

A McGraw-Hill
Publication

October,
1927

Radio Retailing

The Business Magazine of the Radio Industry

The
3 punch
plan



will sell

**GENERAL ELECTRIC
BATTERY CHARGERS**

with every blow!

write us today for complete information



Tungar
REG. U.S. PAT. OFF.

BATTERY CHARGER

Tungar—a registered trademark—is found only
on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

MERCHANDISE DEPARTMENT ~ GENERAL ELECTRIC COMPANY ~ BRIDGEPORT, CONNECTICUT



Cunningham RADIO TUBES

The Right Tube in the Right Socket

There are now twenty distinct types of Cunningham Radio Tubes each expressing the correct balance in design and specification to perform a definite function most efficiently in the radio receiver you are selling. Every dealer will appreciate the value of specifying Cunningham Radio Tubes for every socket. By so doing you are not only insuring performance in the radio set you sell, but you are building consumer satisfaction.

*Twenty different types—all in
the Orange and Blue Carton.*

E. T. CUNNINGHAM, INC.

NEW YORK

CHICAGO

SAN FRANCISCO

Since 1915—Standard for all Sets

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Radio Retailing

The Business Magazine of the Radio Industry

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Will This Be Radio's Biggest Season?

THE radio industry has enjoyed, to date, the most prosperous summer and autumn it has had, according to trade reports. Dealers, distributors and manufacturers alike are unanimous in their declaration that business so far this season has exceeded every prediction. The entire trade is looking forward to Christmas with every expectation that the records for volume sales will be smashed.

There are several factors that are held to be responsible for this radical increase in public interest in radio. Underlying the whole situation, of course, is the beneficial psychological effect the appointment of the Federal Radio Commission has had upon the public. Governmental acknowledgment from Washington that radio was important enough to warrant a Federal Commission did much to win back a public that was beginning to lose confidence in the integrity and plain common sense of radio business men.

In addition to its psychological effect, the work of the Commission in the elimination of inter-station heterodyning also had a direct physical effect on the public. Reception improved. Set owners listened more intently and satisfactorily and non-set-owners no longer could justify confused broadcasting as an excuse for not buying.

Then the R.M.A. Trade Show at Chicago whetted the consumer's appetite for the latest developments in radio apparatus. This was reflected in improved retail trade throughout the summer, aided, of course, by such "high light" broadcast features as the Dempsey-Sharkey fight and the many trans-oceanic airplane flights.

Following closely came the first consumer radio shows and that great week of September 19th which included the annual Radio World's Fair at New York, the Fourth Annual Radio Industries Banquet, and the broadcasting of the Tunney-Dempsey fight.

UNDER such conditions it is not surprising that radio sales have reached unusual heights this year. With the World Series here and the football season on the way, it is a logical sequence that the demand for radio during the coming months will be sustained at the present high levels, if it does not actually exceed by far the holiday business of previous years.

Therefore, it is time for radio dealers to look forward a few months and analyze what they will need—and how much—to supply their Christmas demand. From present indications, it would seem that shelves will have to be well stocked. S. J. Ryan, in an article on Page 66 of this issue, says that business men generally, in all lines, expect at least a ten per cent increase in this year's holiday trade over last year. The radio trade can confidently look forward—and place its buying orders accordingly—to an equally substantial increase, ranging, it is estimated, from ten to 25 per cent higher than 1926.

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THIS magnificent Ewer, masterpiece of Benvenuto Cellini, stands as a classic of the silversmith's art during the High Renaissance



*There is nothing
finer than a
Stromberg-Carlson*

NOTHING in radio is more outwardly beautiful than a Stromberg-Carlson. Nothing is more finely built, of better materials or more accurate in inward construction. And—nothing is more efficient, more durable nor designed with greater knowledge.

There are six New A. C. Stromberg-Carlsons to satisfy the demand for all direct light socket operation wherever 105-125 volt, 50-60 cycle alternating current is available. Four Universally Powered Stromberg-Carlsons give indirect A. C. operation with "B" eliminator and Unipower; or complete operation with batteries where house current is unavailable or unsuitable.

It is natural that the Stromberg-Carlson line with its complete patent protection and its factory guarantee not to reduce prices should be eagerly sought after by progressive radio dealers.

(Stromberg-Carlsons range in price, East of Rockies from \$193.75 to \$1245;
Rockies and West \$206.25 to \$1299.00; Canada \$245.25 to \$1650.00)

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

Stromberg-Carlson

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



HAVE YOU HEARD THE *NEW*

UTAH

THE ONLY COMPLETE LINE-RANGING FROM \$10 TO \$100

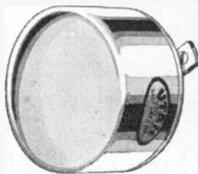
UTAH No.16 DRUM SPEAKER



16" high ~ 13" wide ~
4 1/2" deep
Weight-10 lbs

\$16

PIANO SPEAKER



Makes a Radio
Reproducer out
of any Piano

\$10

UTAH No.30 SPEAKER



Size-Height 18 in.
Weight 15 lbs.

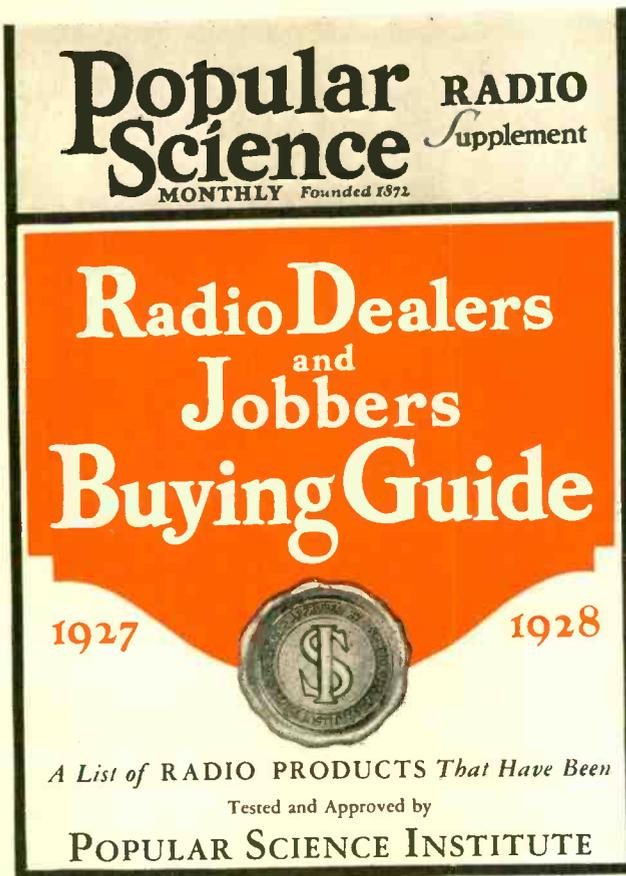
\$30

BEFORE YOU BUY TRY THE UTAH

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

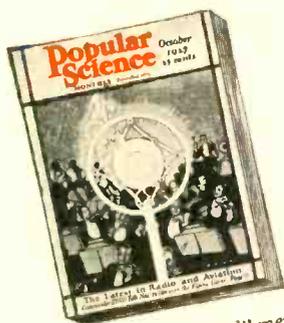
EVERY ONE GUARANTEED





Now
Ready!

the 1927-28 Radio Buying Guide



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

MORE complete . . . more valuable to radio dealer and jobber than ever. Every radio product that has been approved by the Popular Science Institute of Standards is listed and indexed in convenient form.

It is literally an index to goods that will sell in your store. Because . . . the Popular Science Seal of Approval is won only by products which have withstood every test in the most modern of laboratories.

The buying public knows this — and shops with con-

fidence where approved products are displayed.

Send for this new Guide. Use it when ordering your stock. Turn into quick sales in your store the confidence of the public in the Popular Science Seal.

By joining our Dealer-Member Service, you receive the new Buying Guide, and supplementary Bulletins as they are issued.

There is absolutely no cost of any kind. Just mail the coupon below. Popular Science Monthly, 250 Fourth Avenue, New York City.

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 1927-28 Buying Guide, free of all cost.

Name.....
Street and No.....
City and State.....

The Grebe Line Offers You an Unusual Opportunity for Profits



Grebe
Synchrophase Seven \$135

Grebe
Natural Speaker \$35

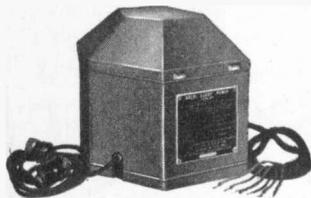
THE Grebe Synchrophase Seven has tone quality unrivaled for naturalness, and ease of operation remarkable for simplicity.

Eye-value, plus unvarying performance, means quick sales and satisfaction.

This set, with the Grebe Synchrophase Five, the Grebe Natural Speaker, and Grebe Socket Powers, makes a line that assures good sales and real profits to live dealers.

Booklet RR gives full details—send for it.

Type 671



Grebe Socket Powers

Type 671—"B" and "C" Supply, with cable—(less tube) \$50

Type 671-B—"B" and "C" Supply, with binding posts—(less tube) \$50

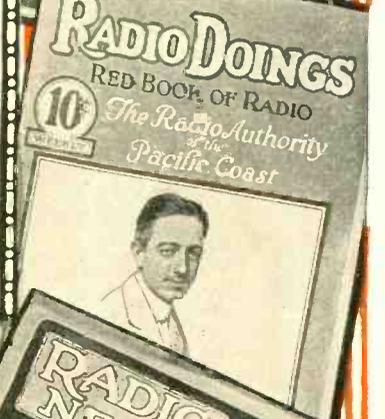
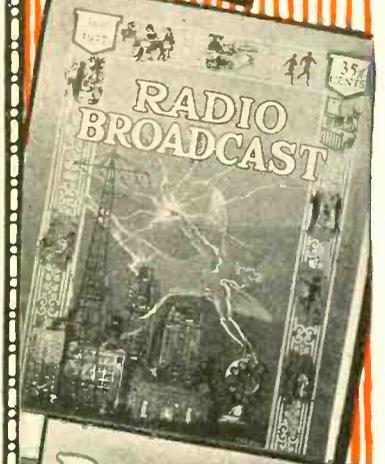
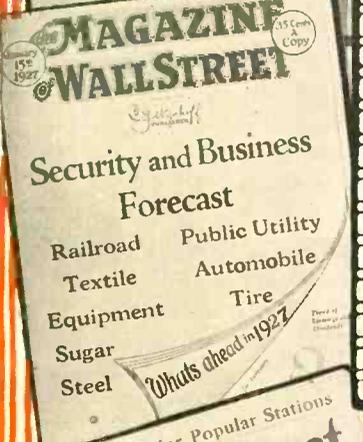
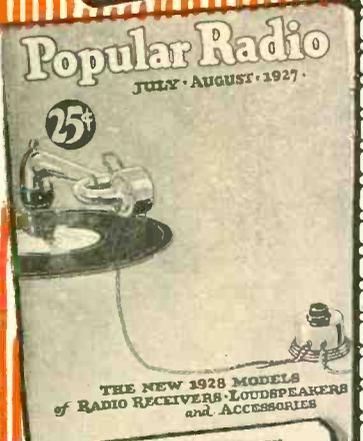
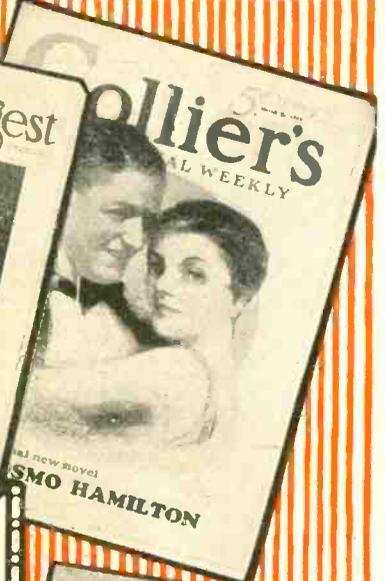
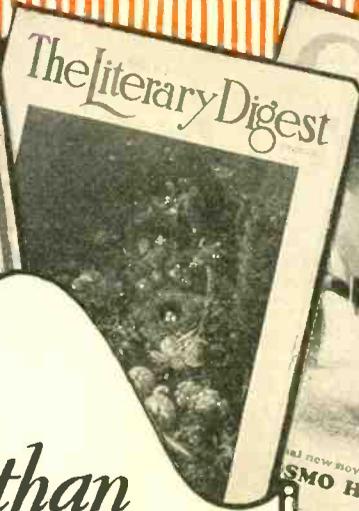
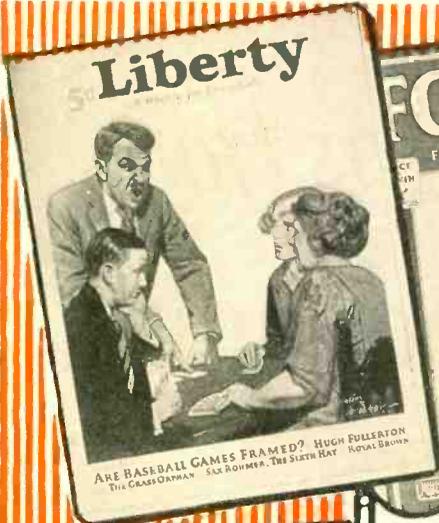
GREBE

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

RADIO



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



More than 14 million people influenced by Gold Seal advertising

CONSCIOUSLY or unconsciously the radio set owners of the United States have been impressed with the fact that Gold Seal Radio Tubes are efficient, uniform, and reliable.

They all believe that Gold Seal is a good tube—very many of them have become convinced that Gold Seal is a superior tube. That accounts for the unprecedented and rapidly growing sale of these quality products.

Advertising has created and will maintain this popular good will. Gold Seal dealers appreciate its value to them and the sturdy fair deal policy which is behind it.

Are you sharing in this Success? In the Profits this fast selling line brings to you? Ask us about the famous Gold Seal "Square Deal" Policy of dealer co-operation and aid.

Gold Seal Electrical Co., Inc.
250 Park Avenue, New York

Gold Seal Radio Tubes





Tower Castle Cone

\$11.95

Slightly higher in the West

AN impelling example of creative art—a fine old medieval castle with embattled turrets, cast in bas-relief of two-toned bronze protecting a 17" free-edge cone. This model is equipped with a powerful armature-type unit, especially adapted for the new tubes, producing a tone quality beyond imitation.

Ask your jobber or write us!

TOWER MFG. CORP. 122 Brookline Ave., Boston, Mass.
 MORE THAN TWO MILLION TOWER PRODUCTS NOW IN USE



MODEL "28," \$17.50

ADVENTURER, \$11.95

NEW IMPROVED MEISTERSINGER. \$15

PIRATE SHIP, \$8.95*

*Prices Slightly Higher in the West

THE *New* FRESHMAN ELECTRIC RADIO

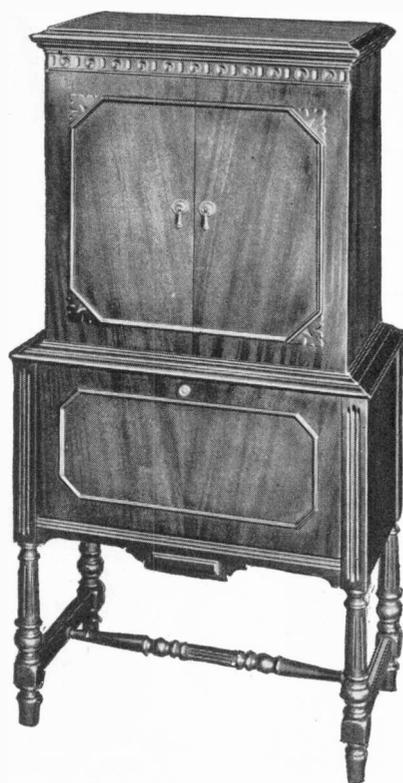
Freshman EQUAPHASE

The artistic chest type design, illustrated here, is panelled entirely of finely selected, genuine mahogany. It is one of the most popular of the FRESHMAN EQUAPHASE. It is Model G-4. The price is

\$225 COMPLETE
Ready to Operate

A Freshman development—licensed under patents; R C A—General Electric Co.—Westinghouse Electric & Mfg. Co. and American Tel. & Tel. Co.

**THE LIGHT SOCKET
SUPPLIES
ALL POWER**



Always Ready... Always Right

acids } **NO** } water
trouble } } excuses
batteries } } makeshifts

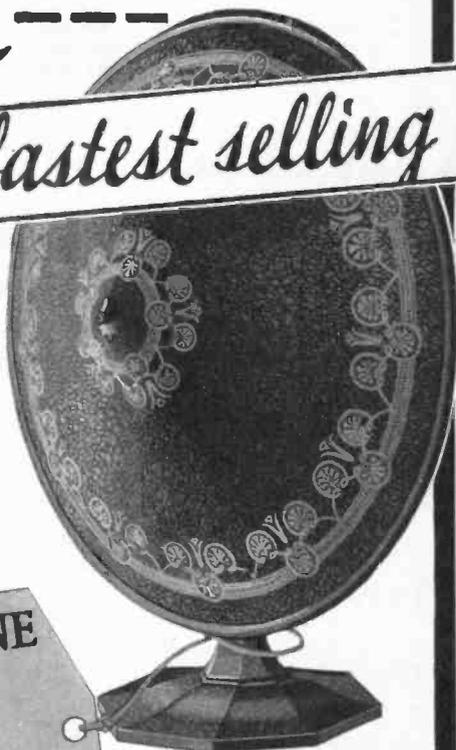
Sold to Authorized Freshman Dealers Only

CHAS. FRESHMAN, Inc., Freshman Building, New York
CHICAGO LOS ANGELES

The Radio of Superior Performance

Moisture does not affect---

WORLD'S fastest selling **SPEAKER**



12 in. Ultra MUSICONE
\$9.75
16 in. Super Musicone \$12.75

Prices slightly higher west of the Rocky Mts.

Write Dept. 130 for descriptive literature

The Crosley Radio Corporation
Cincinnati, Ohio Powel Crosley, Jr., President

CROSLEY MUSICONE

For more than a year keen engineers have labored in Crosley laboratories, intent on the application of a new metallurgical discovery. Perfected at last, vibrations of the famous Crosley patented actuating unit have been increased many times. Smoother reproduction, a sensitiveness that responds to the most delicate of notes, and a clear,

louder tone results.

This and rust-preventive construction keep the Musicone constantly efficient in any climate.

Musicone superiority has behind it real and tangible cause for the flood of profit enjoyed by Musicone dealers.

The reasons are in the MUSICONE itself—

—in the simplicity of armature adjustment.

—in the higher voltage capacity which results in louder, finer tones.

—in the Bakelite, instead of cardboard bobbins which prevent retention of moisture.

—in the special Crosley magnet coil coating which keep Musicones constantly efficient in any climate.

—in the patented Crosley actuating unit which is the secret of the World's fastest selling loud speaker—the Crosley Musicone.

Non-imitable principles and constant refinements promise and deliver the LEADING loud speaker VALUE on the market.

BIG PROFIT ~

read all about this great



The Radio Set That Sells!

Here is one of the greatest retail selling opportunities ever offered to responsible radio dealers! It is your chance to cash in big on a franchise for a superb radio set that is bound to be the big success of the season—the famous **Pfanstiehl Overtone Radio**—either battery operated or with its special electrified operation—the **Pfanstiehl-Philco AB Socket Power**.

Read every word of this announcement, and then mail the coupon below to us right away for the full details and particulars.

Wide Territory - Big Profits!

We are now ready to place a few more live-wire radio dealers in choice territories throughout the United States. Here is your chance to qualify for this valuable franchise; and remember, the Pfanstiehl policy is *not* "numerous dealers" in every territory—but *one good high-grade dealer in every community*.

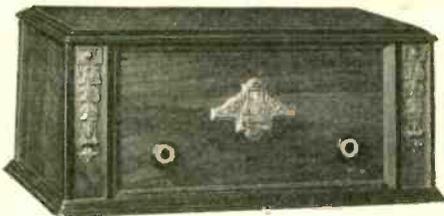
Pfanstiehl dealers get liberal discounts and large, fully protected territories.

Our Big Advertising Will Be Done In Your Own Town

Pfanstiehl advertising will be done in the newspapers right in your own locality—business-getting advertisements that will bring the actual sales into your own particular store.

Pfanstiehl advertising will *not* be spread thinly over the United States. It will be done right where Pfanstiehl dealers are located with Pfanstiehl sets to sell and deliver. *And we pay for it all.*

Pfanstiehl
Overtone
Radio Full License
Protection



Licensed for amateur, experimental and broadcasting reception under patents of Radio Corporation of America, General Electric Company, Westinghouse Electric and Manufacturing Company and American Telephone & Telegraph Company.

The wise radio dealer of today knows that he must have this important license protection. Pfanstiehl gives it to you.

Price Range
\$80 to \$245



Pfanstiehl Features

Overtones. Each delicate tonal vibration is protected. The radio stream comes through clear and unhampered.

Simplicity. There are absolutely no extra parts on the Pfanstiehl chassis. They are not needed.

Three Stages of Radio Frequency. By introducing three distinct stages of radio amplification, Pfanstiehl out-performs every set which depends upon only two stages.

Selectivity—Distance. Only a set with Pfanstiehl's points of superiority could achieve the perfection it enjoys in selectivity and distance. Accurate, one-dial tuning gives rare selectivity.

Volume. A famous prima donna, hearing the Pfanstiehl for the first time, exclaimed, "I congratulate you! That is radio perfection!"

RADIO OFFER!

money-making proposition!

Tone, Selectivity, Distance

Beautiful tone, perfect sound reproduction, selectivity, wide distance range and "electrified" operation! That's what the public wants! *And don't you make the mistake of trying to sell your customers the thing they do not want.*

The Pfanstiehl Radio Set is a tried and proven set—durable and dependable. The public knows that. And the public also has absolute confidence in the Pfanstiehl-Philco AB Socket Power.

The Pfanstiehl Gives No Service Trouble!

Look at the record! One dealer sold 3000 Pfanstiehl Radio Sets last year, and he tells us he has not had a single complaint so far. *Think of it—not one service call out of 3000 sets!* Another dealer actually advertises a reward of \$10 for any Pfanstiehl service call.

The world's most dependable radio set—one that keeps your profit in the cash drawer. No wasting away of profits through continuous, annoying service calls.

Price Range for Every Purse!

The complete Pfanstiehl line includes a set for every purse—*superb quality radio sets at exactly the right price range.* When you sell the Pfanstiehl Radio Set you are actually offering the public a quality in receiving sets at far less than the cost of similar sets.

Visit Our Exhibit at the Chicago Radio Show, October 10th to 16th, inclusive.

PFANSTIEHL RADIO COMPANY
WAUKEGAN, ILL.



Electrified Operation!

Here you have the result of the combined efforts of the engineering staffs of Pfanstiehl and Philco, working in conjunction in the Philco research laboratories. Each of these two great organizations has the highest standing in their respective fields.

No other radio engineer has yet been able to match Carl Pfanstiehl's skill in radio tone quality, volume, selectivity and distance, and the Philco Socket Powers have no near competitors in their field.

Where electric current is not available, the Pfanstiehl may be operated by batteries.

Pfanstiehl-Philco
AB
Socket Power

Features of the Pfanstiehl-Philco "AB" Socket Power

180 Volts! Super-Power! Delivers 180 volts at 60 milli-amperes. Maximum power at all times for all needs. *Super-power for ALL power tubes.*

Fits inside Pfanstiehl cabinet. The specially built Pfanstiehl-Philco AB Socket Power fits inside the Pfanstiehl Radio Cabinet, and furnishes complete A and B radio power.

Easy as turning on the electric light. The radio switch controls everything. Snap it "ON" when you want to listen in. Snap it "OFF" and your radio is silent. *No hum—no distortion.*

Guaranteed. Every Pfanstiehl-Philco is covered by an ironclad guarantee from the factory and conforms to Underwriters' Laboratories Safety Specifications.

MAIL THIS COUPON



Merely fill in your name and address to this coupon and send it in to us today. Get all the facts at once concerning this Pfanstiehl franchise for your community.

PFANSTIEHL RADIO COMPANY
Waukegan, Ill.

Gentlemen:

Please send me, *without cost or obligation*, the complete details of the new line of Pfanstiehl Overtone Radio sets. Also tell me how I may become your Authorized Pfanstiehl Dealer in my community.

Name _____

Address _____

City _____ State _____

La Salle

RADIO

The Key to Better

They Are
Different
They Are Better
They Are the Best
That Can Be Made



All
Standard
Sizes

GUARANTEE

We guarantee that La Salle High-Vacuum Radio Tubes will give satisfactory results if used at the correct filament and plate voltage. If, for any reason, the tube fails to give absolute satisfaction it may be returned for exchange or credit.

La Salle Radio Corporation, *Manufacturers*
149 West Austin Avenue, Chicago, Ill.
Matchless Electric Company, *Sole Distributors*
145 West Austin Avenue, Chicago, Ill.

Write, Wire or 'Phone for Our Sales Proposition

There is a sound sales opportunity in La Salle High-Vacuum Radio Tubes. They have many exclusive features that insure "repeat" sales. For example, highest possible vacuum. High vacuum is more important than any other factor in a radio tube, and La Salle Radio Tubes have the highest vacuum. Other exclusive features are equally important. List prices, discounts and practical merchandising co-operation are everything that jobbers and dealers could possibly desire. Dealers will be supplied through a small group of high-grade jobbers. Inquiries from both jobbers and dealers are invited at this time.

Manufacturers

LA SALLE RADIO CORPORATION

149 West Austin Avenue, Chicago, Illinois

Sole Distributors

Matchless Electric Company, 145 West Austin Avenue, Chicago, Illinois

High-Vacuum TUBES

Radio Reception

La Salle High-Vacuum Radio Tubes

There is a world of difference in the quality of radio tubes. Mostly, the quality differs in exact ratio to the degree of vacuum existing. The reason such wonderful results are obtained from La Salle High-Vacuum Radio Tubes is because they have the highest vacuum. Naturally, they give amazing volume and richness of tone, while improving reception to a degree never before attained. Microphonic noises, now accepted as a necessary evil, are eliminated. La Salle High-Vacuum Radio Tubes give better results and last longer. That is why we can put back of them the strongest guarantee ever made.

Restricted Jobber Policy

La Salle High-Vacuum Radio Tubes will be sold through a limited number of jobbers. All dealer orders will be filled through these jobbers. Preliminary merchandising of the tubes to dealers is now being done—and this intensive promotion work will be carried on until the first of the year. This lessens sales resistance to jobbers . . . and makes our sales franchise doubly valuable. Better reception, quality of tone assures dealers of ever-increasing sales on La Salle High-Vacuum Radio Tubes.

Let Your Competitors Experiment With "Unknown" Tubes

Why should any jobber or dealer push an unknown tube of doubtful quality . . . when the same effort placed back of La Salle High-Vacuum Radio Tubes will yield initial profits equally as large and future profits far greater. Customers are too hard to get, and to keep for you to risk losing them by offering any tube except of the highest quality. The best is La Salle. Write quick for our sales proposition to jobbers and dealers.

Higher-Vacuum Plus Special Bridge Construction

There is no secret of the costly and intricate processes by which higher vacuum is created in radio tubes. The methods employed are expensive and lessen production because of the time required. Several ordinary tubes could be made in the time necessary to make one La Salle High-Vacuum Radio Tube.

The new bridge construction in La Salle High-Vacuum Tubes is another feature of superiority. A Mica Bridge separates the main support wires to which the grid, the plate and the filament are spot-welded at the correct distances. This insures rigidity, also exact spacing of the grid to the filament and the grid to the plate. This type of construction is added insurance for uniformity in results obtained from La Salle High-Vacuum Tubes.

It makes short-circuiting virtually impossible and eliminates microphonic noises to a degree that will be a revelation to those who have been using ordinary tubes.

Manufacturers

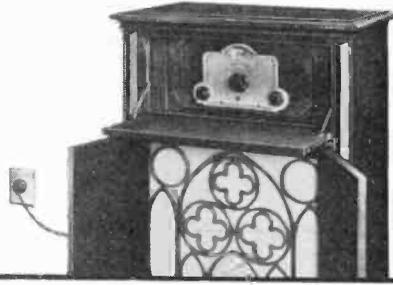
LA SALLE RADIO CORPORATION

149 West Austin Avenue, Chicago, Illinois

Sole Distributors

Matchless Electric Company, 145 West Austin Avenue, Chicago, Illinois

Here is proof of the enthusiasm with which the new Freed-Eisemann line has been taken up by dealers since the announcement of the new "ELECTRIC"



Over HALF A MILLION Dollar INCREASE in Sales
over a similar period last year

FREED EISEMANN "ELECTRIC"

HAS TAKEN THE COUNTRY BY STORM!

\$ 295

CONSOLE
COMBINATION
SHOWN ABOVE

The Freed-Eisemann "Electric" Radio in Caswell-Runyan consoles, priced at \$235.00 to \$295.00, are unsurpassed values. The gigantic Freed-Eisemann factory, six stories high, is working day and night to supply the demand. Dealers who are getting deliveries of this set are selling them as fast as they receive them.

\$ 235

SAME SET IN
OTHER CONSOLE
COMBINATIONS

—and there's that EXTRA 10% {on sets}

Our survey shows a majority of dealers have an overhead expense of 35% to 40%. Sound merchandising would indicate that the dealer needs the extra 10% for it may mean the difference between profit and loss at the end of the year.

Freed-Eisemann Radio is Patent Protected!

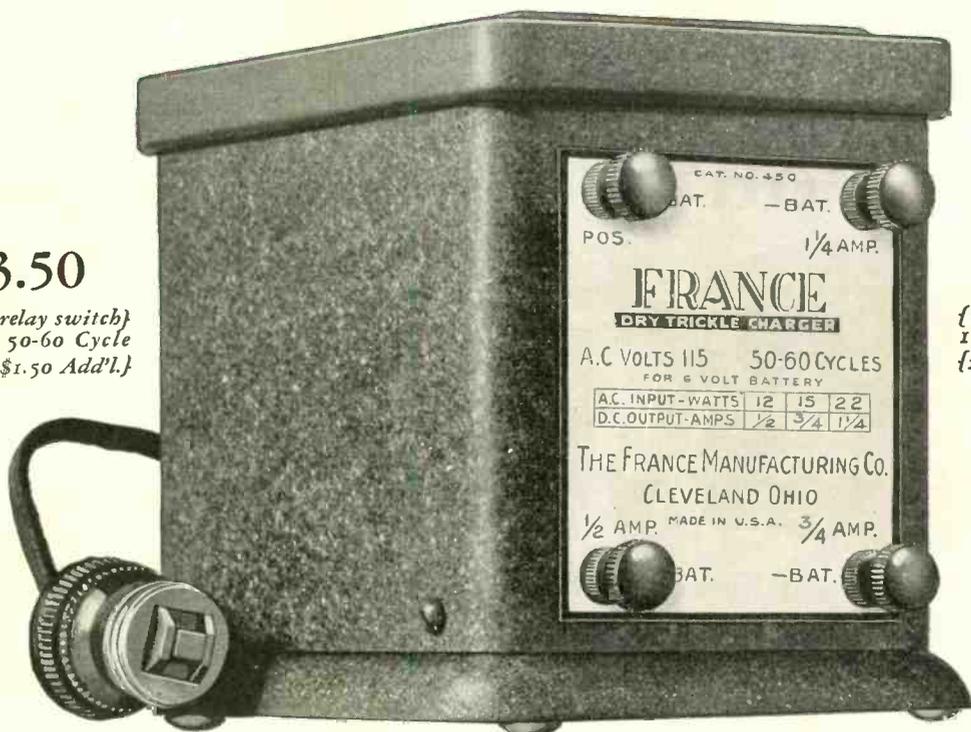
Licensed under Latour, Hazeltine-Neutrodyne and Radio Corp. of America Patents

FREED-EISEMANN RADIO CORPORATION, Junius Street & Liberty Avenue, BROOKLYN, N. Y.

FRANCE

\$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.}

EAT. NO. 450
-BAT. -BAT.
POS. 1/4 AMP.
FRANCE
DRY TRICKLE CHARGER
A.C. VOLTS 115 50-60 CYCLES
FOR 6 VOLT BATTERY
A.C. INPUT-WATTS 12 15 22
D.C. OUTPUT-AMPS 1/2 3/4 1 1/4
THE FRANCE MANUFACTURING CO.
CLEVELAND OHIO
1/2 AMP. MADE IN U.S.A. 3/4 AMP.
-BAT. -BAT.

TRIPLE RATE DRY TRICKLE CHARGER

Connect It ~ Forget It

It's Dry. Operates on the proved Dry Disc principle. Has a triple rate—Low—Medium—High.

Adequately takes care of the demands of any set, regardless of tubes or duration of reception.

Two models—With relay switch and without.

No liquids to spill. No bulbs to go "blooie."

No noise. No odor.

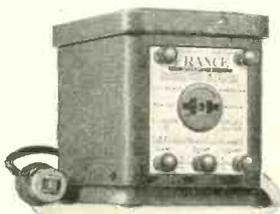
Not an experiment. Not an untried innovation.

Just a proved, efficient product. A source of dependable power and lasting satisfaction to the set owner. Built by an old line concern with an enviable record in the battery charging field.

Priced right—made right—works right—naturally it sells.

It makes better customers of good customers.

Better write us without delay.



France Automatic Trickle with relay switch

THE FRANCE MANUFACTURING COMPANY, 10325 Berea Road, Cleveland, O.

Since 1913 manufacturers of highest grade battery charging equipment



Dependable performance is what you've wanted to sell



—so here it is!

HERE are Socket Power Units which you can sell to your best trade and recommend to the limit, secure in the knowledge that there will be no come-backs.

We spent many months in the development of these units. And extra months, even after they were ready for the market, in testing them by every known method for flaws that we believed *could* not be there, but which we were determined to prove *were* not there.

And we have been rewarded for our extra pains and attention. For Universal Socket Power Units have had a tremendous success. Dealers and

jobbers have not only bought, but have bought enthusiastically—again and again.

The three popular units are:

The "A" unit—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 mils 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 all sets. Will sell readily and stay sold!

The "A-B-C" unit—A combination of the "A" and "B-C" units, all contained in one case and with set switch control.

In addition there are the "B" unit [which is the same as the "B-C" except that it has only four taps] and the "A-B" which is a combination of the "A" and "B" units.

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

If you don't know all about these units, drop us a line for literature and prices. No obligation, of course.

SEE OUR EXHIBIT AT CHICAGO RADIO SHOW, Section F, Booth 8

UNIVERSAL BATTERY COMPANY

3453 South La Salle Street - Chicago, Illinois

Batteries for Every Purse and Purpose
 AUTOMOBILE - RADIO - FARMLIGHT
 Parts for all makes of Batteries
 SHOP EQUIPMENT

UNIVERSAL BATTERIES



EVERYTHING IN RADIO

UNITED STATES
ELECTRIC
CORPORATION

EVERYWHERE IN AMERICA

A New Star on the Radio Horizon

OF VITAL importance to all distributors is the announcement of a new star on the Radio horizon—the UNITED STATES ELECTRIC CORPORATION.

This radio merger of nationally known manufacturers embraces a line of dependable merchandise at a price range covering "everything from a Chevrolet to a Cadillac" and an equally comprehensive patent coverage.

A notable feature is the establishment of a central engineering laboratory, including some of America's foremost radio engineers.

The strategical location of the divisional factories makes available to the UNITED STATES ELECTRIC CORPORATION economic sources of material, production and distribution second to none in the radio industry.

The products of the various divisions are described on the following pages of this issue.

T.M.
WILDER



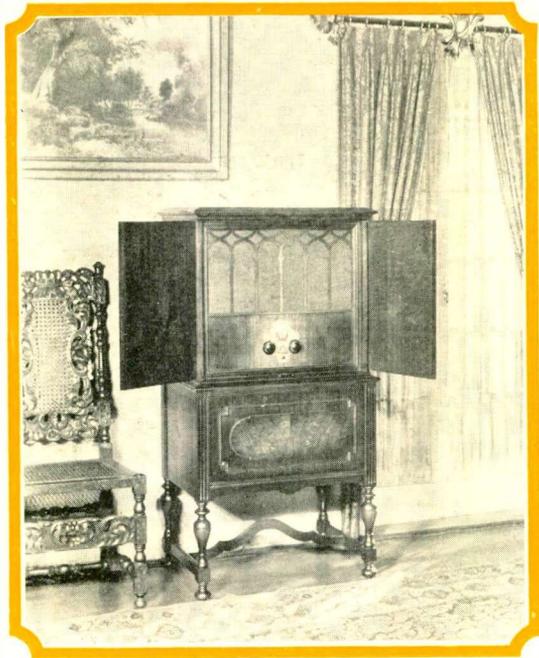
A New Star on the Radio Horizon!



APEX Presents — *The Only NEW Radio Circuit in 5 Years*



TECHNIDYNE



“Troubadour”
Console
9-Tube
TECHNIDYNE
Internal Loop
\$325

The Apex Technidyne is a new departure—the most outstanding advance in radio engineering in recent years.

The Technidyne Circuit makes use of an epochal discovery, the “feed forward.” This is a new type of neutralization far surpassing former methods. It is inherent in the design and circuit contacts; not dependent on adjustments.

*Surpassingly beautiful in design;
Amazing in performance*

*Licensed Under
Patents of*

Radic Corporation of
America, Westinghouse
Company, General Electric
Company, American
Telephone & Telegraph
Company (Super hetero-
dyne excepted), La-
tour Corporation,
Hazelton Corporation,
and Technidyne Cor-
poration.

The Apex Technidyne Circuit gives extreme sensitivity of radio frequency amplification over the *whole broadcast band*. It provides a higher degree of true selectivity than ever before attained—over the *whole broadcast band*. The exquisitely designed and finished cabinets by the Plymouth Radio & Phonograph Company of Plymouth, Wisconsin, complete an ensemble of beauty and radio efficiency unexcelled at Apex prices—\$90 to \$325.

*—it's a mighty fine thing
to be known as the Apex
Dealer, and profitable, too*

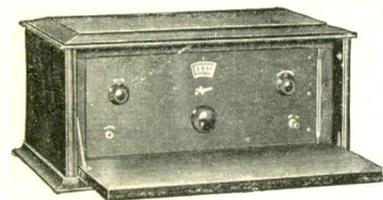


Table Model

“Lyric” 6-Tube Neutrodyne \$90

APEX DIVISION

UNITED STATES ELECTRIC CORPORATION
 1410 West 59th Street, Chicago
 Formerly APEX ELECTRIC MANUFACTURING COMPANY, Chicago



A New Star on the Radio Horizon!



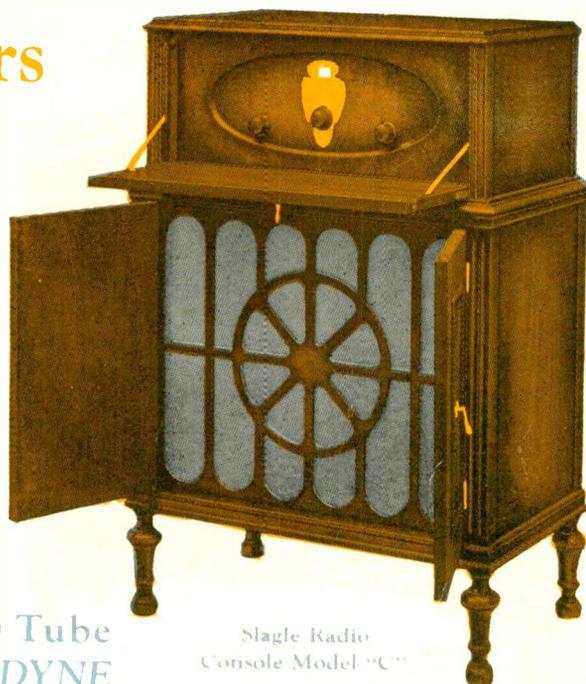
Slagle Radio

Quality Receivers

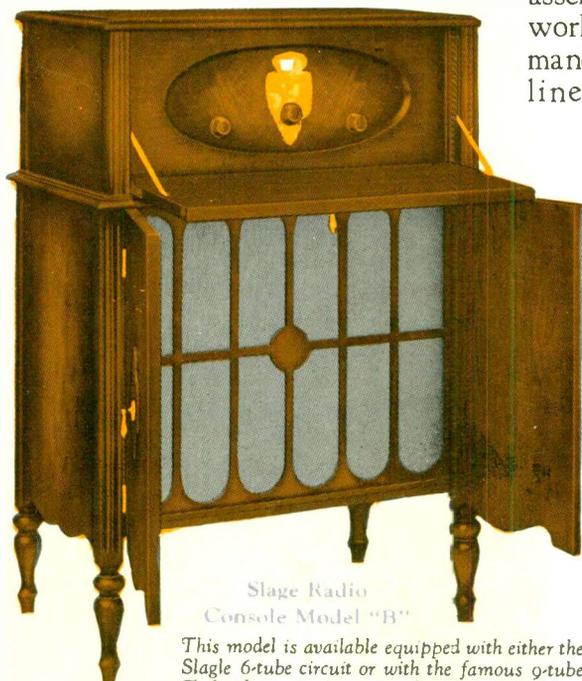
In every sense of the word

Long before the public dreamed of radio as a means of entertainment, the makers of today's Slagle Receivers were building radio equipment. The Slagle policy has always been highly selective—only the finest materials and craftsmanship are used.

Slagle engineers are never handicapped by the possibility of certain operations or materials costing too much. Slagle Radio, from designing room to testing table, is a quality product in every detail—in engineering, materials, assembly, cabinet work and performance. The Slagle line consists of



Slagle Radio Console Model "C"



Slagle Radio Console Model "B"

This model is available equipped with either the Slagle 6-tube circuit or with the famous 9-tube Technidyne circuit equipped with built-in-Newcomb-Hawley speaker.

The Slagle 6-tube All-Electric Receiver operates on outside antenna and uses dry socket power throughout. Without tubes or antenna, otherwise complete, \$300.00.

Same model, 9-tube Technidyne circuit, built-in-loop, battery operated, \$360.00, without tubes or batteries.

9 and 10 Tube TECHNIDYNE

Receivers
either battery
or "dry-power"
operated—

The Technidyne is, without question, the most remarkable radio receiver in the field today. Its tonal quality, selectivity and distance getting ability are phenomenal. The beauty of Slagle cabinets and consoles are an added reason for Slagle popularity and salability.

The Slagle 10-tube Technidyne has no superior in any quality demanded of a radio receiver. Operates on dry socket power, without aerial or ground. Employs push-pull amplification. Unsurpassed in tonal quality, sensitivity, selectivity, clarity and volume. Equipped with built-in-loop and Newcomb-Hawley speaker. Cabinet of beautiful burl-walnut, handsomely high lighted and durably made. Price complete (except tubes), \$560.00.

Licensed Under
Patents of

Radio Corporation of America, Westinghouse Company, General Electric Company, American Telephone & Telegraph Company (Super-heterodyne excepted), LaTour Corporation, Hazeltine Corporation and Technidyne Corporation.

When you sell Slagle
Radio you sell more
~you sell satisfaction

Slagle DIVISION
UNITED STATES ELECTRIC CORPORATION

Fort Wayne, Indiana

Formerly SLAGLE RADIO CO., Fort Wayne



A New Star on the Radio Horizon!



WORK RITE

6 Years of Successful Radio Building

*-A mighty strong sales argument
for the dealer to use*

The name Work Rite has been identified with quality radio almost from the beginning of general broadcasting. When you handle the product of a concern with such a splendid record you find sales easier to make—Work Rite's reputation will help you to establish yours as the leading radio store in your community. Work Rite Radio Receivers, perfected through 6 years of radio manufacturing are properly constructed. Servicing is reduced to a minimum. You make a good profit on every WORK RITE and you keep it after it is earned.

