; rich wine-colored silk front; protected back; etc.

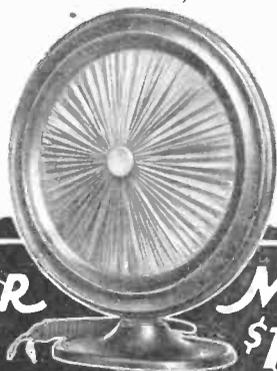
Write Now for Sonochorde Franchise

Dept. C.

BOUDETTE MFG. Co., Chelsea, Mass.

Senior Model \$25  
Wall Model \$27

Floor Standard Model \$35



**JUNIOR MODEL \$15**

Write for Data Sheet and Prices of the new Type D-G Gas-filled Rectifier



## ELKAY

TRADE MARK REG.

### RADIO PRODUCTS

Equalizers, Suppressors, Drum Dials  
Battery and Electric Sets

Write for Catalog

THE LANGBEIN-KAUFMAN RADIO CO.  
Dept. M, New Haven, Conn.

# EAGLE Automatic Socket Power Units

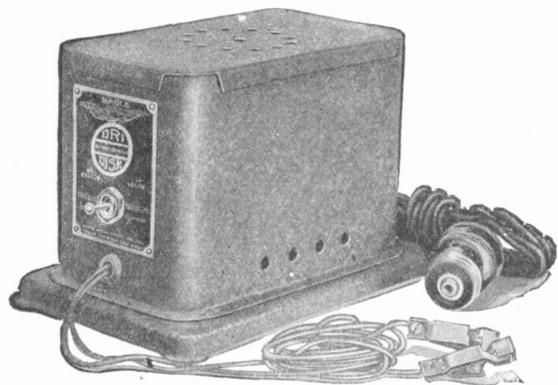
## Eagle Dry-Disk Battery Charger

*Bone dry—no tubes, no acids.*

One-half ampere trickle rate, one and one-half ampere high rate. Absolutely cool and quiet in operation. Guaranteed for one year.

Coupled with Eagle Automatic "B" Socket Power forms economical "A" and "B" power supply, automatically controlled from radio set.

Size  $7\frac{1}{4}'' \times 4\frac{3}{4}'' \times 4\frac{3}{4}''$ . Price \$15.00 complete.



## Eagle "B" Socket Power Units

### Eagle "B" Socket Power — Type 135

Will operate up to eight tube set. Delivers 150 volts at 40 mils. Ample binding post connections. Variable voltage controls. **Automatic relay built in each unit** with flush receptacle in rear to attach trickle charger. Requires one Raytheon "B-H" tube.

Size  $4\frac{3}{4}'' \times 9\frac{5}{16}'' \times 7''$ . Price \$28.00.

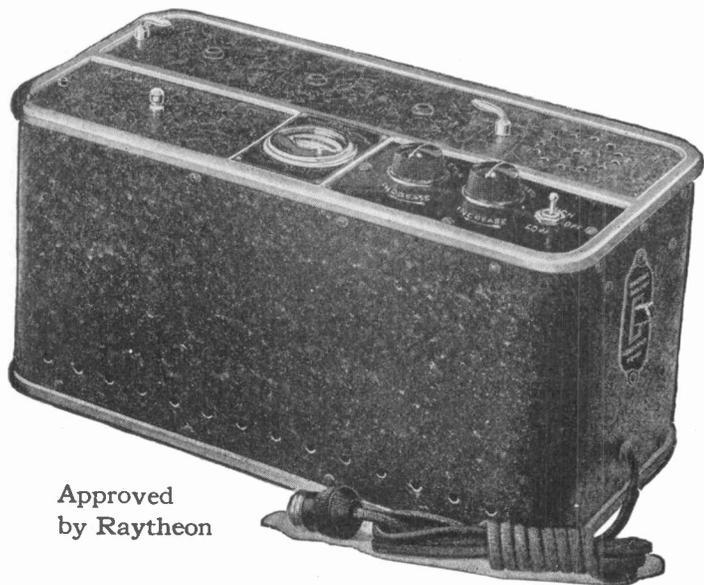
### Eagle "B" Socket Power — Type 180

Will operate any set irrespective of number of tubes. Delivers 180 volts at 60 mils. Will deliver 240 volts at 30 mils. Three variable voltage controls. Ample binding post connections. **Automatic relay built in each unit** with flush receptacle in rear to attach trickle charger. Requires one Raytheon "B-H" tube.

Size  $5\frac{1}{16}'' \times 9\frac{3}{8}'' \times 8\frac{1}{2}''$ . Price \$37.50.



Approved by Raytheon



Approved  
by Raytheon

## Eagle "A" and "B" Radio-Powr Unit

Not a trickle charger combination, but a powerful "A" and "B" supply for multiple tube sets. **Fully automatic.** "A" supply up to 3 amperes at 6 volts. "B" supply 180 volts at 60 mils. Variable to accommodate all sets. *Absolutely quiet and cool in operation.* Fits into any ordinary size console cabinet. Extremely compact.

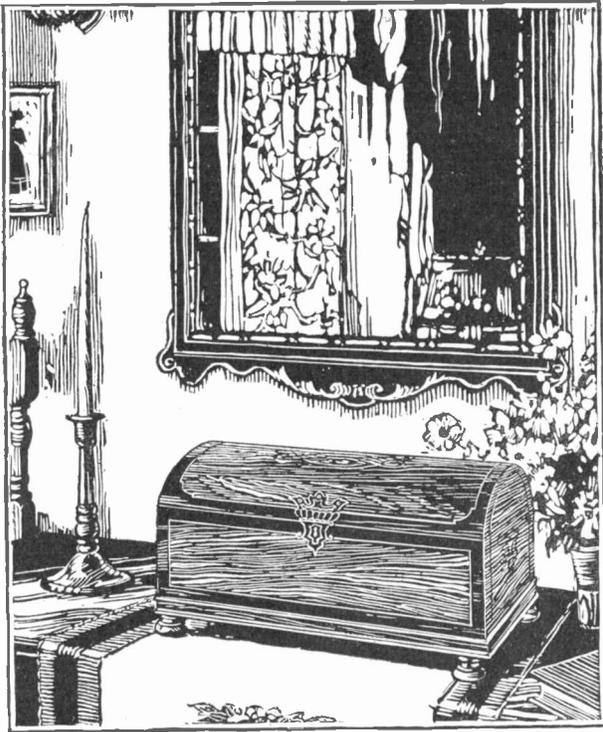
Size  $16'' \times 8'' \times 8''$ . Price \$79.50.

Prices of eliminators and "A & B" Radio-Powr do not include tubes.

*Write for catalog sheets, folders, electros, etc.*

# EAGLE CHARGER CORPORATION

121 North 8th Street, Philadelphia, Pa.

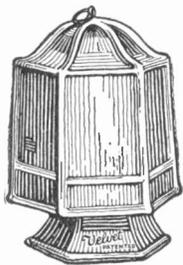


No. 21 Jewel Case—List Price . . . . \$10.00

## Speakers that "Speak True"



No. 18 Conform  
List Price . . \$25.00



No. 9 Reflex Lantern.  
List Price . . . \$12.50

The utterly faithful reproducing qualities of Velvet Radio Speakers have won them a place second to none in the esteem of radio enthusiasts. Dealers in every section of the country enjoyed a tremendous business on this line during the past season. And in the coming season, with the new models that have been added to this well-known line, still greater sales are assured.

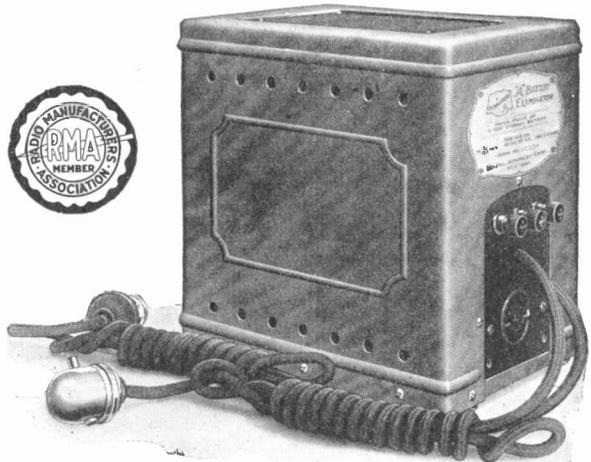
A few popular Velvet Speakers are illustrated on this page. Other models range in price from \$7.50 to \$100.

Now is the time to associate with the organization which pioneered the long air column speaker idea. Write our Chicago Office for details.

# Velvet Radio Speakers

Manufactured by  
**BORKMAN RADIO CORP.**  
Salt Lake City  
General Sales Office  
230 East Ohio Street, Chicago

# GENERAL INSTRUMENT PERMANENT Eliminator



THE PERMANENT "A" is a GENUINE eliminator. It does NOT employ a trickle charger or a storage battery in any disguise whatsoever. The fact that no power is delivered to radio receiver when main line is cut off proves this beyond a doubt. Make this test and convince yourself.

The PERMANENT "A" has no tubes. There is no acid to spill. No AC hum on any set. This instrument is the first unit to successfully supply "A" filter current without causing any disturbance in the radio receiving set. There is no rewiring whatever required. Simply connect the PERMANENT "A" the same as you would connect your storage battery.

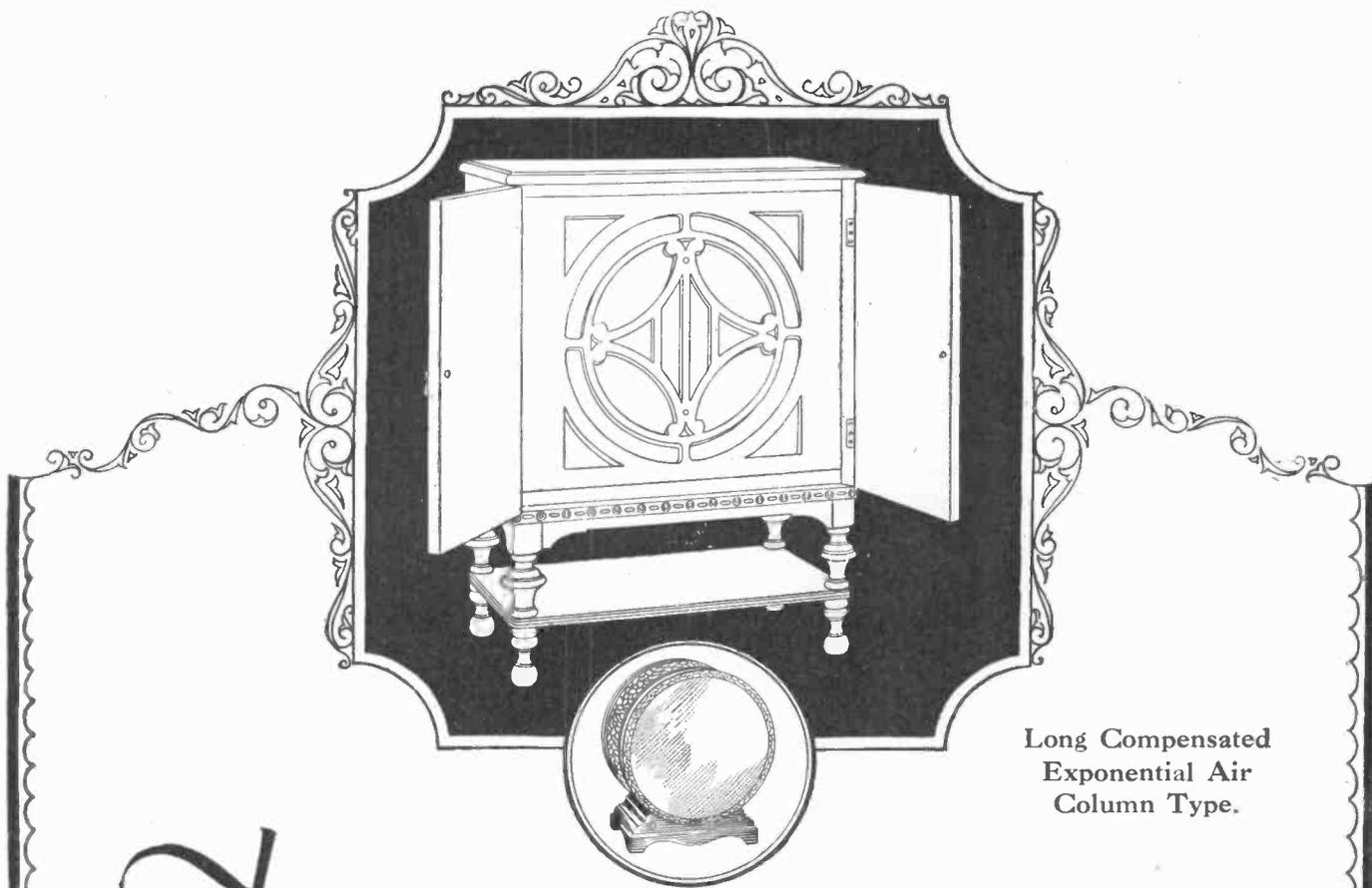
Requires no dealer service. Every PERMANENT "A" sale will make a permanent customer. Write or wire TODAY for further details.