Licensed Under
Patents of

Radio Corporation
of America
Westinghouse
Company, Gen-
eral Electric Com-
pany, American
Telephone &
Telegraph Com-
pany (Super heter-
odyne excepted)
Laird Corporation
and Hazel
Tine Corporation

WORK RITE RADIO

Offers Extraordinary
Quality at Moderate
Prices

\$95 to \$205

Write for Discounts

Work Rite Division
UNITED STATES ELECTRIC CORPORATION
1812 E. 30th St., Cleveland, Ohio
Formerly THE WORK RITE MFG. COMPANY, Cleveland



**WorkRite Console
Table**

The table shown with the WorkRite 37, an 8 Tube Neutrodyne, fully shielded, was designed and built especially for use with this model. It is of walnut finish—pleasing in appearance, substantial in construction, and useful for holding batteries, power units and loud speaker. Magazine racks optional. Price of Model 37 with table, \$205.00.



**WorkRite Table Model
No. 17**

This 6-Tube Neutrodyne meets the demand for a high-class reliable radio priced under \$100. Has all metal chassis and fully shielded radio frequency coils. 2 controls. Cabinet of walnut, beautifully paneled. Price \$95.00.

Sales Department
THE ZINKE COMPANY
1323 So. Michigan Avenue
Chicago, U. S. A.



A New Star on the Radio Horizon!



Sentinel DRY-A and DRY-A·B·C are Guaranteed to You—and you can Guarantee them to your own customers

Sentinel Dry "A" units are the first to carry such a guarantee. Their goodness makes it possible. Months of the most exhaustive research and rigid tests prove their dependability. There are no acids—no liquids of any kind used in the Sentinel Dry A or the Sentinel Dry ABC.

They're "Bone-Dry" Units

Sentinel "Dry-A" delivers a constant 6 volts up to 2½ amperes. It is absolutely instantaneous in action. In combination with Sentinel BC, the radio set owner has a perfect power supply for every radio need. The Sentinel BC is the finest power unit of its kind



Sentinel
DRY-ABC for every
Power Need of Radio
\$88.50

There is a
Sentinel Power Unit
for every Radio need



Sentinel
DRY-A
\$49.00

ever developed, delivering plate voltage for ANY set regardless of size—with ample reserve power—80 milliamperes of current at 180 volts.

Sentinel Dry A and Sentinel Dry ABC are the latest additions to the already famous Sentinel line of Radio Power Units. You should know every Sentinel product. Pushing Sentinel pays big dividends.

**Every Sentinel Unit
carries a Guarantee
which clinches sales**

Licensed Under
Patents of

Radio Corporation
of America,
Westinghouse
Company, Gen-
eral Electric Com-
pany, the Ameri-
can Telephone &
Telegraph Com-
pany

Sentinel DIVISION
UNITED STATES ELECTRIC CORPORATION

9705 Cottage Grove Ave., Chicago

Formerly SENTINEL MANUFACTURING COMPANY, Chicago





A New Star on the Radio Horizon!



CASE Combines the marvelous
Technidyne - AC
equipped - with Electric Phonograph
in the new



Case "Gloritone" Model 92D
No Batteries—Light Socket Operated

Nine tubes—loop operated—true single control—equipped with AC tubes also "B" & "C" power units, ready to attach to light socket. Contains high grade electric phonograph—Beautifully cased in antique walnut with highly figured veneered walnut panels. Price complete \$775

GLORITONE

This marvelous instrument is a splendid contribution to the music loving world. It supplies reproduction at its best in either broadcast or record.

"Gloritone" provides every possible enjoyment that sound affords

Without a single program on the air, "Gloritone" superb electric phonograph is always ready to dispense any type of music, jazz or classical. When one desires broadcast reception—"Gloritone" reaches out and selects the one program which pleases the operator's fancy. Its tonal quality is superb—its selectivity is almost knife-like—its volume may be regulated from a whisper to a tornado of sound. "Gloritone" sells because it excels.

**Licensed Under
Patents of**

Radio Corporation of America, Westinghouse Company, General Electric Company, American Telephone & Telegraph Company (Super-heterodyne excepted), Latour Corporation, Hazeltine Corporation and Technidyne Corporation.

The Case
PRICE RANGE
from
\$65 to \$775

makes it easy for the
Dealer to satisfy any
Customer's exacting
Price Requirements

— and here is another
Case Radio Triumph
an AC-6 Tube Table Model, 62B



No Batteries—Light Socket Operated

A highly selective set with splendid tonal quality and satisfying volume. Fully equipped with 6 AC Tubes, also "B" and "C" power units, ready to attach to light socket. Price \$200.

CASE DIVISION
UNITED STATES ELECTRIC CORPORATION
Marion, Indiana

Formerly INDIANA MFG. & ELECTRIC COMPANY, Marion

Meet us at Chicago Radio Show across from Broadcast Studio

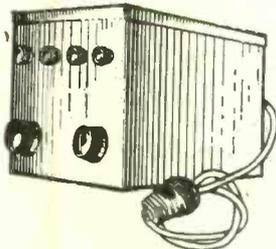
We thank the readers of **Radio Retailing** for their immediate acceptance of our products

By our latest scientific achievement we are able to offer in our A Eliminator Unit an absolutely Dry Rectifying Element whose life is practically everlasting, no replacements being necessary

Your commitments will be filled in the order received



Universal **B** Eliminator



Eureka B battery eliminator. Made to operate from 110 volts A.C. or 110 volts D.C. Delivers 135 volts at 50 M.A. drain. Housed in a beautiful metal Duco finished case with bakelite panel.
No rectifying tubes, no acids, no paste.
Guaranteed to operate any set of ten tubes or less.
Fixed voltages of 22, 45, 67, 90 and 135 are available.

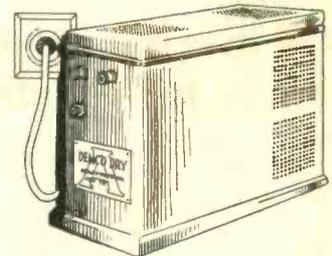
THE **DEMCO** LINE

- †*Eureka Universal B
- Demco Automatic Dry Charger
- Eureka B
- Eureka BC Dreadnaught
- Demco A Eliminator
- Demco A-B-C Master
- Demco A-B-C De Luxe
- Demco A-B-C De Luxe 4

*Alternating or Direct Current
†All Frequencies

DEMCO

Dry **A** Battery Eliminator



Contains no batteries, tubes, acids or trickle chargers of any description. Guaranteed to deliver 2½ amperes filtered A supply, free from any hum or distortion, at 6 volts D.C. Automatically disconnects power supply from eliminator and A unit by operation of set switch.
The rectifying element in the unit is of the permanent dry type—no replacements necessary—practically indestructible. Permanent A power—will last a lifetime.

We attribute the instantaneous popularity of **DEMCO** Products to their universal adaptability to any locality and their flexibility in overcoming all operating difficulties.

Jobbers anticipating their requirements will be in position to supply the demand.

Our Engineers are prepared to furnish data and special types to manufacturers.

NO

BATTERIES
TUBES
CARTRIDGES
ACIDS
PASTE

DOOLEY ELECTRICAL MFG. CO.
WHEELING, WEST VA.

Manufacturers of
A-B-C SOCKET POWER UNITS

DOOLEY ELECTRICAL MFG. CO.
Wheeling, West Virginia

Send me address nearest Jobber
Send me information regarding Socket Powers.
 Dealer Distributor

Name
Address
City State

Dealers who feature A.C. Electric Receivers will get the business!

THE EVENING WORLD TUESDAY, SEPTEMBER 27, 1933

New York Edison Hour		To-Day's Radio Programs		You Will Find Stations Near	
9:00-9:30 Tonight on WRNY The Edison Ensemble Just Deane, Director	9:30-10:00 The Edison Ensemble Just Deane, Director	6:45-7:15 The Edison Ensemble Just Deane, Director	7:15-7:45 The Edison Ensemble Just Deane, Director	6:45-7:15 The Edison Ensemble Just Deane, Director	7:15-7:45 The Edison Ensemble Just Deane, Director

RADIOLA "20's"
POWERIZED

Here you can have this fine radio equipped with the famous Powerizer using A. C. radiotron electrification—The finest tone in RADIO

R. C. A. DEALERS
Everywhere - - U. S. A.

THE NEW POWERIZED ATWATER KENT is here!

ready to run from light socket

New A. C. tube electrification

PROGRESSIVE RADIO SHOPS
Everywhere - - U. S. A.

We sell **POWERIZED RADIO SETS**

Let us **POWERIZE your radio**

To give you the finest tone quality, we reserve special Powerizer equipment for every Radiola set. It eliminates the "B" eliminator and "C" battery units.

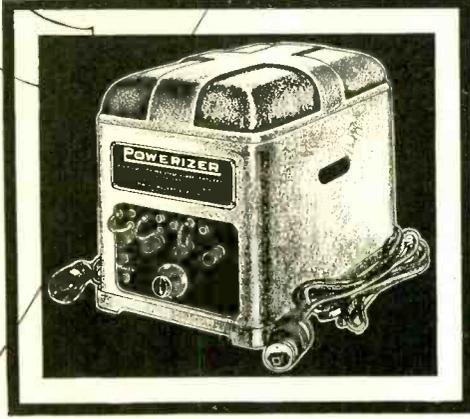
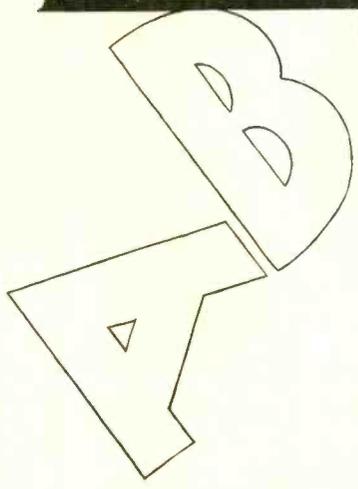
DEALER'S NAME _____ Street _____ (City)

and bring out those rich deep tones. Permanent A.C. power.

DEALER'S NAME _____ Street _____ (City)

POWERIZER

Reg. U. S. Pat. Office



"Universal", for TRF and Neurodyne Sets, \$60
Model for Atwater Kent, without tubes . . . \$50
Radiola "20" model, without tubes . . . \$59

makes your set an A. C. Electric

with the newest A. C. Radiotrons which require no batteries!



Run your Radio from your light socket—Eliminate the "B" eliminator, "A" trickle charge unit, "C" batteries and converters...With Powerizer you use the newest A. C. Radiotrons in any set

Cymbals crash...the great bass booms...the baritone sax sighs and moans...dance music with jungle deep intonations...music such as you've never heard from your radio before...With the Powerizer, all those elusive low notes are captured—and reproduced with a rich mellowness.

For there is installed in your set the same system of A. C. Radiotron electrification that is used in the finest \$500 and \$800 A. C. Receivers. The dealer who sells radio already equipped with Powerizer—may ask you a trifle more for a completed set, but remember—he gives you the world's finest tone quality—and a PERMANENT Source of Power.

Equip your set with a Powerizer and the finest tone quality in Radio is yours—

RADIO RECEPTOR CO., INC.
106 Seventh Avenue, New York

LICENSED BY RADIO CORPORATION OF AMERICA and Associated Companies

"Leading A-K and R. C. A. Distributors offer their dealers sets already equipped with the Powerizer. No matter what your leading set may be, Powerizer makes it a true A-C electric."

Put Your Sales Pressure ON "THE HIGH GRADE LINE"

Kellogg Radio

Here's Why



Delivery Cost	The Same
Installation Cost	The Same
Overhead Cost	The Same
Service Cost	Probably Less

and What Is More Important —

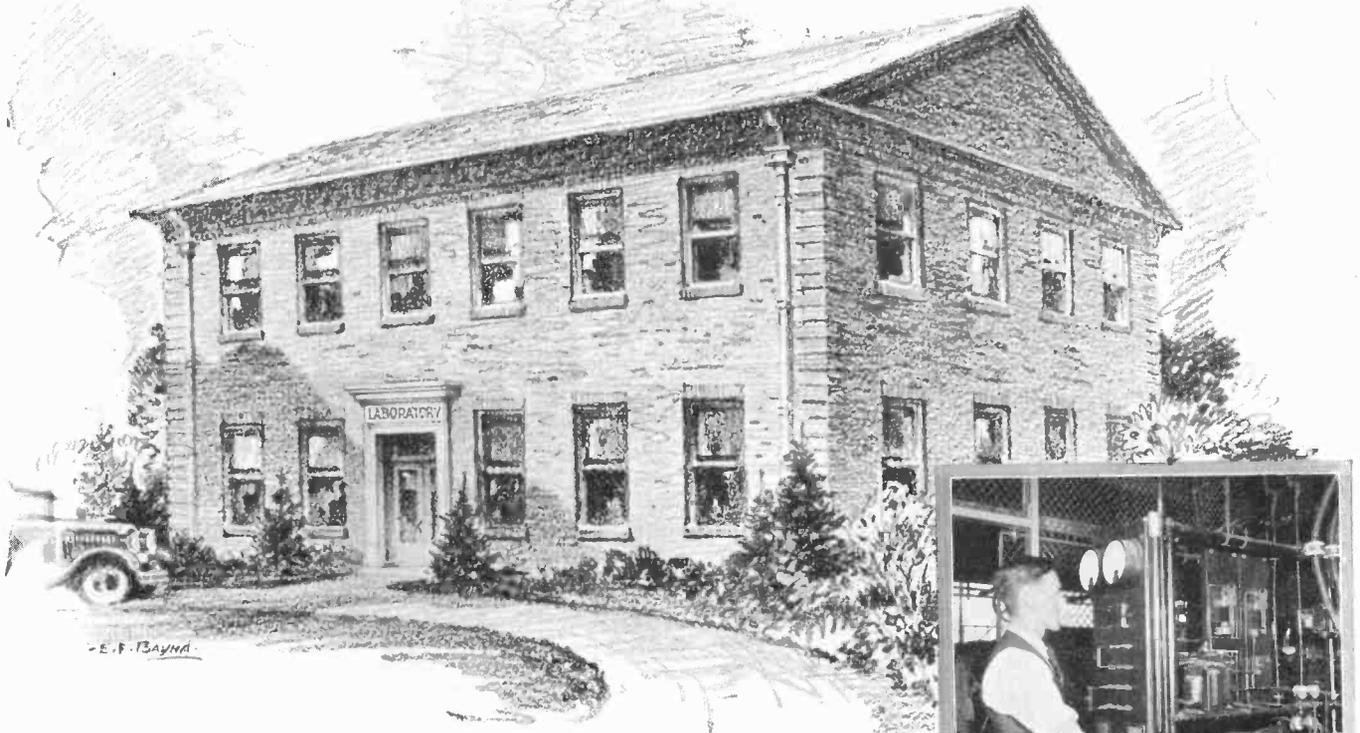
A Kellogg \$495^{set} helps sell another Kellogg \$495^{set} bringing \$198.00ⁱⁿ Gross Profit

while A \$100^{set} helps sell another \$100^{set} bringing back only \$40.00ⁱⁿ Gross Profit

Members R. M. A. and N. E. M. A.

Kellogg Switchboard & Supply Co. Dept. 54-77, Chicago, Ill.

Every Sheet of

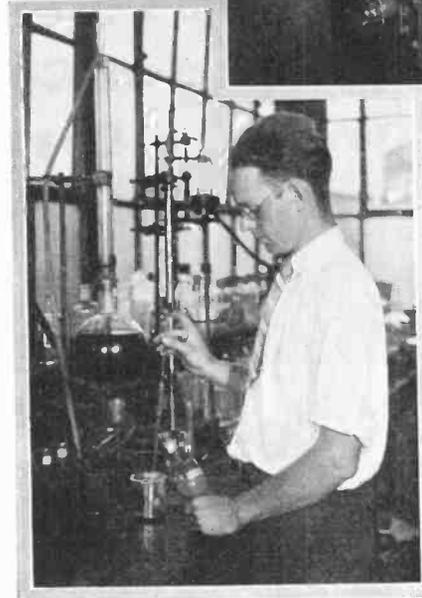


THIS new laboratory, recently added to the enormous resources of The Celoron Company's plant at Bridgeport, Pa., has been built to perform two essential tasks.

Its first duty is to unceasingly uphold the high standards of quality in all Celoron products that leave the Celoron plant — by actual tests upon instruments that accurately check every guaranteed characteristic.

Its second duty is to further develop the present Celoron products to a new scope of usefulness — to develop new products, new methods, new standards of quality to serve industry's insulation requirements more efficiently and economically.

To this end, Celoron engineers seek opportunities for co-operating with radio manufacturers in the practical solution of insulation problems. Call upon them and the facilities of this laboratory as though they were a part of your own plant's resources.



CELORON

Celoron Radio Insulation is Tested in the Celoron Laboratory

CELORON Radio Insulation is different. It is *not* an ordinary electrical insulation more or less adapted to radio use. It is *real* radio insulation—made to order, to specifications dictated by the particular requirements of the radio industry.

And because *every sheet* of Celoron Radio Insulation is tested in the Celoron laboratory, it is unconditionally guaranteed to these specifications published below.

Manufacturers everywhere have indicated their appreciation of this honest endeavor to remove the guess work from the buying of radio insulation. For proof, you need look no farther than in the sets and power supply devices manufactured by the leaders in the industry—radio equipment that is setting the pace for quality, popularity and profits.

You will find Celoron tubing serving as low loss coil foundations for R. F. Transformers. You will find Celoron replacing heavy molded insulation to prevent fluctuation of fixed capacities in condenser construction. You

will find it in delicately balanced impedance and resistance coupled amplifiers. In short, wherever Celoron's characteristics mean the assurance of greater dependability, efficiency and durability, these manufacturers of guaranteed merchandise specify Celoron—the *guaranteed* radio insulation.

And still, the Celoron laboratories are striving continually to effect new improvements in quality and workability of this better insulation. One outstanding example of which is the recent development of a far superior punching stock known as "grade L" which is the final successful accomplishment of a

sheet that can be punched cold in thicknesses up to $\frac{1}{8}$ " and yet is a sheet in which none of Celoron's guaranteed characteristics have been sacrificed.

This new material offers savings in production and material costs that should be of vital interest to you. Ask us about it. A card will bring one of our insulation specialists who will be glad to go over your problems with you.

Laboratory Tested and Guaranteed

Over 100 meg. resistance after four days' exposure to humidity of 90% at 95°.

A dielectric constant below 6.

A tensile strength ($\frac{1}{8}$ inch material) of 10,000 lbs. per square inch.

THE CELORON COMPANY

Division of Diamond State Fibre Co.

BRIDGEPORT

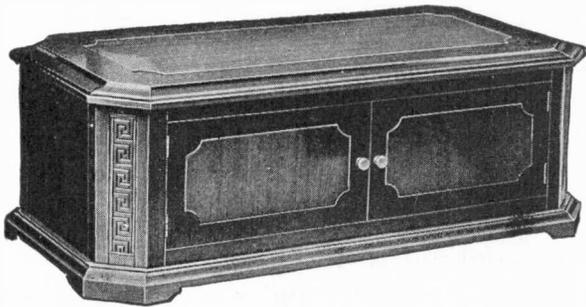
PENNSYLVANIA

*Celoron Laminated Products, Molding Powders and Varnishes are Bonded
Exclusively with Celoron Resins*

[Fabricating Service in New York City, Cincinnati, Chicago, Kansas City, San Francisco, Los Angeles, Bridgeport, Pa. In Canada, at 350 Eastern Avenue, Toronto]

RADIO INSULATION

The New BROWNING-DRAKE RECEIVERS



Model 6-A

Single Dial Six Tubes
Illuminated Drum Control
Completely Shielded
Super-Selectivity

AN entirely new conception of the world-famous Browning-Drake Radio is being presented this year. New models, developed in the Browning-Drake laboratories, and resulting from the many years of extensive research work of Prof. Glenn H. Browning and Dr. Frederick H. Drake, are being presented to meet present day conditions in broadcasting.

Natural tone quality and distance getting ability, for which Browning-Drake receivers have long been known, are now supplemented by mechanical improvements which give greater ease of control and positive performance in cutting through even the strongest local interference to distant stations.

Two new models, using six and seven tubes respectively, and both having an unusual single control drum dial which is smooth and powerful in operation without any backlash, have been added to the Browning-Drake line this year.

These receivers, backed by the Browning-Drake tradition of design and construction will, we believe, occupy a paramount position in the radio field this year.

Look for this



Trade Mark

Investigate TODAY.

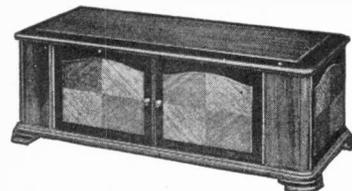
Browning-Drake, Model 6-A: (illustrated above), uses conventional Browning-Drake circuit with slight modifications. Four audio tubes give natural tone and great volume when desired. Small auxiliary condenser is provided to bring signals of distant stations to maximum intensity. Beautiful two tone Duco walnut cabinet harmonizes with all home furnishings. List without tubes and batteries, \$105.

BROWNING-DRAKE CORPORATION
CAMBRIDGE : : MASS.



MODEL 5-R
Five tubes. Uses three stages of resistance-coupled amplification. Provision for power tube in last audio stage. Cabinet is two tone Duco mahogany finish. List without tubes and batteries \$95.

MODEL 7-A
Seven tubes, single dial, illuminated drum control. Completely shielded. Cabinet can be had in either two tone Duco mahogany or walnut. List without tubes and batteries, \$145.



BROWNING DRAKE

CABINETS PARTS RECEIVERS KITS

*If two heads are better than one—
what about twelve heads?*

Yes, twelve men—experts in their line—co-operated in the development of this new punching stock. Seven men from the experimental department of the Phenolite organization; five men from the engineering department of one of the really great radio set manufacturers of the world!

And for fourteen months these twelve men worked to give the radio industry a punching stock that will stand up under every condition of production and service.

High in dielectric strength. Low in water absorption. Hard enough to resist "cold flow". Flexible enough for fine punching—will punch "cold" up to and including 3/32 inch . . . It has met every test that the experience and ingenuity of the world's greatest radio engineers could suggest . . . "It is far and above anything we have ever seen", said the Chief Engineer—"or ever hope to see!"

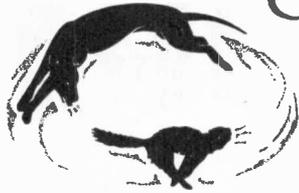
Let us tell you more about Phenolite Engineering Service—where *known requirements meet known performance*. And more about what we are doing to reduce production costs and increase service quality in the Radio Industry . . . And more about *Punching Stock!*

NATIONAL VULCANIZED FIBRE CO.
Wilmington, Del., U. S. A.

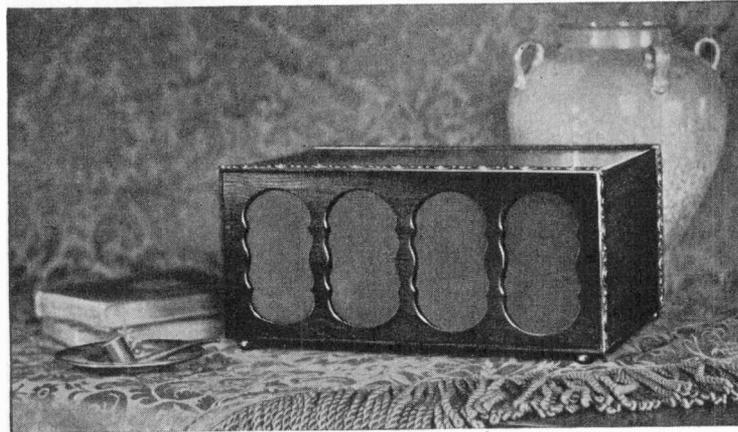
New York Pittsburgh Baltimore Greenville Chicago Boston
Cleveland Rochester Portland Philadelphia St. Louis
New Haven Toronto San Francisco Seattle Los Angeles
Detroit Milwaukee Birmingham Paris London Sydney

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

takes the cats and dogs out of radio



Announcing a new and revolutionary development in radio reception in a speaker that sells for only \$ 19 50



Listen in with Puro-Power, the new speaker with the balanced air column. (Model PB-74 is illustrated)

AT LAST here is a new principle—a new discovery that is putting radio back into the good graces of thousands who have become a bit impatient about their sets.

Perhaps you are one of those who think that your radio has become obsolete, yet you hesitate to invest in a new one. Or perhaps you have put off buying a radio because you have never been quite satisfied with the results of most radios you have heard.

At any rate before passing judgment, give radio a chance. Remember that no radio can possibly be better than its speaker. Puro-Power is an absolutely new kind of speaker that does away with blasting, squawks, cat-calls and false notes, and cuts static down to a new irreducible minimum.

Here is the Secret of Puro-Power's Superiority

Puro-Power gives a faithful reproduction of the speaking voice and brings in every delicate tone shading pure and distinct—and like the new principles recently applied to the phonograph, it clearly interprets the low, booming bass notes without sacrificing the upper register of treble notes, all

because the air column is so perfectly balanced. The unusually long air column in Puro-Power gives low, powerful, full tones plenty of room to get out of the speaker without seeming to tear it to pieces.

Puro-Power units are surprisingly compact—the one illustrated above is only 14 inches wide.

Purer tones—so distinct that you can pick out every instrument in the orchestra—are secured by the use of a new material of purer resonance and more sonorous vibrations—and because Puro-Power is built by hand, like a violin.

Static Reduced to a Minimum

Static diminishes as you reduce the power going through your set. With Puro-Power you get so much volume that you can practically get rid of static by tuning your set down low.

This marvelous new speaker comes in a variety of new shapes and sizes—at surprisingly low prices.

If you do not find Puro-Power in the store you visit, send \$19.50 and this coupon for Model PB-74. Money back if dissatisfied after 10 days' trial

Puro-Power Speakers in various shapes and sizes retail from \$15.00 to \$35.00



Clock Model No. 3000, \$28.00



Chest Model PB-74, \$15.00



Model No. 73, \$17.50

Cathedral Model No. 4000 \$35.00



PLATTER CABINET CO. NORTH VERNON, IND.

Name _____

Address _____

City _____ State _____

PURO-POWER

Dealers: Stock Puro-Power now and cash in on ads like this run close to the radio feature articles now appearing in *Collier's*, the *National Weekly*, that is creating new business for you through its broadcasting program.

Address RADIO DIVISION, PLATTER CABINET COMPANY, NORTH VERNON, INDIANA

NOTE: OUR LINE ALSO INCLUDES RADIO CONSOLES WITH AND WITHOUT SETS, AS WELL AS A COMBINATION RADIO AND PHONOGRAPH MODEL

PUROPHONE

THE tremendous success of the Platter-Ball Puropower Speaker is your assurance that this new combination radio and phonograph will sell.

Purophone is a high-grade phonograph with even greater volume and more beautiful tone than those which recently revolutionized music—reproduction, plus a one-dial, six-tube receiving set, tuned radio frequency type.

The Radio Receiver is the famous Wells-Gardner Set, practically trouble proof. It has three stages of radio frequency, a non-regenerative detector, and two stages of audio frequency amplification, provision having been made for power tube in the last stage. The dial is electrically lighted.

Purophone may be equipped with two types of phonograph motors, one hand-winding, the other electrically operated. The former will play four selections with one winding. The electric motor, while higher in price, requires no winding. It is a noiseless, General Electric Induction disc phonograph motor.

An electric pickup is used with all equipment. The electric pickup and the motors are of standard, nationally known units.

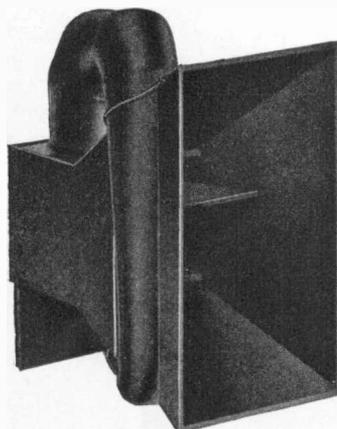
Purophone is simple in operation and practically trouble proof. A one-button switch changes it from either radio to phonograph, or phonograph to radio. All of the tone volume is delivered through one tone chamber built into the console. This tone chamber is the celebrated Platter-Ball Puropower Speaker No. 400 with 70-inch air column. A single set of batteries or socket-power unit automatically delivers power to and operates both the radio set and the phonograph, without any duplication of parts or extra batteries. Mail the coupon for full details of our proposition on this extraordinary outfit.

a combination radio and phonograph
with the celebrated Platter-Ball
PUROPOWER Speaker



**PLATTER CABINET COMPANY
NORTH VERNON, IND.**

Eastern Representative: Rockford Sales Corporation
206 Lexington Avenue, New York, N. Y.



No. 918 Purophone Combination Cabinet—28" wide, 17" deep, 44¾" high.

Radio Set Compartment—24¾" x 12" x 8".

Can be paneled for any set up to 8" x 21".

Horn Compartment—24¾" x 12¼" x 14".

(Contains No. 400 Puropower Speaker.)

Battery Compartment—24¾" x 12" x 14".

Weight, uncrated (without set)—97 lbs.

MAIL THIS COUPON

PLATTER CABINET CO., North Vernon, Ind.

Send more information concerning

- () Purophone Combination.
- () Puropower Speakers.
- () Platter Radio Sets.

Name

Address

City and State

FADA

Radio



Fada National and Local Advertising states that we guarantee Fada Receivers and Fada speakers only when purchased from an Authorized Fada Dealer. This free decalcomania sign identifies the dealer definitely as our fully authorized representative.

A Sweeping Victory in the World's Biggest Radio Market

NEW YORK CITY obviously affords to both the public and the dealer the widest possible range of selection and comparison in radio today. Yet, it is here, where every make of radio is readily available, that the phenomenal rise of Fada popularity is most noticeable. New York City is going "Harmonated Reception". It is the most interesting and most talked-of topic in radio circles today. It illustrates the value of a single sales appeal in a market where every Tom, Dick and Harry is claiming everything.

In a limited number of cities there are still opportunities for Fada distributorships and dealerships. Your city may be one of them. Wire or write today for details on America's most valuable radio franchise—the right to say and sell "Harmonated Reception".

F. A. D. ANDREA, Inc., LONG ISLAND CITY, NEW YORK

Licensed under Hazeltine, Latour, R. C. A., Gen. Elec. Co., Westinghouse Elec. & Mfg. Co., Amer. Tel. & Tel. Co., patents, only for Radio Amateur, Experimental and Broadcast Reception.

There are five Fada models—all Neutrodyne receivers—priced from \$95 to \$400
Prices west of the Rockies slightly higher

The Fada Special

6 tube—3 radio frequency stages—detector—2 audio amplification stages. Shielded. Equalized amplification.

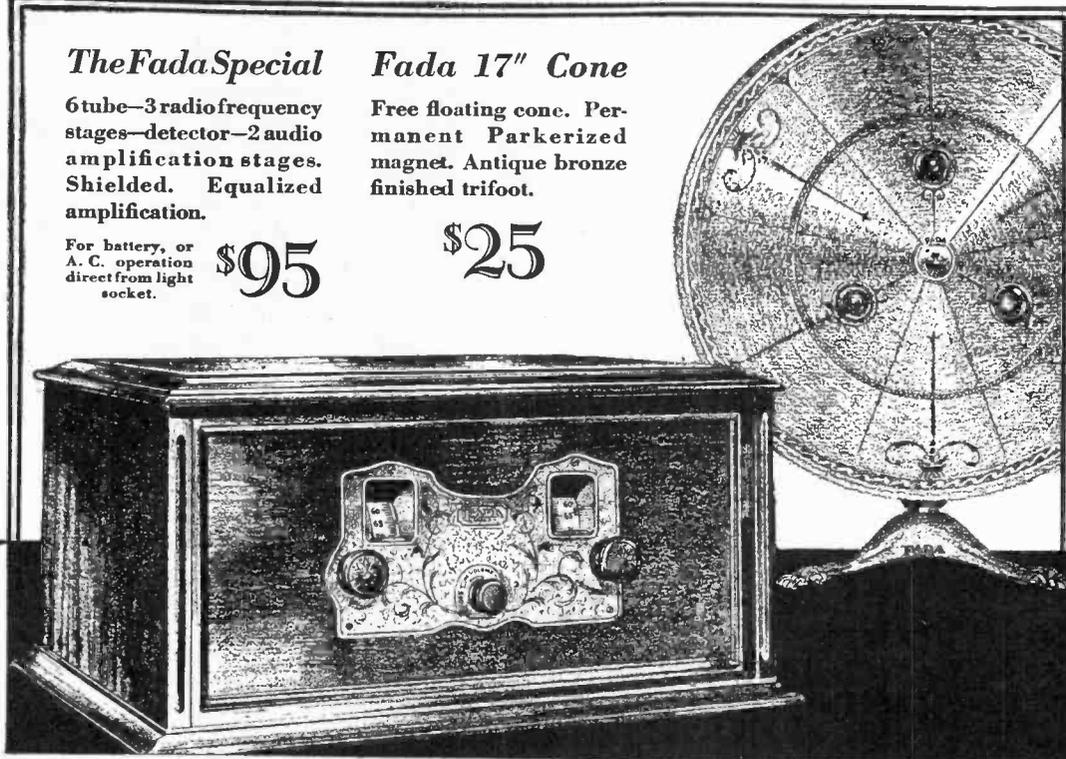
For battery, or A. C. operation direct from light socket.

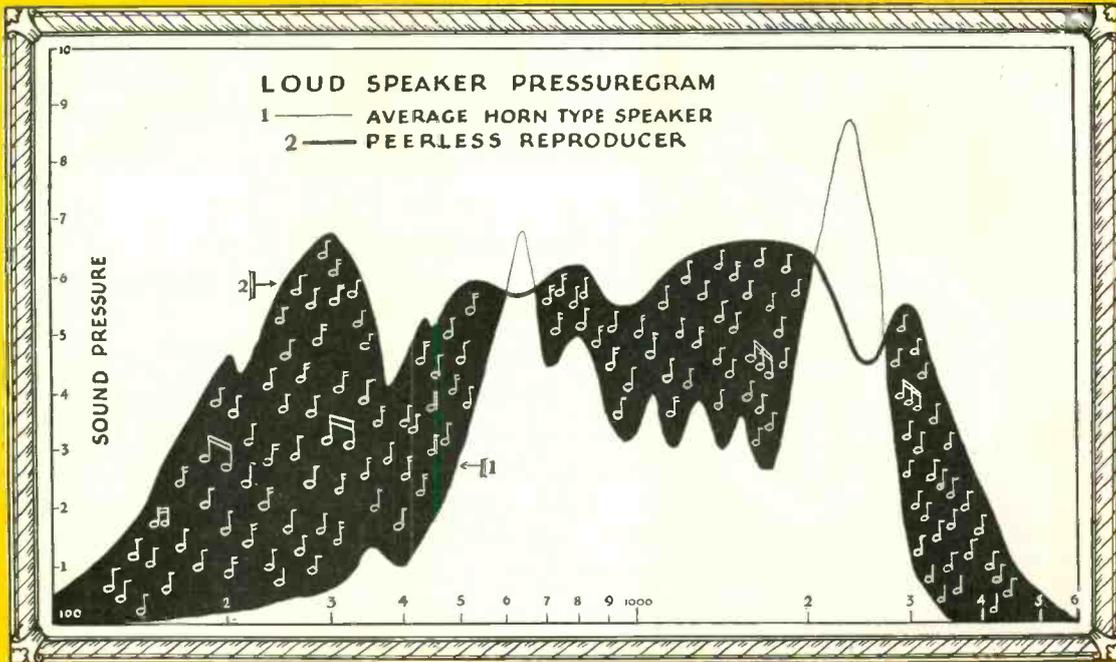
\$95

Fada 17" Cone

Free floating cone. Permanent Parkerized magnet. Antique bronze finished tri-foot.

\$25





What Radio Listeners Miss without the Peerless Reproducer



Makes any Radio Better
 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.

ABOVE you see a "humanized" chart showing the curve of the Peerless Reproducer compared with the old type radio speaker. The left side represents the low notes, the right side the high notes.

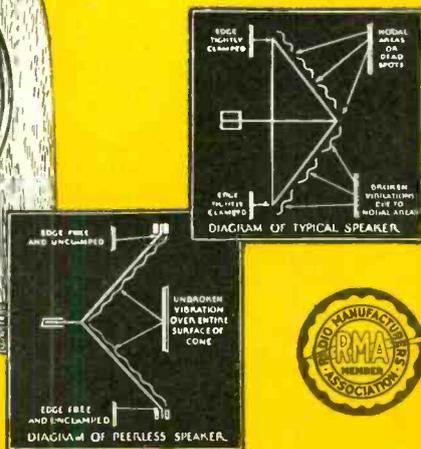
The black areas show the sound range that radio listeners miss without the Peerless Reproducer. You can prove this to any customer by a simple Comparative Demonstration.

This chart explains why, in a single season, Peerless jumped to second place in the field of quality speakers.

The chart explains why the Peerless Reproducer was the sensation of the Chicago Radio show—and why fourteen set makers used the Peerless to demonstrate their own radio sets.

If you want this year's big selling quality speaker, write now for Peerless Portfolio and name of your nearest distributor.

UNITED RADIO CORP.
 Makers of Peerless Reproducers
 15-F Caledonia Ave., Rochester, N. Y.





AMPLION LION CONE

AC 21 . . . \$25

Height including handsome
moiré bronze base . . . 22½"

This splendid new reproducer employs the latest scientific construction developments—including the new Amplion balanced armature units with straight bar magnets of the finest English tungsten steel.

If you want to bring out your set's best performance—use a LION.

Ever since radio became a part of home entertainment the name Amplion has stood for the highest quality . . . the world over.

Few people realize how vitally important a good reproducer is in real radio entertainment. It is the "vocal cords" of the set.

Prove to yourself how different—how much better—the program comes over with an Amplion reproducer. Your dealer will be glad to demonstrate.

Amplions from \$12 to \$145

THE AMPLION CORPORATION OF AMERICA
531-535 West 37th Street, New York

AMPLION beauty in Newspaper advertising

This is the first of a series of newspaper advertisements which focus national magazine advertising on the local Amplion distributor. The atmosphere of quality that surrounds the entire Amplion line is carried into all Amplion advertising.

AMPLION

"the line

This model is also supplied as a wall decoration. Instead of the bronze base, the cone is equipped with brown silk picture cord and tassel.

Amplion Mural
AC24—\$25.4

XXXXXXXXXXXXXXXXXXXX

EXTRA

New Amplion
Phonograph

PICK-UP

Now ready

WRITE FOR DETAILS

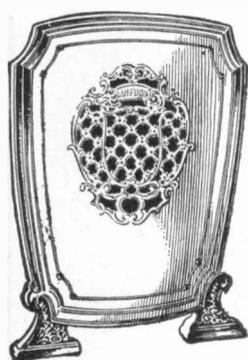
Write for full details of the

THE AMPLION CORPO

531-535 West 37th

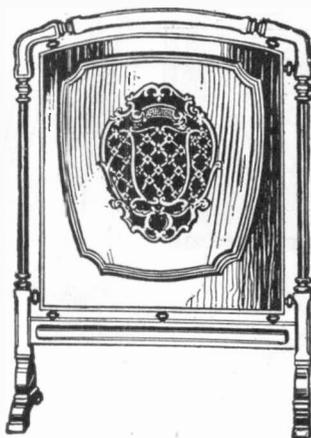
with least resistance"

IN ADDITION to these popular priced models, which are featured in current advertising for the early fall trade, the three de luxe cabinet models illustrated below are ready for demonstration and display. The cuts themselves can be supplied for dealers' and distributors' advertising, on request.



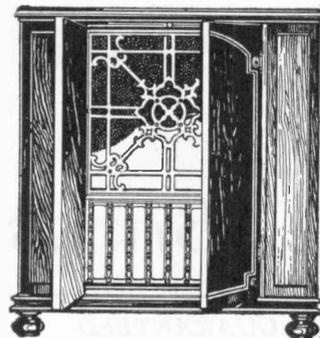
AMPLION SHIELD
AC27—\$67.50

New process embossed walnut panelling, attractively curved, combining grille-front and back, 16 1/2-inch Cone. Height 22 inches.



AMPLION FIRESIDE
AC30—\$97.50

Height 36 1/2 inches. New process embossed walnut panelling, attractively curved, combining grille-front and back, 16 1/2-inch Cone. 20-foot Cord.



AMPLION GRAND
AC15—\$145.00

Walnut cabinet with fine piano finish and polychrome decoration. 34x33x18 in. New Amplion balanced armature unit with straight bar Cobalt steel magnets.



Amplion line and sales policy

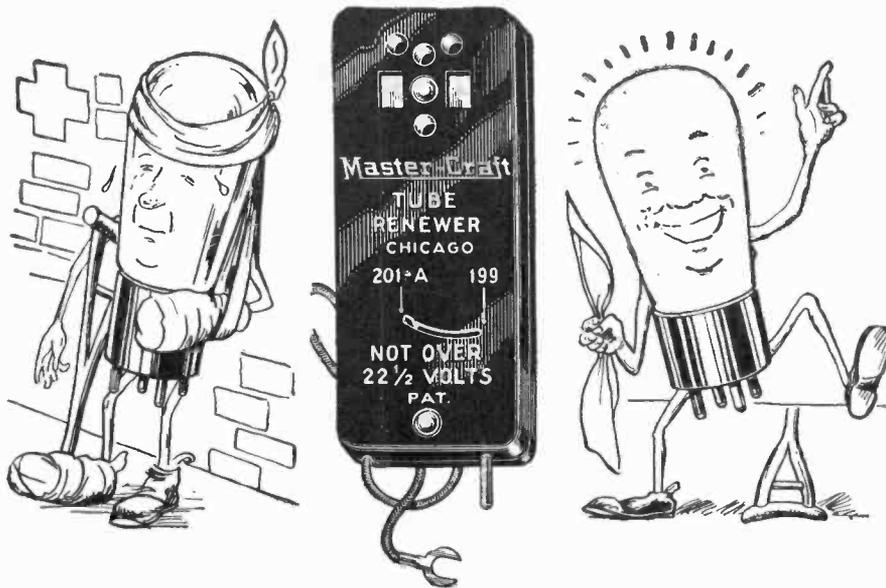
RATION OF AMERICA
Street, New York

AMPLION

GET BUSY!

Master-Craft

"THE DOLLAR TUBE REJUVENATOR"



Brings Them In Your Store!

GUARANTEED

The MASTER-CRAFT tube renewer is a proven rejuvenator of run-down tubes, and we guarantee that it will equal the results obtained with ANY rejuvenator, regardless of price. It operates directly from the batteries of the set, accommodates any type tube base without attachments or adapters and has nothing to go wrong. It is well made of Bakelite and will last indefinitely.

Approved by 14 Leading Radio Publications

JUST THINK—a dollar list item without any competition that every radio fan will buy on sight, that is guaranteed to rejuvenate any type tube directly from the batteries of the set with the same results achieved by the higher priced renewers. Order a box TODAY. Deliveries are immediate, the price won't be cut and nobody else can make them.

Master-Craft Products Co.

ENGINEERS - DESIGNERS - MANUFACTURERS
3801-3-5 N. CLARK ST.  CHICAGO, ILLINOIS.

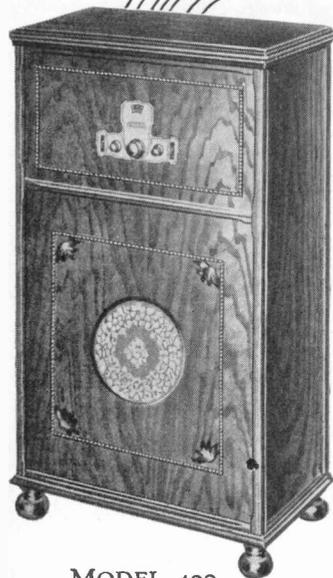
MASTER-CRAFTS in your window will bring customers in your store and help you sell more accessories. No price competition, no sales resistance, no servicing. Your discount is ALL profit. This is a year-round item you can sell to every set owner on sight. They are packed 24 to a very attractive-display box. Window streamers with every box. Get YOUR share of the big business on this in your territory.