PERMANENT "A" Eliminator: Delivers 2—2½ amperes. Operates on 110 volts AC, 60 cycles. Consumes only between 50 and 60 watts at maximum load. Size 8¾ inches high, 6 inches wide and 8½ inches long. Weighs approximately 21 lbs.

List Price **\$39.50**

The PERMANENT "B" Eliminator is housed in a container the same size and finish as the PERMANENT "A." This PERMANENT "B" will deliver 180 volts at 60 mils. Suitable for any set. Lists for \$42.50.

**GENERAL INSTRUMENT CORP.**  
477 Broadway, New York City



Long Compensated  
Exponential Air  
Column Type.

# The **TEMPLE SPEAKER** *improves the tone quality of ANY radio set*

The Temple Speaker is not just "another speaker" for you to sell. To the contrary it is truly a musical instrument that *sells itself*.

Wherever the Temple is heard its audience is more than enthusiastic—it marvels—for no one believed that such reproduction of tone was possible.

Listen to the Temple once. That's

the way your customers buy speakers and that's the way you *should* buy them.

Here is a speaker that is worthy in every way of your most enthusiastic support. It will add many more dollars to your profit sheet this fall.

Rigid sales policy backed by extensive advertising campaign.

13 inch priced at.....	\$29.00
18 inch priced at.....	48.50
Console Model priced at....	65.00

West of the Rockies.....	\$32.00
West of the Rockies.....	55.00
West of the Rockies.....	75.00

**TEMPLE, INC., 213 S. Peoria St., Chicago**

*Sales Offices in All Principal Cities*

**LEADERS IN SPEAKER DESIGN**

# SUCCESS In Duplicate

*it's yours, too*

## The New Departure

*Supertron Tubes*  
by a chemical process  
are better and more  
profitable tubes—  
including a gaseous  
eliminator tube—  
If you have not  
proven that  
to yourself.

Do it now  
*It's easy*

## The Cage Antenna

by *Supertron*  
is a BIG seller  
with a good profit.  
A complete  
aerial unit  
without a doubt  
as to its  
performance  
prove it.

Do it now  
*It's easy*



A  
Complete  
Line



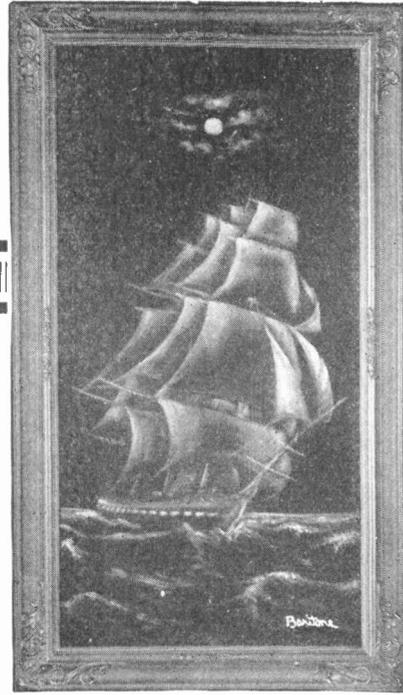
A  
Complete  
Unit

**"COME ON"**

Member of the Radio Federation, Inc.

**SUPERTRON MFG. CO.**  
Hoboken, N. J.

Export Dept. 220 B'way., N. Y. C.



Overall Di-  
mensions 18  
in. x 31 1/2 in.

Available in  
three attrac-  
tive designs.

Type P.1.

## Baritone Picture Cones Radios Latest Utility

Beautiful oil paintings on genuine velvet. Add to this a mellow-toned Baritone Cone Speaker, and you will readily appreciate the unusual value in these Baritone Picture Cones.

The cone speaker and unit are efficient on all pitches. You hear rounded notes throughout the entire audible range, and the speaker and unit are so mounted that not only does the sound deflect from the wall, but actually comes through the picture.



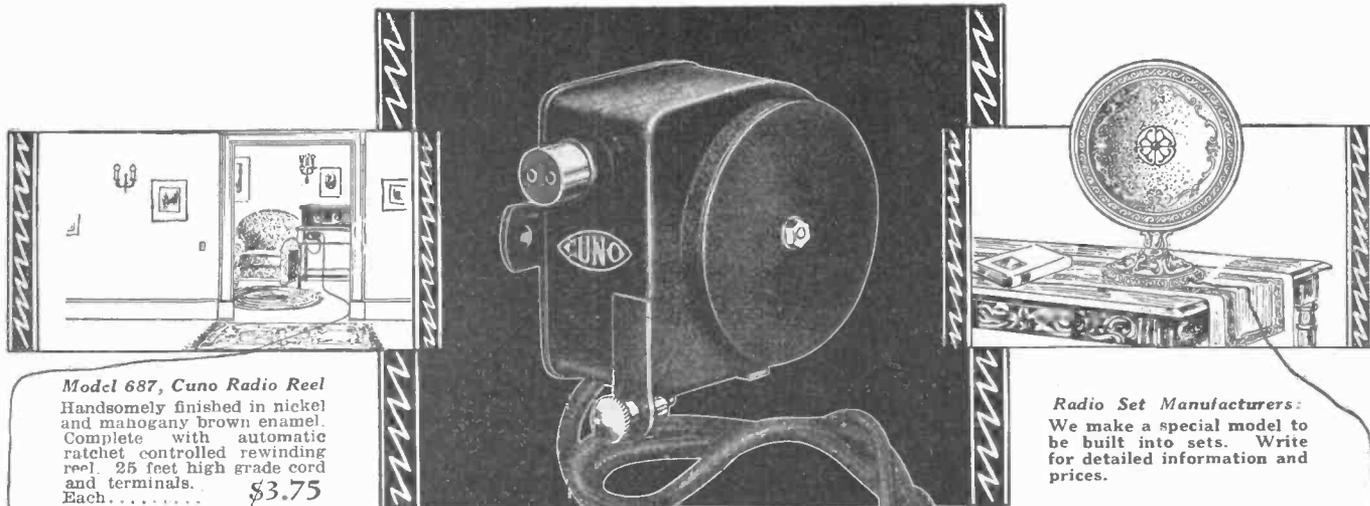
Baritone Horn Unit

9" BOX CONE  
Especially de-  
signed to fit in  
consoles. Is a  
marvel and  
must be heard  
to be appreci-  
ated.

All Baritone Speakers offer genuine and natural radio reception with perfect amplification over the entire audible range.

**BARITONE MFG. CO.**  
844 W. Jackson Blvd., Chicago, Ill.

# BARITONE



**Model 687, Cuno Radio Reel**  
 Handsomely finished in nickel and mahogany brown enamel. Complete with automatic ratchet controlled rewinding reel. 25 feet high grade cord and terminals. Each..... \$3.75

**Radio Set Manufacturers:**  
 We make a special model to be built into sets. Write for detailed information and prices.

## 6,600,000 Possible Sales!

That's the estimated number of receiving sets in use. Every owner of a set *should* have a Radio Reel. It's simple, yet reliable. It's easily attached, with two screws, to cabinet, table or set itself. By connecting between loud speaker jack and horn, the loud speaker, or an additional loud speaker can be moved to another part of

the same room, into the kitchen or out on the porch. The cord is kept free from kinks and tangles when in use and out of the way and protected when not in use. You can profit by the sure appeal to every set owner. Handsome display card packed in each carton containing six reels in attractive individual boxes.

*Place your order with your jobber today, or write us for prices and detailed information.*

The Cuno Engineering Corp.

**RADIO  
 CUNO REEL**

Meriden, Conn., U. S. A.

# Sensation of the Trade Show

## CASE "90"

### The CASE Line

Nine models from \$65 to \$475 incorporating radio's latest developments—AC tubes or battery operated artistic cabinets; tried and proven circuits; selectivity without sacrifice and ample volume.

*The "90" Line  
 9 Tubes • Loop Operated*



Visitors to the Trade Show were loud in their praise of this radio masterpiece. Hear it once and you too will say "the most wonderful, sweet-toned musical instrument I have ever heard." Inductive sensitivity control; 9 tubes; Technidyne circuit; full-throated concert speaker **\$350**

With 9 AC tubes complete, ready to plug in light socket, \$475

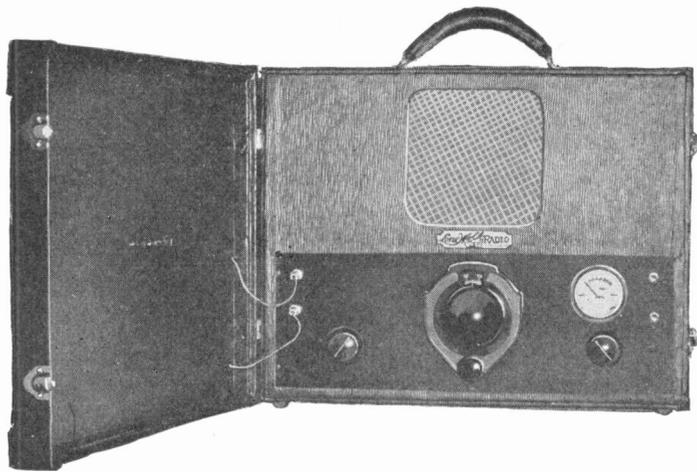
### Real PROFIT Leaders

A line of outstanding six and nine-tube radio sets planned to meet the desires and pocketbooks of every type of buyer. Skilfully designed and carefully manufactured to give greatest satisfaction to every owner.

*Receiving Sets, Automatic  
 Chargers and Accessories*

**INDIANA MANUFACTURING AND ELECTRIC CO., Marion, Indiana**

**\$85.00** Without  
Accessories



Highest grade of black seal grain fabricoid with corners and handle of genuine leather—17 3/4 in. wide, 13 3/4 in. high, 8 3/4 in. deep. Weighs less than 29 lbs.

“LONE WOLF” sets are also available in a number of popular models.

## They take the Lone Wolf Portable with them!

The public want radio at all times—wherever they go. The LONE WOLF PORTABLE is small, compact and efficient, answers the public demand for good radio entertainment, accessible at a moment's notice. The LONE WOLF PORTABLE is a pleasure anywhere it is used—on a train, in the car, on the water, at camps and resorts, and ideal in the home, as it can be easily carried to any room in the house.

The LONE WOLF PORTABLE has many advantages—it is a compact, six-tube set, everything in one small case, batteries, loud speaker, concealed aerial which swings in front door—an exclusive LONE WOLF feature, which eliminates unsightly wires on top of set; single dial control, voltmeter, phone jacks and an outside aerial attachment. Marvelous tone quality, volume and knife-like selectivity—it is alone in the field of modern radio.



4725 Clifton Ave., Chicago, Ill.

Now Available to Non-Members



**T**HE most comprehensive survey of radio patents, adjudications and pending suits ever published. A classified and indexed list of U. S. patents pertaining to the radio industry with a periodic supplementary service.

Write immediately for details

**RADIO MANUFACTURERS' ASS'N, INC.**  
32 West Randolph St.  
CHICAGO, ILL.

**1,913,433  
FANS**

Are learning of  
Televoal Quality Tubes

every month by our advertising in the big National radio publications. Take advantage of this advertising by ordering Televoal Quality Tubes from your jobber. *Televoal Tubes are made in all standard types.*



Televoal Corp'n.  
Televoal Building,  
Dept. E, 588 — 12th St.,  
West New York, N. J.