DEALERS—Ask your Jobbers now! If he can't supply you we will ship direct to you upon receipt of his name. Usual Trade Discount.

JOBBERS Your trade will be asking for MASTER-CRAFTS
Write us for sample and discounts.

\$1
LIST





MODEL 400
List Price \$35
(Including Crosley Musicone)



MODEL 410
List Price \$85
(Including Crosley Musicone)



MODEL 405
List Price \$65
(Including Crosley Musicone)

AUTHORIZED CROSLEY CABINETS

CROSLEY DISTRIBUTORS are finding a *new market of opportunity* with these beautiful art furniture radio cabinets. Dealers everywhere are selling the merchandise quickly and at a *real profit*. And the vast factories of the manufacturer are delivering 2000 cabinets per day to serve them well.

There's a real policy and organization behind the striking success of these attractive products. The H. T. Roberts Company, presenting them, is composed of a group of recognized specialists in the production of radio furniture and radio musical instruments. A group of men, who from actual experience, understand the needs of the trade, and are able to develop merchandise for you with a quick, profitable market before it.

If you aren't selling "Authorized Crosley Cabinets" now, send today for free, illustrated catalog, and we will gladly put you in touch with your nearest Crosley Jobber.

And other Distributors, not handling Crosley, will be more than interested in our new line of distinctive cabinets *for selected Jobbers*. Write today for attractive, free catalog.

*All Roberts Products are Fully Guaranteed
in Workmanship and Materials.*

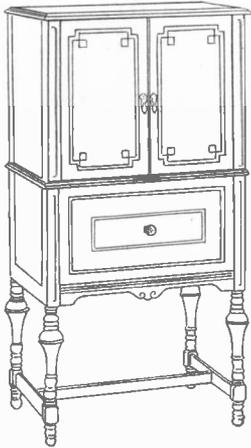
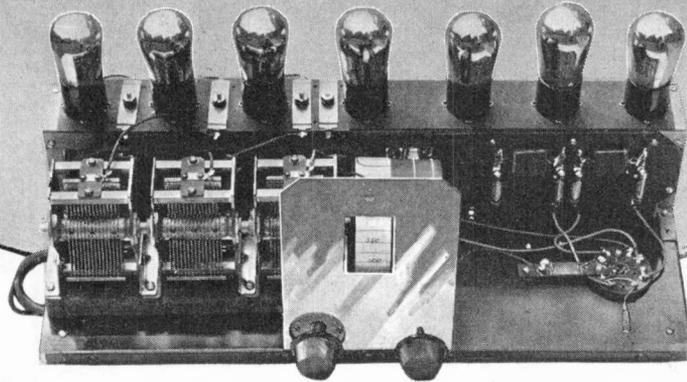
H.T. ROBERTS CO.

Executive Offices
1338-40 S. Michigan Ave.
Chicago

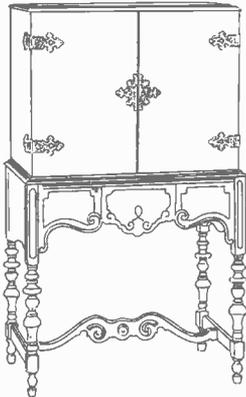
New York Offices
33 W. 42nd Street
New York City

Exclusively representing
factories with assets
over \$20,000,000

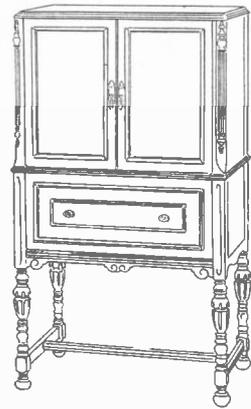
This Year - it's MURDOCK



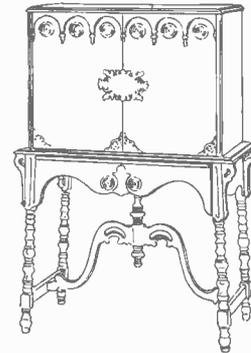
Console Model 130



Console Model 160



Console Model 145



Console Model 180

And here's why—

The Murdock Model 65 Receiver
 Seven Tube
 Single Control
 Complete Shielding
 Illuminated Dial
 In Duco Finish Metal Housing
 is priced to sell for
\$65.00

Once you've heard the quality of its tone, and seen it select stations in congested areas, or pick up those at great distances, you'll not only know that it is the outstanding value in radio this year, but the set you'll want to sell.

There is nothing like it anywhere near its price.

Order a demonstrator, or write for particulars — today. It's the best set yet developed by one of the oldest manufacturers in radio.

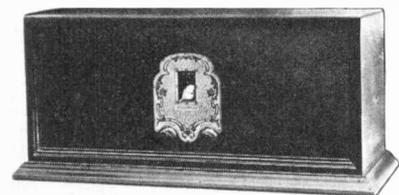
Consoles for MURDOCK RADIO

A special arrangement with one of the country's foremost cabinet makers enables you to meet the demand for consoles from a wide range of models approved by us as both adaptable and desirable for the Murdock Model 65.

\$65.00



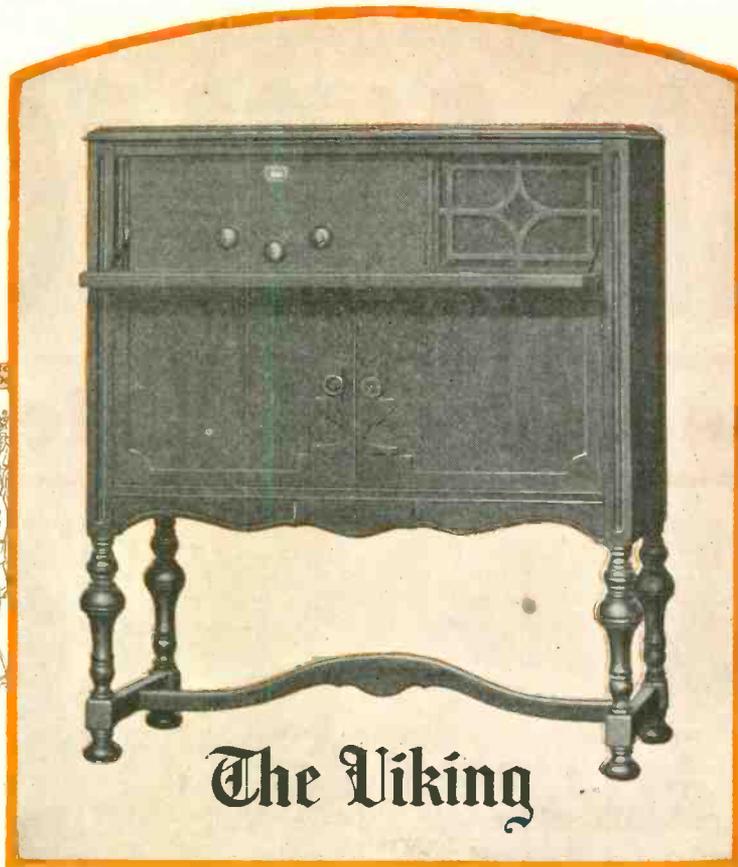
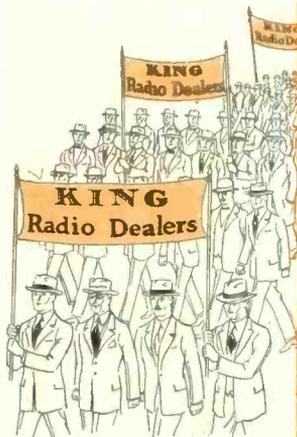
Murdock Model 65
 In Duco finish metal housing ready for installation in approved cabinet.
\$65.00



Murdock Model 75
 A complete set in a handsome mahogany finish table type cabinet
\$75.00

WM. J. MURDOCK CO., CHELSEA, MASS.

Licensed by patents, owned and/or controlled by Radio Corp. of America, Hazeltine Corp., and Latour Corp.



KING Leads the Way

King is guiding thousands of radio dealers the country over to more sales and more profits. Each day more King Franchises are being signed because wide-awake dealers everywhere are recognizing the following advantages that only King can offer:

- 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.

A King Franchise gives you a real opportunity to build a safe, profitable and lasting Radio business.

The King Line

The Baronet	- - -	\$ 70.00
The Crusader	- - -	115.00
The Viking	- - -	140.00
The Chancellor	- - -	190.00
The Chevalier	- - -	210.00

Prices slightly higher west of Rocky Mountains.

Join the vast throng of King Dealers now. Every day you delay means that many greater profit-making days gone by.

Write us at once for the name of our distributor.

King Manufacturing Corporation
Buffalo, New York

The Viking

A six-tube tuned radio frequency console model, single-dial station selector. Attractive blended cabinet with built-in speaker and space for batteries, etc. Price without accessories, \$140.00.



KING

RADIO



MARATHON

Bone Dry ~ Noiseless

This New Marathon Rectifier

Replaces electrolytic or solution rectifiers in all trickle chargers, "A" power devices, etc. It is furnished in two types:—Type A-20, a full-wave rectifier, adapted to low secondary transformer voltage of from 10 to 12 volts under load; and Type A-40, a single-wave rectifier, adapted to higher transformer voltage of from 15 to 16 volts under load. The charging rate of this unit is from 0.5 to 1.0 ampere.



Marathon Rectifiers —

The dry rectifiers featuring their way to the front because •• **First**—They are bone dry. Contain no liquids, no solutions, no alkalis, no acids, no tubes •• **Second**—They have no moving parts. Compactly built of metallic discs; strong, rigid, durable and long lasting •• **Third**—They are noiseless; no hum •• **Fourth**—Adapted to all types of rectification [high and low rate] for trickle charger replacements, power units and all "A" power rectifying devices •• **Fifth**—Require no attention. Install them and forget them.

RECTIFIERS

Durable & Compact

Manufacturers & Jobbers & Dealers

This is a "Dry Rectifier" year. Cash in on it . . . with these items that offer every desirable selling feature . . . initial sales, repeats, replacements.

Manufacturers • • We have an interesting story for you on Marathon Rectifiers for

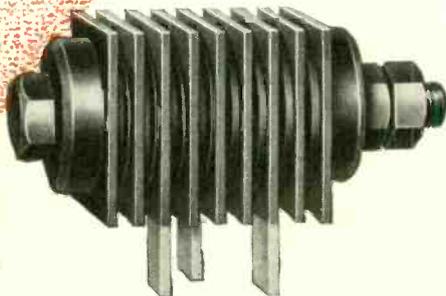
your power equipment. Complete laboratory and engineering service at your disposal.

Jobbers • • Marathon Rectifiers are distributed to the trade thru selected jobbing

channels. Some desirable territory still open . . . write us for particulars.

Dealers • • Be prepared to meet the big demand for Marathon Rectifiers.

Order from your jobber or write us for name of nearest distributor.



Pats. Applied For

Marathon Rectifying Element, Type "B" is a full wave unit especially designed to meet the requirements of manufacturers of trickle chargers and "A" power devices with transformers having a secondary voltage of from 9 to 11 volts depending on type of unit used. Interested manufacturers write for complete information.

Marathon Rectifying Element, Type "C" — This element has a standard screw base and is adapted to use in place of all 2-amp. bulb type charging devices using a transformer with a secondary voltage of from 15 to 18 volts under load. Operates as a single-wave rectifier, charging rate of 2 amperes. Nothing to break or get out of order.



Pats. Applied For

BENWOOD-LINZE CO.
1832 Washington Ave. • • • St. Louis, Mo.

"Marvelous tone!"
 "Quality reproduction!"
 "Rich quality" "Every high note" "Deep boom, boom"
 "Mellow!" "Superb!"
 "every low note!"

Isn't it about time that all this be taken for granted? Let's talk about what will SELL!

Of all the speakers on the market what one of them will not claim it reproduces with "absolute fidelity every single note, from the deep boom-boom of the kettle drums to the shrill tremolo of the violin!" "Deep, rich, mellow!" "Reality itself!"

Every speaker claims it. As a matter of fact many speakers deliver it. It's an old story by now.

So let's get down to what will *sell*, and why.

As fine a speaker as it is, not everybody will buy an Octacone. Some will pay more—either because they feel that a higher price speaker really is better, or because they'd rather pay more anyway. Go ahead, sell them.

Some people will be satisfied with less than fine results, or perhaps can't afford to pay the price. You have lower price speakers for them. We simply can't all ride in Packards and Cadillacs.

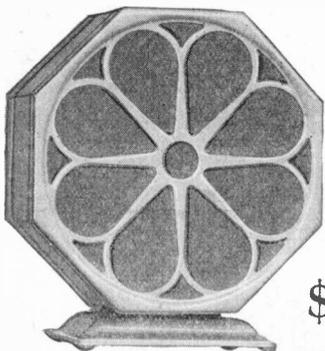
But there is a great crowd of people who will be downright grateful to you for the Octacone speaker.

It's such an obviously honest money's-worth for beauty, for strength of construction and fine workmanship and for its splendid volume of clean cut, full range reproduction. The Octacone makes a strong appeal as an "all-wool-and-a-yard-wide" money's-worth. It's a big seller and deserves to be.

And don't forget this fact—your *profit*, whether on the \$19.50 table model or the \$29.50 pedestal model, is *all* profit. There is no such thing as service on an Octacone. Throw it on the floor and find out why. A 20-ft fall on solid concrete has failed to affect the quality of reproduction of an Octacone. The all-steel construction, the set-in-rubber unit, and the full-floating cone is the answer.

Remember, when you sell an Octacone you see the last of it. What you do get is your *full* profit, the good-will of the customer, and orders from enthusiastic people who see it and hear it at the customer's home.

Get to know the Octacone right now. At the end of the season you'll be glad you did. See your jobber, or write to us for full information.



PAUSIN ENGINEERING COMPANY
 NEWARK, N. J.

OCTACONE

\$19.50

Slightly higher west of the Rockies

\$29.50



THE SATURDAY EVENING

MILLIONS WILL SEE THIS AD

THEY will again read about the handy "AERO"—the Complete Aerial Outfit. Our last year's advertising brought a wonderful response so that dealers from Main to California found it profitable to stock AERO KITS and other S-H products.

This year's publicity will be on a bigger scale. Our newest specialties will also be advertised. They include Light Socket Antennae, Indoor AERO Aerial Kits, Dry "A" Power Units, and Combination Lead-in and Lightning Arresters. Each device carries some unique feature to improve reception and win the public.

Summer

Harold MacGrath—Harris Dickson—David La
Carl Laemmle—Dorothy Black—Thomas Beer

Getting Poor Reception?

10-1 It's Your Aerial

THE chances are you have looked high and low for the trouble. Your batteries have plenty of juice—your tubes are O.K.—no loose connections in the set. Then what's wrong? . . . Look to your aerial! See whether it is worn out. Crimps, spot-covered wires and insulators, a leaky lead-in wire or a defective



ground connection will take the life out of any radio set—regardless of make or price.

Replace your aerial today with an **S-H AERO KIT**—a complete antenna outfit designed for quick, neat and efficient installations.

The kits come in a wide range of assortment, priced from \$2.50 to \$4.00. If not at your dealer's write to us.

An Indoor Aerial Kit Also

Where impossible to install an outdoor aerial, an indoor apartment house—the AERO Indoor Kit is available. It contains everything you need for a quick installation and top-notch results. It's a big improvement over all other types and cords. The insulation forms a low-loss covering.

Price \$1.00 per pkge.



radio sets, to almost any and every kind of set, and especially those that have this antenna. It shows the proper antenna connection to a lamp, the antenna to the antenna of your set.

The plug in end of the antenna light socket, with a wire leading to the antenna, has a unique arrangement for connection. Price \$1.00.

Ask your dealer about these products. If he does not have them, write to us.

SWAN-HAVERSTICK, Inc.
Trenton New Jersey



You can't go wrong when you stock S-H products. Ask your jobber about them. But if he can't supply you, write us direct.



SWAN-HAVERSTICK, Inc. • TRENTON, N. J.

Can *your* service man equal



2500
Sets Serviced
in 6 months by one man
with the

WESTON Model 519 **RADIO SET TESTER!**

This is the record of one dealer after using the Weston Model 519 Radio Set Tester. You, too, can obtain similar results and lead all others in your community as the Radio Service Authority. It is simple to operate. A complete instruction book guides you step by step in making every test. Anyone can use it after a few minutes' practice! Nothing complicated—just a few short turns of a Rotary Switch (shown in outline on next page) and you have made most of the necessary tests on any D. C. or Battery Eliminator Operated Set.

Not over ten minutes—and you will have an accurate check-up of the condition of any D.C. set—tubes, batteries and circuits—so that you can make the required repairs or replacements with no fear of a come-back or complaint. Never necessary to move a set to the shop to locate a trouble. This explains why a service man, with a Model 519 as his only equipment, can make so many calls in a day—can realize such large profits on a low-rate service—and at the same time can give such unqualified satisfaction to a set owner.

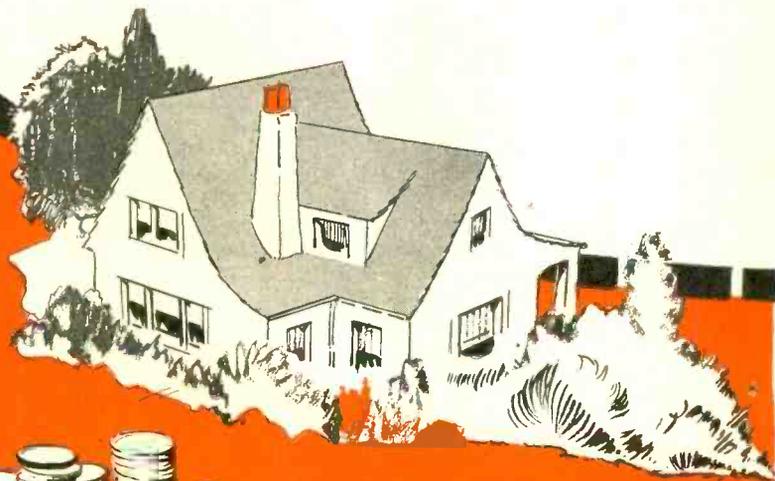
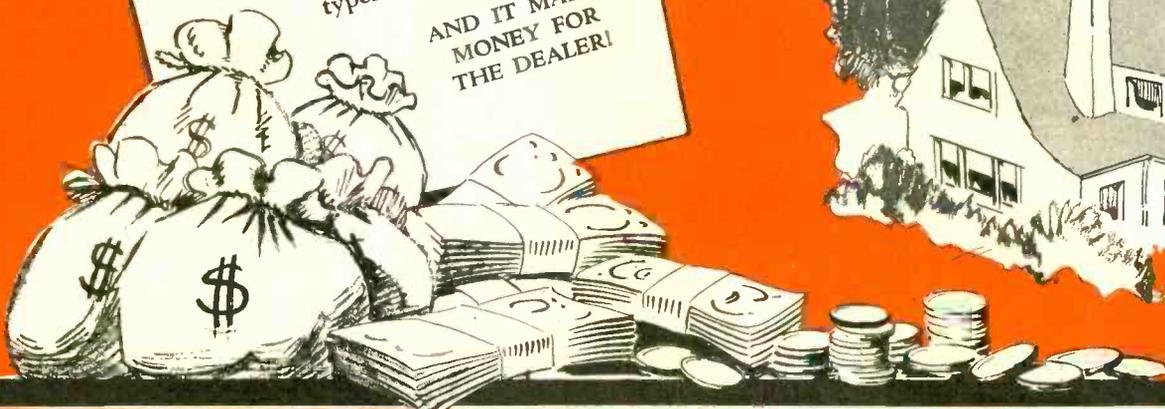
Summing Up What this Instrument Means to the Dealer

It creates a new standard of customer satisfaction.
It builds wide-spread confidence in your servicing.
It solves quickly all your service problems.
It increases your service calls several fold.
It multiplies your sale of radio accessories.

You Can Make the Following Service Tests with the Model 519

- Tests filament and plate voltages.
- Tests A, B and C battery supply.
- Measures plate current of each tube with Zero or C Battery Bias.
- Gives true voltage of B-Eliminator.
- Detects open transformer windings in the Audio Circuit.
- Detects open circuits within the set.
- Detects shorted or reversed wiring.
- Adaptors supplied for all types of tube bases.

AND IT MAKES MONEY FOR THE DEALER!



WESTON ELECTRICAL
Newark

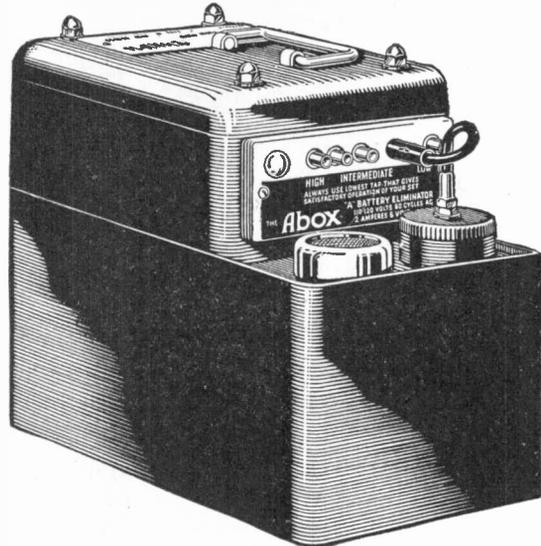
Abox

"A" BATTERY ELIMINATOR



*Slightly Higher West of
the Rockies*

Licensed by The
Andrews-Ham-
mond Corpora-
tion, under Pa-
tent No. 1,637-
795 and appli-
cations



Input—110 volts, 50-60 cycles A. C. Output—6 volts
direct current, 2 amperes. Shipping weight, 25 lbs.
Unlimited shelf life

WHEN your customers ask you how to electrify their receivers, they are seeking freedom from the burdens of batteries, chargers and relays. Play safe and give them exactly what they want.

Recommend ABOX. It means a sale every time—that stays sold and brings new friends into your store.

Without a battery or the trace

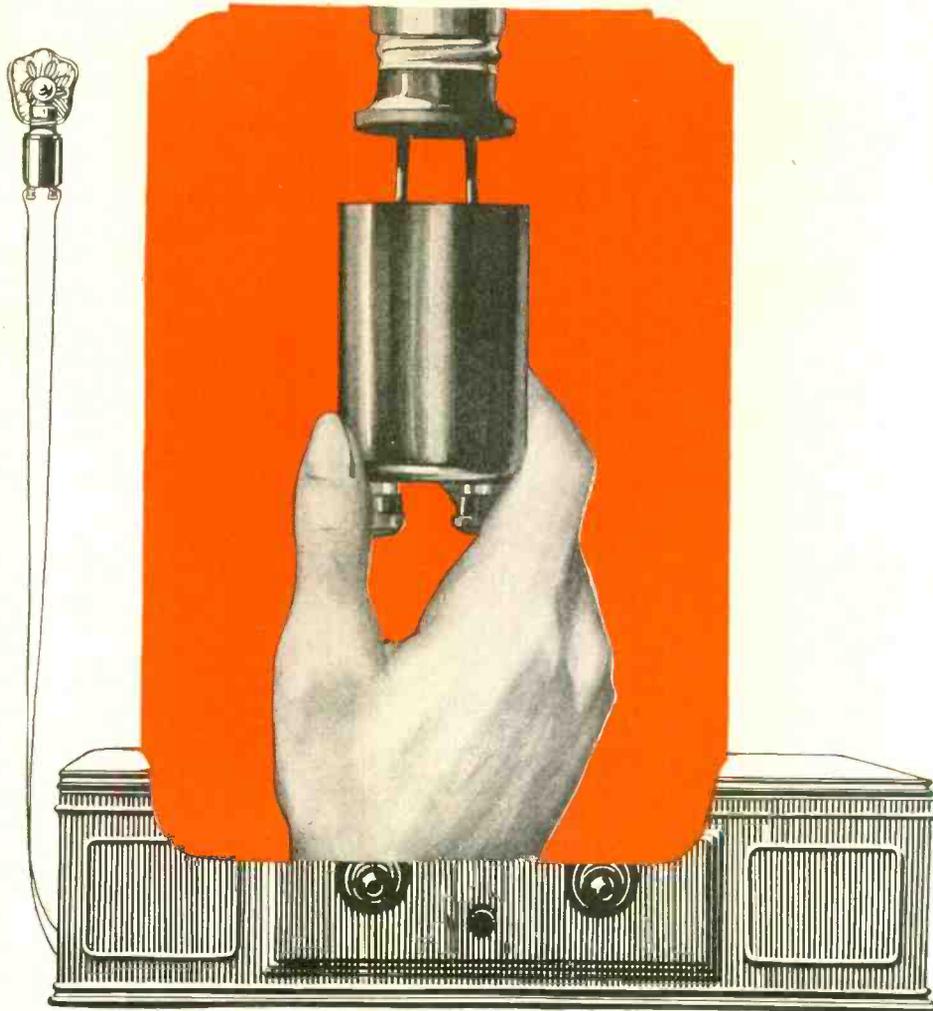
of a battery principle or element, ABOX supplies current direct from the light socket—for any set using up to eight tubes. No tubes to burn out or movable parts to wear out. A true "A" Eliminator. No service overhead for you. Ask your jobber or write direct for complete information.

The ABOX Filter is an entirely different unit from the Eliminator, being the filter circuit alone in a small, compact unit. If you have a suitable charger it can be easily converted into an "A" Eliminator by substituting the ABOX Filter for the storage battery. Shipping weight, 11 lbs. Price, \$19.50. Slightly higher west of the Rockies.

The Abox Company

215 North Michigan Avenue

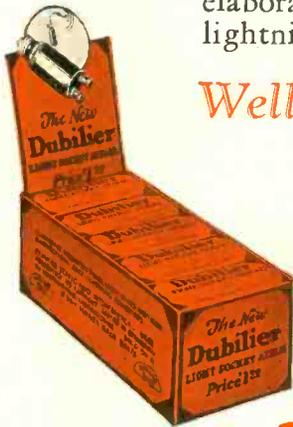
Chicago, Illinois



\$1.50 and you simply plug it in!

Tell *that* to the customer who thinks he has to spend a lot of time and money to get a good antenna and watch him walk out with a Dubilier Light-Socket Aerial.

Unsightly and troublesome poles and wires are things of the past—the Dubilier Aerial brings in all worthwhile programs with clarity and volume equal to the most elaborate antenna. Reduces both static and interference, and requires no lightning arrester. List Price \$1.50.



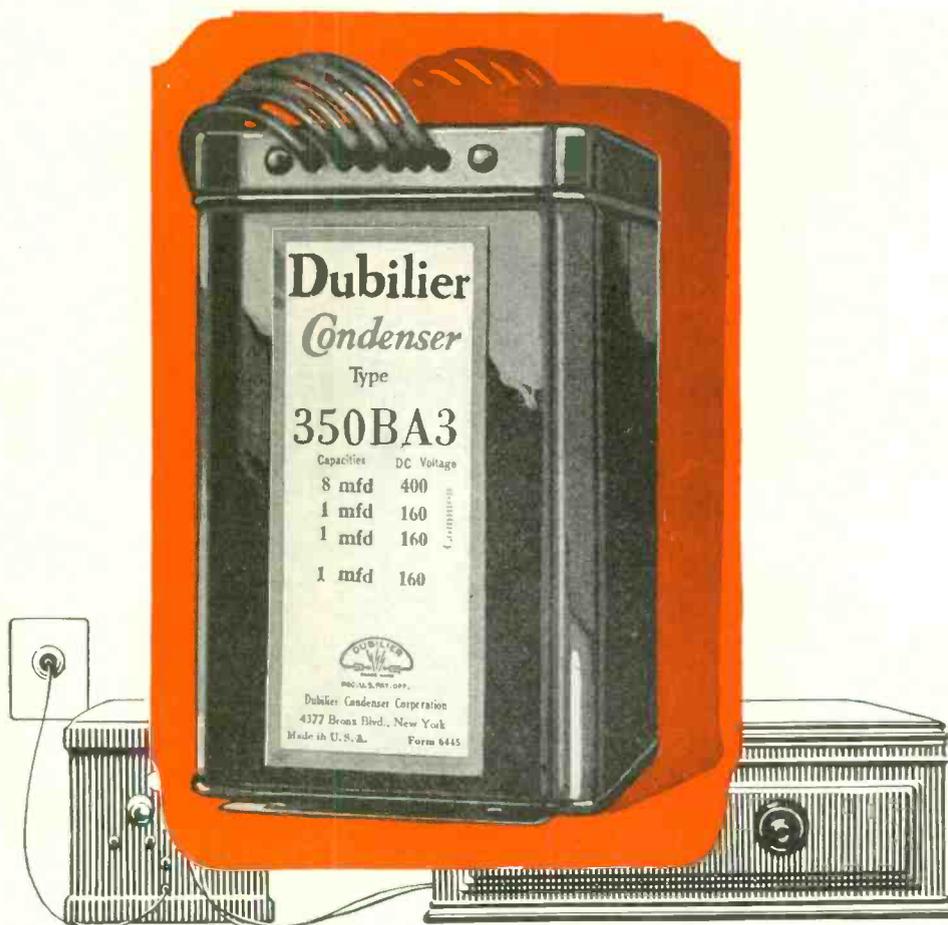
Well Put Up Well Advertised

Dubilier Light-Socket Aerials don't hide themselves from possible buyers. Each unit of ten individually boxed aerials is carried in a colorful display case that tells your customers "what, why and how much."

You can expect volume sales too, due to Dubilier's well-rounded advertising campaign in fan magazines and the leading newspapers. In all Dubilier publicity it's the Light-Socket Aerial that takes first position.



Dubilier
LIGHT-SOCKET AERIAL



Condenser Blocks with a Name Known to All

It's perfectly natural for amateur builders to insist on Dubilier Condenser Blocks for their light-socket power units. It's a name they've known for years, and one in which they have every confidence. Dubilier blocks have already acquired a reputation for long life and dependability with such well-known manufacturers as Raytheon, Thordarson, Amertran, etc. Their rugged construction and high factor of safety make sales exceptionally free from complaints and "come-backs."



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 Metalcak Dubilier takes every precaution to insure resistance ratings which buyers can bank on to be extremely accurate. Then careful manufacture and assembly make them noiseless.

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

List Prices

20,000 ohms to 200,000 ohms - 65c
 $\frac{1}{2}$ meg. ohms to 5 meg. ohms - 40c

The Fast Selling Micadon

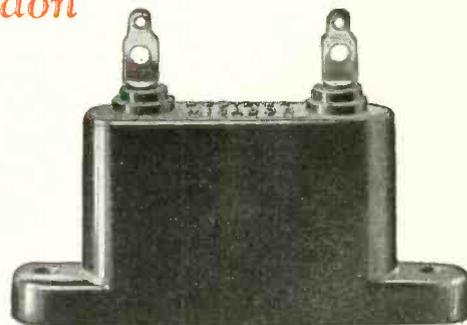
New in construction, shape and sales possibilities. Splendidly adaptable to the modern trend of set building, and fully protected from injury or external capacity by its moulded Bakelite case.

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 \$1.50



DUBILIER CONDENSER CORPORATION, 4377 Bronx Boulevard, New York

Dubilier

CONDENSERS

Announcing THE NEW SONORA RADIOS

NOW A COMPLETE LINE IN RARE
CABINETS FOR EVERY SETTING ~ AT
PRICES FOR EVERY PURSE \$69.50-\$375
~ SUPREMELY SELECTIVE ~ KEENLY
SENSITIVE ~ AND WITH THE TONE
THAT MADE SONORA FAMOUS



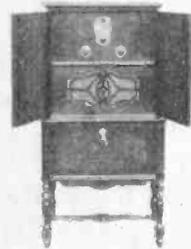
E-870 ~ Six-Tube
De Luxe Highboy, \$250



F-875 ~ Seven-Tube
De Luxe Highboy, \$375



E-860 ~ Six-Tube
Junior Highboy, \$165



E-865 ~ Six-Tube
Standard Highboy, \$198



G-885 ~ Light-Six
Highboy, \$135



G-880 ~ Light-Six
Table Radio, \$69.50



Clock-Type Cone
Speaker, \$27.50



E-850 ~ Selective Six
Table Radio, \$99.50

SONORA offers a complete line of seven radio models covering a wide price range adapted to every purse. Sonora offers in its lowest priced model, at \$69.50, the tone, the reproducing quality and the supreme selectivity equal to those in its highest price sets at \$375. And Sonora stands apart as manufacturer of its own cabinets for every Sonora radio built. Sonora has a solid reputation and background of 15 years' experience in the field. Hitch your wagon to Sonora's soaring star. For this year's sales have already far surpassed last year's phenomenal record. Sonora offers you a dependable, permanent business, quick turnover, pleasant and profitable associations, a generous sales and advertising backing, and a line to handle which is acknowledged to be without rival in the industry. If you feel that you can handle Sonora adequately in your territory, we should be glad to hear from you.

SONORA PHONOGRAPH
COMPANY, Incorporated
SAGINAW, W. S.
MICHIGAN

All models
single dial
control

Sonora
CLEAR AS A BELL
RADIOS-PHONOGRAPHS

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 in both sixes and eights furnish a complete line.

A.C. operation is provided for in Counterphase 6-37 and 8-16 at somewhat higher prices than the regular light socket models illustrated.

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.

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

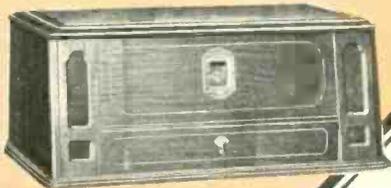
You also can profit handsomely by securing the B-T franchise in your community.

It may still be open. *Write today.*

Bremer-Tully Mfg. Company

520 S. Canal St.

Chicago



Counterphase 8-12
Price \$215.00



Counterphase 6-37
Price \$165.00



B-T Speaker
Price \$35.00



Counterphase 8-16
Price \$295.00



Counterphase 6-35
Price \$110.00



B-Power Unit
Price \$37.50



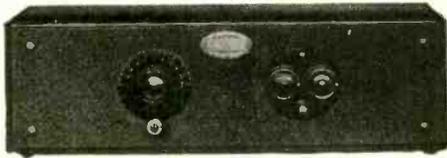
Counterphase 6-22
Price \$140.00



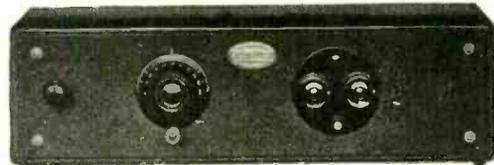
8-12 Receiver and
No. 14 Table
Price of Table \$50.00

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

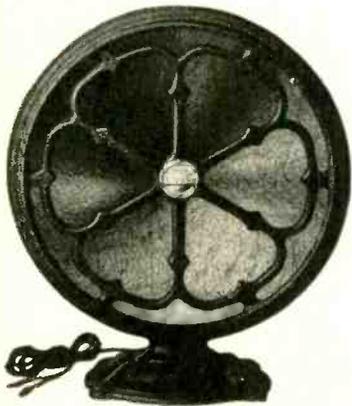
ATWATER KENT RADIO



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

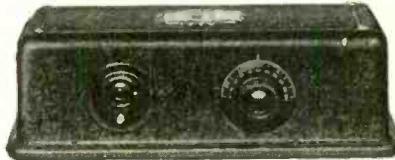


MODEL 33, six-tube, ONE Dial Receiver with antenna adjustment device. Unusual selectivity. Solid mahogany cabinet; gold-plated name plate, power supply switch and vernier knob. \$90



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

ONE Dial Receivers licensed under U. S. Patent 1,014,002



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



"B" POWER UNIT. Automatically controlled by switch on receiving set. "A" battery and trickle charger can be connected to this "B" Power Unit, in which case the automatic switch also starts and stops charger, if one is used. Plugs into A.C. light socket. Delivers up to 135 volts. Operates Atwater Kent Receivers or other

make consuming not more than 40 milliamperes. Brown crystalline finish. Including long-life rectifying tube (no filament to burn out) and 7-foot flexible cord.

Type R, for 60-cycle 110 to 115 volt Alternating Current, \$50.

Type S, for 25-cycle 110 to 115 volt Alternating Current, \$55.



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

Prices slightly higher from the Rockies West, and in Canada

IT WORKS . . . AND

ATWATER KENT RADIO

A Baltimore dealer

said this: "ONE of the big advantages of Atwater Kent Radio is that there's practically no night work for the dealer. Show your customers how to operate it in the daytime. It's so simple you don't have to go back."

And dealers everywhere know it's true.

When running around at night *can* be avoided—why not avoid it by concentrating on the Radio that people understand the minute you show them?

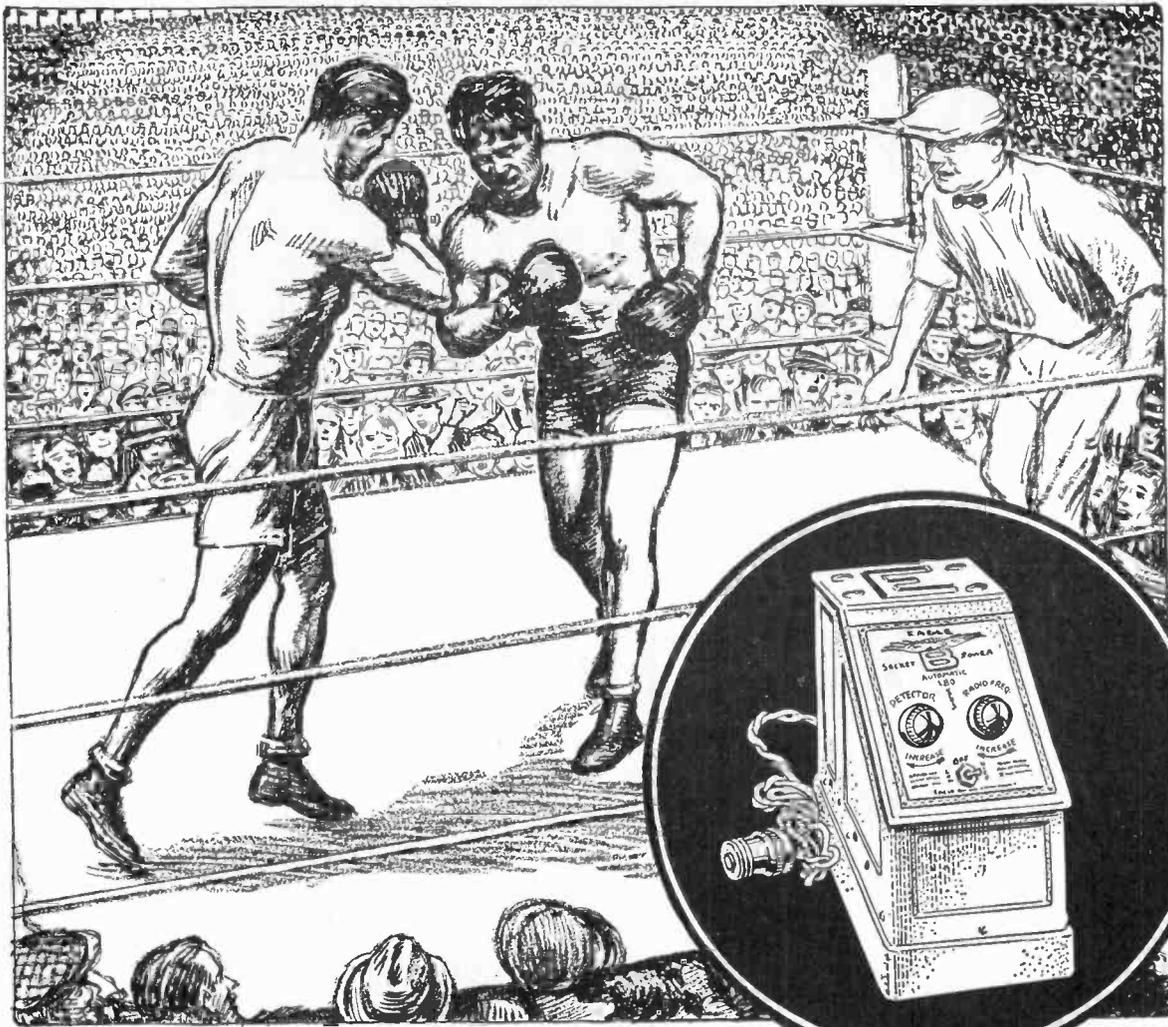
Write for illustrated booklet telling the complete story of Atwater Kent Radio

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

EVERY SUNDAY EVENING:—The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

WEAF New York	WDAF Kansas City
WEEI Boston	WWJ Detroit
WCAE Pittsburgh	WFI Philadelphia
WSAI Cincinnati	WCCO Mpls.-St. Paul
WTAM Cleveland	WGY Schenectady
WGN Chicago	WSB Atlanta
WRC Washington	WSM Nashville
WGR Buffalo	WMC Memphis
WOC Davenport	WHAS Louisville
KSD St. Louis	

KEEPS ON WORKING



An unquestionable decision!



On the night of the big fight there was more than one decision.

Millions of fans (fight and radio) decided against the cost and "carry" of B batteries—all to get that top notch reception you demand on big occasions.

They decided *FOR* that top notch reception for every evening.

You wanted ringside seat reception at the big quarrel.

There will be other sporting events that everyone will want to hear, and the radio programs are too good to miss

To be sure of good reception the socket "power behind the radio" must be dependable. Eagle "B" Socket Power Units have the vitality of a champion.

EAGLE "B" SOCKET POWER UNIT—TYPE 135
Operates any radio set having eight tubes or less. Delivers 150 volts at 40 mils. Has ample binding post connections, variable voltage controls. (Automatic relay is built in each unit with flush receptacle in rear to attach trickle charger.) Requires one Raytheon "B-H" tube. Size 4 3/4 in. x 9 5/16 in. x 7 in. **Price \$28.**

EAGLE "B" SOCKET POWER UNIT—TYPE 180
Operates any set irrespective of number of tubes. Delivers 180 volts at 60 mils. Will deliver 240 volts at 30 mils. Has three variable voltage controls; ample binding connections. (Automatic relay is built in each unit with flush receptacle in rear to attach trickle charger.) Requires one Raytheon "B-H" tube. Size 5 1/16 in. x 9 3/8 in. x 8 1/2 in. **Price \$37.50.**

Write today for catalogue sheets, electros, etc

Eagle Charger Corporation
121 North 8th Street, Philadelphia, Pa.

EAGLE AUTOMATIC SOCKET POWER UNITS

"The Power Behind the Radio"

What Price PATENT SUITS?

SO FAR in the neighborhood of 5,600 patents have been taken out in America on radio apparatus. Obviously so great a number of patents inescapably involves the radio industry in a maze of embarrassing entanglements. For the mass of claims overlap, conflict and infringe each other like a heap of jack straws until no man can see the way out save through an interminable litigation that if not avoided will inflict partial paralysis upon the progress of the radio industry for years to come.

Therefore the subject of cross-licensing of patents is drawing steadily to the front. The Nema Radio Division is studying it. The R.M.A. has a committee at work. It is the topic of discussion everywhere. And the discussion is impelled by a gathering storm of patent litigation that is already beginning to whip the trade relations of a rapidly increasing number of radio manufacturers and jobbers and dealers into a state of pandemonium.

Cross-licensing of patents at first thought appears a ponderous problem. As a matter of fact it is utterly simple, as witness the experience of the automotive industry in which there is a wealth of guidance, if the radio man will but consult it. Patent litigation followed the same devastating course there also, until the manufacturers of automobiles had wound each other up into a sweating, struggling mass bound round with the red tape of judicial decrees and inhibitions. Reason and leadership finally conquered and these strangling patent restrictions were all thrown into a pot, free for use by any one who joined the pool and paid the royalties to the owner of the patent that he used.