**TELEVOAL  
QUALITY  
TUBES**

# The NEWEST POWERIZER

Reg. U. S. Pat. Office

## Mr. Dealer:

LET us show you how to make money by changing most commercial radio sets into *real electric sets with a de luxe tone*. Anyone who can read simple directions can do it in from thirty minutes to one hour. All de luxe sets use the 210 tube. *Powerizers make electric de luxe sets out of any set.*

### PXY—Radiola 20

Gives genuine ABC power supply and the marvelous POWERIZER tone to the Radiola 20. Uses NO batteries, liquids or paste. Made complete in a compact, beautifully finished container. Draws between 40 and 50 watts only when set is on. Uses 280 as rectifier and 210 as amplifier. Complete harness and adapters included in output. List without tubes \$59.00 With tubes .....\$73.00



### PXY—A.K.

Gives genuine ABC power supply and the marvelous POWERIZER tone to any Atwater-Kent Set. Except for simple mechanical differences, this model is very much like the one above. List without tubes \$60.00 With tubes .....\$74.00



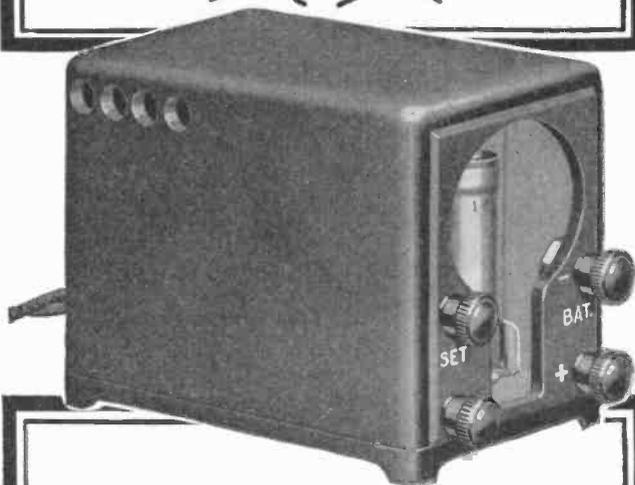
There are four other POWERIZER models which will be big sellers. PXY-1, which gives the famous POWERIZER tone and "B" battery elimination. PXY-2 gives "B" supply and 2 stages of audio amplification. PX-2 is a socket power two stage Power Amplifier with ABC supply for its own tubes. P-1 is the still popular POWERIZER of a season ago.

### Jobbers and Dealers:

Write us TODAY for folder 1009-R, "Real ABC Socket Power with Real Tone." It contains much information that will make money for YOU this season.

Licensed by Radio Corporation of America and Associated Companies  
**Radio Receptor Co., Inc**  
 106 Seventh Ave., New York

# CHARG-A-MATIC



## Solves the "A" Power Charger Problem

HERE'S an "A" Power Charger that is absolutely "fool-proof"—nothing to wear out—nothing to burn out—cannot be harmed by incorrect hook up—requires no attention.

Charg-a-matic is wholly automatic. It charges the "A" battery up to 6.9 volts and automatically shuts off. When voltage drops to 5.9 it automatically starts charging again. It has a charging rate of from 1 to 1 1/4 amps. on standard line voltages and it works perfectly regardless of the size and amperage of battery.

Charg-a-matic offers a genuine opportunity to the aggressive dealer. Mail the coupon today for complete information.

- No tube
- No liquid
- Automatic
- Requires no attention
- Permanent
- Cannot be burned out
- Retail at \$13.75

### Use the Coupon!

JOHNSON MOTOR PRODUCTS CO.,  
 308 No. Sheldon St., Chicago.

RR-8

Please enter my order for a sample Charg-a-matic at \$13.75 less my regular discount, to be shipped thru my jobber.

Name .....

Address .....

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

Jobber .....

City .....

**Johnson**  
 MOTOR PRODUCTS CO.  
 308 NORTH SHELDON ST. CHICAGO



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### What's the matter with this proposition?

You want to make money—— So do we! Here is a solid Mahogany Cabinet——and we mean *Solid Mahogany*——that will give any set a wonderful appearance——and women are fussy about appearances. It has space for batteries or eliminators and is 18" x 30", with a list price, including Newcombe-Hawley Console Grand reproducer, with 8' air column and the Baldwin Concert Unit.

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*Put Radiola 20 sets in one of these cabinets... and watch your sales increase.*

And that's no idle boast—— for it's being done! We believe in giving them what they want—— at a reasonable price. Installation of set and speaker can be made in a few minutes. And the prices—— they are unequalled anywhere in this country.

All Cabinets packed in plywood cases suspended so that no finished surfaces touch the case.

*Write for special Watsonstown proposition.*

**Watsonstown**  
*Table & Furniture Company*  
Watsonstown, Pa.

# The **HANDY**

## *Automatic*

# **CHARGER**

This Fall you will find your customers asking for a dependable charger that is simple to operate—one that has no switches to throw or connections to change—one that can be hooked up and forgotten—a charger that operates *automatically*. Sell them a Handy. The new Handy "A" Type Charger is what they want. It is permanently hooked up to the set. When the set is turned on the Handy is off. When the set is off the Handy replenishes the "A" battery strength at a 2 to 2½ ampere rate, turning itself off automatically when the full "A" battery strength is reached. In the same manner the "B" power supply is controlled from the radio filament switch by means of a series automatic relay which is a part of the Handy "A" Type Charger. Raytheon or Tungar type rectifiers are employed. In its new green Krakle case, the Handy is an accessory whose beauty is only equalled by its ability to furnish dependable, automatic charging service. Write for literature.

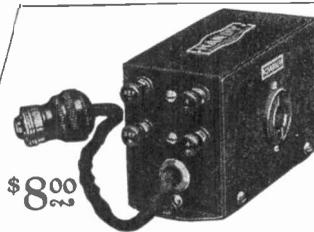


**\$20<sup>00</sup>**  
COMPLETE

### *Handy Full Automatic Switch*

For those who have a charger, battery, "B" power unit and set, this separate Potential and Series Relay gives complete automatic control. Automatically connects charger to battery and

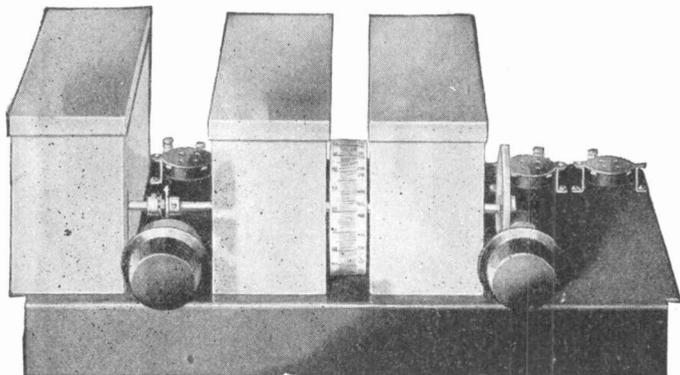
shuts off charger when full "A" battery strength is reached. Also automatically turns "B" power unit on or off as the set is turned on or off. A big seller to nearly all set owners. Ask jobber or write now for literature. ✓✓✓✓



**\$8<sup>00</sup>**

**INTERSTATE ELECTRIC COMPANY**  
4351 Duncan Ave. St. Louis, Mo.

# AUDIOLA



## Sell the Chassis

BECAUSE IT IS THE CHASSIS THAT DETERMINES POPULAR APPROVAL

**YOU** can be positive of the Audiola chassis. We were positive of its design, performance, and super-sturdy mechanical construction before we announced this new single dial radio.