As a result it is conceded that there are today probably twice as many cars at work on double

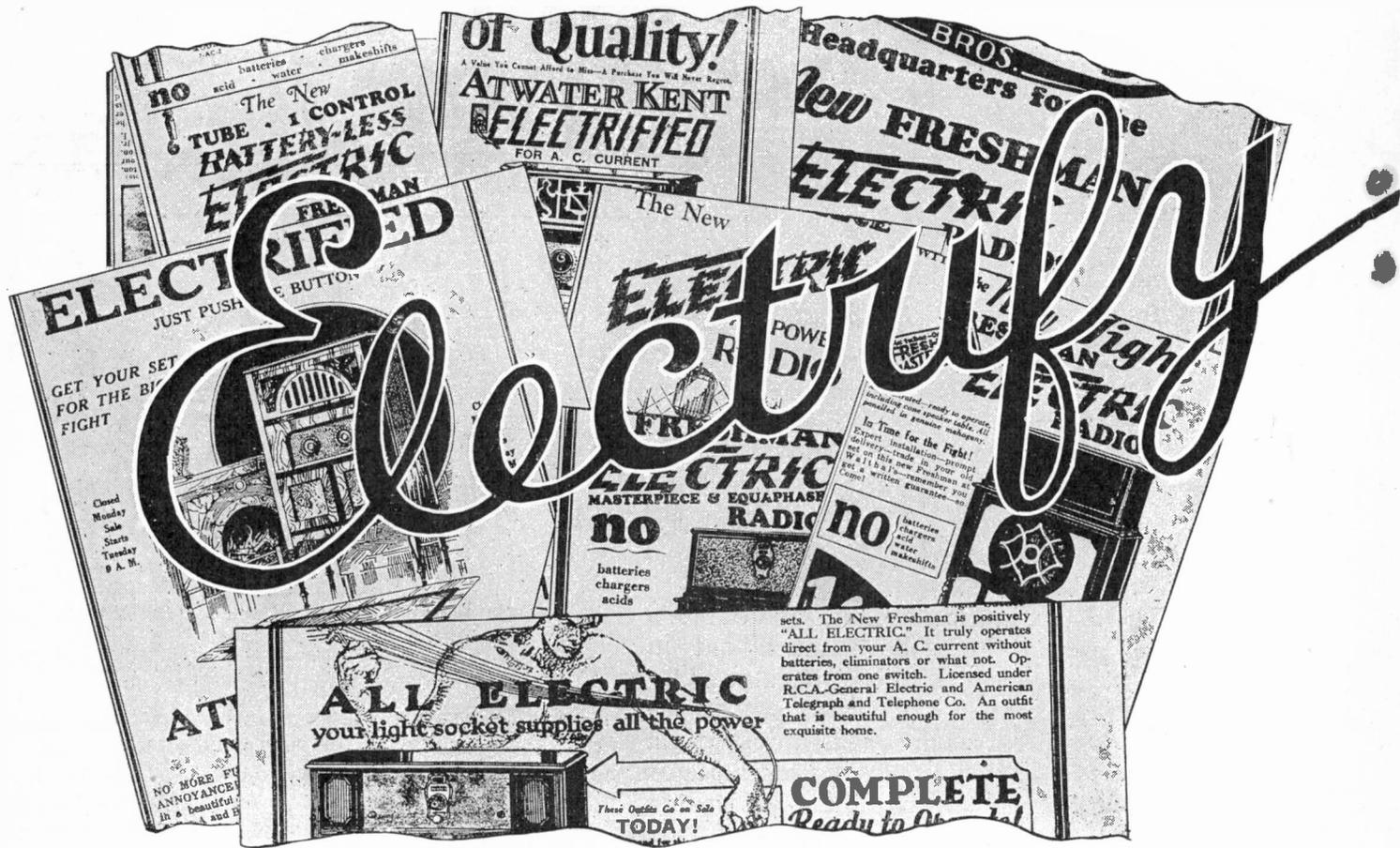
the mileage of hard roads as could have been possible with everybody's patent obstructing everybody else's. And the automotive industry is ten years ahead.

Cross-licensing is simply a business arrangement between a group of manufacturers to do away with litigation over patents and permit its members to manufacture goods for the market rather than try lawsuits against each other. It will entail a frank decision as to whether the executives of the radio industry are to devote their best hours and energies and intellects to the development and marketing of radio equipment or to the conduct of incessant offensive and defensive warfare among themselves. For in the present overburdened condition of our courts, the original trial in a patent suit is not called inside of two years and from four to seven years of planning and prosecution elapse before the possibilities of legal action are exhausted.

What price lawsuits?

NATURALLY in the early stages of the discussion of cross-licensing in any industry, there is always an apparent split between the interests of large and small manufacturers. But experience has shown that the cost of patent sharing is less than the cost of patent litigation. And the large company that contributes a large proportion of patents is more than compensated by its larger participation in the increased progress and prosperity of the industry, and by its larger relief from the sapping burden of litigation expense.

And so it will be in the radio industry when the large and the small sit down together to accept joint responsibility for protecting the public against this growing artificial and uneconomic tax. For the high cost of patent suits will be superimposed on the price of radio equipment unless something is soon done about it.



THE present radio season has advanced far enough to give us three outstanding indications.

First, the preference for electrified sets on the part of the customer is even greater than was anticipated.

Second, the percentage of sales involving the trade-in privilege is far greater than it has ever been before.

Third, customers are thinking in terms of a very much higher initial cost than a year ago.

We are fortunate in securing these indications so early in the season, and having secured them the radio dealer who does not take advantage of them in his merchandising is very foolish indeed. In previous years, with conditions bordering on the chaotic, it has been difficult, before we were well into the middle of the season, to determine exactly in what direction consumer interest lay. This year, however the three factors that will govern the great majority of our sales are perfectly plain to us already.

The conclusion, therefore, is evident. We must be prepared to ride with the tide. Through our store displays, advertising, and actual sel-

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

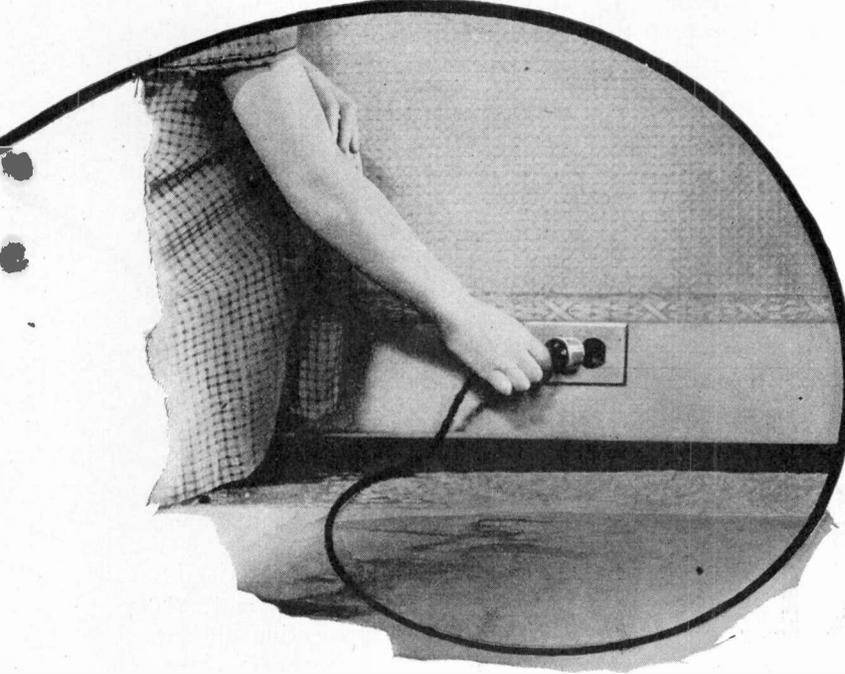
ling in and out of the store, we must emphasize our ability to supply the merchandise which the public is looking for and to supply it under the conditions on which they are prepared to purchase.

Now, as regards electrification. The dealer must accept this at once without qualification. He must regard it as an established fact beyond the point of controversy that electric sets have arrived and are satisfactory, and are as much an accepted part of radio as vacuum tubes themselves. This goes regardless of the means which various manufacturers have adopted to secure it, whether it be through straight A.C. tubes or any of the various power supply devices. The means of the electrification does not seem to be important to the public, so long as the set be electrified somehow.

It is not necessary that each dealer devote his own time and energy to exhaustive laboratory and practical tests to determine if electric sets are

really satisfactory. The public is thoroughly convinced that electric sets are practical, and if a dealer expresses doubt as regards the means whereby the manufacturer has secured electrification, it is pretty certain that the prospective customer will only turn to the store of a dealer who can talk about electric sets with confidence and is willing to back up the manufacturer's claims with enthusiasm on his own part.

PRACTICALLY every radio set in popular demand at this time is either provided with its own power supply or can be electrified by the use of some type of A.C. device. So strongly do we feel at Haynes-Griffin about this matter of electrification that all our demonstrating sets are hooked up for operation from a lighting circuit. Our advertising will feature electrification and our advertised prices will include electrification. Our experience in the past has shown that it is far easier to come down on a price than it is to go up. Battery operation will be offered as an alternative only, when initial cost is the



—the SLOGAN for 1928

Electrification, trade-ins and higher unit sales are the three most important factors this season, Mr. Griffin declares

sole and determining consideration.

Neither do I think it wise to emphasize the means by which electrification is secured. Our sales tags on the various sets merely give a complete price electrified and a complete price with batteries. It is unwise selling, in my opinion, to list in detail the various power devices, relay switches, and so forth, which are required. It is sufficient for the average customer to know only that the set works from the house current in a satisfactory way, and upon us rests the responsibility of providing the proper equipment to do this efficiently.

On the sale of a complete set, discussions as to the relative merits of this or that make of power unit are fruitless. Rather than get into details of this sort we should put our emphasis upon our guarantee of satisfactory operation, avoiding so far as possible the means by which it is secured.

Doubtless, each of us already has a definite prejudice in favor of some particular method of electrification. Some of the methods adopted appear to be more truly real electrification than some of the apparent subterfuges also used. It is a hopeless task to educate the ultimate consumer to our own point of view. He is interested merely in practical results. If it is possible for him to have his radio set installed and attached to his house lighting system, and the set works

week in and week out with only moderate attention on his part, he is not, on the average, very much interested to know the means by which this has been secured. At Haynes-Griffin therefore, we shall emphasize electrification only, using one means on our low priced sets and possibly another

“MY customers are demanding electrified sets,” Mr. Griffin says. “The method of current supply seems unimportant so long as the set be electrified.”

This new trend will open up a greater trade-in problem which the dealer will have to face. Haynes-Griffin greets trade-ins with a smile and turns them to profit.

means on the higher priced models. To our customers the results will be the same in either case, and rather than attempt to buck the tide of competition through theoretical discussions as to the means used, we will be prepared to meet competition on its own ground.

THE problem of second-hand sets turned in as part payment for a new receiver can never be settled by ignoring it or condemning it as bad business practice. It is a problem that is definitely at hand, and, like it or not, we must face it.

It is a question that has already been discussed in great detail in *Radio Retailing*, and from these articles I have myself secured a great deal of valuable data. These articles have shown that the used set question should not be avoided and is definitely a pernicious one only when it is used by the dealer as a means of cutting prices—robbing himself of his normal percentage of profit. These articles have told also how to determine a fair market price of a turned in receiver, and how no allowance should be made which will preclude a fair profit on the used set when it is offered by the dealer for resale.

I can add to this discussion only the very important factor that the dealer must accept this problem cheerfully and wholeheartedly. The proposal on the part of a customer to turn in a used set must not be met by the dealer with a frown and discouragement, but rather with a smile and enthusiasm. Yes, even more than this. We have determined at Haynes-Griffin that every advertisement we publish will state that we are actually eager to accept used sets as part payment toward the purchase of a new set. It is just a question again, as in the matter of electrification, of not bucking the tide of consumer buying preference.

Used sets cannot be handled in a

casual manner. A definite set-up must be provided to care for them. Some dealers have found it advisable to attempt to re-sell these used sets almost as fast as they are taken in, by keeping them on continual display in a certain section of the store. We ourselves have preferred to run a sale of used sets about once every three months. At our last sale we disposed of two hundred sets, and we advertised it widely. We could have sold double the number had we been able to supply them. We arranged used sets into four groups. One lot was offered at \$5.00, another at \$10.00, another at \$25.00, and the fourth group involved sets at prices in excess of \$25.00.

It was interesting to note how the public responded to the prices at which the various sets were tagged. Apparently little thought was given to the intrinsic worth of any particular set, but its value was decided at the time by a comparison of it with sets marked at lower and higher prices. We had no difficulty at all in securing our normal profit of 30 per cent on all the used sets sold. I do not mean that we secured a full 30 per cent on each set, but we found that in the deals we had made with our customers in taking these sets in, our good luck just about balanced our bad luck. That is, we undoubtedly allowed too much on certain sets, and on the other hand, secured certain other sets at a price which enabled us to re-sell them at a worth-while profit.

In saying that the dealer should regard the used set problem cheerfully and accept it with a grin, I do not mean that he should allow his false enthusiasm to carry away his sense of values. I simply mean to emphasize that he should regard this problem of used sets as a normal risk in his business, and having set up an efficient way to handle it he should be prepared to give it his whole-hearted support. The public is definitely demanding action on the part of the dealer as regards his present used set and he will certainly go to the dealer who will look upon it sympathetically.

This week we are mailing the following letter to all customers to whom we have sold radio sets in the last four years:

Dear Sir:

During October it is our custom to hold a sale of used radio sets. The sets included in this sale are those which have been turned in to us as part payment toward the purchase of a new set.

We believe this will be of interest to you because possibly you have it in mind to purchase a new set this year and are naturally interested to know

sets resulting from this letter amounted to \$20,000.

The third and possibly the most important outstanding feature in radio merchandise as we see this new season, is the matter of what price outfit should we attempt to sell. This is tied up very closely with the matter of electrification, which, of course, means a higher initial price than it has been possible to offer battery equipped sets for in the past. Our experience at Haynes-Griffin during the past few weeks has shown very definitely that practically no one expects to buy a complete radio set for less than \$100. Even the purchaser who anticipates going into radio in a very modest way regards a price of between \$100 and \$200 as representing the minimum necessary investment. The turn-in problem indicates also that a vast majority of our sales at the start are to be made to customers who have already owned radio sets, and our records indicate that it is much easier this year to sell a set listing at \$300 upward to these customers than it has been in past seasons.

This is a point on which I feel very strongly. In a previous article I have already stated that I do not believe the average radio dealer can make a fair profit by devoting his efforts largely to the sale of a low price set. The sale of a low price

set to any customer merely marks that customer as a prospect for a better and higher priced set in the near future. This is the point of view I think it is very necessary for the average radio dealer to assume at once. Our time, effort and sales ability should be largely devoted to the sale of a set selling for \$300 upward.

The expensive, high-grade line is a line on which the dealer will make his normal profit, and which will give him the necessary reserve for service and for building good will. Each customer who comes into our store we regard as a prospect for a \$300 sale, and when we sell him a lower priced set we console ourselves by the belief that the worth while transaction has only been a little longer delayed.

STARTING TO-DAY AT 8:30!

And Continuing Monday and Tuesday Next Week

**HAYNES-GRIFFIN ANNUAL
LINCOLN'S BIRTHDAY**

SALE

At the Uptown Store Only

THIS YEAR IT'S THE GREATEST LINCOLN'S BIRTHDAY SALE HAYNES-GRIFFIN HAS EVER HELD! More Complete Stock, More Complete Selection, Values that Will Be the Talk of New York Radio Buyers for Months to Come.

**\$15 Is the Very Top Price: A Bargain Group of
89 EXCHANGED SETS**

Taken in exchange for larger or more recent models. Many of them sold originally for nine or ten times the sale price.

GROUP 1: Your CHOICE \$2.50
Two, three and four tube sets, some of them home made. It would pay you to buy one or just for the parts in them. The handy man can make a few wiring changes or rebuild them to suit his liking.

GROUP 2: Your CHOICE \$5.00
Only seventeen sets included in this group. Every one a genuine bargain. Five dollars buys a lot more in a radio set than you ever thought possible. Look this group over.

GROUP 3: Your CHOICE \$10.00
The largest group of sets in the sale. Thirty-six of them. Well known makes included. Splendid values every one. An opportunity to buy a good four or five tube set for a mere song.

GROUP 4: Your CHOICE \$15.00
This group includes the cream of the entire lot. Every one of them will give excellent service and satisfaction. Don't miss this group if you are looking for something a little better at only a few dollars more.

These Sets Go on Sale To-day at 8:30—Uptown Store.

This Haynes-Griffin sale is the most complete and the most advertised in the history of the radio business.
Store Open All Day To-Day. Shop early while the selection is complete.

A sample of the newspaper advertising used by Haynes-Griffin to clear out used sets taken in trade.

what value you can expect to receive for your present set. We urge you to get in touch with us at once regarding the matter of a new set, rather than to delay until later in the season.

We already have in stock and on demonstration the new 1927-28 models and you are in a far better position to make your new selection now than later in the season.

We sincerely trust you will take advantage of this opportunity and we are glad to call it to your attention, because we know it will mean a real saving to those of our customers who are in the market for a new set this year.

WE sent out a letter very similar to this a year ago, and the results were highly satisfactory. On a total mailing of about 2000 letters we secured 130 used sets in two weeks time, and the net business on new

He PAYS His Service Men a Commission

Joe Donnelly pays his service men a commission of 1 per cent on each installation which does not require servicing within 30 days and 5 per cent on all sales

TWO men do the installation and service work for Joe Donnelly's Radio Shop, Poughkeepsie, N. Y., this year and do it better than four did last year.

Although Joe's list of customers has increased in number, four men found it necessary to make three times as many service calls in 1926 as his records show two men to be handling now. Service overhead was 50 per cent greater than it is now and Joe attributes this former high cost to the necessity of following up each installation with a service call because of the carelessness of his men.

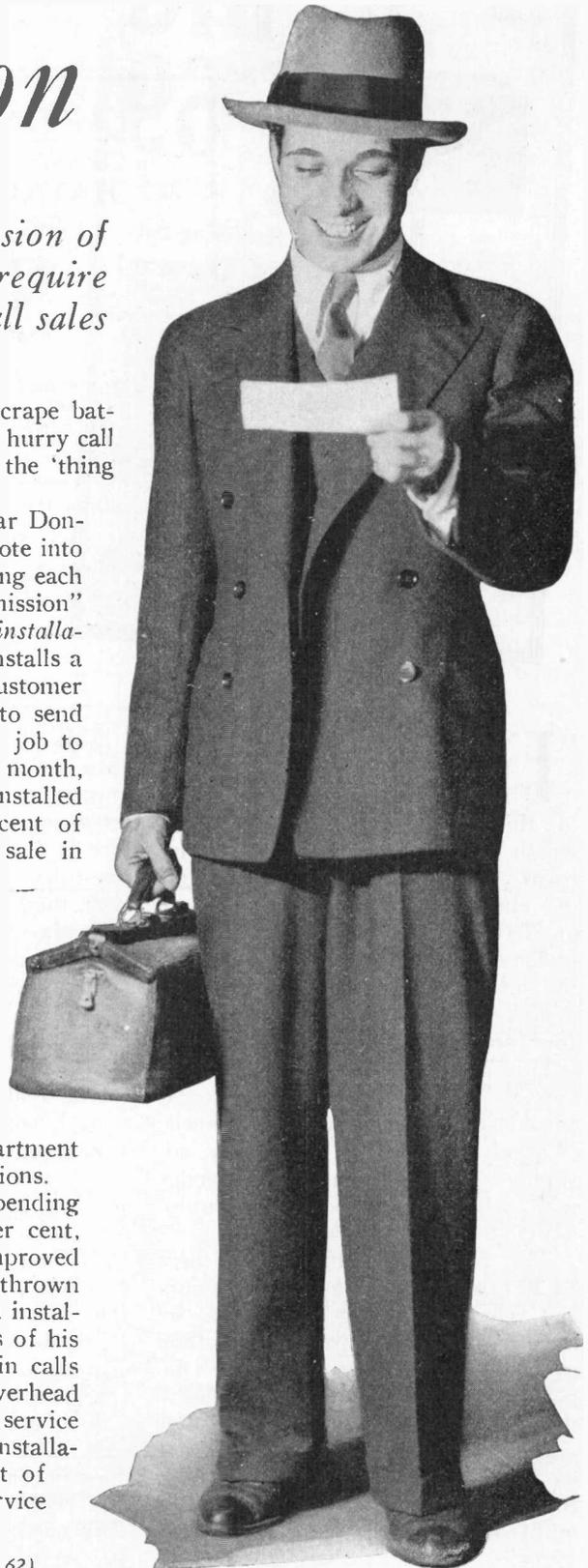
"When I stop to think of it, my last year's service routine was ridiculous. I'd send a man twenty miles to make an installation, send another to make sure that nothing had been overlooked and then have to hop into the car the same evening and go out

to the installation and scrape battery wires in answer to a hurry call from the customer that the 'thing wouldn't work.'"

On the first of the year Donnelly introduced a new note into his service plan by offering each installation man a "commission" of 1 per cent on *good installations*. If an employee installs a set in the home of a customer and it is not necessary to send another man out on the job to service it during the next month, the man who originally installed the set receives 1 per cent of the retail value of the sale in his next pay envelope.

If a service call is necessary during the month, the man who made the installation and the one who followed it up *split* the commission. In other words, Donnelly pays one per cent of the sale to his service department to insure good installations.

By so doing, he is spending 1 per cent to save 3 per cent, for this plan has so improved installations and has so thrown the responsibility of each installation upon the shoulders of his men that the reduction in calls has decreased his overhead four per cent! Two service calls in addition to the installation cancels the payment of a commission to the service department.



Every Employee Is on the Sales Force

Two of Joe's service men sold \$864 worth of radio sets and accessories last month as a result of a 5 per cent commission offer.

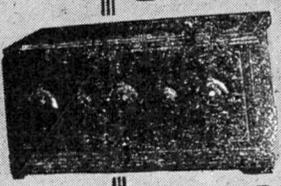
His employees "check up every set in town" of their own accord.

(Please turn to page 62)

A \$69 "LEADER"

Leads to Bigger

RADIO



\$69

Complete and Installed

5-Tube Receiving Set

Only \$5 Down!

\$5.00 When Installed and the \$2.50 Per Week Here's What You Get for \$69.00

A five-tube U. S. Receiving set, 100-Amp. Hr. Rubber case Storage Battery; 5 Treated Tubes; 1 Loud Speaker; 245 Volt "B" Batteries; Antenna Equipment; Installation of same.

Browning Drake

Less Accessories
\$95 The outstanding set of the Season

STEWART-WARNER

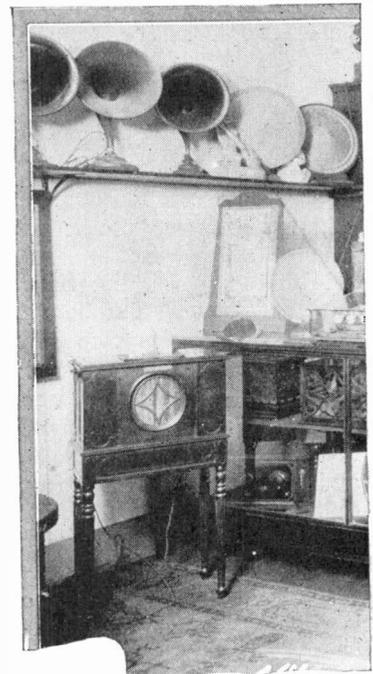
5 Tube - 5 Dial - \$50 Less Accessories
6 Tube - 1 Dial - \$65 Less Accessories
Console and Built-in Speaker Models Also

Rockford Radio Shop

215 N. Main St. (Radio Is What We Sell Nothing Else But) Main 1813.
GUY W. GINDERS LOYD S. WARD

This Illinois dealer has, for two years, practiced consistently this well-established merchandising principle with unvarying success.

Dealers who have made radio pay—No. 10



"I SIMPLY wouldn't know how to run my business if I didn't have a 'leader.'" The author of this remark sold over \$90,000 worth of radio apparatus during his fiscal year ending May 31, 1927. He did this in Rockford, Ill., a town of 70,000 inhabitants, without selling under the list prices recommended by the manufacturer and with home demonstrations cut to one in every four sets sold.

How? The answer, according to Guy W. Ginders, owner of the Rockford Radio Shop, is clearly defined: "Largely because of the many advantages of having an entering wedge with which to introduce the uninitiated to the 'radio bug'."

The Rockford Radio Shop spent \$1,200 this year and an equal amount last year, advertising this special set in three local newspapers. A total of 320 column-inches was used. Display advertisements ran as a rule, to three column, eight-inch space. This publicity, and the exceptional value of the set, created a demand for the remarkable quantity of 682 \$69 outfits during 1925-6 and 497 during 1926-7.

This "leader" proposition of Ginders is open the year 'round. It constitutes a standing and well-known attraction of exceptional value. Its lure is due to the fact that here is a five-tube, tuned radio frequency, table model set, completely equipped with six-volt storage battery, B battery, speaker, tubes and aerial supplies, delivered and installed for \$69. The terms are \$5 with order, \$5 when the installation is completed and \$2.50 per week on the time-payment plan.

The real "punch" to this proposition, however, is contained in this inducement:

"If, at the end of thirty days, you are not entirely satisfied with your set you may exchange it at FULL VALUE (less accessories) on the purchase price of any other set in our stock."

"And, believe me, they do," emphatically declares Mr. Ginders. No free trials, home demonstrations or returns are allowed on this set.

It is an open secret, and Ginders does not attempt to conceal it, that this \$69 outfit is a "come-on." Twenty-six per cent of last year's 497 were so delighted with their first

set that they came in for a bigger and better set before the thirty-day offer had expired.

HOW THE UNINITIATED REASON

A low priced *good* set plays a very important part in a radio dealer's merchandising program, according to Ginders, because it meets the initial requirement of a large majority of average income earners who have yet to own their own radio outfits and who reason like this:

"Guess I would like to own a radio set but I hear they are still in the development stage and I don't feel like sinking one or two hundred dollars in something I know nothing about. They say though that the \$69 outfit that Ginders sells works pretty good. I certainly can't lose very much anyhow. Well, here goes."

By RAY V.
SUTLIFFE

Sales



After the "leader" has been in a few days and Mr. Cautious has heard a few good programs he "gets the bug." He passes the first stage of doubt and enters one of enthusiasm. He becomes, in other words, a receptive prospect for a real set.

Here is another marked benefit resulting from this selling philosophy: The budding prospect for the better set bought his first one in the store, no home demonstration, no free trial. He knows he did not get stung. He hears, by store comparison, the superior tonal quality and selectivity of a better set. Both he and the dealer know the nature of reception conditions in his neighborhood: therefore—three out of every

four buy their second set also without first demanding the costly home tryout.

Two years' experience with this plan has caused this Illinois merchant to adopt certain policies with reference to the marketing of this set which have placed this plan on a sound basis. To cite these policies:

1. The receiver is a satisfactory, but inexpensive five-tube set, of a popular make.

2. The tubes are "seconds." The customer is invariably informed to

that effect before his or her order is accepted. Here, also, a well-known, popular make is used.

3. The B battery is a well-known, satisfactory brand, but is not the most expensive obtainable and the purchaser is likewise told about this.

4. The storage battery, however, is the best the market affords. "Mr. Brown," says Ginders or his clerk, "if you bought the most expensive set I have on the floor I would not, and could not, give you a better A battery."

The reason for this is that a new set owner will wear out his first B batteries, no matter how good they are, in a few months. He expects and is willing to buy replacements when needed but he would feel aggrieved, and quite properly so, if he had to buy a new storage battery within six months to a year from the date of the original purchase.

5. No attempt is made to switch the prospect to a higher priced set. He is sold the small set gladly. He is allowed to *sell himself* on a better set later on.

6. When a leader is returned for credit, to apply on a better set, the customer retains both batteries, the tubes and the aerial installation for use with the new outfit. He is credited with \$40 for the set and its speaker. It will be seen therefore that the store does not have to take a loss on those items which are bound to depreciate.

7. The price is \$69, on time, \$65 cash. Seventy per cent buy on time. At the end

THE Rockford Radio Shop seldom runs an advertisement that does not feature its "leader." Twelve hundred dollars spent in the local papers last season helped produce \$33,700 worth of business in this one set alone

of the 60 days Ginder's equity (\$30) in the set affords him the necessary protection against bad debt losses.

8. His bookkeeper spends five mornings a week calling on the slower paying accounts. The balance of her working hours affords ample time to keep the records. Collection losses, because of this personal follow-up, are less than one per cent.

9. The majority of time payment customers are persuaded to bring their \$2.50 to the store in person every week. The main object of this idea, is, of course, to create store traffic. That is when the better set is explained or that long profit accessory demonstrated.

"The 'follow-through' is everything. It meant at least \$19,000 worth of added business for me last season," states Ginders.

SELLS AT CUSTOMARY GROSS MARGIN

In an operation of this kind the questions naturally arise, "Can these small sets be sold at a profit?" and "Does their sale affect adversely the volume of business in the higher priced receivers?"

"My answer to the first question," quoting the president of the Rockford Radio Shop, "is—yes. My gross margin on the small set, installation, accessories and everything included, is 35 per cent.

"Every outfit sold creates one more source from which we obtain addi-

tional business and one more prospect for a better receiver. This cannot do otherwise than help the sale of the better sets."

Ginders has provided himself with a very tangible thing to crow about. He is merchandising an idea as well as a proposition of obvious merit. The resulting \$90,000 business, at a net profit of six per cent on the total gross, speaks for itself.

He Pays His Service Men A Commission

(Continued from page 59)

Splitting the commission between two men, if one service call in addition to the installation is necessary, is well worth it to the dealer, in Donnelly's opinion, as it is much easier to keep the men working if there is less possibility of losing all.

Five per cent is paid to the men for all sales made while on service work. This permits a man to make 6 or 7 cents every time he replaces a set of dry cells. Where before Donnelly's service call "hook" was full, the men compete with each other in getting in early enough each morning to pick up these calls and make a dollar or so. Service calls are apportioned only to the man who "gets there first."

Donnelly seldom has to check up on the activities of his service men

as a result of this new plan which makes every one a salesman. He says jokingly, "the load this has taken off my mind is worth the small commission it costs me."

Two of his service men sold \$550 worth of accessories and two sets for \$314 one month this summer as a result of his 5 per cent commission offer. Formally his service department's sales amounted to a couple of batteries and tubes retailing for not more than \$10 each month.

His experience with the handling of service departments indicates that it pays to put every man employed on the sales force on a commission basis but that the best plan is to pay a fair salary and to keep the commission low. Large commissions have always had a tendency to induce men to deliberately short batteries or throw something out of adjustment in the customer's home so that a sale could be made and a commission collected.

Donnelly also avoids buying cars for the use of his service men. He prefers to have them spend a little more time getting to calls via transit lines than to carrying the upkeep of his own transportation fleet. It has been his experience that little care is taken of the company's car by the average service man and as a result repair bills eat up any slight profit which might be gained by increasing the number of daily calls.

He is always willing, however to endorse an employee's note for the purchase of a car and at times even permits salary advances for this purpose. The men take care of their own cars and the overhead cost to Donnelly is quite reasonable as he pays his men for mileage covered in his interests.

The Radio Shop of Poughkeepsie sold \$86,000 worth of radio apparatus from a second-floor store in 1926 and while Donnelly's business is showing a steady increase over last year what is more important is that his cost reductions are making a greater net profit for 1927.

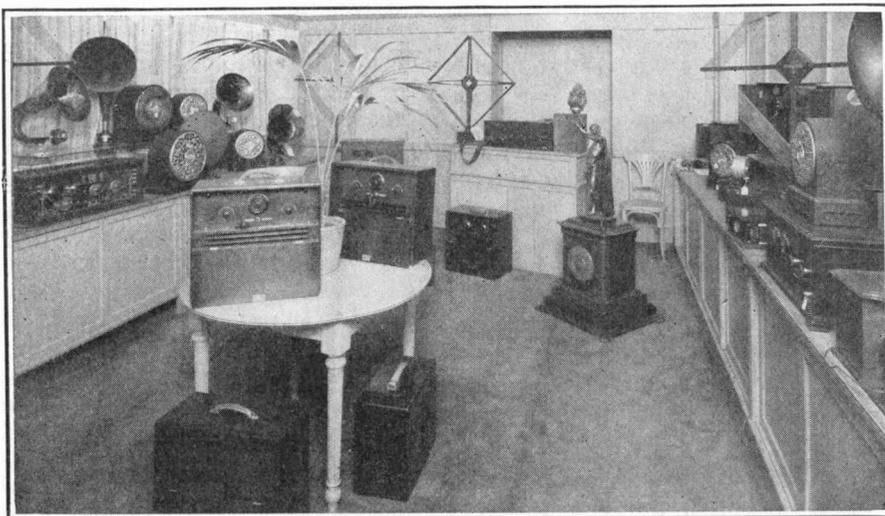
Sells Consoles from Photo

"I have devised a unique sales scheme," says B. Shaw of the Shaw Radio Shop, New York City.

"The size of my store makes it impossible to carry samples of console radio sets in stock, but by selling from a catalogue made up of excellent photographs furnished by various jobbers, I have sold seven of the highest-priced outfits manufactured, ranging from \$250 to \$500."

Radio Retailing, A McGraw-Hill Publication

Portables Are Popular In England



In this newly created radio sales salon at Selfridge's, London's great department store, portables are prominently featured. According to Alfred Wragge, radio manager of Selfridge's, who recently visited this country to study American radio trade conditions, the portable receiver has reached a greater degree of popularity in Great Britain than it has in the United States. The portable seen on the table in the photo is a four-tube set of English manufacture, selling complete at about \$130. A feature of all English receivers is the fact that they have small doors on hinges which, when closed, completely enclose the panel. The statue and pedestal at the right is an English loud speaker which retails around \$750.

SERVICE DEPARTMENT
BUDWIG RADIO
BRAND AT WILSON PHONE GLENDALE 1801
"GLENDALE'S OLDEST RADIO HOUSE"

Name _____
 Address _____
 City _____

WORKMAN	TERMS	SERVICE NO.	WORK ORDER NO.	DATE

Quantity	ARTICLE	Price
	A Batteries	
	"B" Batteries	
	"C" Batteries	
	Vacuum Tubes	
	Parts Rejuvenated	

Bill

Collections

Don't Bother

Budwig

Just a Reminder
That you neglected to mail us a check in response to our
last statement for \$ _____

Form # 2

BUDWIG RADIO
BRAND AT WILSON
GLENDALE

IF, FOR ANY REASON OUR WORK IS NOT SATISFACTORY, SEE ME PERSONALLY -

SERVICE DEPARTMENT
BUDWIG RADIO
Brand at Wilson
GLENDALE, CALIFORNIA
"GLENDALE'S OLDEST RADIO HOUSE"

Form # 1

Service work is CASH—for your check

MATERIAL L

We are again calling your attention to your account with us—not because we are
at all worried about the amount—but we have so many of them on our books that prompt
collections are necessary so that we can render you the service you deserve. May we ask
that you assist by mailing your remittance promptly?

Form # 3

THANK YOU

PAST DUE

This merchandise was sold to you upon the understanding that you
will pay for it when due. May we ask that you keep your credit with
us good by mailing your check at once?

Brand at Wilson **Budwig Radio** Member Glendale
 Merchants' Association

The amount due is \$ _____

Form # 4

THANK YOU

FINAL NOTICE

We are at a loss to understand your non-response to our statements. In fairness
to you, we are giving you this notice that our claim against you for \$ _____
will be assigned to the Glendale Merchants' Association for collection in three days if
unpaid.

We realize that such action will affect your credit with the merchants of Glen-
dale, and for that reason we hope that you will mail us your check by return mail, so
such action will not be necessary.

Brand at Wilson **Budwig Radio** Member Glendale
 Merchants' Association

Form # 5

THANK YOU

THE Budwig Radio, Brand and Wilson Streets, Glendale, Cal., is one of the largest and most outstanding of the radio stores and service shops in that territory. Yet, in spite of the big volume of business transacted by this store, it had only ten bad accounts last year; that is to say, accounts which it was necessary to collect by law.

"We don't bother about credit references in performing service work, which constitutes the biggest part of our business. If a radio set owner calls up and asks for a service man, we send one to the home authorized to repair the set and furnish such ma-

terial as is necessary, whether the customer is prepared to pay on completion of the job or not," explained G. G. Budwig, proprietor of the shop. "The service man presents an itemized bill which is signed and returned to the store, while the customer keeps a duplicate of the original bill. This simple process eliminates any argument later as to what work was done or what material was furnished. If the customer neglects to pay on re-

ceipt of the bill, the collection forms illustrated are used." Mr. Budwig uses five different collection forms in taking care of charge accounts for service work. The first form (Form 1) is 6 by 7 inches in size, printed on white stock, and has space for an itemized statement. By folding once this goes into a 6½ envelope. The second collection form (Form 2) is only 3½ by 6 inches in size and does not require folding. Subsequent forms are also this size. The second form is also printed on white stock, the third collection form (Form 3) on pink stock, the fourth (Form 4) on blue stock, and the fifth (Form 5) is printed on yellow stock.

Who Gets the Farmer's BUTTER

Agreement
(Sample Copy)

I, _____ as Purchaser, residing at _____
in _____ State of _____ do hereby agree to purchase for the sum of _____ Dollars, from you _____ Dealer's Name _____
as Seller, the following described property:
One Radio Receiver (Name) _____ Model Number _____ Serial Number _____
with the following accessories _____
to be delivered by you to me, for which I agree to pay you the sum of _____ Dollars
upon the signing of this agreement and _____ Dollars
on the _____ day of each month thereafter in deferred payments until the entire purchase price is paid in full.

I agree not to remove said apparatus from _____ unless I first obtain your written consent.

I agree to the good care of said apparatus and to be responsible for its loss by theft, fire or other casualty.

I further agree that all accessories or parts which may be added to, or substituted for, the original equipment as above described shall be considered a part of the original equipment and subject to all provisions of this contract.

In case of default in any installment, at your option, the entire amount shall become immediately due, but a waiver or extension of any of said payments shall not be considered a waiver of any of the terms or conditions of this contract.

I further agree that until the purchase price is paid in full said apparatus shall remain your sole property and in case of my default in any of said payments or the breach of any of the conditions of said agreement, I hereby consent that you may without notice, legal process or liability for damage, enter upon my premises or such other places where said apparatus may be found and remove possession of same, and all payments theretofore made by me under this contract shall be deemed and considered as having been made for the use of said apparatus and shall be retained by you.

This agreement constitutes the entire contract between us and all its terms and conditions shall be binding upon my executors, administrators and assigns and shall inure to the benefit of your successors and assigns.

Dated this _____ day of _____

This agreement for sale shall not be binding until accepted.

Accepted: _____
By: _____

B.C.S.—41—1M—12-33

Above—a simple "agreement of sale" which offers less sales resistance than a note.

Below—a form for recording information concerning the purchaser's credit.

Buyer's Statement

For the purpose of procuring and establishing credit with you and your system the undersigned furnishes and verifies the truth of the following information:

Name _____ Address _____
Residence Address _____ How long in present place? _____
Employed by _____
Your position _____
Name of superior officer or employer _____ per _____ What source _____
Salary or wages, \$ _____ per _____ Amount of mortgage _____ Location _____
Other income \$ _____ Value _____ Are there any judgments against you? _____
Do you own real estate? _____ Unpaid balance _____
Have you ever gone bankrupt? _____
Are there any chattel mortgages against your property? _____
Mortgage from whom I have received credit _____
Signed _____
Address _____

The farmer realizes a respectable and steady income from butter and eggs, and small garden produce which he very often spends on luxuries. Are you getting your share?

THE farmer, due to his irregular major income, is adverse to the use of "time payments" in the purchase of merchandise. He prefers to issue notes, due "when the crops are in." Yet, from the standpoint of the dealer, the time-payment system is by far the more economical and profitable.

How, then, shall the dealer overcome the farmer's preference for notes and sell him the time-payment idea? Ray Sutcliffe, western editor of *Radio Retailing*, recently put this question to a group of sixty small-town radio dealers in Central Illinois.

One outstanding thought resulted—namely, every farmer has a small, steady income designated as the "butter and egg money"—proceeds of the ordinary, every-day produce, such as butter, eggs and garden vegetables which the farmer raises and sells every day in the year.

It is this steady income of the farmer which offers dealers their

most vulnerable point of attack. The answers of the dealers to the verbal questions shot at them by Mr. Sutcliffe show that, thus approached, and a means of meeting the payments pointed out to him, much of the farmer's resistance to the time payment contract could be overcome.

The questions and answers are an illuminating lesson in rural selling—

"How many of you men do 25 per cent of your radio business with the farmer?" asked Mr. Sutcliffe.

Answer—49.

"How many sell him for cash only?"

Answer—4.

"What per cent of your business does this cash type of farmer customer represent?"

Answer—from 5 to 20 per cent.

"How many take notes?"

Answer—43.

"What is the average length of the notes?"

Answer—120 days.

"What percentage do you have to renew?"

Answer—about 60 per cent.

"Are service requests unusually heavy with this class of trade?"

Answer—yes.

"What is your percentage of loss due to unpaid accounts and damaged goods?"

Answer—averaged 15 per cent.

"How do you handle this paper?"

Answer—fifty per cent was discounted at the local bank. The other 50 per cent was non-negotiable and the dealer held the bag thereby tying up his current funds accordingly.

"How many dealers here sell the farmer on the time payment plan?"

Answer—two.

"What is the average length of contract?"

Answer—nine months.

"Amount of down payments?"

Answer—twenty per cent.

"What are your losses?"

Answer—less than two per cent.

and EGG Money?



"Do you discount this paper?"

Answer—yes, with a finance company and get 85 per cent of the money within ten days from date of sale.

"Where does the farmer get his money to meet these monthly payments?"

Answer—from his weekly sales of butter, eggs, milk and garden vegetables.

"You 49 men who sell the farmer—what percentage of these fellows have a similar steady source of income and what is your guess as to its monthly amount?"

Answer—70 per cent. About \$75.

"How many dealers here think they could sell farmers on the time payment plan if you went after the money that way?"

Answer—thirty-four raised their hands.

THESE answers furnish convincing evidence that the average farmer can accommodate himself to

the monthly payment plan if it is put to him in the right manner.

The contract purchase agreement has these advantages over the easy-going note proposition:

1. It is definite, "secured" paper, the title remains with the dealer and the set may be replevined by due process of law.

2. Eighty-five per cent of the selling price is available to the dealer for the operation of his current business within ten days from date of sale.

3. Keeps the local bank credit open for borrowing purposes to increase the capital structure of the business.

4. The eight or ten comparatively smaller payments of the monthly agreement plan are easier to meet than the much larger notes. Therefore, the chance of default is lessened.

5. The interest charge is less, per payment, than with the fewer notes, therefore not so objectionable.

6. The woman is very much a factor when it comes to buying a radio

set. She is the final court of appeals. She very frequently controls the "butter and egg" money and will be inclined to favor the monthly payment plan.

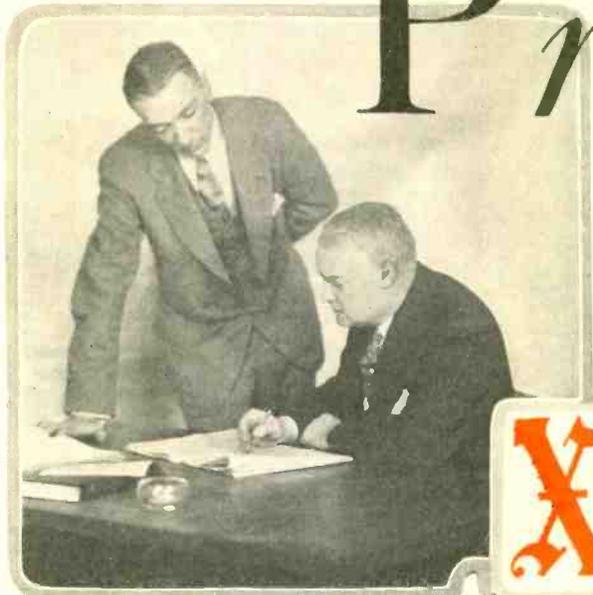
7. The modern "Sales Agreement" is clear and concise. It will not alarm the most timid.

Let's take a practical example. John Gordon, Lincoln, Ill., sells 78 per cent of his radio customers on the monthly payment basis. He gets 20 per cent down and the balance in ten thirty-day intervals. He charges $\frac{1}{2}$ of 1 per cent a month and an added 2 per cent flat charge, making a total of 8 per cent.

Over half of his customers live on farms and eighty per cent of them have, so far, been converted to the monthly "butter and egg" policy.

"My losses have been negligible," he declares, "and the advantage of being able to sell the farmer for 'spot cash,' to all intents and purposes as far as the dealer is concerned, has enabled me not only to discount my bills from the manufacturer and to expand my promotional activities at a normal rate, but has permitted me to decrease capital investment charges 20 per cent during the past twelve months."

P reparing



Analyze Last Year's Business

BUYING your Christmas supply of radio—and buying it right—is a man-sized job.

It is difficult enough to purchase any merchandise, even the most staple, so that you will have sufficient to meet the holiday demand and not too heavy an inventory when that demand falls off, as is the case at Christmas time. It is far more difficult with radio, because its merchandising history has been such a remarkable one.

I believe, therefore, if I outline the method which is usually used by a department store in planning its Christmas business, it might prove of some assistance.

First of all, we secure the sales and purchases and monthly inventories for the months of October, November and December, in past years. This, broadly speaking, is the Christmas season, although in reality the real Christmas business does not begin until the day following Thanksgiving. The sales are first analyzed; comparison is made between them and whatever sales effort was made the preceding year, such as newspaper advertising, direct-mail advertising, window displays, telephone or direct personal solicitations, special displays elsewhere in the store than in the department, and so on.

Then the advertising of all competitors is compared with our sales volume on the same days in an endeavor to ascertain what effect it has

had upon our business. If you have no file of advertising, you can always examine the bound copies of your daily newspapers at your local public library.

NEXT in order is planning the sales for 1927. Ideas that will help in this planning are secured not only from local newspapers but from trade journals, newspapers of other cities, manufacturers' literature and similar sources. At the same time, careful consideration is given to the mistakes we made—those ideas that we tried out and which did not prove successful. By analyzing these mistakes, we learn what to avoid. Sometimes a good idea has failed simply because some little detail has not been properly taken care of and when we

are satisfied of this, we can take proper precautions to avoid a similar failure this year.

This sort of work is usually termed "Sales Promotion," and properly done, takes time and thought. Anyone will realize that to sketch out a preliminary sales plan and to think about it for several months, will produce a much more efficient selling campaign than to try to throw something together hastily, or even worse, wait around for some manufacturer or jobber to present a plan to you.

We usually make a rough chart with space for each selling day and in these spaces we enter whatever particular form of sales promotion we decide should be held on that particular day. For example, in 1927 the Christmas campaign can be roughly

X

Buy Wisely



M

for the HOLIDAYS

Analyze last year's business, buy wisely, plan promotional efforts carefully and prepare for a ten per cent increase this year, is advised by Mr. Ryan



divided into two parts. There are forty-six selling days from the thirty-first of October to Christmas Eve this year. The most important part is the period of twenty-six selling days from Thanksgiving to Christmas Eve. This is the period during which the public buys almost automatically. The preliminary part is the period of twenty selling days from the thirty-first of October to the Eve of Thanksgiving. This is the period during

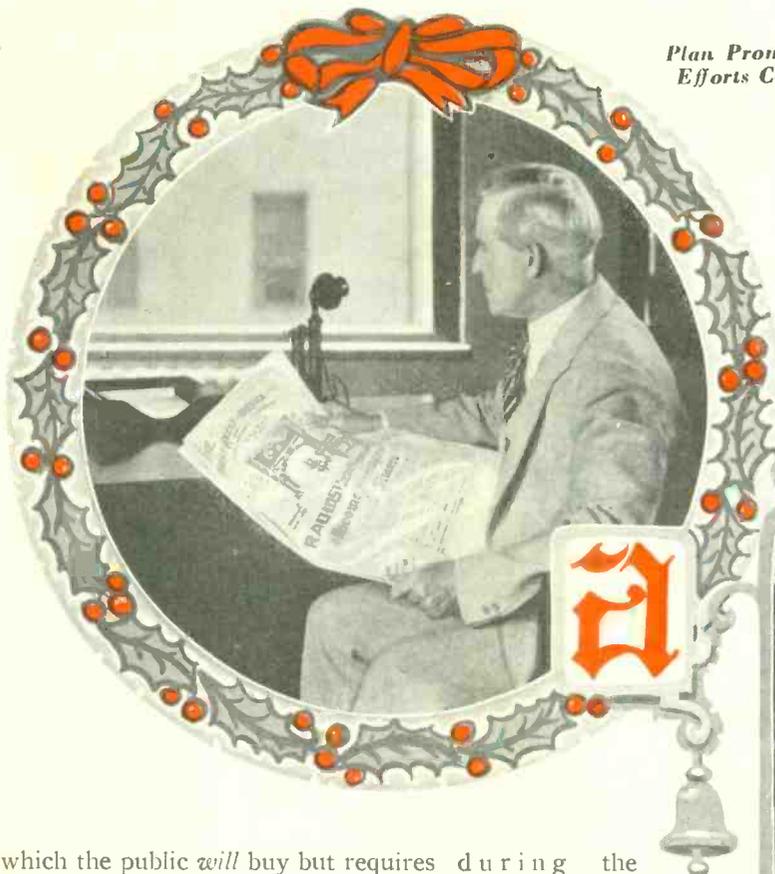
RADIO retailers know from experience that they should have a large and well assorted stock on the first of October; that this stock should be maintained on the first of November and should reach its peak on the first of December. This peak, however, should not be greatly in excess of the October 1st or November 1st figures—not because they will not do more business in December but because the time to reduce stocks is

Radio business does not cease after Christmas; nor, for that matter, does any other business, but it certainly is not as brisk as during the months of October, November and December. Your stock should, therefore, be "pointed" to Saturday, December 24th, this year. This gives you twenty-one selling days from November 30 in which to accomplish the stock reductions necessary to have a properly balanced stock which will meet the public demand after Christmas day.

You have already determined, before taking up the question of inventory, the amount of business you feel reasonably sure of securing during these three months and the efforts that you intend making to secure it. With these figures at

(Please turn to page 78)

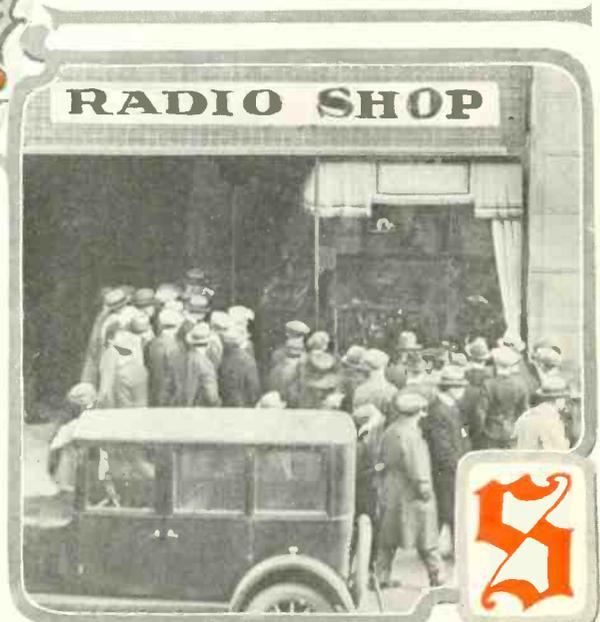
Plan Promotional Efforts Carefully



which the public will buy but requires stimulation.

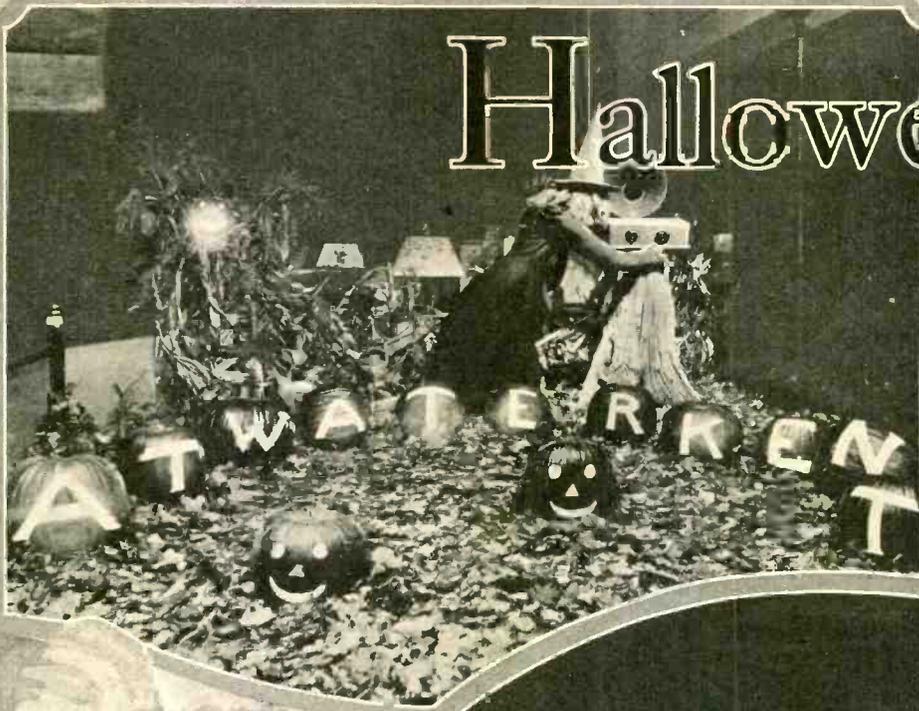
Next an analysis is made of the inventories and it is for this reason that the sales, purchases and inventories of October are taken into consideration as well as those of November and December in planning your Christmas business.

during the period of greatest selling activity. The merchant who attempts to stock so as not to lose a single sale is following a precarious practice after December 1st.



Prepare for 10 Per Cent Increase

Hallowe'en and in Radio



This effective window display (left) by the Electric Supply Co., Phillipsburg, Pa., is within the window-dressing possibilities of any radio dealer. Small electric bulbs are used in the pumpkins.

THE SPIRIT OF HALLOWE'EN (Right)

Black cat cut-outs, fall foliage and mounted animals, borrowed from the local taxidermist, did all that was necessary to catch it in the window of R. Rodgers & Son, Frankfort, Ky.



TIE UP EVERY WEEK WITH A TOPIC OF GREAT LOCAL INTEREST (Above)

Weaver and King, Eagle Rock, Cal., does not wait for Hallowe'en or Thanksgiving nor any other special days to roll around.

This company finds a timely topic every week—in this instance tying up with the local college eleven, champion of its league.

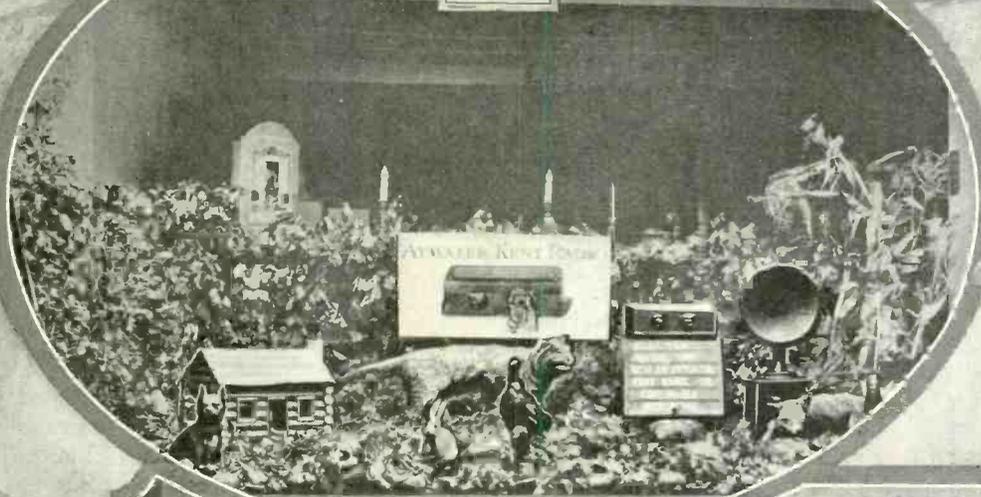
Thanksgiving

Windows

This Thanksgiving display (right) by the Interstate Music Co., Parsons, Kan., required nothing more than a trip into the surrounding country, some crepe paper turkeys and a neat card or two.



ELECTRIC SUPPLY CO
No 3



THE HUNTING SEASON IS ON (Left)

Every hunter is a prospect for a compact set in his lodge and can be trapped at his own game just as Electric Supply Co., Bellefonte, Pa., has done it.



RADIO MUSIC AND GOOD EATING GO WELL TOGETHER AT ANY TIME (Above)

Sealy-Dresser Co., a wide-awake food concern in Portland, Ore., cashed in on the Pacific Northwest Radio Show simply by

placing one radio set in its window. There is more than a suggestion in this idea for any radio dealer.



One of the most enterprising radio stores in Italy, located on one of the principal streets in Rome. American methods have accompanied American goods to some extent and make for progress in merchandising.

Selling Radio in

MANY radio shops and very little radio is the first impression which Italy gives to one familiar with American conditions. Conversation with those in touch with the local situation confirms this impression, but it also gives promise of improvement in the immediate future.

For many reasons, chief of them, perhaps, the really crucial upheaval following the war, radio got a late start in Italy. The retail radio business might be said virtually to have commenced about two years ago—with conditions as chaotic as they were during the early days in America. Everybody was manufacturing

radio and everybody was selling it. "Tobacconists" on every street corner sold sets, most of them cheap and unsatisfactory in operation. Those who bought them were dissatisfied with results and could get no redress. Repairs were impossible because frequently the merchant, and in some cases the manufacturer, had failed before the set was well in operation. Broadcasting was wretched. Word was passed around that radio was something to be shunned, with the result that the public ceased to buy, and those who had laid in a stock of sets disposed of them as best they could and gave up the line.

Some six months ago, the business started up again with a new lease on life and on a sounder basis, and today there is a real interest being shown on the part of the public. Those who are in touch with conditions look at the coming year as the first real "radio year."

Not that conditions are as yet entirely favorable. There are still too many stores, largely due to the practice—common in Italy—of selling "on deposit," which means that the manufacturer carries the sets and the dealer need not pay until he receives his money from the customer.

Broadcasting is still poor. At the present time there are three stations—Rome, Milan and Naples—none of them of more than 1.5-kw. capacity; and the programs from these are mediocre. The broadcasting is entirely in the hands of a private company with a concession from the government supported by a sales and an operating tax on each set, also collected by the government, which retains 25 per cent turning the remainder over to the company. Pro-



One of the few cases where electrical apparatus and radio were combined. However, the dealer said he only handled radio to make it a complete service and there was "nothing in it."

V. BORIO
Elettrotecnico

RIPARAZIONI APPARECCHI RADIO

MILANO
Via Beccaria, 1

APPARECCHI E ACCESSORI — CAMBI MODIFICHE — CALAMITAZIONE
CUFFIE ALTOPARLANTI — E CARICA ACCUMULATORI A PREZZI MODICI

Consulenza per corrispondenza *Milan* Collaudi prove tecniche sopralluoghi *Turin* *Venice* *Bologna* *Rome* *Naples* *Palermo* otto giorni **L. 10** Verbale **L. 5**

THIS is the second of a series of articles on retail methods in Europe that is being written by Ettilde Grunsky, "Radio Retailing's" Pacific Coast editor, who is in Europe making a special study of retail trends and gathering merchandising ideas which may be helpful to American radio dealers. The first article, "Retail Methods in England," appeared in the August issue, and articles on France and Germany will follow in November and December.

Some typical Italian newspaper radio ads.

C. C. I. ROMA N. 6274.

IMPIANTI ELETTRICI
FERDINANDO BALDELLI
SUCCESORE DI M. ALVIERI
ROMA 7 - Via Frottina, 25 - 27 - 28 - ROMA 7
Telefoni: Negozio 60-285 - Abitazione 20-049

Fornitore del Senato della Camera dei Deputati e di RR. Ministeri

Impianti d'illuminazione razionali.
Impianti speciali di centrali telefoniche e di segnali da camera per grandi alberghi.
Impianti di forza motrice - di telefoni interni e comunicanti con la rete Urbana - di parafulmini - di suonerie - ecc.
Studio tecnico per progetti.
Preventivi a richiesta e senza impegni.

ITALY

Riparazioni accurate ad apparecchi radio, cuffie, altoparlanti.

Garanzia - Prezzi modici
GINO BIAGI - Piazza Cairoli, 4 - FROSINONE

grams are seldom given during daylight hours, and conditions are frequently reported to be so bad that even the local station cannot be heard clearly.

Recent announcements, however, indicate that the government has granted concessions for eight new stations to be located at Rome, Milan, Palermo (Sicily), Bari, Bologna, Turin, Florence and Naples. The more important of these stations will have a capacity of 7 kw., the smallest of 1.5 kw. It is expected that the government will either take over or supervise the programs, a step fully in the spirit of the Italian times and one which is likely to find public favor.

This tax on sets which is collected both at the time of sale and monthly as an operating assessment has had several interesting consequences in shaping the radio trade. The tax is not inconsiderable, amounting at the time of the sale to about 60c. for a crystal set, \$1.80 for a tube set, \$1.20 for a loud speaker, and 30c. per tube. In addition, the owner must pay about 45c. a month for the use of his set. Of course, the tax has retarded the sale of radio to a considerable extent, as the public feels that the charge is too heavy.

(Please turn to page 78)

Consultazioni Radiotecniche Private
Tassa fissa normale L. 20
Per corrispondenza: Evazione entro cinque giorni dal ricevimento della richiesta accompagnata dal relativo importo.
Verball: Martedì - Giovedì - Sabato - dalle 13 alle 16
Ing. Prof. ALESSANDRO BANFI
MILANO - Corso Sempione, 77 - MILANO

Below: A typical radio store in Milan, which is the commercial capital of Italy and best situated from the standpoint of broadcasting as foreign programs (mostly German) are available.



Recording

A FEW TRENDS

Data regarding radio receivers and accessories on exhibit at the Pacific Radio Exposition—San Francisco, Aug. 20-27, 1927

Compiled by WILLIAM P. BEAR

Receiving Sets, (42 makes on exhibit)

	Per Cent of Total
As to source of power:	
5 use batteries only	2.3
6 use power packs only	2.7
143 use either batteries or socket power	65.0
66 use AC power exclusively	30.0
<hr/> 220 Total models shown	<hr/> 100.0

Socket Power Devices

	Per Cent of Total
29 are A power units	23.0
51 are B power	40.5
4 are BC power	3.2
5 are B power and amplifier	4.0
35 are A & B power combined	27.7
2 are amplifiers only	1.6
<hr/> 126 Total socket power units	<hr/> 100.0

Speakers

As to Type:	As to Class:
71 are table cones	64 are table cones
16 are air columns	7 are pedestal types
5 are drums	4 are wall cones
4 are vertical horns	13 cabinet consoles
	8 horns
<hr/> 96 models shown	<hr/> 96 models shown

Tubes in Sets

	Per Cent of Total
1 set has 4 tubes	.4
21 sets have 5 tubes	9.5
149 sets have 6 tubes	67.6
29 sets have 7 tubes	13.2
14 sets have 8 tubes	6.6
1 set has 9 tubes	.4
5 sets have 10 tubes	2.3
<hr/> 220 Total sets	<hr/> 100.0
Average 6.26 tubes per set.	

Comparative Summary

Items	1925	1926	1927
Receiving sets, mfrs. represented		97	42
“ “ models shown		205	220
“ “ tubes, av. per set	3.8	5.66	6.26
Socket power devices on exhibit		62	126
Battery chargers on exhibit		21	28

Prices of Radio Sets Complete (average)

Year	Stripped	Complete
1923	\$16.00	\$46.00
1924	50.00	100.00
1925	100.00	175.00
1926	122.00	197.00
1927		272.00

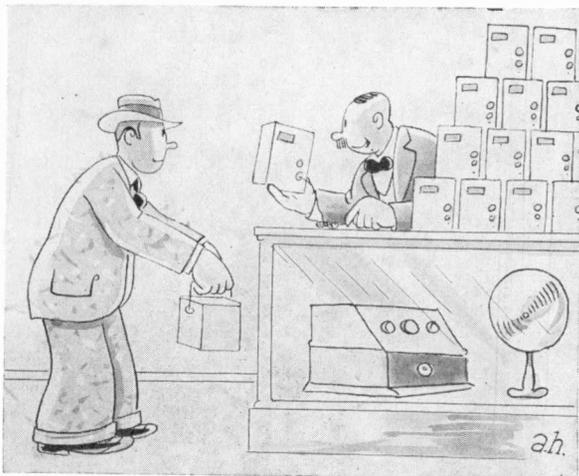
102 POWER Units in 30 Days

An intensive campaign—a combination of advertising, trade-ins and time payments—made this record



THE Barrett Hardware Company, Joliet, Ill., sold 102 socket-power units in one month on the following terms: "Five dollars down, the balance in six months and a trade-in allowance of \$5 on your old storage battery."

Publicity was given this campaign through the medium of 5,000 small circulars which were delivered "house to house" by a local delivery company at a charge of \$5 a thousand.



Only two advertisements were run. The first introduced the campaign. The second one, three weeks later, announced a bargain sale of slightly used storage batteries.

A special window trim and telephone calls to likely prospects were the only other promotional methods employed. Mr. Staehling estimates his total publicity cost, at \$120. He sold close to \$3,000 worth of power socket units, all told, as a result of the campaign.

Fifty-four per cent of those who bought power units turned in an old storage battery and received a \$5 allowance. Fred Staehling, manager of the radio department of this hardware concern, states that from Jan. 15 to March 5, he disposed of 90 per cent of these storage batteries at a slight profit. Many of them were in excellent condition. Those that were obviously worn out were scrapped. The old batteries were sold for from \$5 to \$10. The junkman paid him \$1.25 for each battery that was scrapped.

Sixty per cent of the purchasers of power units took advantage of the terms inducement.

Radio Retailing, October, 1927



Radiolas

from \$69⁵⁰
to \$89⁵⁰

Socket Power
Operated



RCA RADIOLA 50-A—Custom-Built—A deluxe instrument, employing the same perfected Super-Heterodyne circuit as Radiola 52, but using the new Loudspeaker 100-A. Operated directly from electric light circuit—either A. C. or D. C. Complete with Radiotrons . . . \$495



RCA RADIOLA 17—Operates directly from the electric light circuit without batteries or battery eliminators. This year's outstanding achievement in the radio art. Employs the new RCA alternating current tubes. Tuned with one knob. Less accessories . . . \$130.00
With Radiotrons . . . \$157.50



RCA RADIOLA 28—For the many who prefer receiver and loudspeakers in separate cabinets, the 28-104 combination is the standard of comparison in the radio art.
Radiola 28, with Radiotrons . . . \$260
A. C. Package for swapping Radiola 28 for A. C. operation with RCA Loudspeaker 104 . . . \$95



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.
RCA Loudspeaker 104 (A. C.) . . . \$275
RCA Loudspeaker 104 (D. C.) . . . \$310

Socket Power A. C. or D. C.
Storage battery or dry battery
Outdoor aerial or indoor loop
Built-in or separate loudspeaker

WHETHER you live in a city apartment in a congested broadcasting area, a suburban house or on a remote farm, there is in the new complete line of Radiolas a receiving set exactly suited to your needs and your purse.

Possession of an RCA Radiola and an RCA Loudspeaker gives you the assurance of perfect reception of the fine programs from the great broadcasting stations.

For the same engineers in the research laboratories of RCA, Westinghouse, and General Electric who designed the famous broadcasting stations, also designed these Radiolas and Loudspeakers to get the utmost from the studio programs.

When selecting a radio set ask the RCA Authorized Dealer to help you choose the Radiola best suited for your use. He will gladly demonstrate these wonderful instruments and install your Radiola so that you can enjoy tonight's programs in your home.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco



RCA RADIOLA 32—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 A. C. or D. C. Complete with Radiotrons . . . \$895

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Buy with confidence  where you see this sign.

Battery
Operated



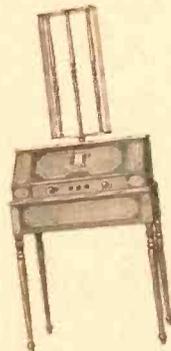
RCA LOUDSPEAKER 100-A—This refinement of the popular model 100 embodies improvements in construction which give greater sensitivity and ability to handle greater volume. \$35



RCA RADIOLA 20—The biggest value in radio. Many times as selective as the average antenna set. A battery operated set that can readily be adapted to A. C. operation.
Less accessories . . . \$78.00
With Radiotrons . . . \$89.50



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. By use of socket power devices, it can be adapted for A. C. operation.
Less accessories . . . \$69.50
With Radiotrons . . . \$82.75



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.
With Radiotrons . . . \$260

One of the series of color advertisements appearing in national magazines.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

The *new* complete line of Radiolas

*—for all methods of operation**

—for all requirements of location

DESIGNED by the same engineers who
planned the great broadcasting stations.

BUILT by the world's greatest electrical manu-
facturers—General Electric and Westinghouse.

CHOSEN by Victor and Brunswick for ex-
clusive use in their de luxe instruments.

ACCLAIMED everywhere as the finest
achievements of the radio art.



"This is a Radiola year," is the verdict of all dealers
who have seen the new Radiola line. Dealers can
assure themselves of their share of the big Fall busi-
ness by placing their orders with distributors now.

**The new complete line of Radiolas includes re-
ceivers for storage battery, dry battery and socket
power operation [alternating or direct current].*

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Radio Retailing

A McGraw-Hill Publication

October,
1927

Vol. 6
No. 4

One of the Reasons Why Radio Is Popular

THE radio dealer who fails to list the tremendous human appeal which is available through the radio today as one of his major selling arguments is missing the best of his opportunities. Take the moving drama of the search for the missing Hawaiian flyers which was available to anyone with a radio who could connect up with station KYA recently.

The situation was this: Two airplanes bearing five persons, one of them a young woman, had flown from San Francisco into the Pacific, to disappear completely. Many ships had set out to search, but ships must plod along slowly and because time was so important an element of the search, two other aviators started out on the oceanwide trip to attempt to locate them. They bore a radio instrument with them and as they went they sent back messages of almost gay banter which were relayed to the waiting public.

Then something went wrong and to indicate it a whining noise began to be apparent to the listener at KYA who communicated his sense of uneasiness to his listeners in turn. Suddenly a message was broken off with the interruption of the call "SOS—We're going into a tail spin!" But a moment later came the reassurance that they were out of it safely. Then an interval, with only the whining noise still noticeable. Shortly after, too short a time to permit of regained altitude, came another call, unfinished this time. "We are going—S-O"—

No more.

The whine rose almost to a shriek—and stopped. Then silence. Silence for all time, although the operator at this end stuck to his post for the rest of the night and many of the public waited and waited, hoping for some word.

The experience was moving beyond words—news—tragedy—lived in its very reality by the listeners. Will the public long do without radio if it knows that such human drama is open to it? Are you letting it know what it is missing?

* * *

Contrasts

TWO of the greatest programs in broadcasting history occurred last month—the Radio Industries Banquet and the Tunney-Dempsey fight. Each of extreme interest, yet each providing a perfect contrast. The one, an evening of delightful entertainment, the other an intense thrill that, for sheer emotional excitement, we believe will never be surpassed.

No wonder radio's grip on the American public is so great. With programs like the two in question, the popularity of radio can never be shaken.

The night of the fight broadcast, the streets were

Are You Selling

deserted. Everyone who could get near a radio set that night, did so. It is estimated fully half the population of the country stayed home and listened to what has been called the most brilliant and stirring word picture that has yet gone over the air. For sheer sustained suspense, Graham MacNamee's interpretation of the fight is unequalled in the annals of the microphone. The sweeping melodrama of the entire fight and the fever pitch of that sensational seventh round were reproduced perfectly in the homes of seven million families.

With radio bringing to the public such diversified service as those two consecutive evenings provided, its future is safe and assured. Which leads us to a final thought—a merchandising one—the programs are the biggest things you have to sell.

* * *

Groping Toward Perfection

THE most impressive difference between the Radio World's Fair this year, and last year's show, is the improvement apparent in practically all types of radio equipment.

That the industry is groping toward perfection in engineering principles, cabinet design and in many other ways, is decidedly noticeable. Receivers and speakers, particularly, this year, are designed with a greater eye value than in the past. And the quality of reproduction has advanced by leaps and bounds.

Sets have three distinct selling points this year—engineering perfection, external beauty, exquisite tone.

* * *

Don't Be Afraid to Refuse Service

THAT sounds rather peculiar in view of our continual recommendation for more and better servicing. However, there are many unreasonable demands from set owners which should be promptly refused. This can be done firmly but courteously. Unless each set owner equips himself with proper meters and testing devices in order to examine his receiving equipment thoroughly, he must expect to be charged for this service even though no trouble is found. Every owner of a motor car has certain service work done every now and then and does not expect to get it for nothing. The same fact holds true for a radio set and it is legitimate business practice to charge for professional services of any sort.

* * *

The Value of "Leader" Advertising

THERE is much merit in the suggestion, made elsewhere in this issue, that small sets can be used as "bait" for larger sales. It is a practice, however, which has been much abused and which must be handled with extreme caution. "Bait advertising," when it is done solely to mislead the public, to lead people into the store

HUMAN DRAMA?

*Tragedy, Perfection,
Electrification,
Tubes, Fights,
and other things
discussed by the editors*

to buy something and then sell them something else, is justly termed a vicious practice. It tends to create enemies, rather than good will.

But when an attractive offer is made through advertising, and customers are sold exactly the merchandise the ad says, on exactly the terms mentioned in the ad, and the transaction is made gladly and smilingly, then the "leader" idea has obvious merits.

In that case, the advantage comes in following up the customer to buy a more expensive set, after he has had an opportunity to get acquainted with radio by means of the small set, and seeks something better. That is the value of "leader" advertising in radio. Its good effects are ruined totally if attempts are made to switch the sale as soon as the customer gets into the store.

* * *

The Public Demands Electrification

IT IS pointed out by John W. Griffin elsewhere in this issue that his customers are demanding that the receivers they buy must function from the light circuit. Electrification, Mr. Griffin believes, will be the outstanding merchandising factor this year.

That is unquestionably the new trend. Dealers who are still undecided about recommending house current sets to their customers are pursuing a mistaken policy. Mr. Griffin declares the policy of his store this year is to exhibit the utmost confidence in electrified sets, and to recommend them heartily to customers. "Otherwise," he says, "my customers will surely go elsewhere for their socket power receivers."

Therefore, his advice is—decide on a line of electrically operated sets of unquestioned quality, and push them to the limit.

* * *

But Batteries Aren't Dead Yet

WITH all the enthusiasm this year about batteryless receivers, dealers should not lose sight altogether of a continuing public demand for battery-operated sets. At the present time, no dealer's stock is complete which does not include an adequate representation of both types of receivers.

Particularly in rural sections where the power supply is not always of the highest caliber, dealers will still devote the major portion of their sales efforts to battery sets.

* * *

Tube Nomenclature Should Be Standardized

ONCE again the very important question of standard tube nomenclature comes up. This pressing subject is one which should be given serious and immediate consideration by all tube manufacturers in conjunction with the R.M.A. and N.E.M.A. Standard Committees. For

all tubes to be known by one company's private model number is unsound.

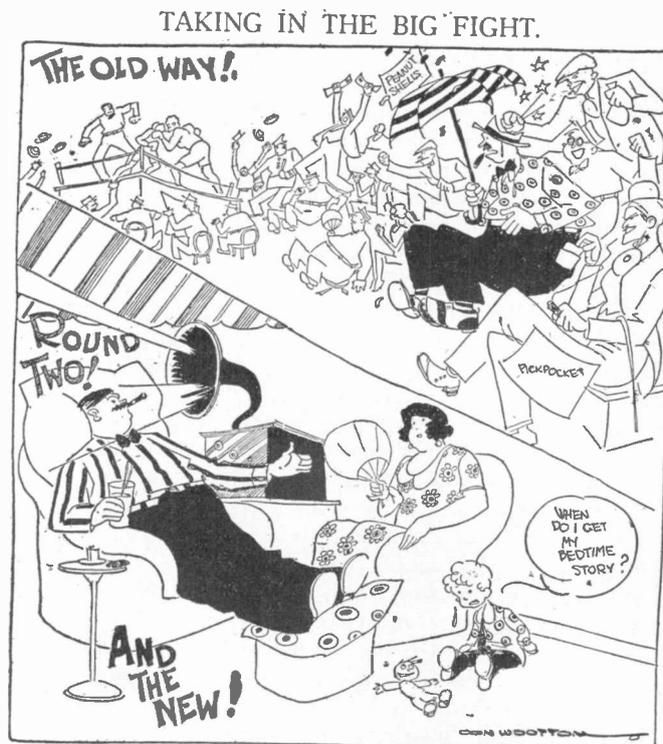
Temporarily, in order to be fair to all tube manufacturers, *Radio Retailing* is designating tubes by the last two numerals which seems to be the most standard form of the wild array of tube designations. An ordinary detector-amplifier will, from now on in these columns be designated as '01-A, or '99, power amplifiers as '12, '71 and '10, rectifiers as '16-B, and '80 and so on down the line. While this is *not* recommended as the best possible solution, it at least fills the gap temporarily and gives each manufacturer an even break until the proper solution is worked out by our manufacturers' associations.

* * *

Careful Installation Rates Bonuses

ONE radio dealer has found that he could reduce service overhead 50 per cent by paying his men a "commission" of one per cent of the sale on every installation that does not require servicing during the month following the completed work.

In addition to this plan five per cent is paid to the men on all sales made while on service work. The five per cent incentive has increased this dealer's total sales to an amazing extent due to the rivalry between his men to outstrip each other in selling equipment while on service calls. The idea is worth a trial.



Elizabeth Daily Journal, Elizabeth, N. J.

Preparing for the Holidays

Continued from page 67

hand, and your inventory of October 1st, it is a simple matter of mathematics to put down the amount of money you have to spend for each month; this automatically settles the question of purchases.

The "breaking down" of these purchase figures into sets and accessories and into price lines and makes is a matter that can only be determined by the individual merchant. He usually finds that there is a certain price, or in some cases, possibly two or three prices at which he does the great bulk of his business. He also finds there are certain types of accessories demanded by his cus-

tomers. A good rule to follow is to place the bulk of your purchases in merchandise that will sell at the prices your customers will pay. Everyone gets a greater kick out of selling a thousand-dollar set than a hundred-dollar one but if the public prefers to purchase hundred-dollar sets from you, then give them hundred-dollar sets. And vice versa, of course.

THE Christmas business generally in 1927 promises to be somewhat better than in 1926. That seems to be the concensus of opinion among merchants, manufacturers and bankers, but "somewhat" does not mean 100 per cent, 50 per cent or even 25 per cent. I would say that the average retail increase for the Christmas season this year over last year will

be about 10 per cent. It would be unwise, therefore, except in exceptional instances, for the merchant to figure on a much larger increase than this.

I feel certain that if radio merchants will follow the general plans of sales promotion and stock control which are the product of nearly a century of experience upon the part of the higher grade department stores of this country, they will find a material betterment of their general business and a conservation of their legitimate profits.

Department stores do about one-sixth of their entire year's business in the month of December and somewhat over one-fourth of the year's business in the months of November and December.

Selling Radio in Italy

Continued from page 71

It also has led to what might be called "bootleg" sets—those made at home which are not reported and on which no tax is paid. The official subscribers to the broadcasting service number about 30,000, but the owners of sets in Italy who are listening in to the programs are probably more than double that number. This building of unlicensed sets has proved to be an important factor in keeping up the demand for radio parts which still form the bulk of the business—about 75 per cent according to the estimate of one radio wholesaler. Where sets are purchased, those not requiring antennas are popular because they do not advertise their presence to the government collector.

No servicing is given free, except for defective sets, and even so there are still a great many cheap sets sold without guarantee in the smaller communities. Reliable dealers make repairs at cost, charging for labor and materials. One interesting advertisement in a radio paper offers, to those whose sets are in trouble, advice by mail for 50c. and verbally for 25c.

Very little advertising of any kind is done, and window displays are not particularly played up, perhaps for the reason that in most cases an iron shutter entirely conceals the shop in the evening and usually from 12 to 3 over the lunch period.

An exception to most of these statements must be made, however, in the case of one or two enterprising firms in Milan and Rome which handle American goods. These establishments undoubtedly set the pace

for the Italian retail trade. They spend an average of 5 per cent of sales for advertising, mostly in direct-by-mail matter. One of these firms has adopted a practice of six months free service, which they advertise as "the American system" and have gone so far as to send a repair man from one end of Italy to the other, at an expense greater than the original cost of the set, to give satisfaction. These firms also allow six months time for payments, with one-half down. They state that both policies have paid good returns in creating good will.

Sets are sold bare (or, as one dealer explained, "nude") with tubes, batteries and government tax extra. Antennas are erected by the telephone company at the customer's request at a charge of about \$5.

American sets and accessories are looked upon with favor, but there is a general complaint that American manufacturers do not understand the Italian market, and unless a different policy is adopted they will lose out.

The reason for this is that merchandising of radio in Italy is still unorganized. There are no jobbers in the strict sense of the word; all who wholesale do a retail business as well, and in most cases the manufacturer sells direct to the dealer. As a matter of fact, some of the manufacturers are also in the retail field. Perhaps for this reason, perhaps because of lack of machinery for co-operation seldom will two dealers in the same community handle the same line.

Cash transactions between jobber or manufacturer and dealer are almost unknown or, when made, must be induced by a generous discount. Ninety-day payments are the rule,

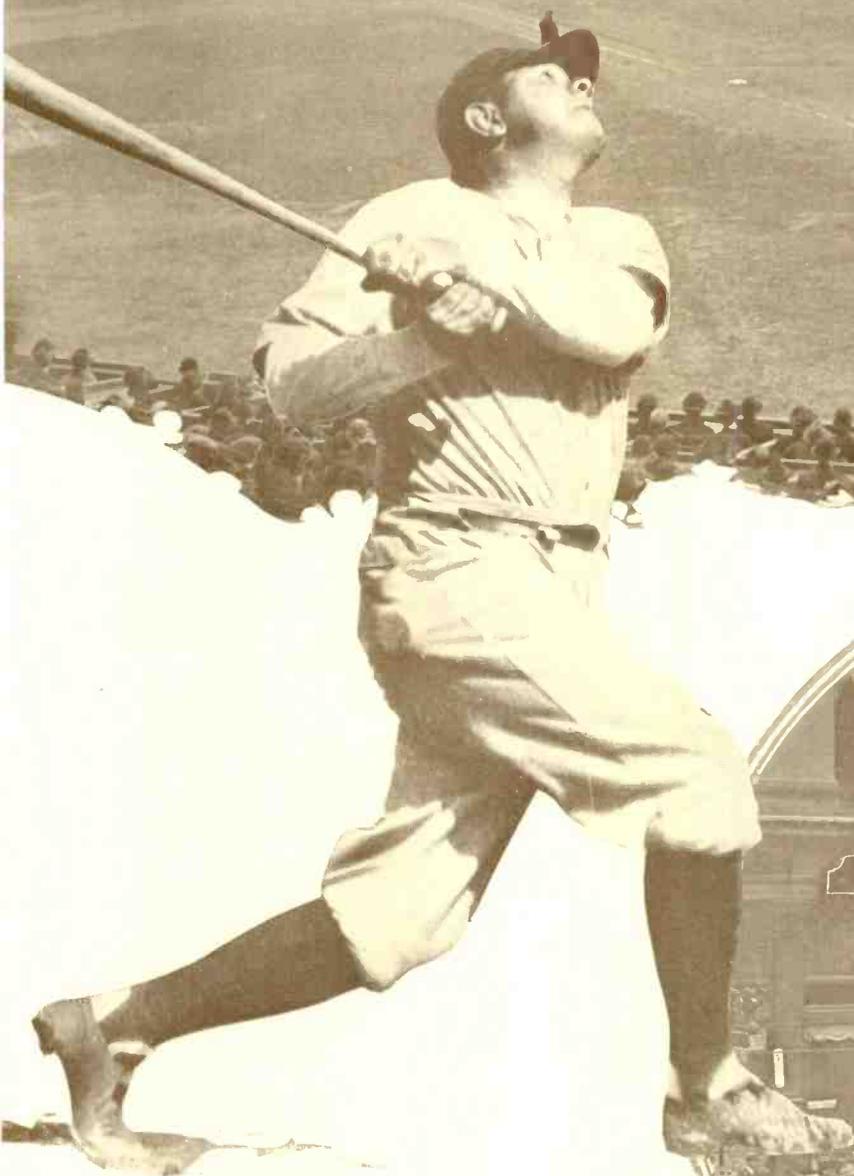
Italian and German manufacturers selling frequently on consignment and expressing a willingness, it is said, to wait as much as four years for payment! The Italian distributor who is daring enough to handle an American line, on the other hand, must pay cash against documents before his goods will be delivered to him, and in addition is out of pocket the freight charges, duty and sales tax, all of which the government collects at once. He must then do business with his customers on the Italian basis of 90-day payments, with the result that a tremendous cash outlay is required before any return can be expected.

The present Italian radio market is not, of course, an important item on the books of American manufacturers. Two hundred and fifty sets sold in Italy in 1926 was the record of one firm handling a popular American make. It is possible also that the Italian temperament and climate does not encourage indoor entertainment and that the market will always be limited. But there is every evidence of great progress to be made in the immediate future—and there is a good share of the rapidly developing business ready for American firms if they are ready to meet local conditions.

The advice offered by reputable Italian firms is this: "Select representatives of good local standing, asking for all the bank references, or other checks, desired. Then allow sixty days after delivery in Italy for payment, not demanding a bank warrant as security. American goods are well liked and if America wishes she may dominate the market. But she must play the game in Italian terms."

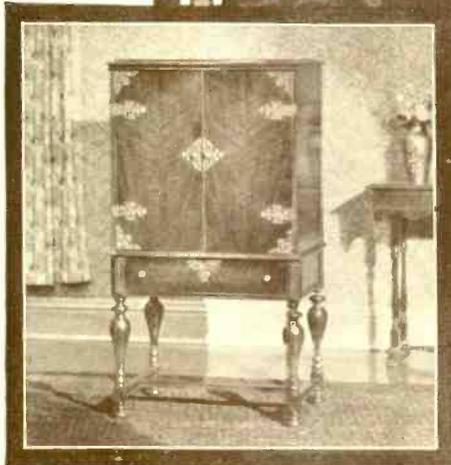
The WORLD'S SERIES

a Radio Opportunity



HAVE you arranged to capitalize the great baseball classic by letting the passing crowds hear the radio returns?