When you sell an Audiola Radio, (cabinet, console, or Baby Grand) you sell exterior beauty and interior (chassis) perfection.

The new 1928 Audiolas, both 6 and 8 tubes, are very attractive and the Audiola chassis will sell radio sets for you in profitable numbers.

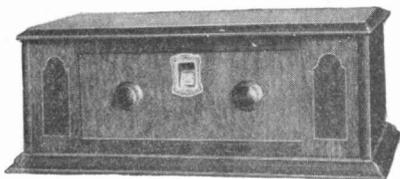
Stage shielding is used—each tuned circuit including the tube is individually shielded. Two knob control, the Steering Wheel to select the station, the Throttle to control the volume. Audiola has made a distinct gain in selectivity and distance obtainable.

Our complete line is distributed thru recognized jobbers.

Complete sales co-operation thru our advertising program.

Get details now.

- 6T—Six Table Model \$75.00
- 8T—Eight Table Model \$125.00
- 6 Spl. C.—Six Special Console \$110.00
- 6C—Six Std. Console \$175.00
- 8C—Eight Std. Console \$225.00
- 6B—Six Baby Grand \$225.00
- 8B—Eight Baby Grand \$275.00



## AUDIOLA RADIO CO.

430 S. Green Street  
CHICAGO

## What **ACME** IS DOING NOW

We are giving the Trade this Fall the most complete Profit Making Proposition we have ever offered. Acme Sales tripled this year—3 times the volume of a year ago.

Why not cash in on this popular line? Put in Acme Power Equipment and grow with us.

**Acme Power Units mean real profits for you. And they are easy to sell!**

### Consider these Facts!

1. There will be more Acme advertising in Magazines and Newspapers than ever before.
2. You are invited to share in the sales which this immense nation wide campaign will produce.
3. You will be supported by Window Trims—Folders—Direct Mail Literature and similar helps.
4. Back of this there is an attractive trade discount awaiting you.

*Our Factory is already working overtime on Dealers' and Jobbers' orders*

*This is why!*

Acme Power Equipment is designed by pioneer engineers in the Radio Field. Men who know how to build Power Equipment that gives universal satisfaction.

This is known by every dealer now handling *Acme Power Equipment*.

Acme Radio Products are sold at popular prices and are fully guaranteed.

Each Acme Unit is compact and attractive.

It gives surprising power and maintains its ability to do so.

Acme Power Equipment Line includes

- Acme "A" Power Unit
- Acme "A & B" Socket Power Units
- Acme Automatic Control Switch
- Acme Two-Rate Trickle Charger
- Acme Universal "B" Supply Units
- Acme Trickle Charger with Automatic Relay
- Acme Universal Charger

The need for this equipment exists with every set owner. You have but to cash in on it.

Leading Jobbers everywhere sell the Acme Line. If your Jobber cannot give you immediate service, write us.

**ORDER EARLY—send for our new Sales Plan TODAY**

*Factory Representatives in Boston, New York City, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta, Des Moines, San Francisco, Los Angeles, Fort Worth; Toronto, Canada.*

*See our advertisement in Radio Retailing June issue, page 179, July issue, page 169, for further information on Acme Equipment.*



**COUPON**

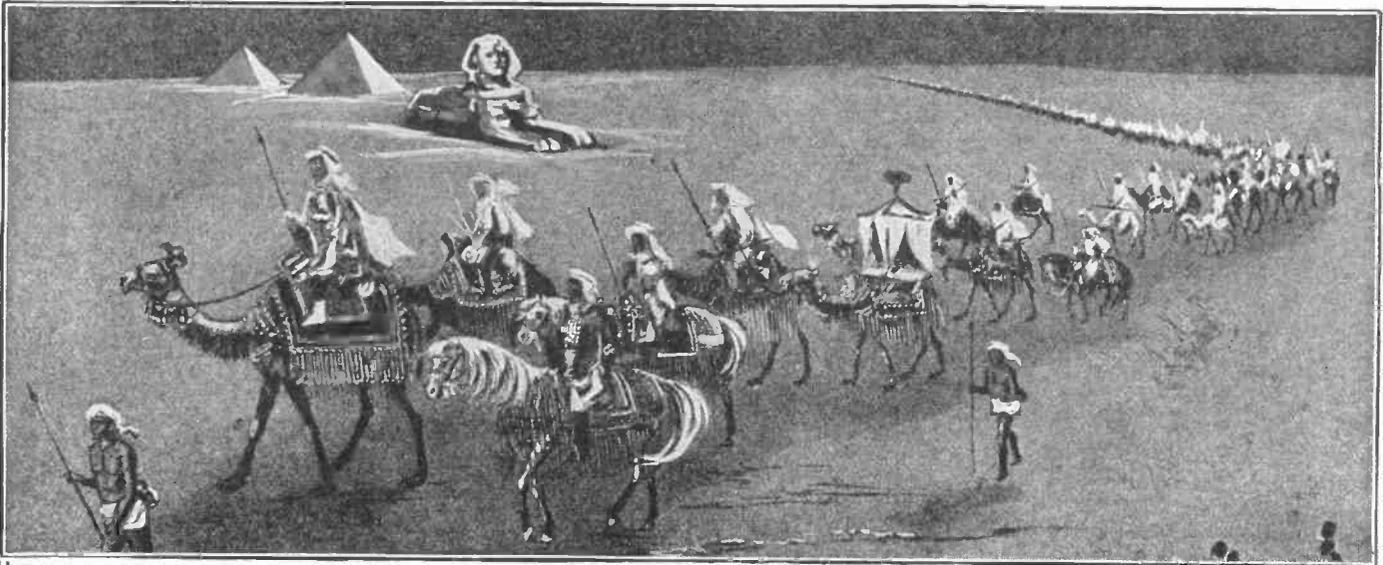
Send me your latest literature with complete information on the new Acme Line.