The Mellow Loveliness



THE hidden beauty of great forests—Pan's Concert Hall—made into a setting for sublime music.—

The mellow loveliness of fine woods brought to glorify the splendor of man's latest and greatest triumph—radio.

That is the Radio Master Cabinet—made of rich, beautiful woods which are cut on our own lands, sawed in our own sawmills, and fabricated by master craftsmen in our most modern cabinet shop.

To the inherent beauty of the woods, artists and craftsmen add the work which makes of them—furniture desired by every beholder.

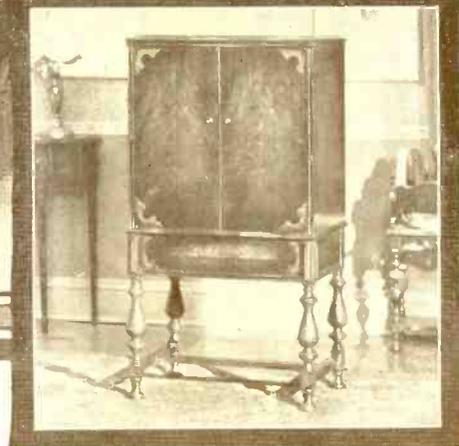
A wide choice of designs in two types of cabinets.—One type has the long horn, acoustically correct speaker made popular by phonograph developments. The other type conceals radio and batteries, and has wood horn ready to install speaker unit.

Installation easy—sell your favorite set as a cabinet—sell cabinets to table set owners.—It's profitable.

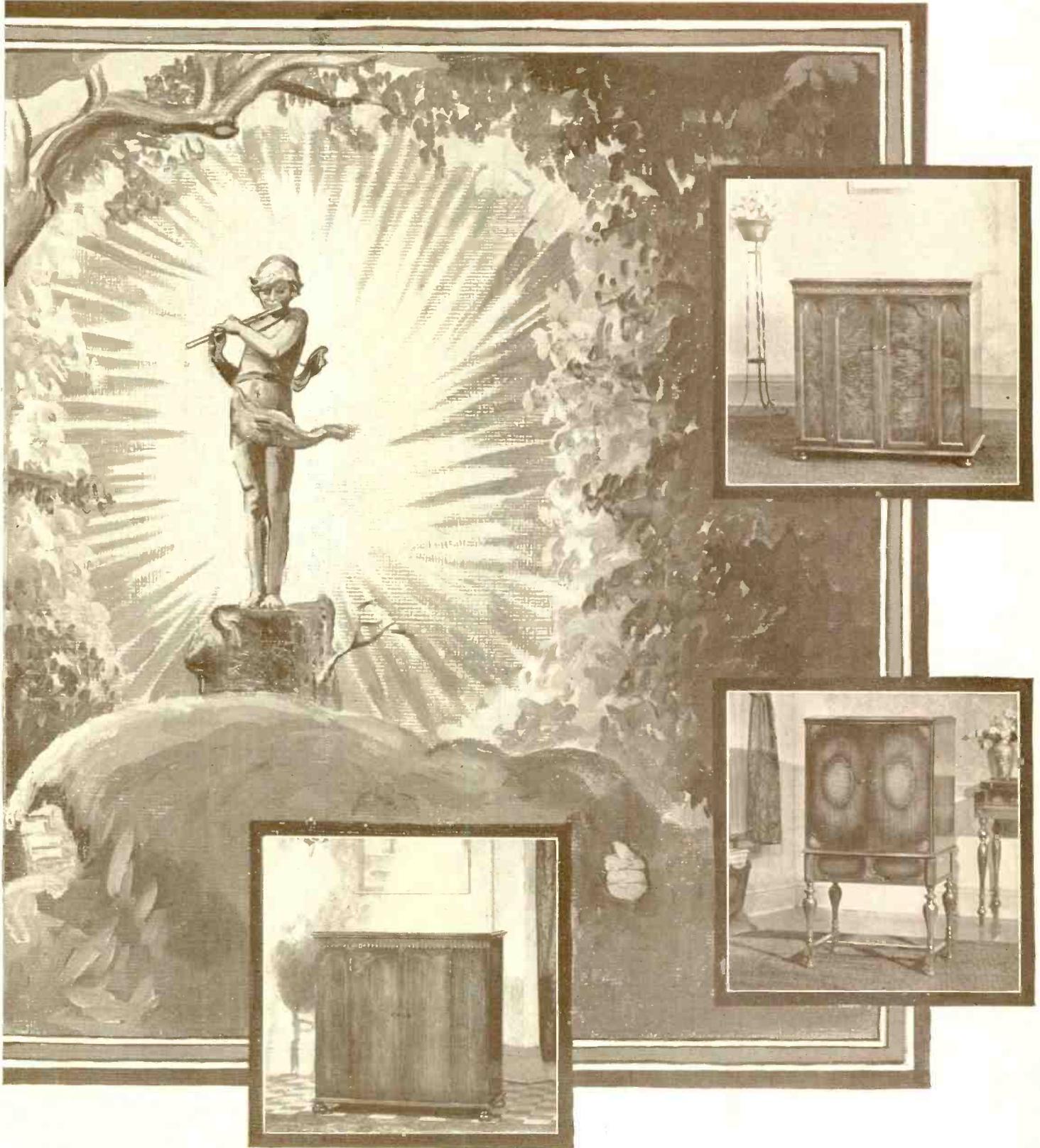
Send for information on Radio Master Cabinets

**RADIO MASTER
CORPORATION**

One of the Ward Industries
BAY CITY, MICH.



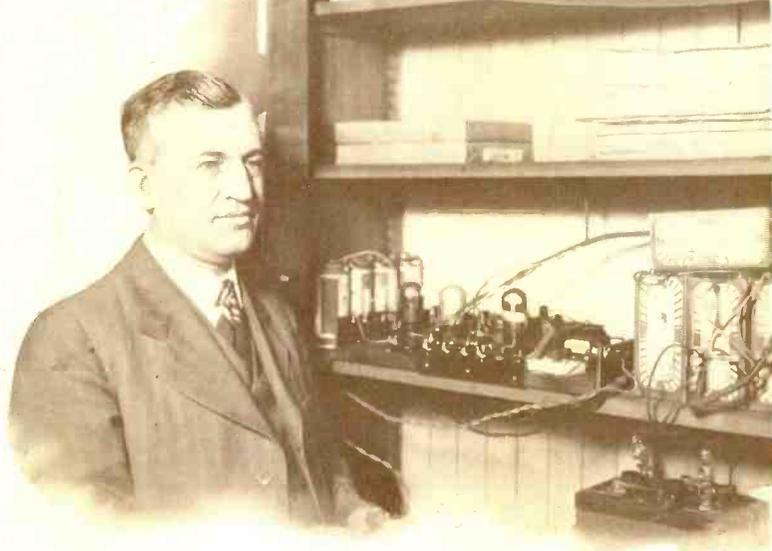
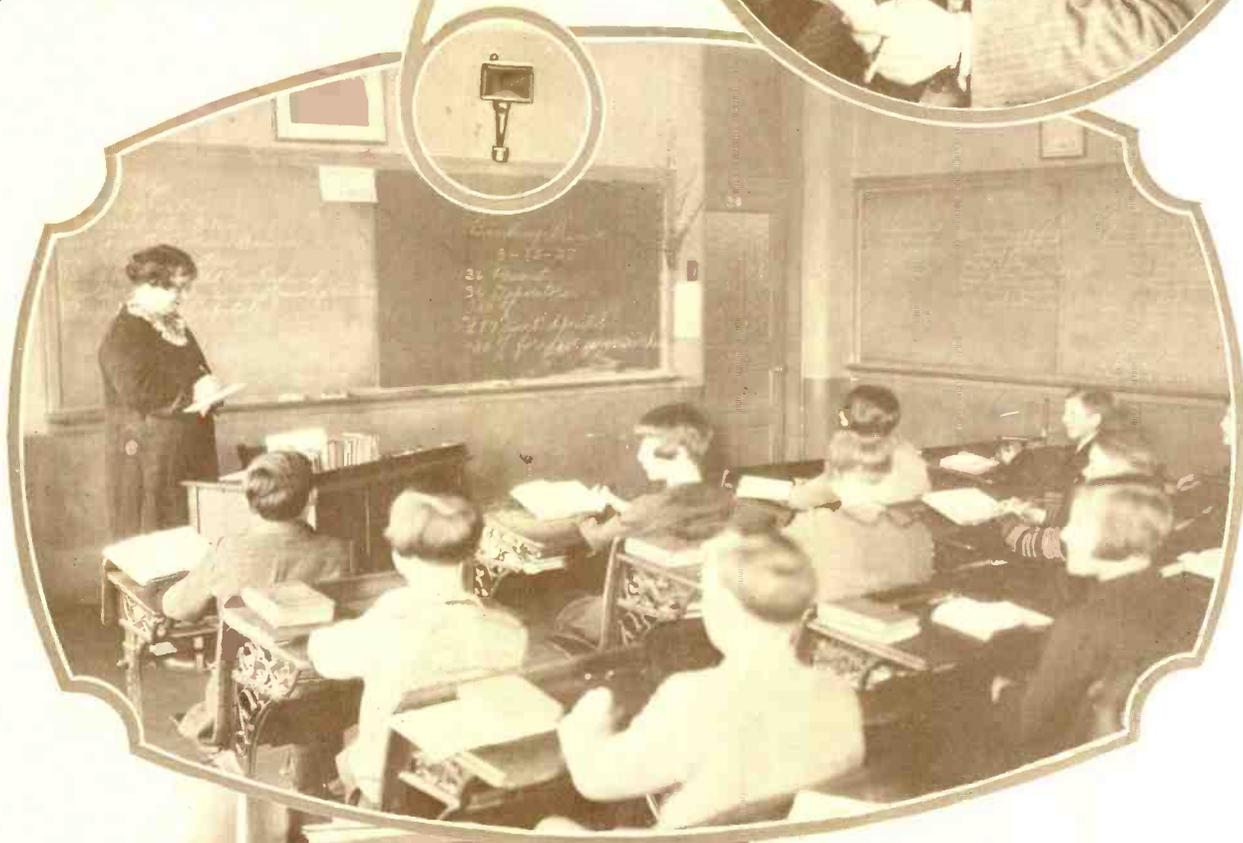
of Pan's Concert Hall



Up-to-Date Schools

Use RADIO

*A New Installation
Any Dealer Can Make*



THE Central Junior High School, Marion, Ohio, is using radio effectively in its everyday classwork. The school has been wired so that every class may be addressed simultaneously without the necessity of calling a special assembly. Speakers have been installed in the classrooms, with the microphone in the principal's office.

Top—W. E. Orcutt, principal, broadcasting to the school from his office.

At left—C. E. Burke, of the Van-Bur Radio Co., Marion, Ohio, the dealer who made the installation. Burke believes every school is a prospect for a similar installation, as well as for a complete receiver so that broadcast programs of educational value may also be heard by the students.

Independents Voice Opinions

Tube patents and licenses are among the problems discussed.

Thinks Independent Tube Future Is Solid

Editor, *Radio Retailing*:

THE future of the independent tube manufacturers, to many, looks very gloomy, yet others turn the same arguments the "glooms" advance into reasons why the business will continue to be good.

The R.C.A. combination is at present suing Stewart-Warner, one of the largest manufacturers of independent tubes. The grounds for the suit is a basic patent on lead-in wires to plate, grid and filament, covering all vacuum tubes, held by the General Electric Company. This company holds patents going back to 1914 on a wire of some cheap material which when heated has a co-efficient of expansion sufficiently low not to break a gas-tight seal when led through glass. Most wire as a rule has a greater co-efficient of expansion than glass thereby cracking the glass seal where the wires come through and join the base of the tube.

A great many manufacturers have cut their forces and orders anticipating that R.C.A. will win its suit and then start after smaller independents. We, together with others, are taking advantage of this condition to increase our production as others decrease theirs. We do not believe that R.C.A. will win this suit as the patents are too old and have never been enforced.

To be sure, R.C.A. has a merchandising plan which requires all set manufacturers licensed under its patents to equip their sets with R.C.A. tubes. This does offer quite some sales resistance. At one time R.C.A. sold 70 per cent of the \$50,000,000 worth of tubes sold yearly. Independents have begun to get a greater proportion of this business. Their tubes in many cases are better and cheaper in price than R.C.A.'s.

People are beginning to realize that others besides the General Electric Company and the Westinghouse Mfg. Co. can make good tubes.

I believe that if the independents formed a manufacturers' association and did united advertising we would all benefit. United we stand, divided some of us fall.

T. J. WILKINSON,
Miller-Wilkinson, Inc.

New York City.

Says There Are Many "Gyp" Jobbers

Editor, *Radio Retailing*:

DURING the past two years I have been a salesman for a radio distributor who spends thousands each year in dealer educational campaigns to enable our dealers to compete intelligently with dealers who have had merchandising experience in some older industry. But in spite of all such education price cutting continues. It is clear that if jobbers maintained the manufacturers' wholesale prices, "gyp"

dealers would be forced to sell at list prices or go out of existence.

Unfortunately there is just as much "gyp" competition among jobbers as there is among dealers and the strange thing about it is, that the very dealers who kick the most about gyp dealers are the first to patronize the "gyp" jobber. These dealers are as bad as any "gyp" because they cut the very heart out of the business by supporting the price cutting, side-line jobber.

Manufacturers who doubt the existence of such a situation should spend some time among the trade and investigate their wholesale outlets.

WILLIAM B. LADD, JR.,
Northeastern Radio, Inc.

Boston, Mass.

Sees Only One Solution for Independents

Editor, *Radio Retailing*:

THE writer read the articles on pages 56 and 57 of *Radio Retailing* for August regarding the situation of the independents versus the R.C.A. in the patent situation.

Although the original purpose of the R.C.A. license arrangement was meant to clarify the radio situation, we believe that a contra-acting situation has arisen. There are many independent manufacturers such as ourselves who do business on a legitimate basis and there are many jobbers who depend upon us for their source of supply who are very much concerned over the outcome of the independents in the radio field.

Unquestionably the independent manufacturers were responsible for the success and progress of the tuned radio-frequency receivers. They have placed it in extremely high regard and demand only to find after its development that they have failed to consider the so-called Alexander-son patent. Many of the independent manufacturers such as ourselves would welcome the opportunity to operate under a license but so far the guarantee of a minimum of \$100,000 royalty per year is entirely out of the question.

Assuming that the R.C.A. have the basic patents on the R.F. circuits it must be borne in mind that there are innumerable independent manufacturers who have a duty to discharge with the American public. They must be considered in the field. Those who can guarantee the \$100,000 per year have naturally taken out the license and we believe there is only one path left for the smaller manufacturer and that is the formation of groups for the guaranteeing of this minimum quantity.

The writer will look forward with considerable interest to hear remarks of the others in the field.

JOSEPH KAUFMAN,
The Langbein-Kaufman Radio Co.
New Haven, Conn.

Day of Over-Production and Over-Stocking Passing

Editor, *Radio Retailing*:

OVER-PRODUCTION and over-stocking are becoming regulated in radio to the extent found in older, well established industries.

Much has been said about the industry getting down to a sound, firm basis, but it will be noticeably sounder and firmer during this year. Competition has become less keen from unreliable manufacturers, and keener among the well established firms.

Advertising is becoming sane in its claims, and sales are depending more upon the actual performance of the set. The coming sets will be simpler to operate and more efficient. Chain broadcasting will increase with the help of leading manufacturers in all lines.

When newspapers began to accept advertising, they received increased revenue. The price of the paper came down, and its value went up, because better journalists and illustrators could be hired and more elaborate means used to cover the news everywhere. In the same way, "good will" advertising on the radio is going to improve it, provided the station is careful to limit the announcement of the organization providing the artists. More funds for the stations will mean better artists, a better staff and the best equipment, all to the advantage of the listener.

D. S. SPECTOR,
Gen. Mgr. Kolster-Brandes
Merchandising Div.

Unsolicited Advertising

Editor, *Radio Retailing*:

IN your June, 1927, issue of *Radio Retailing*, in the article on "How the Contract-Purchasing Companies Finance Time Payments," you list our company under "Synopsis of Contract Companies and Their Plan," on page 57, without any special reference to us. We had no knowledge that you had done this and were quite surprised to begin getting requests for radio financing from practically every state in the Union. Sometime thereafter, one of the distributors whom we serve locally, casually happened to mention the fact that the name of our company was contained in your article.

We have continued to receive these requests for service. In fact, I have one before me now and that is what prompted this letter.

Your paper surely must be a wonderful advertising medium when one little insignificant line in it brought all these inquiries to us. Unfortunately, our service is limited to the State of Wisconsin, and we have not been able to avail ourselves of the business offered.

L. M. JEGER, President,
Standard Securities Corporation.
Milwaukee, Wis.



Service Department of The Philadelphia Motor Accessories Company, Philadelphia, Pennsylvania.

Trouble-Shooting

the Raytheon Type Power Unit

THERE are few elements to cause trouble in the Raytheon approved radio power unit using the B or BH type of tube. Very often the trouble is primarily in the receiver itself, or more likely in the connections and wiring between the receiver and the radio power unit. However, when genuine trouble does develop in the power unit, it may readily be located and remedied and the following suggestions are offered by the Raytheon engineers as an aid to radio enthusiasts and radio service men alike in facilitating inspection and repair work.

The logical place to begin the hunt for trouble in a radio power unit is at the resistor bank, and then work backwards through the filter, rectifier tube, and finally the transformer. It

Conducted by
H. W. BAUKAT
Technical Editor

is assumed, of course, that the 110-volt alternating current is known to be reaching the transformer primary when the radio power unit is turned "on"; that the rectifier tube is not visibly damaged in any way; and that the current is turned "off" before any part of the radio power unit or associated wiring is handled, to avoid dangerous shocks.

An open-circuited or burned-out resistor will result in no voltage from the tap it controls. If the 10,000-ohm fixed resistor becomes open, in

the case of the B-power unit, the detector voltage will immediately increase so that in the tuned-radio frequency receiver the signal strength will be greatly diminished, while in the regenerative receiver there probably will be constant oscillation.

The simplest method for locating a defective resistor is by means of a high-resistance voltmeter, connected to each tap in turn. In fact, this device is essential in adjusting B-power voltages to any receiver, in place of the cut-and-try method. In the absence of this device, a 15-watt, 220-volt incandescent lamp may be employed. It should glow a dull red on the full output and on the intermediate tap of the B-power unit. If the lamp lights equally bright on the detector tap, it is an indication of

an open or defective 10,000-ohm fixed resistor.

If the tap voltages are found satisfactory, and the receiver still does not operate well, the trouble may be due to an open or an omitted by-pass condenser. A short-circuited by-pass condenser will act the same as a short-circuited resistor.

This condition can be caused by an open circuit in the wiring, transformer, choke coils or a broken-down filter condenser.

With power disconnected from the B-power unit and the tube removed, a click should be heard in a test telephone receiver when connected in series with a battery between the plate terminal of the rectifier socket and the *plus* B of the power unit. A click should also be heard between either filament terminal of the rectifier socket and the *minus* B of the B-power unit. These clicks should be of equal strength. If one filament terminal gives a much louder click than the other, it generally indicates a defective buffer condenser. If no click is heard on either filament terminal, then the transformer secondary is open-circuited, or the center tap does not connect to the *minus* B side as it should.

The circuit continuity of the secondary winding of the transformer may be tested by the click between the two filament terminals of the rectifier socket, with the tube removed. If the transformer secondary tests O. K. on the foregoing procedure, there must of necessity be an open circuit in the *minus* B lead.

A short-circuit in the secondary of the transformer can most easily be checked by connecting a 25-watt, 110-volt lamp in series with the primary. The current is now turned on in the usual way, but with the rectifier tube removed from the socket. The incandescent lamp should glow dull, if at all. If it glows bright, either the transformer secondary or one of the .1-mfd. buffer condensers is broken down. With the lamp still in the primary, the rectifier tube is inserted in the socket. If the secondary connections are O. K., and the tube is operative, the lamp will increase in brilliancy. The buffer condensers, if suspected, may be disconnected from transformer secondary and rectifier socket, so as to be tested separately for short circuit.

All Raytheon tubes are thoroughly tested and aged at the factory under full rated load before being packed and shipped. Thus a new tube can be depended upon to function properly.

It should provide satisfactory service for about a year of normal use—at least a thousand hours of radio entertainment. After serving nearly its full life, the voltage output of the tube, previously maintained at a uniformly high level, begins to drop off. When such a condition obtains, the voltage controls can often be adjusted to bring the voltage up again to the desired value, and many more weeks or even months of good reception can be enjoyed before the tube is finally discarded.

IF THE tube gets warm when the B-power unit is in operation, it is sufficient indication that the rectifier tube is operating. If there is any doubt about the proper functioning of the tube, the simplest check is to substitute a new one and note the results with the radio receiver left unchanged for a fair comparison. It is of utmost importance that the existing tube in the radio power unit be replaced by the same type of tube. The substitution of another type may lead to serious trouble.

This condition may be caused by an incorrect connection in the filter circuit, such as a condenser by-passing a choke coil. The hum should increase when either choke coil is short-circuited in turn. If the hum does not increase, the circuit connections to that choke coil should be

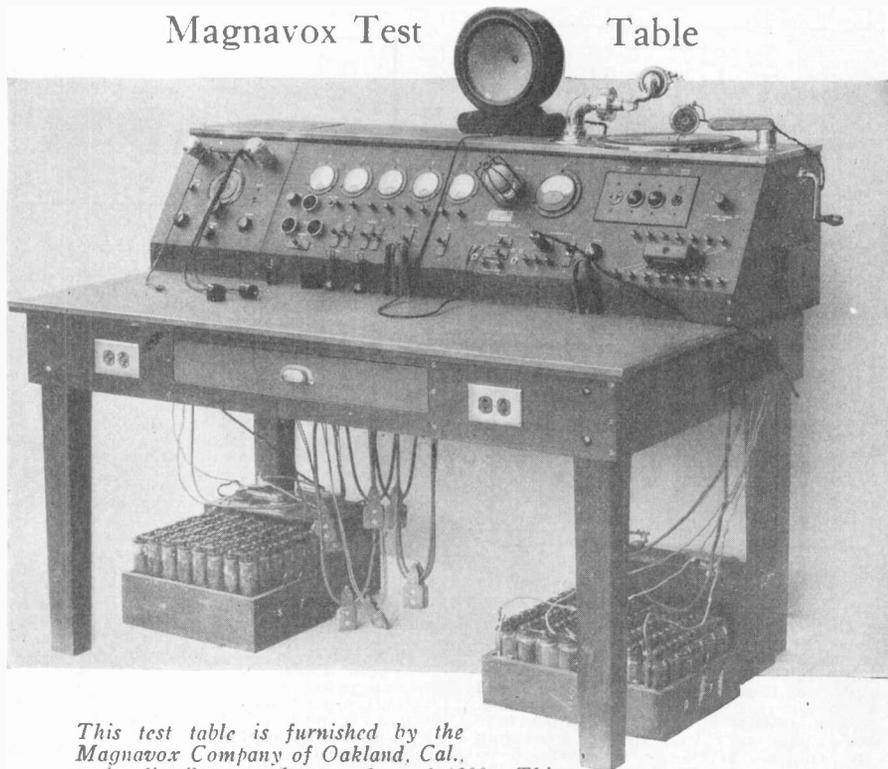
checked, and, if found correct, then the choke coil should be replaced by another of similar characteristics. Excessive hum may also be caused by one side of the A-battery not being grounded.

Those desirous of operating a B-power unit or an A-B-C radio power unit, as the case may be, should have a voltmeter which has a resistance of at least 100,000 ohms, with a full scale deflection of 200 or 250 volts. Such a meter will permit the adjustment of the power unit resistances for the proper output voltages when connected with a given radio receiver. Not only is this of great benefit when the initial installation is made, but it will later be of use in making adjustments to take care of line voltage fluctuations, changes of receiving tubes, etc. Correct readings are impossible with low-resistance voltmeters.

Sometimes, when a B-power unit is connected to a receiver where the grids of the amplifying tubes are not biased with a C-battery, the high voltage may soon paralyze the tubes. This may be remedied by inserting proper values of C-battery for each tube.

Motor-boating, or troublesome audio oscillations which cause fluttering in the loud-speaker, is generally due to conditions in the audio amplifier, and may be corrected by satisfactory adjustment of the amplifier. (See August issue, page 73.)

Magnavox Test Table



This test table is furnished by the Magnavox Company of Oakland, Cal., to its distributors who are charged \$300. This amount is rebated when the table is returned. The test table is complete in every detail. Any kind of adjusting, testing and balancing may be done.



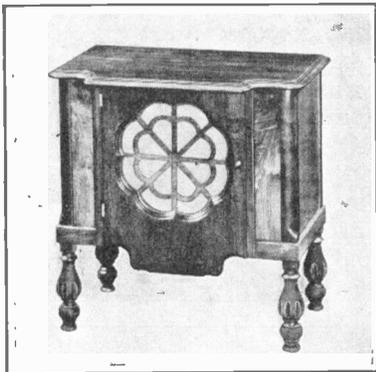
What's New in Radio and

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

Speaker Consoles

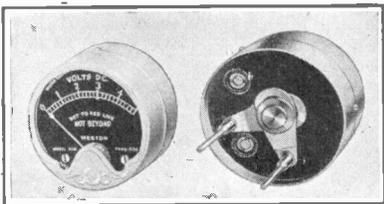
The Ehlert Radio Furniture Company, 2468 Lincoln Avenue, Chicago, Ill., has on the market a number of speaker consoles. The model known as the "Super Excellent" has a burl walnut top and side panels. The legs, posts and all visible parts are of solid walnut. It houses all accessories, and accommodates large sized cone speakers on a shelf behind the grille which swings out with the door. It has a golden tone piano finish in Duco. Made in standard sizes up to 8 in. 30 in. panels; all models are 32 in. high. The model with a 20 in. x 31 in. top is intended to retail at \$59; with a 20 in. x 37 in. top the intended retail price is \$69.50.

The company also manufactures "Table Cabinets on Speaker Consoles" which take cabinets with panels up to 26 in. and 18 in. cones. There are a variety of models which retail at from \$61 to \$68.90.—*Radio Retailing*, October, 1927.



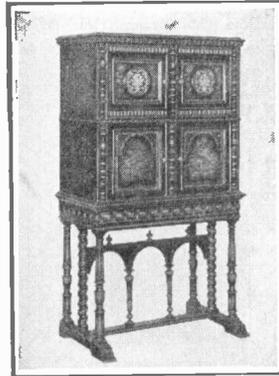
Six-Tube Receivers

Two new receivers announced by the Paragon Electric Corporation, Upper Montclair, N. J., are the "Lincoln" and the "Monroe." The Lincoln is a console type, six-tube receiver designed to operate on batteries, with A.C. tubes or with the "Paragon Power Box." The intended retail prices are from \$175 to \$195. The Monroe is a book case model and is intended to retail at from \$125 to \$135.—*Radio Retailing*, October, 1927.



Pin Jack Voltmeter

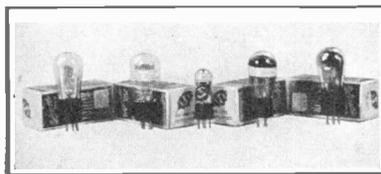
The Weston Electrical Instrument Corporation, Newark, N. J., has placed on the market an improved pin jack voltmeter for determining filament voltages on Radiolas 20, 25, or 28, and Victor or Brunswick combination sets. It has a high internal resistance (125 ohms per volt) and draws less than .005 amperes at the 3-volt mark. It is finished in green gold, with black dial and gold markings. Intended retail price, \$7.50.—*Radio Retailing*, October, 1927.



Spanish Cabinets

Illustrated above is the "Tavoli," deluxe Spanish model made by the I. A. Lund Corporation, 1018 S. Wabash Avenue, Chicago, Ill. It has a paneled four-door, walnut front and the interior is divided into three sections. Its dimensions are 34½ in. x 18½ in. x 60 in. Any size panel up to 31 in. x 9 in. x 14½ in. can be accommodated. The intended retail price, with "Pure-Tone" wood horn and 60-in. tone travel is \$193. With "Fairfax Master" horn and 72-in. tone chamber, \$208.

The company also makes an 18th-century Spanish model, with butt walnut doors, and a bird's-eye maple overlay, in antique highlighted finish. The dimensions are 28 in. x 17½ in. x 54½ in., and it will accommodate any size panel up to 24 in. x 8½ x 13 in. Intended retail price, \$85.—*Radio Retailing*, October, 1927.



New A C Tubes

The Sylvania Products Company, Emporium, Pa., has just added to its line of tubes the SX-226 and SY-227. These are both a.c. tubes. The former is intended for use in the radio or audio frequency stages and has a short heavy oxide coated filament which operates at 1½ volts and 1.05 amp. The base is a standard 4-prong, long-pin type. The intended retail price is \$3. The SY-227 tube is of the heater type and intended for use as a detector. This operates at 2½ volts and 1.75 amp. The base is a special 5-prong type, two prongs of which are connected to the heater wires, the other three being connected to the cathode, grid and plate respectively. Intended retail price of this type is \$6.

Other types of new tubes are being made by this company and are—the SX-171A which is a power amplifier designed for use in the last audio stage. The intended retail price is \$4.50; the SX-112-A is also for use in the last audio stage and has an intended retail price of \$4.50; SX-200-A is a special super-sensitive detector tube having an intended retail price of \$4; SX-120 is a power amplifier for use in the last audio stage of sets using 199 type of tube. Intended retail price is \$2.50. High-Mu tubes as well as full and half-way rectifiers are also being made.—*Radio Retailing*, October, 1927.

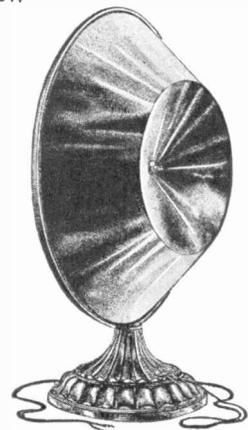
Six-Tube Single-Dial Receiver

The Precision Products Company, Ann Arbor, Mich., has introduced its "Model 25 Arborphone" receiver. This receiver uses the Loftin-White circuit with six tubes and is equipped to use 199 or 201-A tubes with a 112 or a 171 power tube in the last audio stage. A single illuminated dial is used which is calibrated in wave lengths. All parts are fully shielded and the cabinet dimensions are 10½ in. high by 20½ in. wide by 14½ in. deep. The panel is of burl walnut grain, lithographed on by a special process. The cabinet itself is selected walnut veneer and gumwood rubbed to a fine finish. The intended retail price is \$125.—*Radio Retailing*, October, 1927.



Cone Reproducer

The Baker Smith Company, Inc., Chronicle Building, San Francisco, has placed on the market the "Sylvan Frusto" cone speaker, embodying several new features in cone design. As shown in the accompanying illustration, the cone diaphragm is materially decreased in size but simultaneously the total area is materially increased. At the base a large shell-like portion, termed a "Frusto Conical Shell," makes a large cone of considerable depth which is cut off midway from the top and to this is attached a smaller cone shaped diaphragm which is inverted inside of the smaller end of the larger shell. The cones are firmly cemented. By the use of the double cone diaphragm the sound vibrations of high frequency are reproduced by the portions of the cone under greater strain and those of lower frequency by the portions of the cone more free to move. A wide range of tone is thus secured. By inverting the smaller cone, close proximity to the unit is secured, thus relieving the connecting rod from strain without impeding its action. The over all dimensions are 8 in. by 15 in. by 5 in. It is supplied in a richly decorative metal base and standard in four colors. Intended retail price, \$35.00 east of Rockies, \$32.50 west of Rockies.—*Radio Retailing*, October, 1927.



Radio Retailing, A McGraw-Hill Publication

Where to Buy It

News of the latest products gathered by the editors



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

De Luxe Reproducer

The accompanying illustration portrays the de luxe model of the new line of reproducers brought out by the Balsa Wood Corporation and distributed by A. H. Lynch, Inc., 1775 Broadway, New York. It is a finished product, electrically, mechanically, acoustically and artistically. It measures approximately 20 in. x 30 in. and is supported in a well-proportioned easel. The wood work is finished in antique gold. The cloth covering which forms the front of the reproducer is of blended coloring with a predominance of red. The rear of the reproducer is covered with a cloth material finished in a pastel blue. In the center of the rear covering a small, circular, pouch-like section has been provided with a silken draw-string, to permit adjustment of the driving mechanism if necessary. The long cord for connecting the reproducer to the radio receiver is taken directly from the rear of the actuating unit through this circular section. No mechanical contrivances can be seen when the reproducer is in operation.—*Radio Retailing*, October, 1927.



Reproducer

The Mohawk Corporation of Illinois, 2220 Diversey Parkway, Chicago, Ill., has placed on the market a new speaker known as the "Pyramonic," so named because the internal construction is made similar to a pyramid. According to the manufacturer the reproducer consists of four units in one. This speaker is built into four of the five consoles of the Mohawk line and marketed separately it has an intended retail price of \$25.—*Radio Retailing*, October, 1927.



Small Cylindrical By-Pass Condenser

The Igrad Condenser & Manufacturing Company, Inc., 26 Avenue D, Rochester, N. Y., has just placed on the market its type "C" by-pass condenser. These are made in $\frac{1}{2}$, $\frac{1}{3}$ and 1 mfd. capacity. The $\frac{1}{2}$ mfd. size is 2 $\frac{1}{2}$ in. long which includes mounting lugs and is $\frac{1}{8}$ in. in diameter. According to the manufacturer the material used has high insulation resistance, high conductivity and is very non-inductive.—*Radio Retailing*, October, 1927.

Radio Retailing, October, 1927



Output Transformer

Ferranti, Inc., 130 West 42nd St., New York, has placed on the market an output transformer, type Op-1, which has been designed for use with the average power tube and speaker and will give exceptionally fine results with tubes of the '71 and '10 class. The features of this transformer are: High efficiency obtained by means of a large core of one square inch cross-section made of properly insulated laminations; self capacity practically eliminated by dividing the coils into a number of sections while leakage inductance has been reduced to a minimum by winding the primary in two sections, one located inside and the other outside the secondary winding. Ample current-carrying capacity is insured by the use of wire of sufficient gauge to carry continuously direct currents of 40 milliamperes without fear of distortion resulting from saturation. The finished transformer is tested to 1000 volts throughout rendering it safe for use with power tubes employing plate voltages approximating 500 volts.—*Radio Retailing*, October, 1927.

New A C Tubes

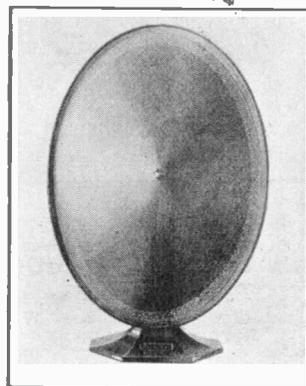
The C. E. Manufacturing Company, Inc., 702 Eddy St., Providence, R. I., announce two new A C tubes operating directly on alternating current. One type will be known as the M 26 and is a $1\frac{1}{2}$ volt filament tube. This tube is best suited for radio and audio stages. The other new tube will be known as type N 27 and also operates on raw A C. This tube is of the separate heater type with a five prong base carrying the cathode connection in the base itself. It is particularly suited for use as a detector although it may be used as an amplifier as well. The heater filament draws 1.75 amp. at 2.5 volts. The general characteristics of these A C tubes follow closely those of the "CeCo" type "A" and vary only in operating conditions. The list price of type M 26 is \$3 and of type N 27 \$6.—*Radio Retailing*, October, 1927.

Dry Type Trickle Chargers

The France Manufacturing Company, Cleveland, Ohio, is making two new dry disc type trickle chargers. Trickle rates of $\frac{1}{2}$ and $\frac{1}{3}$ amp. have been incorporated, also a booster rate of $1\frac{1}{2}$ amp. One model is equipped with a relay switch while the other is for continuous trickle charging. A complete line of France radio power units will be announced later.—*Radio Retailing*, October, 1927.

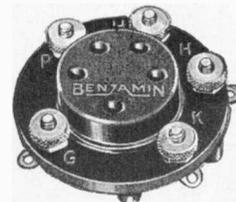
Radio-Phonograph Combination

The Indiana Mfg. and Electric Company, Marion, Indiana, manufacturer of Case radio receiving sets and accessories, is placing its "Radiotrope," a combination electric phonograph and nine tube loop receiving set on the market. This equipment will retail at \$600, equipped complete with a.c. tubes, and \$475 equipped for d.c. but less the tubes and batteries. The radio circuit is the Technidyne, under which the company is licensed. The audio and speaker system consists of the high-grade Ferranti transformers with a large seven-foot air column speaker, equipped with Baldwin Concert Grand units.—*Radio Retailing*, October, 1927.



Oval Reproducers

The Farrand Manufacturing Co., Long Island City, N. Y., is marketing four new models of oval type cone reproducers. The Oval Junior, which leads the line, embodies a new laminated driving unit and is approximately 13 in. x 19 in. The intended retail price is \$16.50. The Oval Senior is a trifle larger and has an intended retail price of \$32.50. The other two models are the Oval Wall type, retailed for \$25 and the Oval Pedestal type which retails for \$50.—*Radio Retailing*, October, 1927.



Five Prong Socket

Benjamin Electric Manufacturing Co., 120 South Sangamon St., Chicago, Ill., has placed on the market the "Y" type socket for use with the new A C tubes of the heater type having five-prong bases. The socket is made in accordance with the cushion design of sockets manufactured by this company and is also made in the new standard color—green bakelite top—which designates a detector tube. Each socket is plainly marked with grid, plate, cathode and 2H terminals which are the heater terminals. The intended retail price with base for mounting on top of panel \$1.20 each. For panel attachment without base, 90c. each.—*Radio Retailing*, October, 1927.

What's New in Radio and Where to Buy It

Eighteen-Inch Cone Speaker

The illustrated speaker is being made by the Algonquin Electric Company, Inc., 245 Fifth Avenue, New York City. The design is Spanish and the front is of one casting, including the ship in the center. Adjustment is made by means of a screw through one of the sails. A full-floating cone is used made of impregnated fabric which is said to be moisture-proof. The intended retail price is \$15.—*Radio Retailing*, October, 1927.



Filter Capacitor Blocks

Two new filter capacitor blocks are being manufactured by the Wireless Specialty Apparatus Company (Faradon) Boston, Mass. They come in lithographed metal containers, are provided with holding down feet, and are furnished in two models. Model WS, 3750-A takes a maximum operating voltage of 300-450 direct current, and 400 alternating current and model WS, 3770-A takes a maximum operating voltage of 450 direct current, and 500 alternating current. Both models are of 1/10, 1, 2, and 4 mfd. capacity. The intended retail prices are \$10.50 and \$14.50 respectively.—*Radio Retailing*, October, 1927.



Vernier Dial

The Brooklyn Metal Stamping Corporation, 718 Atlantic Avenue, Brooklyn, N. Y., is marketing a diamond-shaped vernier dial. These are put out in antique finishes and may be had for either clockwise or counter clockwise reading. A friction drive is used. The intended retail price is \$1.—*Radio Retailing*, October, 1927.



AB-Power Units

The Philadelphia Storage Battery Company, Philadelphia, Pa., announces two new Philco AB-power units for sets up to and including six tubes, using the '12 or '71 power tubes. Two additional AB-units have been added for sets containing six to ten tubes, including either the '12 or the '71 power tubes. Each of the new units has relay control.

The Philco AB-656 contains the improved and guaranteed AA Philcotron rectifier. The AB-356 contains a dry rectifier which will deliver a minimum of 10,000 charging hours on low rate; 6000 on medium and 3500 on high rate and which is definitely guaranteed for 3500 charging hours. Each of these units is equipped with the new Philco current economizer, which allows the user to adjust the charging rate to the lowest point of current consumption that will keep the battery charged. Both of these power units have the typewriter case construction, which permits the top and sides to be lifted off, making all parts easily accessible.

For 6- to 10-tube sets, the Philco AB-686 contains the guaranteed Philcotron electrolytic AA rectifier. The AB-386 has a dry A rectifier. Both contain a UD-96 battery, of increased capacity.—*Radio Retailing*, October, 1927.



Lightning Arrester

The Belden Manufacturing Company, 2300 S. Western Avenue, Chicago, Ill., has added an improved radio lightning arrester to their list of radio accessories. This arrester is of the non-air-gap type, sturdy in construction and with a heavy porcelain body which provides a weather-proof enclosure for the electrodes. It is a reliable radio protector and may be installed either inside or out-of-doors. Approved by the National Board of Fire Underwriters.—*Radio Retailing*, October, 1927.

New Tubes

The Conwey Electric Laboratories, Hoboken, N. J., has recently placed on the market a series of new tubes. The first, known as a.c.-226 is an a.c. amplifier tube with characteristics substantially like the 201A type. The filament of this tube, drawing 1.05 amp. at 1.5 volts, may be heated with raw a.c. The intended retail price is \$3. The a.c.-227 is equipped with a five-prong base and is of the heater type a.c. tube. The intended retail price is \$6. The a.c.-280 tube is a full wave rectifier tube similar to type 213 except that it has an output of over 125 millamp. d.c. The intended retail price is \$5.50. A.c.-281 is a half-wave rectifier with an output of 125 millamp. d.c. The intended retail price is \$9.50.—*Radio Retailing*, October, 1927.

B-Power Unit

The Electric Storage Battery Co., Allegheny Ave. and 19th St., Philadelphia, Pa., has added a super B-power unit, model 9-B, to its Exide line. The new unit consists of a system of electrolytic rectification and will furnish ample current to meet all the requirements of any radio receiving set. It will give any required power up to 180 volts. The detector and amplifier voltages are easily controlled. The unit has a convenient method of switching off the house-lighting current.—*Radio Retailing*, October, 1927.



Five New AC Tubes

The Daven Radio Corporation, Newark, N. J., has recently announced a complete line of A.C. tubes of the four-prong base type, using raw A.C. current. The filament is made of platinum with a special coating. The types are as follows: AC-1 Radio-Frequency Amplifier. This tube is meant for use in the radio-frequency sockets and in the first audio socket when transformers are used. The filament requires 1 1/2 volt-1.05 Amp. List price, \$5. AC-1, D1, Special Detector. This tube is used as a detector and cannot be used in any other socket. The filament requires 1 volt-1.25 Amp. List price, \$6.50. AC-15, Special Audio Amplifier. For use in the first two stages of a resistance or impedance-coupled audio amplifier. Has an amplification factor of 15 and has a 1 1/2 volt-1.05 Amp. filament. List price, \$6. AC-10, Power Tube. Can only be used in the last audio socket. This tube is designed to operate with 400 to 450 volts on the plate. Filament is 7 1/2 volts-1.25 Amp. List price, \$10. AC-R1, Rectifier Tube. A single wave rectifier which will deliver 65 millamp. at 200 volts. List price, \$10.—*Radio Retailing*, October, 1927.



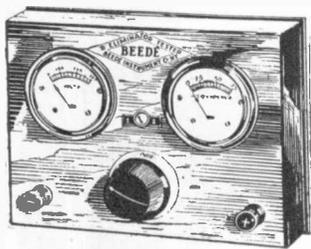
Speaker Stand

A stand to accommodate the new Model E, Atwater Kent speaker is being made by the Albert Wahle Company, Metropolitan and Morgan Aves., Brooklyn, New York. This stand, in bronze and gold finish, harmonizes very beautifully with the speaker.—*Radio Retailing*, October, 1927.

Latest Products Gathered by the Editors

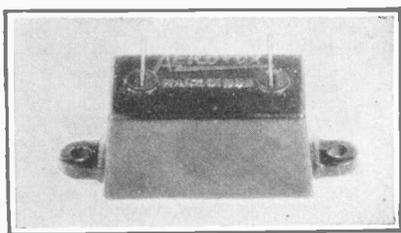
Tester for B-Power Units

The Beede Instrument Company, Pennacook, N. H., has just put out a B-power unit tester as the latest addition to their line of radio meters. This tester consists of a milliammeter, with a range of from 0 to 75 milliamp., and a voltmeter, with a range of from 0-300 volts, a compression type rheostat and a meter switch. The purpose of the meter switch is to make it possible to disconnect the milliammeter so that it may be used separately for testing the set load. The purpose of the tester is to determine the output of any B power unit under various loads.—*Radio Retailing*, October, 1927.



B-Supply Unit

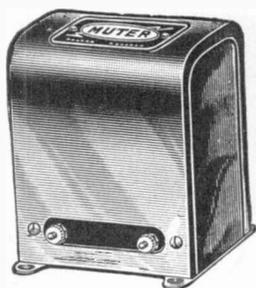
A B-power unit is being marketed by the Leland-Detroit Manufacturing Company, Detroit, Mich., for sets of any size from 3 tub s up. The capacity can be adjusted to suit the needs of each set it may be used with by simply inserting one or more condensers, which are supplied complete in metal boxes. The loading condenser is a three-phase condenser electrically balanced. The unit also contains a specially designed transformer. It has no tubes, does not require disconnection of ground wires, and, according to the manufacturer, does not blow fuses. Intended retail price, \$27.50.—*Radio Retailing*, October, 1927



Bypass Condensers

The development of a filter condenser for bypass work of such design that it overcomes the greatest shortcoming of bypass condensers is announced by the Aetovox Wireless Corp., 70 Washington Street, Brooklyn, N. Y. The photograph shows a condenser designed for bypass work in receivers, amplifiers and eliminators where the working potential is not greater than 200 volts d.c. According to the manufacturer, this condenser is moulded in bakelite, sealed with a non-hydroscopic wax and is impervious to moisture after completion. Being moisture-absorption-proof, it precludes the possibility of internal condenser breakdown and leakage, due to moisture absorption. Since moisture cannot penetrate after the unit is completed, the electrical condition of the condenser when properly used is as good after years of service as the day it was installed. Filter condensers moulded are available in capacities up to 1 mfd.—*Radio Retailing*, October, 1927.

Radio Retailing, October, 1927



Tuned Double Impedance Unit

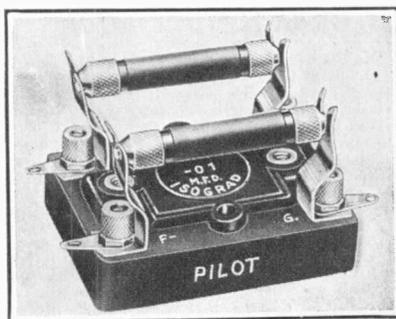
The Leslie F. Muter Company, 76th Street and Greenwood Ave., Chicago, Ill., has placed on the market tuned double impedance units licensed under the Hiler patent. These units are a combination of Hiler coils with Muter condensers assembled and doubly sealed in a highly enameled metal case as protection against atmospheric conditions. The overall size is 4 in. high, 3 1/2 in. long and 2 3/8 in. wide. They are known as No. 3410, for the first stage, 3420, for the second stage, and 3430 for the third stage. The intended retail price is \$6 each.—*Radio Retailing*, October, 1927.

Radio Mast

A light, substantial antenna support of rustproof tubular steel, finished in olive drab enamel, is announced by the Niagara Metal Stamping Corporation, Niagara Falls, N. Y. It comes in two sizes, a 10-ft. 3-section mast, and a 7-ft. 2-section mast. Each of them telescopes into a convenient 4-ft. length. They are readily attached to flat or sloping roofs and ends or sides of buildings. Each is complete with guy wire, pulley, and roof anchors. The larger size retails for \$3 and the smaller for \$2.—*Radio Retailing*, October, 1927.

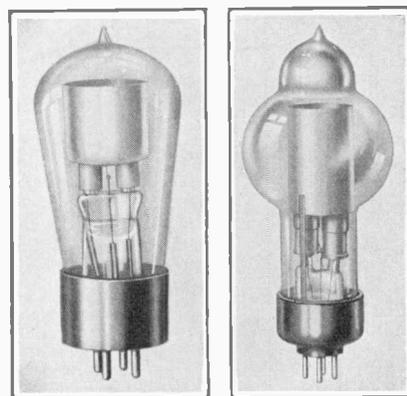
Resisto-Block

The demand for a more convenient type of resistance coupling unit on the part of set builders who require the accurate reproduction which resistance amplifiers give, has led to the development of the Resisto-Block by the Pilot Electric Mfg. Co., 323 Berry St., Brooklyn, N. Y. This coupling unit consists of a moulded Bakelite base, carrying the pair of tubular resistances. A recess in the top of the base is made to hold a Pilot Isograd fixed condenser, of whatever capacity is preferred by the individual construction. Although this method of construction permits the choice of the coupling condenser, the design is such that connections are made from the top by machine screws.—*Radio Retailing*, October, 1927.



Six and Seven Tube Receivers

The Electrical Research Laboratories, 2500 Cottage Grove Avenue, Chicago, Ill., has placed on the market a series of 6 and 7 tube receivers. The super-seven is an Italian Venetian console equipped with 7 tubes and has one-dial control. An RFL circuit is used and the console is dark American walnut trimmed in satinwood. The panels are of matched burl walnut. This is also furnished in a table cabinet. The Queen Marie is a 6-tube, 2-dial control set with an RFL circuit, having a cabinet made of genuine dark American walnut, antique finish. The Gainsborough model has 6 tubes and utilizes 2-dial control, with the RFL circuit. Genuine dark American walnut is used with antique finish. This model may also be had in a table cabinet.—*Radio Retailing*, October, 1927.



Full Wave High Voltage Rectifiers

The Manhattan Electrical Supply Company, Inc., 17 Park Place, New York, N. Y., has placed on the market two types of gas filled rectifying tubes. The first, type 2721, which has a rated output of 90 milliamp. at 470 volts and a maximum secondary voltage per side of 550 volts, is designed for use in B-power supply units. It will also supply A-current for 199's as well as all intermediate B and C voltages. The second tube, type 2723, has a rated output of 300 milliamp. at 500 volts and a maximum secondary voltage per side of 600 volts. This rectifier will supply the A-current for 201A tubes having the filaments in series as well as operate a 210 and supply all intermediate B and C voltages. The intended retail price of the first tube is \$7 and the second \$15.—*Radio Retailing*, October, 1927.

Miniature A. C. Voltmeters

The Weston Electrical Instrument Corp., Waverly Park, Newark, N. J., is making small a.c. voltmeters obtainable in either a 2-in. or a 3 1/2-in. diameter. They are of exceptionally high resistance, having a low-power consumption and excellent damping. Model 476 has a 3 1/2-in. diameter and is made in 3 different voltage ranges—1.5, 10 or 15 volts. The intended retail price is \$8. Model 517 has a 2-in. diameter and is made also in the same voltage ranges. With a 150-volt range the intended retail price is \$10 in either model. These models are also supplied as ammeters and milliammeters.—*Radio Retailing*, October, 1927.

What's New in Radio and Where to Buy It

Anti-Motorboater and Grid Stabilizer

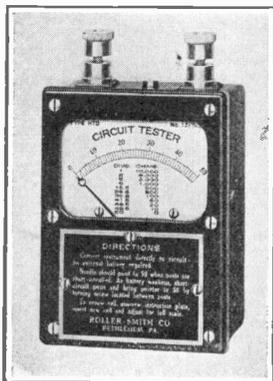
The Daven Radio Corporation, Newark, N. J., has placed on the market an anti-motorboating device for use with a resistance coupled set using B-power supply. In order to install the unit it is necessary to remove only the middle grid leak of the audio amplifier and insert the cartridge in the clip. The unit itself may easily be mounted on a metal, bakelite or wooden base-board by means of machine screws which project from the bottom of the unit. The intended retail price is \$4.

They are also placing on the market a grid stabilizer designed for use in controlling oscillations in R. F. circuits. It is made the same size as an ordinary grid-leak so that it can be inserted in any standard mounting and connected in the input of the grid circuit. The following sizes are made—200, 300, 400, 500, 600 and 750 ohms, with an intended retail price of 75c. each.—*Radio Retailing*, October, 1927.



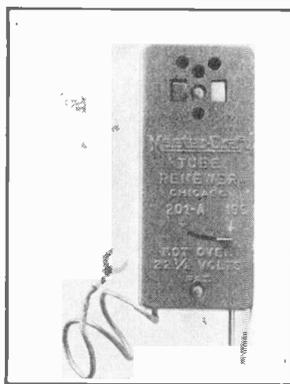
Circuit Tester

The Roller Smith Company, 233 Broadway, New York City, is manufacturing a circuit tester consisting of a small, high-grade, d'Arsonval type direct current voltmeter connected in series with a small dry cell. It also indicates resistances approximately. The scale is divided into 50 uniform divisions of arbitrary value. Below the scale is the chart by means of which the resistance is indicated. The instrument is enclosed in a heavy sheet metal case with black finish. A standard flashlight battery is employed for the dry cell. An adjusting screw is provided whereby falling off in battery voltage can be compensated for up to the point of practical exhaustion of the cell. The tester is known as Type HTD and is intended to retail at \$21.—*Radio Retailing*, October, 1927.



Set Testing Instrument

The Weston Electrical Instrument Corporation, Waverly Park, Newark, N. J., has placed on the market Model 519 radio set tester. This tester is equipped with one high-resistance meter, having various scales for testing different circuits. To test a set the dummy plug furnished is fitted in which ever socket in the set it is desired, and adapters are furnished so that any kind of socket may be accommodated, then a switch is rotated for the various tests desired. By this means open or short-circuited transformers may be immediately found, all battery readings taken and any other data obtained as desired regarding the receiving set under test. There are three binding posts on the side which makes the meter available for separately testing batteries and eliminators. The instrument is mounted on a Bakelite panel and is inclosed in a mahogany colored case. A book of instructions comes with each tester and two extra cords with tips for connection to the binding posts. It is a very compact device and weighs but 3 pounds.—*Radio Retailing*, October, 1927.

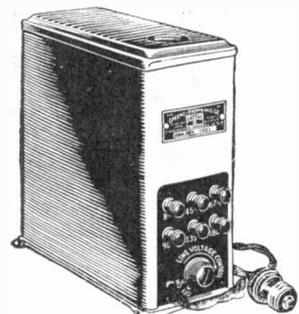


B-Battery Operated Tube Rejuvenator

The illustrated tube renewer is made by the Master-Craft Products Company, 3801 North Clark Street, Chicago, Ill. It is equipped with contacts at one end of the Bakelite moulded case where the tube is inserted (either a 201-A type or a 199) and the connections are then made from a 22½ volt B-battery supply. The B battery is used for flashing the tube. The tube is then aged by placing it in the socket of the receiving set with the B-supply disconnected. In the center of the device is a small lever by means of which the resistance may be changed to suit the type of tube to be rejuvenated. The intended retail price is \$1.—*Radio Retailing*, October, 1927.

B-Power Supply

The Greene-Brown Mfg. Company, 2600 North Western Ave., Chicago, Ill., makes several types of B-power units. The first is known as "Green B Hi-Power" and has six voltage taps with a maximum capacity of 55 milliamp. at 180 volts. This unit will operate a set using from one to ten tubes. The intended retail price is \$30 which includes the tube. The "Brown B Super-Power" has high and low voltages controlled by a switch, and is intended for use with extra sensitive sets using from one to 12 tubes. The intended retail price including tube is \$33.50. The "Greene B 5-6-7" has a capacity of 35 milliamp. at 135 volts. This last unit is designed for use with sets using from one to seven tubes, and the intended retail price with the tube is \$27.50.—*Radio Retailing*, October, 1927.

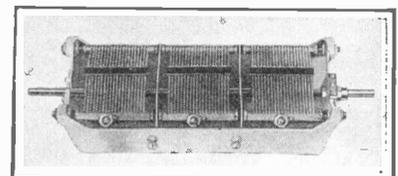


A and B-Power Supply

The Webster Co., 850 Blackhawk St., Chicago, Ill., is putting out a new model A and B-power supply known as "Bone-Dri A-B-10." This supplies up to 2½ amp. at 5½ to 6 volts direct current. Two Raytheon A-cartridges are supplied for full wave rectification. This unit is equipped with an automatic switch for automatic control from the receiver off and on switch and also with an ammeter and heavy duty rheostat so that the unit may be set for various receivers using from 5 to 10 tubes including a power tube. The B-supply is the same as in the Webster Super-B. Overall dimensions are 10½ in. high, 6½ in. wide, 11½ in. long.—*Radio Retailing*, October, 1927.

Duo-Spaced Gang Condensers

Amsco Products, Inc., Broome & Lafayette Streets, New York City, has just placed on the market some Duo-Space Precision Condensers. These are straight line tuning condensers having a spacing between rotor and stator plates twenty thousandths of an inch greater than in their other standard types. Triple condensers are assembled within an aluminum casting which preserves the alignment regardless of the manner of mounting. These are furnished in single units, Siamese units, and triple units. Capacities of .00035 and .0005 mfd. can be had in any of these styles. The prices are, in accordance with capacity and style as enumerated above respectively, \$4.50 and \$5.50, \$9 and \$11, \$13.50 and \$16.50.—*Radio Retailing*, October, 1927.

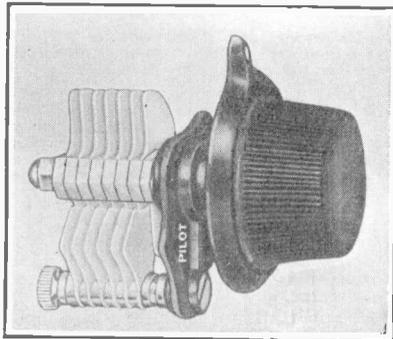


Latest Products Gathered by the Editors

Midget Condenser

Genuine Bakelite has replaced metal wherever possible in the midget condenser made by the Pilot Electric Mfg. Co., Inc., 323 Berry Street, Brooklyn, N. Y. It is specially designed as a neutralizing and balancing condenser to compensate for coil and condenser variation. It is made in two sizes:

A 7 plate with a minimum capacity of 3.5 MMF and a maximum capacity of 25 MMF, and a 13 plate size with a minimum capacity of 4.8 MMF and a maximum capacity of 50 MMF.—*Radio Retailing*, October, 1927.



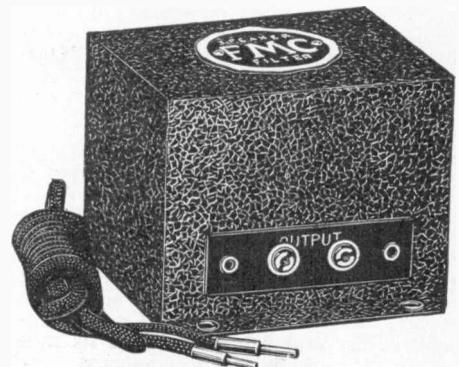
Automatic Trickle Charger

The Sarvas Electric Company, 37 Maiden Lane, N. Y., has brought out the "Tritox," a new trickle charger. It is entirely automatic, and is combined with a relay switch which has provision for plugging in any B-power unit. It uses, as its rectifying unit, a special design of the Westinghouse "RECTOX" and is free from acids, liquids, tubes or noise, according to its manufacturers. Once installed, the set-switch controls everything; battery, charger, and B-supply if used. "Tritox" delivers a taper charge of from $\frac{1}{4}$ to $\frac{1}{2}$ ampere. The intended retail price is \$16.—*Radio Retailing*, October, 1927.

Speaker Filter

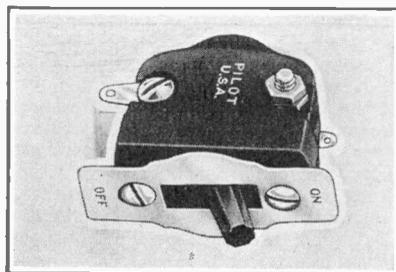
The F.M.C. speaker filter is enclosed in a black crystalized metal case with a Bakelite insulation board on one side holding and insulating a pair of phone jacks into which the speaker cord is inserted; and a phone cord on the other side which is inserted in the speaker terminals of the radio set. It is manufactured by Ford Radio & Mica Corporation, 111 Bleecker St., New York City.

It is designed to be used as a filter to keep the high current required in the plate circuit of power tubes out of the windings of the speaker. It not only protects the speaker from excessive high current flow, but improves the quality of reproduction because the constant D.C. strain is entirely eliminated from the speaker windings.—*Radio Retailing*, October, 1927.



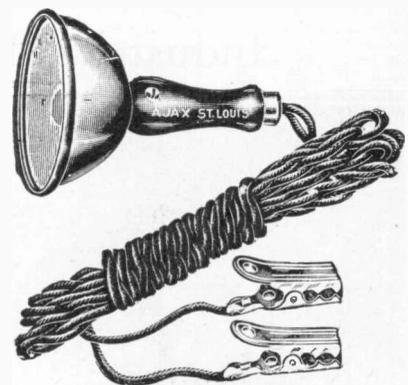
Ohmmeter

A new resistance-measuring instrument has been announced by the Roller-Smith Company, 233 Broadway, New York. It is a form of slide-wire ohmmeter known as Type COM. It weighs $3\frac{1}{2}$ lb., has a black walnut case and stitched leather handle. There are four ranges: .5 to 50, 5 to 500, 50 to 5,000 and 500 to 50,000 ohms. The battery is self-contained and consists of two standard, cylindrical flashlight cells. The instrument is direct reading and resistances may be read to within an accuracy of 1% of their value according to the manufacturer. The intended retail price is \$70. An adapter for handling very small wire may be had also and its retail price is \$2.50.—*Radio Retailing*, October, 1927.



Radio Trouble Lamp

The Ajax Electric Specialty Co., 1926 Chestnut Street, St. Louis, Mo., is making a radio trouble lamp equipped with battery clips so that it may be attached to any 6-volt storage battery. It is furnished complete with a Mazda bulb genuine silver-plated reflector, crystal glass lens and ten feet of extra flexible cord. The intended retail price is \$1.—*Radio Retailing*, October, 1927.

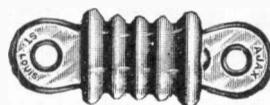


Toggle Switch

A feature of this neat device made by the Pilot Electric Manufacturing Company, Inc. is that while it is small in size and occupies minimum space, it can be used for all radio purposes. It is constructed to carry the full 110 volts of the regular lighting circuit and also the full output of the largest B-power units.—*Radio Retailing*, October, 1927.

Crystal Glass Insulator

The Ajax Electric Specialty Company, St. Louis, Mo., has put on the market the illustrated Crystal Glass Insulator for antennas. According to the manufacturer this insulator will not absorb moisture, and large flanges at each end prevent accumulated surface from grounding the antenna. It is $3\frac{1}{2}$ in. long and $1\frac{1}{8}$ in. in diameter and will stand a heavy strain. Intended retail price per 100, \$10.—*Radio Retailing*, October, 1927.



ABC-Power Unit

A new ABC-power unit is being manufactured by the Paragon Electric Corporation, Upper Montclair, N. J. This unit converts raw alternating current into the proper A, B, and C potentials for any type of radio set. It is being built in two models, one a complete ABC-power unit, intended price, \$125; and the other for A.C. tube operation, intended price, \$75.—*Radio Retailing*, October, 1927.

Heavy Duty Wire Wound Resistor

A new rheostat is being made by the DeJur Products Co., 199 Lafayette Street, New York, N. Y. It is designed for power sets and A-B-C supply. The 10 watt size, in 150, 1,000, 2,000 or 5,000 ohms, is \$1.00. The same resistance for 20 watts is \$1.25.—*Radio Retailing*, October, 1927.

What the Trade is Talking About

Chicago Show Surpassing All Previous Ones

The Sixth Annual Chicago Radio Show taking place in the Coliseum, October 10 to 16, is expected to surpass any previous expositions held in that city both in number and character of exhibits and in attendance. An elaborate program has been arranged, including the opening of the Show by Mayor Thompson of Chicago, and Lieutenant-Governor Fred Sterling of Illinois.

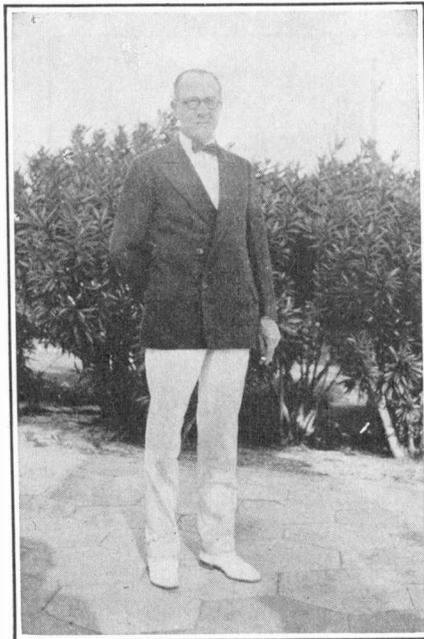
C. J. Herrmann is again the Managing Director of the Exposition and G. Clayton Irwin, Jr., is General Manager.

The Radio World's Fair at New York last month was undoubtedly the most profitable consumer show, from a trade standpoint, that has yet occurred. Business transacted exceeded everyone's expectations and it is estimated that close to 225,000 people witnessed the exhibits.

A. H. Grebe & Company Becomes R.C.A. Licensee

A. H. Grebe & Company has concluded an agreement with the Radio Corporation of America whereby it becomes a licensee of the latter company. The Grebe Company has several patent rights of its own which in some instances conflicted with those of the Radio Corporation of America but an agreement has been consummated to the satisfaction of both parties.

GOLD SEAL ELECTRICAL COMPANY, 250 Park Avenue, New York City, manufacturer of Gold Seal radio tubes, has registered as its trademark the elephant with a gold seal tube in his trunk. This trademark will be associated with all Gold Seal advertising in the future.



Far from His Native Woods

This snapshot of B. G. Erskine, president of the Sylvania Products Company of Emporium, Pa., was taken last winter while he was forgetting the cold breath of the Pennsylvania woods in the balmy air of St. Petersburg, Florida.

SPLITDORF-BETHLEHEM ELECTRICAL COMPANY, Newark, N. J., has recently purchased the Convention Appliance Company of Detroit. Thomas J. Arbron, former president of the Convention Appliance Company joins the Splitdorf organization as Executive Manager of the subsidiary. The statement was issued by Walter Rautenstrauch, president of the Splitdorf-Bethlehem Electrical Co.

Buffalo Dealers Adopt Advertising Standards

The Radio Dealers' Association of Buffalo recently approved the advertising standards offered by the Buffalo Better Business Commission.

John M. Kibler, president of the dealers' association, stated that the Buffalo Better Business Bureau would conduct an advertising campaign to acquaint the public with new standards of value in radio sets and equipment.

The standards adopted by the radio dealers include:

First, distance and selectivity claims should be based on average rather than on exceptional performances.

Second, complete means that nothing further need be purchased to operate the set; list price should mean selling price; price quoted should state whether selling price includes accessories.

Third, state total price in down price offers.

Fourth, name the cabinet woods.

Fifth, identify standard equipment by name.

Sixth, guarantee should be stated in clear and simple terms.

Seventh, superlative terms to be eliminated, lack selling force.

Eighth, disparagement of others to be discouraged.

Ninth, claims for quality of tone which are exaggerated destroy confidence.

Tenth, specify number of sets or number of pieces of equipment if they are limited when advertising a special sale.

Eleventh, define claims for interference eliminators.

Twelfth, describe tuning operations adequately.

Thirteenth, the name "static eliminators" unwarranted; should be avoided entirely.

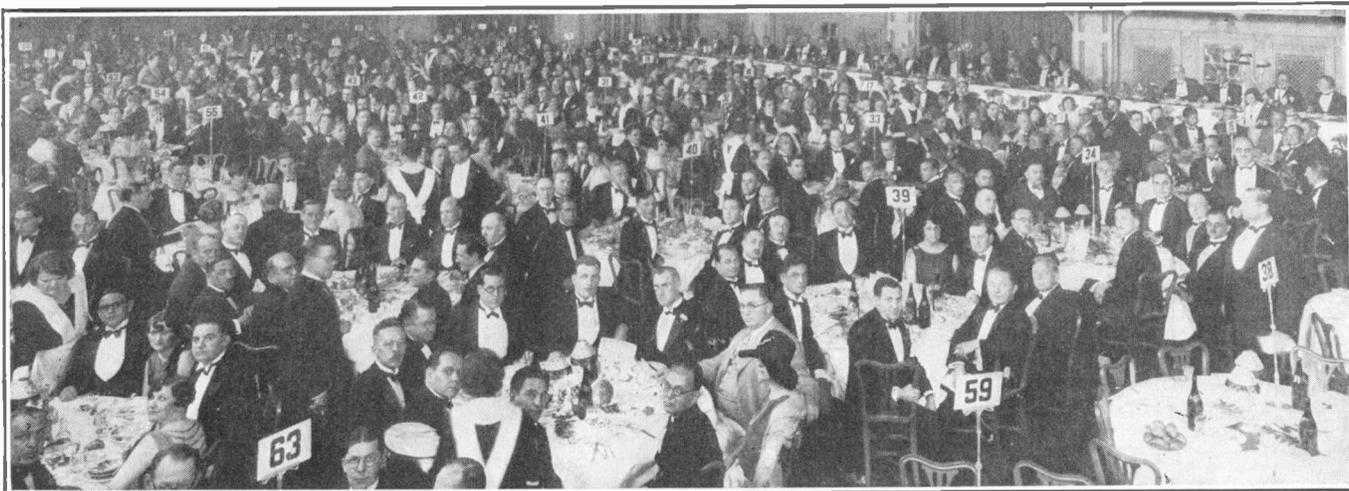
Fourteenth, "seconds" should be branded.

Fifteenth, "from factory to you" should mean sold by the maker to consumer.

Sixteenth, illustrated cuts should be accurate.

Seventeenth, word "free" should be used only when article is free and when it is not necessary to purchase an item to obtain the free one.

Industries Banquet Again Proves Great Feature



The Fourth Annual Radio Industries Banquet at the Hotel Astor, New York City, Sept. 21, again turned out to be one of the outstanding events of the radio year. 2,500 guests attended the dinner and enjoyed the six-hour entertainment.

Four hours of the program were broadcast over eighty-seven stations, the largest hook-up to date. Paul B. Klugh, toastmaster permanent, presided, and the chief speaker was Admiral W. H. G. Bullard, of the Federal Radio Commission.

Dubilier's Annual Statement to Stockholders

The condensed statement of income and profit and loss for the Dubilier Condenser Corporation for the fiscal year ending June 30, 1927, shows the net sales as \$1,621,331.03, or \$1,214,443.78, after deducting the cost of sales. The gross profit is given as \$406,887.25, and the selling and administrative expenses as \$482,171.61. There is a net loss from operations of \$75,284.36, and a further charge of \$47,695.99 for evaluations, write-downs, adjustments, etc., making a net decrease in surplus of \$122,980.35. However, in the statement there is \$214,397.72 for a reserve to adjust the merchandise inventories to lower than cost or market.

During the eight months of this year, orders show an increase of 33½ per cent over the total business of last year, with most of the increase coming during July and August.

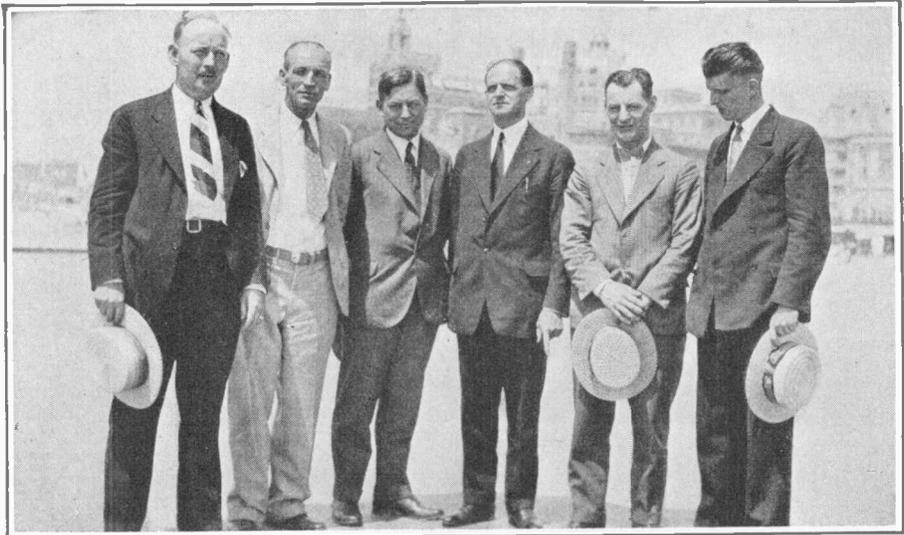
MCLAGAN-ERLA, LTD., is the name of a new merger between the McLagan Furniture Company of Stratford, Ont., and the Electrical Research Laboratories of Chicago. Headquarters and plant are at Stratford, Ont., where they will manufacture Erla receivers, phono-radio combinations, power units, reproducers and accessories for all Canadian provinces. License has been granted to this concern to operate under all Canadian radio patents controlled by the Canadian Radio Patents, Ltd. The officials of the new company are D. M. Wright, president, G. A. Pearson, vice-president, and L. J. Salter, secretary-treasurer. Messrs. Wright and Salter are president and secretary-treasurer respectively of the McLagan Furniture Company, while Mr. Pearson is president of the Electrical Research Laboratories.

REDELL-CORBRIDGE COMPANY, 360 N. Michigan Ave., Chicago, Ill., has been organized to act as manufacturers' representatives for the following concerns: Sentinel Manufacturing Company, Chicago; Temple, Inc., Chicago; Zetka Laboratories, Newark, N. J., and Malone-Lemmon Products, Inc., Plainfield, N. J. The organizers, Jack Redell and R. C. Corbridge, are well known to the mid-western trade.

THE H. T. ROBERTS COMPANY, 914 S. Michigan Ave., Chicago, Ill., has recently been organized to act exclusively as sales representatives of radio cabinet manufacturing plants. Mr. Roberts, who has been actively identified with the radio cabinet business since 1924, is president, and A. J. Kendrick is general sales manager. The concern will market a line of popular priced radio furniture including a number of models that have been selected by Powel Crosley, Jr., for the installation of the Crosley Band Box.

CHICAGO FAIRFAX PRODUCTS CORP., Milwaukee, Wis., recently purchased the Chippewa factory of the Chippewa-Westco Pump Company of Davenport, Iowa. This company, besides manufacturing rubber cement, is beginning the production of radio tone chambers. George R. Haase is president of the company.

ELGIN RADIO CORPORATION has changed its name to Fox Electric Supply Company. The address, 67 North State Street, Elgin, Ill., remains the same.



Winners in Atwater Kent Sales Contest

Atwater Kent dealers who won free trip to the Atwater Kent factory, Philadelphia and Atlantic City, in a contest conducted by the Atwater Kent Pittsburgh distributor, the Esenbe Company. They are from left to right—George W. DeFrance, Grove City; J. H. Phillips, Northside, Pittsburgh; H. M. Swartz of the Esenbe Company; Victor Nelly, Jr., Carnegie; H. H. Baughman, Grove City and William Wampler, Grove City.

De Forest Launches Complaint Against Tube Clause

Formal complaint has been made to the Federal Trade Commission at Washington by Arthur D. Lord, receiver of the DeForest Radio Company, against the "tube" clause in the licenses issued by the Radio Corporation of America to a number of important radio manufacturers throughout the country.

This is the clause in the license agreement which compels the licensees to buy from the Radio Corporation of America the tubes "required to make initially operative the apparatus licensed." Under this clause, it is charged, the DeForest Radio Company and other independent tube manufacturers are prevented from selling tubes to the licensees, as they had been doing before the licenses were granted, thus violating the Clayton Anti-Trust Law.

The Federal Trade Commission has already received requests from other sources to investigate the Radio Corpora-

tion of America as a radio trust, organized by the American Telephone and Telegraph Company, General Electric Company and the Westinghouse Electric Company. It is understood that the Trade Commission will investigate both complaints in the near future.

Portable Set Company Now Re-Organized

The Operadio Manufacturing Company, 705 E. 40th Street, Chicago, Ill., is the name and address of the new company organized from the Operadio Corporation, pioneer portable set builder. The entire personnel, with the exception of one member of the firm, has been taken from the old company. The officers of the new company are: J. McWilliam Stone, president; E. G. Laughlin, secretary and treasurer; Laurence A. King, sales manager, and Harold H. Shotwell, chief engineer.

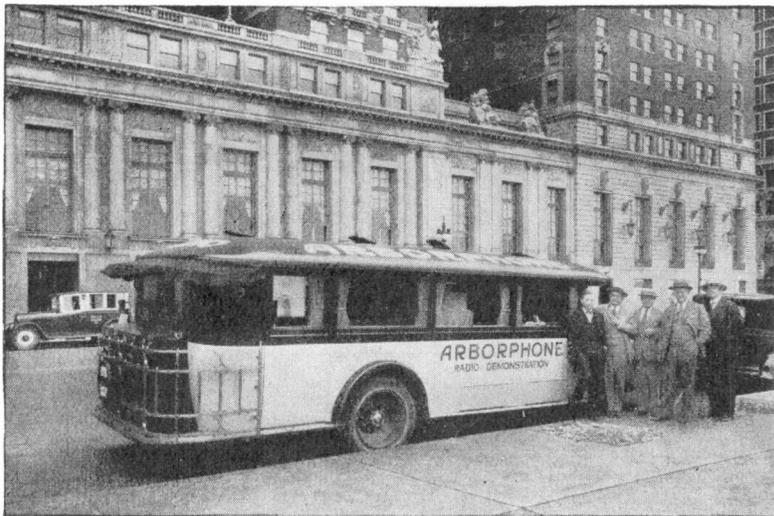
Mr. Stone is offering a new jobber proposition to the trade.

New Radio Cyclopedia

Frederick J. Drake & Co., 1006 S. Michigan Ave., Chicago, Ill., has just published "Drake's Radio Cyclopedia." This book which is written for repairmen, builders, experimenters, students, salesmen and operators, contains 1,672 headings alphabetically arranged, 985 illustrations, diagrams and layouts, 871 pages, 240 possible combinations of receivers with from three to eleven tubes, 121 reference tables and formulas, making it a most complete radio book. It is written in plain English and is easily understood by the layman. The size of the book is 5½ in. x 8½ in. Substantially bound in Art Buckram, stamped in two colors.

REICHMANN COMPANY, 1725 West 74th Street, Chicago, Ill., manufacturer of Thorola speakers and sets, is going ahead with their same policy under an operating receivership, with Sam Howard as receiver. All of the essential trained manufacturing and engineering organization has been retained with Frank Reichmann in full charge of the product.

A Traveling Salesroom



A demonstrator, show room and sales office on wheels is being used this year by the Precision Products Co., Ann Arbor, Mich., to show the complete Arborphone line. In the accompanying illustration are William Ingles, advertising and sales promotion manager; C. A. Verschoor, president; W. Keene Jackson, sales manager of Sanford Brothers; J. C. Sanford and H. A. Sanford.

Atwater Kent Active with Dealer Conventions

The Atwater Kent Manufacturing Co., Philadelphia, Pa., has been busily engaged with dealer conventions during August and September. At each of the meetings the Red Lion and Pooley lines, as well as the A-K line were exhibited.

Prominent representatives of the firms concerned addressed the meetings which, on most occasions, terminated with a banquet and Atwater Kent vaudeville and concert entertainers.

Some of the distributors co-operating with the conventions follow:

Lewis T. Ganster Co., Reading, Pa., Interstate Electric Co., Eureka Park, La., Radio Specialty Co., Milwaukee, Wis., Gee Electric Co., Wheeling, W. Va., Braid Electric Company, Nashville, Tenn., Midwest Timmerman Co., Dubuque, Iowa, Elliott Engineering Co., Binghamton, N. Y., Harrison Smith Co., Dallas, Texas, Morley Murphy, Green Bay, Wis., C. M. Mc-

Clung & Co., Knoxville, Tenn., Columbus Ignition Co., Columbus, Ohio, Radio Distributing Co., Chicago, Ill., Cleveland Ignition Co., Cleveland, Ohio, Asheville Battery Co., Asheville, N. C., Johnstown Automobile Co., Johnstown, Pa., Straus-Frank Co., Houston, Texas, M. A. McRae Co., Inc., Troy, N. Y., Radio Sales & Supply Co., Denver, Colo., Goodin Radio Corp., Wichita, Kan., Motor Parts Co., Philadelphia, Pa., The Louis Buehn Co., Philadelphia, Pa., Garrett Miller & Co., Wilmington, Del., Western Radio Co., Kansas City, Mo., A. A. Schneider Hahn Co., Sioux City, Iowa, Five-Five-Five, Inc., Little Rock, Ark., Southern Wholesalers, Inc., Washington, D. C., Sampson Electric Co., Chicago, Ill.

100 Per Cent Attendance

One hundred per cent attendance featured an enthusiastic dealers' convention held by Davidson Brothers, wholesale distributors in Glasgow, Kentucky. Every

dealer served by these distributors was represented.

E. K. Revercomb, sales representative of the Crosley Radio Corporation, demonstrated the new Crosley receiving set and gave an inspiring talk on salesmanship. A banquet was served to the dealers in the evening.

Department of Agriculture Announces Program

Eleven farm and household features forming the extended 1927-1928 program of the Radio Service, United States Department of Agriculture, are announced for broadcast beginning October 3, 1927. The schedule listing the full program has been sent to radio stations in all parts of the United States and 83 stations will broadcast Radio Service features during the coming year.

The new season's program includes three of last year's favorites "Aunt Sammy's" Daily Housekeepers' Chat, the Noon-time Farm Flashes, and the United States Radio Farm School as well as eight special features, some of which will be put on the air for the first time when the season opens early in October.

THE UNITED MUSIC COMPANY STORES of Massachusetts, Rhode Island and Connecticut, recently entertained their employees at the Biltmore Hotel, in Providence, R. I. Charles Feldman and Charles Popkin, founders of the company, were hosts. Mr. Feldman welcomed the managers and employees at a business session held during the day and the gathering ended with a banquet at the hotel in the evening.

Q. R. S. MUSIC COMPANY, Chicago, Ill., reports a profit in July, during which 47,000 of the company's new rectifier radio tubes were shipped, of nearly twice that reported in the same month of the previous year. T. M. Fletcher, president, made the announcement.

H. M. GRIER, of the Grier-Sutherland Company, automotive equipment and radio wholesalers, Detroit, has been elected president of the Radio Trade Association of Michigan. Mr. Grier has been on the board of directors of this association for some time.

300 Dealers Present at Largest Southern



Harrison Smith Company, Dallas, Tex., recently co-operated with the Atwater Kent Manufacturing Co. in staging the

biggest dealer convention ever held in the South. Guy Smith was chairman of the meeting and carried it to a successful

Chicago Dealers Hear New Kellogg Sets

One hundred dealers and their salesmen recently attended a radio dinner given by the Kellogg Switchboard & Supply Company, in the Hotel La Salle, Chicago. Members of the Kellogg sales, advertising and engineering departments were present to outline sales policies, demonstrate radio sets, and answer dealers' questions.

H. C. Abbott, of the Kellogg sales department, outlined and discussed Kellogg sales plans for the approaching season. Mr. MacHarlan, advertising manager, gave a talk containing many valuable advertising and merchandising suggestions. He outlined Kellogg's new plan for co-operating with dealers.

The new line of Kellogg A.C. models, which consists of two consoles and a consolette, was demonstrated to the dealers.

W. B. GANNON has been appointed as radio representative for the Stromberg-Carlson Company in the Detroit territory.

VICTOREEN RADIO COMPANY, and its merchandising company, the George W. Walker Company, formerly at 6528 Carnegie Avenue, Cleveland, Ohio, have moved to a new location at 2825 Chester Avenue.

N. A. FEGEN, formerly secretary and sales manager of the Zenith Radio Corporation, recently resigned to take up a wholesale distributorship for Zenith in northeastern Ohio, with headquarters in Cleveland.

UNITED MUSIC COMPANY, headed by Mr. Chas. Feldman and Mr. Chas. E. Popkin, with general offices at Brockton, Mass., has opened its tenth store in Providence, R. I., at 283 Weybosset Street.

LA SALLE RADIO CORP., 143 W. Austin Ave., Chicago, Ill., manufacturers of La Salle High Vacuum Radio Tubes, announces the election of Paul C. Dittman as president of the corporation. For more than twenty years Mr. Dittman has been prominently engaged in the lamp industry—an industry which closely parallels radio tube manufacturing.

Radio Shows and Conventions

October 3-8: Salt Lake City Radio Show, Salt Lake City, Utah.

October 3-8: Springfield Radio Show, Auditorium, Springfield, Mass.

October 3-8: Pittsburgh Radio Show, Duquesne Gardens, Pittsburgh, Pa.

October 4-9: Fifth Wisconsin Radio-Music Exposition, Civic Auditorium, Milwaukee, Wis.

October 6-8: Dayton Radio Show, Dayton, Ohio.

October 10-15: Bridgeport Radio Show, Mosque, Bridgeport, Conn.

October 10-16: Sixth Annual Radio Show, Coliseum, Chicago, Ill.

October 17-22: Radio and Electric Exposition, State Armory; Syracuse, N. Y.

October 17-22: Waterbury Radio Show, State Armory, Waterbury, Conn.

October 24-27: National Electrical Manufacturers Association, Apparatus Division, Briarcliff, N. Y.

October 24-29: New Orleans Radio Show, New Orleans "States" Building, New Orleans, La.

October 24-29: Hartford Radio Show, Foot Guard Hall, Hartford, Conn.

October 24-30: Detroit Radio Show and Michigan State Radio Gathering, Convention Hall, Detroit, Mich.

October 31 - November 4: Albany Radio Show, Vincetian Institute, Albany, N. Y.

November 7-12: Worcester Radio Show, State Armory, Worcester, Mass.

November 8-13: Third Annual Radio Show, Municipal Auditorium, Cleveland, Ohio.

Sparton Dealers' Convention Held at Dayton

More than sixty dealers of Sparton Radio from southwestern Ohio attended the Annual Dealers' Convention at Dayton, Ohio, held under the auspices of the Sparks-Withington Company, Jackson, Michigan. The convention was opened by a musical program followed by a roll call by L. P. Marshall, sales manager of the Lewis Motor Mart, distributor for Sparton Radios in southwestern Ohio.

The line of Sparton sets for 1927-28 and several new accessories were presented. Several representatives of the Sparks-Withington Company gave talks on advertising and sales methods.

H. H. Rainier, local representative of the Radio Corporation of America, was

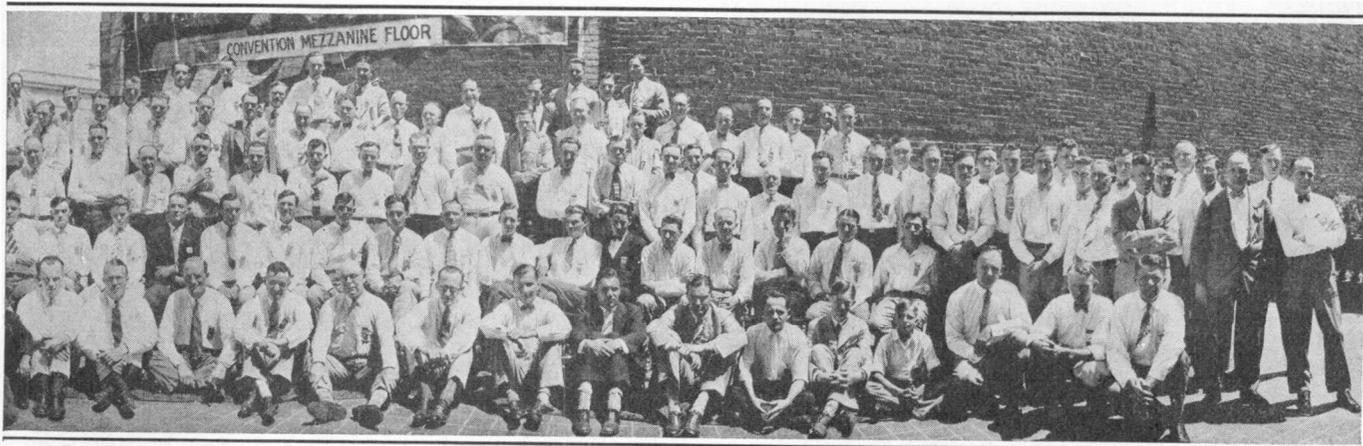
the final speaker of the afternoon. The Dayton reception committee was composed of Mr. Marshall, E. J. Wiseman, and L. D. Falknor.