Name .....

Address .....

Est. since 1917  
10 years' successful  
manufacturing experience.

**THE ACME ELECTRIC and MANUFACTURING COMPANY.**  
1435 Hamilton Avenue Cleveland, Ohio



**Webster "Bone-Dri" "A," "B" and "C" Socket-Power Units—Raytheon Equipped. As Dry as the Hot Sands of the Desert—Perpetual Current as Silent as the Sphinx**

Webster "Bone-Dri" A, B & C socket-power units make standard tubes the standard for quality and economical radio reception. The 3,500,000 radio receivers with 4 tubes or more at present in use in homes electric-lighted, can now be provided with all the economies and improved reception offered by light socket-power *without any revolutionary rebuilding* of the sets. Simply discard the storage battery and charger and



the B batteries—the parts that give the most trouble and expense—and put in a "Bone-Dri" A-B unit.

Buyers of new sets can avoid costly experiments with so-called "revolutionary" equipment—not yet time-tried—by selecting standard equipment which has proven efficient and dependable and equip it with "Bone-Dri" socket-power and have the most up-to-the-minute receiver.

year-round demand from now on for battery eliminators, you'll need "Bone-Dri" socket-power units in your stock. They are quick sellers at a sure profit and every user is a satisfied booster.

If your jobber can not supply them, it will pay you to wait and write or wire us for the name of the nearest distributor and free booklet, "How to Eliminate the Batteries."

**To the Dealer**  
To get your share of the tremendous

**THE WEBSTER COMPANY**  
848 Blackhawk St. Chicago

**U. J. HERRMAN**  
MANAGING DIRECTOR

**G. CLAYTON IRWIN Jr.**  
GENERAL MANAGER

**RADIO MANUFACTURERS SHOW ASSOCIATION**

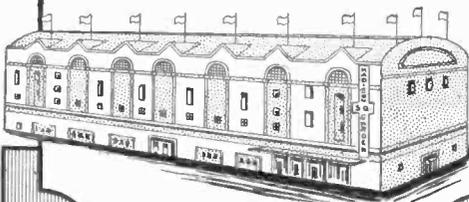
*Presents*



**FOURTH ANNUAL  
RADIO  
WORLDS FAIR**

**MADISON  
SQUARE GARDEN  
NEW YORK CITY**

**SEPT. 19-24  
1927 INCL.**



These bigger and better radio exhibitions foreshadow a record breaking 1927-28 radio season. All representative manufacturers of radio receivers, parts and accessories will display their new lines. In addition, there will be special business sessions for the trade, affording dealers, jobbers and distributors an ideal opportunity to familiarize themselves with the latest developments in the industry. Every progressive radio merchant should attend one of these shows.

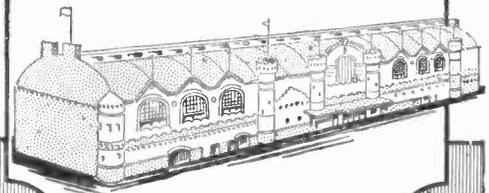
**National Radio Day  
September 21**



**SIXTH ANNUAL  
CHICAGO  
RADIO SHOW**

**COLISEUM  
CHICAGO**

**OCT. 10-16  
1927 INCL.**



# TIP TABLE CONE SPEAKER *Model 70*

*is Furniture as well*

MODEL 70 shown at right, is the new Teletone Tip Table Cone Speaker. It stands out not only as a new Teletone, but as an astonishing advance in cone speaker designing and reproduction. As shown in the illustration, it is a speaker which can be sold as furniture as well.

Its highly finished two-tone mahogany case is especially rich. The mahogany table top on which the speaker is mounted is 18 inches in diameter, thus permitting its use as a decorative end or lamp table. Bridge with music beneath the finger tips is one of the many powerful selling features that you can develop for this speaker. The cone is so mounted as to use the entire wooden casing and table top as a sounding board.



List Price, \$40.00

*Tip Table Cone Speaker Model 70, packed in individual corrugated containers, net weight 9½ pounds, shipping weight 20 pounds each. Equipped with a twenty foot cord.*

TELEPHONE CORPORATION OF AMERICA  
Third St. & Van Alst Ave., LONG ISLAND CITY, N. Y.

## 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

#### POSITIONS WANTED

RADIO expert, 6 years radio experience, receiving sets and B eliminators; capable of taking charge of shop or laboratory; best reference; any location. Nordhaus, 4535 N. Lincoln St., Chicago.

RADIO manager and buyer, 37 years of age. Five years' experience in buying and selling. At present manager of radio department for large St. Louis house. Prefer to locate in St. Louis or the Middle West. PW-40, Radio Retailing, Bell Telephone Bldg., St. Louis, Mo.

EXPERIENCED men in the radio field, can locate better employment opportunities thru the positions wanted column in the Searchlight Section of Radio Retailing.

#### Technical Service (Agency)

217 Broadway, New York

#### RADIO PERSONNEL

EXECUTIVE — ENGINEERING —  
PRODUCTION AND SALES

C  
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H

#### We want your SURPLUS RADIO STOCK

Send us your list and lowest cash price

EMPIRE RADIO CO.  
216 Washington St.,  
Boston, Mass.

C  
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S  
H

#### FREE RADIO EMPLOYMENT SERVICE

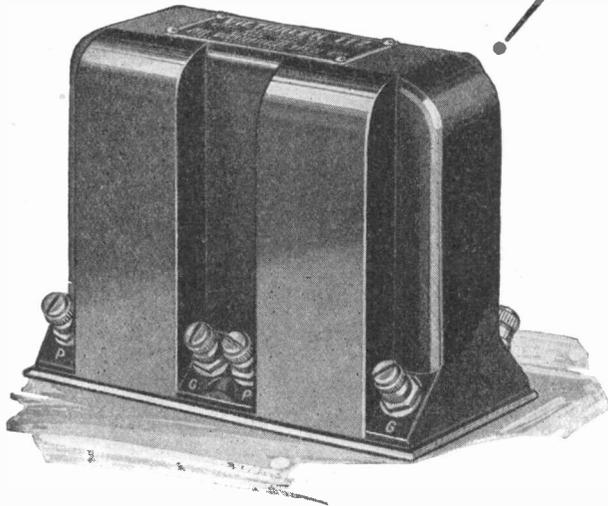
Employers in any line of the Radio industry (or in allied industries) should call on our Free Radio Employment Service when additional employees are needed. Thoroughly trained, experienced men supplied anywhere in the U. S. or Canada on 48 hours' notice. No charge for service. Send post card today for our free monthly bulletin. Address National Radio Institute, Dept. R.R., Washington, D. C.

*If you want to buy or sell surplus  
Radio Stocks—*

make it known to others in the field through an advertisement in the be glad to dispose of. Your advertisement in the SEARCHLIGHT SECTION. Somewhere there is someone that has surplus stocks that you want or wants surplus stocks that you would SECTION will reach the greatest number of men in the radio field, at minimum cost. See heading for advertising rates.

# VICTOREEN

**Research**  
*Wins Again*



FROM the Victoreen Laboratories now comes a greatly improved method of audio amplification. The goal of engineers for years has been attained—perfect reproduction throughout the entire musical scale.

From the low bass notes of the organ, bass viol or tuba to the high harmonics of the violin—all are brought out with a fidelity which makes it impossible for even a highly trained musical ear to detect the difference between the reproduction and the original.

Into one compact unit are combined two audio stages. Two "112" tubes are used, with plate voltages up to 400. Having only the one unit for the two tubes, installation is greatly simplified, assembly is more compact and neat, and results are infinitely better.

*Until you have heard the new*

**VICTOREEN 112  
Audio Transformer Unit**

*you have not heard the best.*

**Opens a New Field for Sales**

This new transformer unit can be incorporated in practically any radio set, new or old, with vastly improved results. There is a sale for hundreds in every locality. The retail price of the complete unit is only \$22.00, and there's a splendid profit for you. Write for full information.



## The George W. Walker Co.

Merchandisers of Victoreen Radio Products  
6528 Carnegie Ave., Cleveland, Ohio

Makers also of the famous Victoreen Long Wave Super Coils, Master Control Units, Rheostats and Audio Control Units.

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## WE GUARANTEE

that this

### Sylvania Super-Sensitive Detector Tube

TYPE SX-200-A, Serial No. \_\_\_\_\_

placed in the detector socket of any radio receiving set and given 45 volts of "B" battery, will give the set *greater distance receiving range and more volume* in the reception of weak signals, than *any other tube*.

If the purchaser does not obtain these results, the dealer is authorized to prove this guarantee to the purchaser's satisfaction or return the tube for full credit.

SYLVANIA PRODUCTS COMPANY  
Emporium, Pennsylvania

(Dealer's Sign)

(Date of Sale)

You Can't  
"Get Around"  
this  
Guarantee

AND you don't have to try, for we stand directly behind the dealer who promises his customers that Sylvania Tubes will give greater distance and more volume than any other tube on the market.

We can afford to, because Sylvania Tubes of every type are so carefully made and tested that returns are mighty few and far between.

Back of this guarantee is an independent organization admirably situated to put forth its best efforts in the making of intricate apparatus. No congested markets, no competitive labor, no "whistle-jumping" mechanics; but a contented community of unhurried, conscientious workers of exceptionally high calibre.

Such advantages show up in the product.



**Sylvania**  
RADIO TUBES



SYLVANIA PRODUCTS CO., EMPORIUM, PA.

A Radiotron  
for every purpose

**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**  
Power Amplifier Last  
Audio Stage Only

**RADIOTRON UX-112**  
Power Amplifier

**RADIOTRON UX-171**  
Power Amplifier Last  
Audio Stage Only

**RADIOTRON UX-210**  
Power Amplifier Oscillator

**RADIOTRON UX-240**  
Detector Amplifier for  
Resistance-coupled  
Amplification

**RADIOTRON UX-213**  
Full-Wave Rectifier

**RADIOTRON UX-216-B**  
Half-Wave Rectifier

**RADIOTRON UX-225**  
A.C. Filament

**RADIOTRON UX-227**  
A.C. Heater

**RADIOTRON UX-280**  
Full-Wave Rectifier

**RADIOTRON UX-281**  
Half-Wave Rectifier

**RADIOTRON UX-874**  
Voltage Regulator Tube

**RADIOTRON UV-876**  
Ballast Tube

**RADIOTRON UV-863**  
Ballast Tube

**RADIOTRON UX-877**  
Protection Tube

The standard by  
which other vacuum  
tubes are rated



Look for this mark on every  
Radiotron

A Radiotron  
for every purpose

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  
Power Amplifier Last  
Audio Stage Only

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Power Amplifier

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RADIOTRON UX-281  
Half-Wave Rectifier

RADIOTRON UX-874  
Voltage Regulator Tube

RADIOTRON UV-876  
Ballast Tube

RADIOTRON UV-863  
Ballast Tube

RADIOTRON UX-877  
Protection Tube

The standard by  
which other vacuum  
tubes are rated



The Radiotron  
is the standard vacuum tube  
for laboratory tests through-  
out the radio industry.

It is significant that in factory and research laboratories the Radiotron  
is the standard tube in all tests of radio apparatus. And that practically  
all makers of quality radio sets use the Radiotron in their up-to-date  
construction and in final testing of the finished product. The Radiotron  
is the same product of the engineers of RCA, Westinghouse and  
General Electric.

Do not see this tube  
and get it  
If you see this tube  
before you see the  
RCA Radiotron  
do not buy it  
because you will  
be disappointed  
in the Radiotron.  
Don't see a new tube  
and get it.  
To keep your radio  
set in good shape  
and producing clearly,  
change all your tubes  
to the RCA Radiotron.



**RCA Radiotron**  
MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

No other item of radio  
can be compared with  
RCA Radiotrons on these  
high points of salability:

- Large sales volume*
- Low stock investment*
- Advanced engineering*
- High margin of profit*
- Steady rate of turnover*
- Assured consumer demand*
- Complete line for every purpose*
- Greatest national advertising campaign*



Eighty years of national advertising are behind the RCA Radiotron—which you can figure in terms of compound public interest payable to the Radiotron dealer today and in the years to come. This is a color page appearing in August magazines. There is one every month.

RADIO CORPORATION OF AMERICA  
NEW YORK CHICAGO SAN FRANCISCO

**RCA Radiotron**

MADE BY THE MAKERS OF THE RADIOLA.