THE TRIMM RADIO MANUFACTURING COMPANY has moved from 24 South Clinton Street, to 847 West Harrison Street, Chicago, Ill.

THE BROWNING-DRAKE CORPORATION of Brighton, Mass., has moved to larger quarters in Cambridge, Mass. Professor Browning announced recently the termination of his connection with the National Company, formerly of Cambridge.

THE ROLLER-SMITH COMPANY, 233 Broadway, New York City, has appointed the Petroleum Electric Company, 217 East Archer Street, Tulsa, Okla., as its representative for the State of Oklahoma.

Atwater Kent Dealer Convention Ever Held



finish. Representatives of the Harrison Smith Company and the Atwater Kent Manufacturing Company, as well as other

nationally known concerns, addressed the dealers at both the luncheon and banquet.

Enthusiasm Marks Keynote Of Crosley Conventions

The presence of Powel Crosley, Jr., at several of the Crosley distributor and dealer meetings was responsible for much of the enthusiasm displayed by the members at the numerous conventions and meetings held during the last two months. At each meeting there also were prominent representatives of many nationally known accessory manufacturers who gave talks at the business sessions.

A partial list of the Crosley distributors co-operating in the conventions follows:

National E. & A. Supply Co., Peoria, Ill.; Sherwood Hall Co., Ltd., Grand Rapids, Mich.; Tenk Hardware Co., Quincy, Ill.; Dakota Radio Apparatus Co., Yankton, S. D.; Davidson Brothers, Glasgow, Ky.; Moorhouse & Wells Co., Decatur, Ill.; Cleveland Crosley Sales Co., Cleveland, Ohio; Radio Corporation of Kansas, Wichita, Kan.; Chapin-Owen Co., Rochester, N. Y.; and Kruse-Connell Co., Indianapolis, Ind.

Indianapolis Distributors Hold Dealers' Banquet

The Indianapolis Radio Jobbers and Distributors' Association tendered their annual banquet to the dealers from all parts of Indiana. More than 200 were present. H. A. Bellows, member of the Federal Radio Commission, representing the Fourth District, was the only speaker of the evening.

PORCELAIN PRODUCTS, INC., is the new corporate name of a merger of the following named companies:

Cincinnati Porcelain Co., General Porcelain Co., Federal Porcelain Co., Ravenswood Porcelain Co., Findlay Electric Porcelain Co., National Electric Porcelain Co.

The executive personnel of the former companies will continue active in the new organization. The general offices have



Atwater Kent Holds Combined Convention for Philadelphia District

The Atwater Kent Mfg. Co., recently held its annual dealer convention for the Philadelphia district at the Penn Athletic Club in Philadelphia in conjunction with Motor Parts Company, and the Louis Buehn Company of Philadelphia and Garrett Miller & Company of Wilmington, Del. The convention covered the territory of Eastern Pennsylvania, southern New Jersey and Delaware. J. A. Prestele, R. E. Smiley and F. A. Delano of the Atwater Kent Co., Louis Buehn, president of the Louis Buehn Company, and E. P. H. Allen, Sales manager of the Motor Parts Co. were the chief speakers at the business session. The business session was followed by a banquet in the evening at which Federal Radio Commissioner O. H. Caldwell was the guest and only speaker.

been established at the Findlay, Ohio, plant. The officers of the corporation are as follows:

J. E. Bicknell, president; F. E. Owen, vice-president; John G. Loy, secretary and treasurer; Jos. B. Patterson, sales manager; H. A. Eatherton, production manager.

ARTHUR H. LYNCH, INC., 1775 Broadway, New York City, has concluded arrangements for the distribution of Lata Balsa kits, reproducer units and art model reproducers. All of the sales—domestic, foreign, jobbers and manufacturers—will henceforth be made through the New York Office, 1775 Broadway.

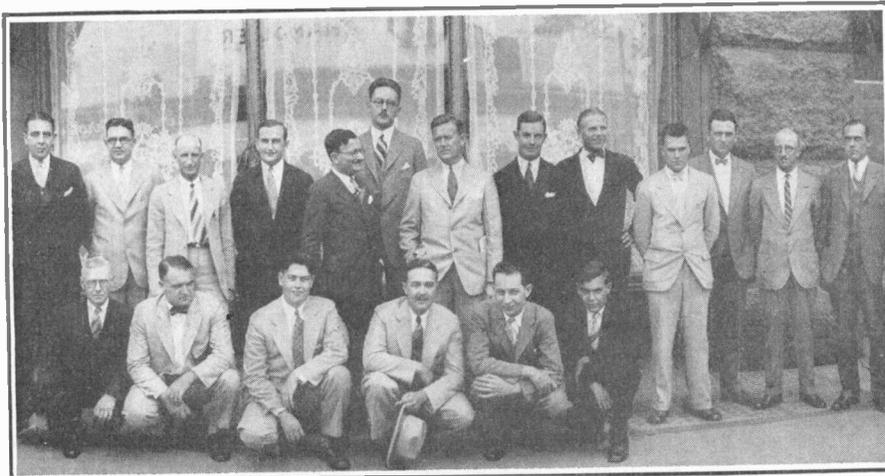
BUCKINGHAM RADIO CORPORATION, Chicago, Ill., announces the election of F. J. Kolb of Monroe, Wisconsin, as secretary and treasurer.

✓ May Extend Power of Radio Commission ✓

Extension of the authority of the Federal Radio Commission so that it may have jurisdiction over telephonic and telegraphic communication is being urged by Senator Watson, of Indiana, the chairman of the Interstate Commerce Committee of the Senate.

Senator Watson declared that the Commission has done splendid work thus far in straightening out the tangled radio situation. He thinks a particularly capable commission has been chosen and he is strongly of the opinion that it should be made a continuing body. He expects to propose amendments to the Radio Act striking out the provision for the transfer of authority to the Secretary of Commerce at the end of a year, and extending the law to include the telegraph and the telephone.

Colorado Distributor Has Convention



The Rocky Mountain Radio Corporation, Denver, Colo., recently held a very successful dealer convention. Besides the corporation's representatives the factory representatives present were:

Jack L. Hirsch, Sandar Corporation and L. S. Brach Mfg. Co.; S. I. Marks, Paragon Elec. Company; W. L. Schmidt, Leslie F. Muter Co.; G. B. Finch, Belden Mfg. Company; Arthur E. Bacon, Benjamin Elec. Mfg. Co.; E. W. Trenan, Nathaniel Baldwin, Inc.; M. L. Sams, H. H. Smith, Yale Elec. Corp.; Mr. Baker, Day-Fan Elec. Corp.; A. A. Trestler and Mr. Greenwood, Freed-Eisemann Radio; Lloyd E. Holton, Rola Company; W. F. Murphy, Interstate Elec. Co.; John W. Tee and John Church, Kodel Radio Corp.; R. E. Wilkins, Sterling Mfg. Company; Jerry Gunther, Zenith Radio Corp.

Exide Enlarges Plants

The Electric Storage Battery Company has recently found it necessary to provide new and larger plants in Detroit and San Francisco to take care of its present business and to provide for future growth.

The Detroit branch, of which H. G. Carron is manager, has moved from 5740 Cass Avenue to 8051 West Chicago Boulevard, while the San Francisco branch is now located at 6150 Third Street of that city. G. R. Murphy is manager of this branch. The company has also recently opened a new factory branch at 1955 Hunting Park Avenue, Philadelphia, of which W. C. Hooven is manager.

THE WHOLESALE RADIO EQUIPMENT COMPANY, 115 Leonard Street, New York City, has appointed Paul Kenson to its sales force.

MICHAEL ERT, Milwaukee, Wis., has opened a store on the west side of the city, at 37th and Grand Ave. This makes the second store in the city owned by Mr. Ert.

THE BOGENBERGER RADIO CORP., 991 Third Street, Milwaukee, Wis., has been incorporated and will sell radios and musical instruments. The incorporators are John Bogenberger, Jr., John Bogenberger, Sr., and Hugo O. Stamp.

News of Jobbers and Distributors

Louisville Distributor Holds Radio Shows

The Peaslee-Gaulbert Company, Fada distributors, with headquarters at Louisville, recently tried a new one in its radio trade meetings in having the public attend the dealer meeting in the evening and listen in on a demonstration of Fada receivers.

This plan was followed in a series of gatherings for Fada dealers and prospective dealers under direction of C. C. Baines, radio sales engineer for Peaslee-Gaulbert. Meetings were held in Evansville, Indiana; Nashville, Tenn.; Chattanooga, Tenn.; Knoxville, Tenn., and Lexington, Ky. Louis J. Stutz, east central zone manager for Fada Radio, attended each of these meetings, assisting Mr. Baines and relating the story of Fada from its inception.

In each of the five cities advertisements announced the first public showing of the 1927-1928 models of Fada Radio, stating that the exhibit was the same as shown at the Chicago Radio Trade Show, thus bringing the radio show idea direct to the public. The advertisements also announced, that questions regarding A.C. tubes and other developments would be answered and the new wonders of harmonated reception demonstrated. News items were also published in the several cities.

Dallas Jobbers Organize

The Dallas Radio Jobbers' Association of Dallas, Texas, was organized recently and the following were elected to office: H. H. Whelan, of Beach-Whittmann Co., president, and Arthur B. Elder, of the *Dallas News*, secretary-treasurer.

The members of the association include representatives from the leading jobbers and factory representatives of Dallas, and it was organized to promote better interests in radio, a closer alliance between the manufacturer, the jobber and the retailer, and to assure the radio fans of this territory clean, entertaining radio programs.

FREED-EISEMANN RADIO CORP., Junius Street and Liberty Ave., Brooklyn, N. Y., has appointed the Rocky Mountain Radio Co., 1512 Broadway, Denver, Colo., and A. J. Tobey Company, Inc., 1145 So. Wall St., Los Angeles, Calif., as distributors in their respective territories.

BREMER-TULLY MANUFACTURING COMPANY, Chicago, Ill., has appointed the Fort Wayne Iron Stores, Fort Wayne, Ind.; and the Canton Hardware Company, Canton, Ohio, as distributors of its products.

ZENITH RADIO CORPORATION, Chicago, Ill., recently announced the following distributors for its line: Fiske Automotive Supply Company, Albany, N. Y.; Woodhouse Electric Company, Norfolk, Va.; W. J. Holliday & Company, Indianapolis, Ind.; Williams Talking Machine Company, Birmingham, Ala.; N. A. Fegen, Cleveland, Ohio; Quanrud, Brink & Reibold, Bismarck, N. D.; The Cooper Louisville Company, Louisville, Ky.

FEDERAL-BRANDS, INC., Newark, N. J., has appointed the following concerns as distributors of the Kolster line: Fulton Electric Co., Atlanta, Ga.; Phillips & Buttorff, Inc., Nashville, Tenn., and von Hamm-Young Co., Honolulu, Hawaii.

BECKLEY-RALSTON COMPANY, Chicago, Ill., has been appointed as a Bremer-Tully distributor. The Beckley-Ralston Company also has branch offices at Detroit and Pittsburgh, where the Bremer-Tully products will likewise be handled.

THE STEINITE LABORATORIES, 506 S. Wabash Ave., Chicago, Ill., has appointed the following companies as exclusive distributors of Steinite sets: Jos. M. Zamoiski Co., 111 West Redwood St., Baltimore, Md.; Electric Supply Co., 512 Erie Street, Toledo, Ohio; and the Republic Radio Corporation of Detroit, Mich.

DOUBLEDAY-HILL ELECTRIC COMPANY, Washington, D. C., has been appointed exclusive distributors in the Washington territory, of the B-T line of Counterphase receivers, power units and speakers manufactured by the Bremer-Tully Manufacturing Company, Chicago. Other new Bremer-Tully distributors appointed include: The Dakota Iron Store, Sioux Falls, S. D.; the Morley-Murphy Co., Green Bay and Milwaukee, Wis., and the Oklahoma Standard Radio Co., Oklahoma City, Okla.

THE WILLIS COMPANY, radio jobbers, formerly at 400 Cleveland Avenue, N. W., Canton, Ohio, has leased a new location at 404 Tuscarawas Street, W.

THE SOUTHWEST GENERAL ELECTRIC COMPANY, distributors of R.C.A. products, with headquarters at Dallas, Texas, has opened two new warehouses in West Texas from which it will service that section of the state. The northern plains of the Panhandle will be covered from Amarillo, and the south plains of West Texas will be handled from Abilene. F. A. Snyder handles the radio distribution and J. L. Buckner is manager of radio service and the laboratory.

MOUNTAIN ELECTRIC SUPPLIES COMPANY, Pittsfield, Mass., and Geo. H. Wahn Co., Boston, Mass., have recently been appointed Bremer-Tully distributors.

W. W. BOYD & Co., 549 Washington Blvd., Chicago, Ill., has been appointed Chicago district representative for the Precise Mfg. Company of Rochester, N. Y.

THE CENTRAL ELECTRICAL SALES COMPANY is now handling Case sets in Milwaukee and has been named as southern Wisconsin distributor for the line. P. E. Wick is the manager of the store.

THE FARGO MOTOR SUPPLY COMPANY, at Fargo, North Dakota, has been appointed Crosley distributor for eastern Montana, North Dakota and northwestern Minnesota.

THE MOTOR CAR SUPPLY COMPANY, Vancouver, B. C., has opened for business in its new building on Seymour Street. The company is representing Atwater Kent to the retail trade.

STERCHI BROTHERS, Knoxville, Tenn., are discontinuing several lines formerly carried, and will distribute the Freed-Eisemann line, R.C.A. tubes, Basco A & B Power Supply equipment, and other necessary accessories.

Crosley Exhibition at Vermont State Fair

A complete display of the Crosley Radio line, conducted by Stern & Co., Inc., of Hartford, Conn., attracted much attention at the Granite State Fair recently held at White River Junction, Vt. This fair is said to be the biggest show held in New England and had a gate of about 250,000 people.

F. G. Macomber, sales manager of Stern & Co., claims that participation in the affair gave his salesmen opportunities to contact with dealers from all over Vermont and New Hampshire in a more effective way than would be possible by personal calls and traveling men. It also gave a boost to consumer interest which reflected itself to the dealers.

Dealers' Show Successful

The Fourth Annual Dealers Radio Show held by W. M. Dutton & Sons Co., distributors, Hastings, Neb., was pronounced a splendid success. The show lasted four days, August 9 to 12, during which a total of 256 dealers from Nebraska, Kansas, Colorado and Wyoming were registered. Twenty-two factory representatives were present.

The educational side of the show was particularly stressed, the dealers and service men being formed into classes for lectures and demonstrations on the latest developments in the radio field, the best methods of selling, demonstrating, servicing and installing. In the evenings the general public was admitted to the display room.

Special Hours for Jobbers at Chicago Show

Jobbers and dealers will have special hours each day from 11 a.m. to 1 p.m., at the Chicago Radio Show this year. Many of them in the Middle West are planning to attend the Chicago Show in groups, in order to see what developments have been achieved since the R.M.A. Trade Show held in Chicago in June.

MCINTYRE-BURRALL, Green Bay, Wis., jobbers of the King line, have had their territory changed from Northern Wisconsin and upper Michigan to the Eastern half of the State of Wisconsin and all of Michigan.

FOX ELECTRIC SUPPLY COMPANY, Elgin, Ill., has been appointed as distributor for Cunningham tubes.

DONGAN ELECTRIC MANUFACTURING CO., 2987 Franklin Street, Detroit, Mich., manufacturer of radio and bell ringing transformers, has appointed Arthur Rocke its New York representative.

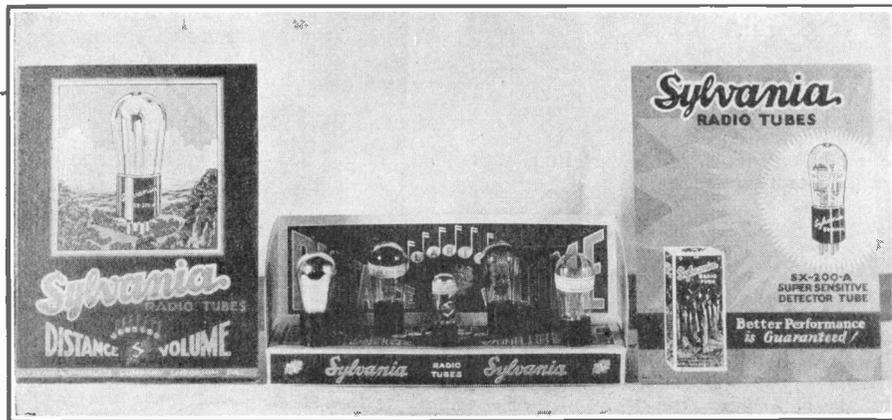
MORLEY MURPHY HARDWARE COMPANY, Milwaukee, Wis., has been appointed state distributor for the new Briggs and Stratton A Power Unit.

THE G. Q. ELECTRIC COMPANY, General Electric distributor, Milwaukee, Wis., has been appointed exclusive jobber for the Crosley line this year.

New Dealer Help Material

Aids to greater profits provided by radio manufacturers for their dealers

Compact Sylvania Display Panel



The above photograph illustrates an attractive compact display panel which carries five of the most popular types of Sylvania tubes. This display and the display cards on either side of it are for either window or counter display. They are free to dealers.

THE BUCKINGHAM ONE-PROFIT MERCHANDISING PLAN for radio distributors is explained in a new booklet just off the press, together with the Buckingham dealers' catalog showing the new cabinet selections and merchandising plans. This material should prove of interest to every radio distributor and dealer, and copies will be mailed upon request to the office of the company, 25 East Austin Avenue, Chicago, Ill.

THE AMRAD CORPORATION, Medford Hillside, Mass., has published a beautiful booklet in color describing and illustrating its "royal" series of neutrodyne sets.

A De Forest Tube Display



An attractive colored counter display recently issued by the De Forest Radio Company, Newark, N. J.

Crosley's Service Sign



The Crosley Radio Corporation, Cincinnati, Ohio, is providing for its authorized dealers the above illustrated globe-type electric sign which can be hung in front of the dealer's store.

ELECTRAD, INC., 175 Varick Street, New York City, has issued a booklet, designed to aid the radio experimenter, and set builder in getting the best control for radio receivers and battery eliminators. The booklet is generously illustrated with circuits, tables, and line cut illustrations. It is priced at 25c.

Colorful Arborphone Window Background



Precision Products Co., Inc., Ann Arbor, Mich., is offering a colorful window background suggesting many of the principal features of radio entertainment. It is sixty inches wide and thirty-four inches high and lithographed in eight colors. The piece is scored along the sides of the book, so that the wings can be folded in to fit a window smaller than sixty inches.

The strip at the top is separate and is intended for use as a window streamer.

SPLITDORF RADIO CORP., 392 High Street, Newark, N. J., has recently issued a folder of proofs of newspaper copy which they are supplying to their dealers. The proofs are for copy measuring one column or 100 lines up to three columns or 450 lines, illustrating every type and grade of their receiving sets and speakers.

C. E. MANUFACTURING COMPANY, INC., Providence, R. I., has issued a catalog illustrating their complete line of vacuum tubes. In addition complete information is given in the text of the catalog supplemented by characteristic curves on the electrical characteristics of each tube. The catalog is free.

At the Radio World's Fair— with Bill Steinke



Specifications of

Manufacturer's Name and Address	Trade Name and Model Number	List Price	Supplies A B or C Current	Maximum Output Voltage	Maximum Output Current	Voltages Delivered at Taps	Type of Rectifier Used	Microfarads of Capacity in Filter	To Be Used on A.C. or D.C. Current (Note Below)
Abox Co. 215 No. Michigan Ave., Chicago, Ill.	Abox	\$32.50	A	6	2 amp.		Electrolytic	275,000	A.C.
Acme Electric & Mfg. Co. 1444 Hamilton Ave., Cleveland, Ohio		27.00	B	180	40 ma.	22½, 45, 67, 90, 123, 180	'80 Elkon		
	Acme AB-1R	67.50	AB	150	40 ma.	45, 67.5, 90, 150	Tube	10	A.C.
	Acme AB-2R	72.50	AB	180	60 ma.	45, 67.5, 90, 180	Tube	12	A.C.
All-American Radio Corp. 4201 Belmont Ave., Chicago, Ill.	A-8	27.50	B	185		185-135, 90, 45	Raytheon	11	A.C.
	A-1 Constant B	31.50	B	185		185-135, 90, 67, 45	Raytheon	15	A.C.
	A-3 Constant B	36.50	B	185		185-135, 90, 67, 45	Raytheon	15	A.C.
	A-4 Constant B	36.50	B	185		185-135, 90, 67, 45	Raytheon	15	A.C.
	A-9	45.00	A, B, C	185		*	Raytheon	11	A.C.
* D.C. for series filament arrangement of 5 UV-199 tubes, A.C. for fil. of 26 and 27 and 71 tubes, B and C voltages for these tubes.	A-10	60.00	A, B, C	171 power tube B and C voltage D.C. †	185		Raytheon	13	A.C.
American Bosch Magneto Corp. Springfield, Mass.	Nobattery BAN Ed. 5	42.00	B	250*	85 ma.	†90 v. 45 v.	Raytheon BH	12	A.C.
	Nobattery BAN Ed. 3	42.00	B	180*	85 ma.	90 v. 45 v.	Raytheon BH	12	A.C.
	Nobattery BAN Ed. 4	42.00	B	180*	85 ma.	90 v. 45 v.	Raytheon BH	12	25 Cy. A.C.
	Nobattery AAN	58.00	A	6	2½A.		Raytheon A (4 units)	None	A.C.
	* At 40 ma. † Adjustment provided.								
American Electric Co., Inc. State & 64 Sts., Chicago, Ill.	Burns 800	35.00	B	180	35 ma.	0-75, 75-180	Raytheon BH	12.2	A.C.
	Burns 750	47.50	B	180	50 ma.	0-70, 0-120	Raytheon BH	16.2	A.C.
American Radigon Labs. 542 W. Jackson Blvd., Chicago, Ill.	Radigon	37.00	B	180	40 ma.	12-110, 90, 20-135, 180	Q.R.S.		A.C.
American Storage Battery Co. Boston, Mass.	Harvard	32.50	A	6	2 Amp.	No taps	Dry	None	A.C.
	Harvard	39.50	A	6	2 Amp.	No taps	Dry	1500.	A.C.
Anderson, S. H. 1931 Broadway, New York City	Varion Junior	10.00	B	90	60 ma.	22, 45, 67, 90	None	5	D.C. 110 v.
	220	15.00	B	180	60 ma.	45, 90, 135, 180	None	5	D.C. 220 v.
	B.C.	42.50	B & C	180	60 ma.	45, 67, 90, 180	Kelvin	14	A.C.
	B.C.	42.50	B & C	180	80 ma.	45, 90, 135, 180 C-40	'13 or '80	14	A.C.*
	B.C.C.	47.50	A, B & C	180	80 ma.	45, 90, 135, 180 C-40	'13 or '80	14	A.C.*
	* 110 or 220 v.								
Arco Electrical Corp. 1727 Sedgewick St., Chicago, Ill.	Arcadia	32.50	B	180	50 ma.	135, 90, 67, Detec. 0 67	Filamentless tube rectifier		A.C.
	Arcone	37.00	A	6	2½ amps.	1 amp., 2½ amps., 2½ amps.	Dry disk		A.C.
	Arcell	67.00	AB	A 6½, B 180	2½ amp. 50 ma.	135, 90, 67 Det.	Filamentless rectifier Dry disk		A.C.
Atwater Kent Mfg. Co. Philadelphia, Pa.	Atwater Kent 8800	50.00	B				AK Tube		A.C.
	9000	55.00	B				AK Tube		A.C., 25 cycle
Bremer-Tully Mfg. Co. 520 So. Canal St., Chicago, Ill.	B-T	37.50	B	150	50 ma.	45, 90, 150	Raytheon BH	9	A.C.
Briggs & Stratton Corp. Milwaukee, Wis.	Basco	35.00	B	185	50 ma.	22, 45-185	Raytheon		A.C.
	Basco	40.00	A	6		6 v.	Raytheon		A.C.
	Basco	75.00	A & B	B-185, A-6		B 22, 45-185, A 6 v.	Raytheon		A.C.
Chamberlin Electric Co., Inc. 112 Chambers St., New York City	Chamberlin 110	18.50	B	105		0-67, 105	Raytheon	10	D.C.
	105	*36.50	B	200		0-67, 67, 90, 135, 180-200	Raytheon	16½	A.C.
* Less tube.									
Cornell Electric Mfg. Co. Long Island City, N. Y.	Cornell B-6	29.50	B		35 ma.		Raytheon		A.C.
	B	39.50	B				Raytheon		A.C.
	CB	45.00	B & C	180	40 ma.		Raytheon		A.C.
	AB	60.00	A & B	135	35 ma.		Raytheon		A.C.
Crosley Radio Corp. 3401 Colerain Ave. Cincinnati, Ohio	Power Converter 104	60.00	A, B, C	180		For use with Crosley Bandbox Model 602	Tube		A.C.
	105	60.00	A, B, C	180			Tube		A.C., 25 cycle
Davy Elec. Corp. 505 Court St., Brooklyn, N. Y.	Davy RFT	*30.00	A	6	1.5 amp.	4.5, 5.5, 6.5	2-Rectigon tubes Vertrex dry solid	No condensers No condensers	A.C. for Radiola's and other '99 type sets
	RFT-1	*32.50	A	6	1.75 amp.	4.5, 5.5, 6.5			
	RFT-2	*35.00	A	6	2.0 amp.	4.5, 5.5, 6.5			
	Vertrex (RFD-99)	*45.00	A	4	0.75 amp.	Furnished with remote control giving very gradual voltage regulation			
*Less tube									
Dooley Electrical Mfg. Co. 1521 Market St. Wheeling, W. Va.	Eureka Universal B	30.00	B only	135	50 ma.	B-22, 45, 67, 90, 135 No. C Taps	Chemical	B-9	Interchangeable A.C., D.C. Available
	Eureka Model 135	35.00	B, C	145	50 ma.	B-22, 45, 67, 90, 145 C-Bias 4½-9	Chemical	B-9	A.C., D.C. Available
	Eureka Dreadnaught	47.50	B, C	190	75 ma.	B-22, 45, 67, 90, 135, 180 C-Bias 4½, 9, 27, 45	Chemical	B-16	A.C., D.C. Available
	Demco Dry A Model D	55.00	A only	6	2½ Amp.	6 v.	Chemical	50,000	D.C.
	Demco Dry A Model 4	55.00	A only	4	2 Amp.	4 v.	Chemical	50,000	A.C.
	Demco Dry A Model 6	55.00	A only	6	2½ Amp.	6 v.	Chemical	50,000	A.C.
Demco Model D	92.25	A, B, C	6-335	2½A-50 ma.	B-22, 45, 67, 90, 135 C-Bias 4½-40.2, 6V. D.C., A Voltage	Chemical	B-16	D.C.	
						B-22, 45, 67, 90,			

Note—110 v., 60 cycle unless otherwise noted.

A, B, C Power Units

Manufacturer's Name and Address	Trade Name and Model Number	List Price	Supplies A B or C Current	Maximum Output Voltage	Maximum Output Current	Voltages Delivered at Taps	Type of Rectifier Used	Microfarads of Capacity in Filter	To Be Used on A.C. or D.C. Current (Note Below)
Dooley Electrical Mfg. Co. 1521 Market St., Wheeling, W. Va. (Concluded)	Demco Model 6	92.25	A, B, C	6-135	2 1/2 A-60	135 C-Bias 44-40.2-6V., D.C. A. Voltage	Chemical	A-50,000	Available in A.C., D.C.
	Demco Model 4 ABC	92.25	A, B, C	4-135	2 A-50 ma.	B-22, 45, 67, 90, 135, C-Bias 4 1/2 V-9V., 4V. D.C.-A Voltage	Chemical	A-50,000 B-9	Available in A.C., D.C.
	Demco Model 180	98.50	A, B, C	6-180	2 1/2 A-60 ma.	B-22, 45, 67, 90, 135, C-Bias, 44-40.2 6V., D.C. A. Voltage	Chemical	A-50,000 B-16	A.C.
Eagle Charger Corp. 121 N. 8th Street Philadelphia, Pa.	135-B	32.50	B	150	40 m.	45, 67, 135	Raytheon B-H	10	A.C.
	180-B	42.00	B	180	60 m.	45, 67, 135, 180	Raytheon B-H	14	A.C.
Electric Heat Control Co., 5902 Carnegie Ave., Cleveland, Ohio	A-B Radio-power	84.00	A & B	180	60 m.	45, 67, 135, 180	Raytheon B-H	14	A.C.
	King Ty "V"	37.50	B	300	75 ma.	Variable Det. & Amp.	Q.R.S.-Kelvin '13	13	A.C.
Electric Storage Battery Co. Allegheny Ave. & 19 St. Philadelphia, Pa.	King Ty "M"	45.00	B	300	75 ma.	Variable Det. & Amp.	Q.R.S.-Kelvin '13	13	A.C.
	Exide 7AB		A & B	6-180		6, 20-45, 67 1/2, 90, 135, 180	*		A.C.
Electrical Research Labs., 2500 Cottage Grove Ave. Chicago, Ill.	8AB		A & B	6-180		6, 20-45, 67 1/2, 90, 135, 180	*		A.C., 25-cy.
	9B		B	180		20-45, 67 1/2, 90, 135, 180	Electrolytic		A.C.
	3A6		A	6		6	Tungar Tube		A.C.
	3A4		A	4		4	Tungar Tube		A.C.
* Rectox A; Electrolytic B.	Erla Big Ten	31.50	B	200	80 ma.	0-200	Raytheon	14	A.C.
	Erla	40.00	BC	180	80 ma.	45, 90, 180 C-45	Raytheon	15	A.C.
	Erla	39.50	A	6.3	2.25 amp.	6A	Raytheon	10,000	A.C.
	Erla	79.50	A, B, C	6.3	2.25 amp.	6A	Raytheon	10,000	A.C.
Epom Corp. 114 E. 47th St., New York City	199	50.00	A & B	120	1 amp.	22, 45, 67, 90, 120		7	D.C.
	201	50.00	A & B	120	2.5 amp.	22, 45, 67, 90, 120		6	D.C.
Fansteel Products Co., Inc., North Chicago, Ill.	Balkite B-W	22.50	B	90	16 ma.	22	Balkite Electrolytic		A.C.
	A	32.50	A	6	2 amp.				A.C.
	B-135	32.50	B	135	40 ma.	22, 67, 90			A.C.
	B-180	39.50	B	180	55 ma.	22, 67, 90, 135			A.C.
	Model 6-135	59.50	A & B	6-135	2.04 amp.	22, 67, 90			A.C.
6-180	67.50	A & B	6-180	2.055 amp.	67, 90, 135		A.C.		
Farrand Mfg. Co., Inc. Metropolitan Bldg. Long Island City, N. Y.	Farrand 180*	52.50	B	180	60 ma.	45, 67, 90, 180	'80		A.C.
	220*	68.00	B	200	75 ma.	15-70, 60-100, 135-200	'80		A.C.
* Less tube.									
Federal Brandes, Inc., 200 Mt. Pleasant Ave., Newark, N. J.	Kolster	39.50	B	135	20 ma.	22, 67, 90, 135	'13	30	A.C.
	Kolster Power Cone Reproducer	175.00	B	*90	14 ma.	22, 67, 90	'16-B	11	A.C.
* In addition to 425 volts to '10 power tube in power unit.									
Freed-Eisemann Radio Corp., Junius St. & Liberty Ave., Brooklyn, N. Y.	16	35.00	B & C	135	50 ma.	135, 90, 22, C-4.5 9C, 27	'13, '74		A.C.
	411	100.00	A, B, C	157	300 ma.	Complete voltages necessary to operate WR11 set*	Raytheon BA		A.C.
* Will only operate this set.									
Freshman Co., Inc., Chas. 240 W. 40 St. New York City.	B & C	45.00	B & C	220	100 ma.	180, 135, 90, 67 1/2, 22 C-4.5, 9, 6A	'80	19	A.C.
	A, B, C	49.50	B & C*	144	40 ma.	135, 90, 67, 22, C-4.5, 9, 40	'13 Tungar 1 amp.	16	A.C.
*With automatic trickle charger.									
General Instrument Corp. 477 Broadway, N. Y. City	Information not supplied at time of going to press.								
General Radio Co. 30 State St. Cambridge, Mass.	445	55.00	B & C	200	20	Adjustable for 4 volt	Rectron or Cunningham	15	A.C.
Gould Storage Battery Co., Inc., 250 Park Ave. New York City Works, Depew, N. Y.	Gould Unipower Type								
A.C.-4-R†	29.50	A †	4	3 amp.	4	Balkite	None	A.C.	
A.C.-4-25-R†	31.50	A †	4	3 amp.	4	Balkite	None	A.C.†	
A.C.-6-KM§	35.00	A †	6	5 amp.	6	Balkite	None	A.C.	
A.C.-6-25-KM§	37.00	A †	6	5 amp.	6	Balkite	None	A.C.†	
A.C.-6-K*	39.50	A †	6	5 amp.	6	Balkite	None	A.C.	
A.C.-6-25-K*	41.50	A †	6	5 amp.	6	Balkite	None	A.C.†	
*With relay control. †Without relay control. ‡With switch in z control. ¶ Controls B except A. C.-6-KM. †25, 50 cycles.									
Grebe & Co., Inc., A. H. 109 West 57th St. New York City	671 (with cable)	50.00	B & C	180	60 ma.	180, 90, 22 1/2, 4-40	Raytheon BH	15 MFD	A.C.
	671B (with binding posts)	50.00	B & C	180	60 ma.	180, 90, 22 1/2, 4-40	Raytheon BH	15 MFD	A.C.
	(List prices do not include tubes on "B" Socket Powers)	128	A	6	2 1/2 amp.	6	Raytheon sticks	*	A.C.
(List price on socket "A" power includes Raytheon Sticks)									
Greene Brown Mfg. Co. 5100 Ravenswood Ave. Chicago, Ill.	Greene 5-6-7	27.50	B	135	35 ma.	22, 45, 67, 90, 135	Q.R.S.	12.5	A.C.
	Greene Hi-power	30.00	B	180	55 ma.	45, 67, 90, 135, 180	Q.R.S.	13.5	A.C.
	Greene A Power	30.00	A	6.5	4 amp.	6	Marathon	13.5	A.C.
	Brown B	33.50	B	200	60 ma.	(0-100)-(0-150)-200	Q.R.S.	13.5	A.C.
	Greene Royal	40.00	B	180	55 ma.	45, 67, 90, 135, 180	Q.R.S.	13.5	A.C., 25 cy.
Grigsby-Grunow-Hinds Co., Chicago, Ill.	Majestic Super	29.50	B	180			Majestic		A.C.
	Master	32.50	B	180			Majestic		A.C.
	Spec. Master	32.50	B	180			Majestic		A.C.
	"A"	39.50	A	6			Elkon		A.C.
Jacobs, C. E. 2802 No. Kedzie Ave. Chicago, Ill. *Full wave.	Molliformer FW-4	23.50	B	135	20 ma.	45, 90, 135	Electrolytic*	10	A.C.
	D-Four	27.50	B	180	30 ma.	45, 90, 180	Electrolytic*	14	A.C.

Note—110 v., 60 cycle unless otherwise noted.
Radio Retailing, October, 1927

Power Unit Specifications (Continued)

Manufacturer's Name and Address	Trade Name and Model Number	List Price	Supplies A, B or C Current	Maximum Output Voltage	Maximum Output Current	Voltages Delivered at Taps	Type of Rectifier Used	Microfarads of Capacity in Filter	To Be Used on A.C. or D.C. Current (Note Below)
Kodak Radio Corp. 509 E. Pearl St. Cincinnati, Ohio	Transifier 60	14.50	B	90	20 ma.	45, 90	'13	4.5	A.C.
	163	22.50	B	90-180	100 ma.	45, 90 *		4	D.C.
	161	26.50	B	180	35 ma.	45, 90, 180	'13	12	A.C.
	101	28.50	A	4	1 amp.	4	Kuprox		A.C.
	102	29.50	A	6	2 amp.	6	Kuprox		A.C.
	104	30.00	A	6	2.5 amp.	6			A.C.
	118	30.00	A	4	1 amp.	4			D.C.
	114	37.50	B & C	135	40 ma.	45, 90, 135, C-4.5, 22.5	'13	15.5	A.C.
	110	39.50	B	180	45 ma.	45, 90, 150, 180	'13	17.5	A.C.
	103	39.50	A	6	3 amp.	6	Kuprox		A.C.
	120	45.00	B & †	180	55 ma.	22, 45, 90, 180	'13	14.5	A.C.
	116	54.50	B & C	180	100 ma.	45, 70, 90, 150, 180; C-4.5, 10, 22, 40	2; 16-B's	16.5	A.C.
	108	57.50	A, B, C	135 B 4v. A	40 ma. 1 amp.	45, 90, 135, 4v. A; C-4.5, 22	'13	14.5	A.C.
	106	58.50	A & B	180 B 6v. A	35 ma. 2 amp.	45, 90, 180, 6v. A	Kuprox '13	12	A.C.
	109	60.00	A & B	115 B 6v. A	100 ma. 2.5 amp.	45, 90, 115, 6 v. A; 180 on 220 line	Kuprox	4	D.C.
117	60.00	A & B	115 B 4v. A	50 ma. 1 amp.	45, 90, 115, 4 v. A; 135 on 220 line	'13	4	D.C.	
111	80.00	A & B	180 B 6 A	45 ma. 3 amp.	45, 90, 150, 180; 6 v. A	'13 Kuprox	17.5	A.C.	
*180 volts on 220 line.	†Pwr. amp.	107	A, B, C	180 B 6 A	100 ma. 3 amp.	45, 70, 90, 150, 180; C-4.5, 10, 22, 40, 6v. A	2; 16-B's Kuprox	16.5	A.C.
Kokomo Electric Co. Kokomo, Ind.	Kingston 2	35.00	B	225	60 ma.	5-45, 90, 200	Raytheon	13	A.C.
	R	37.50	B	225	60 ma.	5-45, 90, 200	Raytheon	13	A.C.
	2A	42.50	B	250	60 ma.	5-45, 90, 200	Raytheon	20	A.C.
	RA	45.00	B	250	60 ma.	5-45, 90, 200	Raytheon	20	A.C.
	2C	47.50	B	250	60 ma.	5-45, 90, 200	Raytheon	20	A.C.
	RC	50.00	B	250	60 ma.	5-45, 90, 200	Raytheon	.20	A.C.
Manhattan Elec. Supply Co., Inc. , 17 Park Place New York City	Manhattan	49.50	B	135	40 ma.	0-45, 90, 135	Tube	14	A.C.
Modern Elec. Mfg. Co. 312 Mulberry St., Toledo, O.	Modern "B" Compact	26.50	B	180	40 ma.	45, 90, 180	Raytheon		A.C.
National Company, Inc. 61 Sherman St., Malden, M	National Power "B" Unit ass. No. 7180	40.00	B * Power	230	70 ma.	22-45, 50-75, 90-135*	'80	15	A.C.
National Lead Battery Co. 1704 Roblyon Ave. St. Paul, Minn.	Information not supplied at time		of going to	press.					
Philadelphia Storage Battery Co. Ontario and C Streets Philadelphia, Pa.	Phileo DB	28.50	B						115 volts, D.C.
	DA-6	28.50	A	6		6 v.			115 volts D.C.
	B-603	32.50	B						A.C.
	A-603	32.50	A	6		6 v.			A.C.
	A-253	35.00	A	6		6 v.			20-60 cycles A.C.
	B-253	37.50	B						25-60 cycles A.C.
	A-36	45.00	A	6		6 v.			A.C.
	B-86	45.00	B	180	0-180		Dry		A.C.
	DAB-4	50.00	A & B						115 volts D.C.
	B-82	55.00	B	180		O-180			25-60 cycles A.C.
	AB-6561	58.50	A & B	150		B 0-150, A 6-v.	Electrolytic		A.C.
	AB-463	58.50	A & B	150		B 0-150, A 4-v.	Electrolytic		A.C.
	AB-663*	59.50	A & B	150		B 0-150, A 6-v.	Electrolytic		A.C.
	AB-4635	65.00	A & B	550		B 0-150, A 6-v.	Electrolytic		A.C.
	AB-423	65.00	A & B	150		B 0-150, A 4 v.	Electrolytic		25-60 cycles, A.C.†
	AB-6521	68.50	A & B	150		B 0-150, A 6-v.	Electrolytic		25-60 cycles A.C.†
	AB-3561	68.50	A & B	150		B 0-150, A 6-v.	Dry		A.C.
	AB-686	69.50	A & B	180	60 ma.	B 0-180, A 6-v.	Electrolytic		A.C.
AB-356*	69.50	A & B	150		B 0-150, A 6-v.	Dry		A.C.	
AB-623*	69.50	A & B	150		B 0-150, A 6-v.	Electrolytic		25-60 cycles A.C.	
AB-4235	70.00	A & B	150		B 0-150, A 6-v.	Electrolytic		A.C.	
AB-386	79.50	A & B	180	60 ma.	B 0-180, A 6-v.	Dry		A.C.	
* May be had with switch or relay.	AB-382	98.50	A & B	180	60 ma.	B 0-180, A 6-v.	Dry		25-60 cycles A.C.
Power, Inc., Harold J. Medford, Mass.	Model 475	47.50	B or ABC for New A.C. Tubes	180	50	180-135, 90-67, 45-33, 5 V., A.C., 2 1/2 V. A.C., 1 1/2 V. A.C.	'80	30	A.C.
Precision Electric Mfg. Corp. , 1020 Santa Fe Ave. Los Angeles, Calif.	Pemco B	37.50	B	135	50 ma.	100	Electrolytic	100	A.C.
	FV	58.50	A & B	135	50 ma.	22, 45, 67, 90, 135, 150	Electrolytic	100	A.C.
	F	58.50	A & B	135	50 ma.	22, 45, 67, 90, 135, 150	Electrolytic	100	A.C.
	S	69.50	A & B	135	50 ma.	22, 45, 67, 90, 135, 150	Electrolytic	100	A.C.
	G G	79.50	A & B	180	40 ma.	22, 45, 67, 90, 135, 180	Electrolytic	100	A.C.
Radio Corp. of America 233 Broadway New York City	RCA-AP937	37.50	B*	135	10 ma.	22, 45, 90, 135	'13		A.C.
	RCA 104 Speaker † Power Supply	275.00	B			45, 90	'16-B.		A.C.
*Supplies A, B & C current for Radiola's 25 & 28.	RCA 104 Speaker D.C.	310.00	B			45, 90			A.C.
Radio Receptor Co. 106-7 Ave. New York City	Powerizer PXY Radiola	59.00	A & B	400	12 amp.	Up to 200	'80	15	
	PXY AK	60.00	A & B	400	12 amp.	Up to 200	'80	15	
	PXX U	60.00	A & B	400	12 amp.	Up to 200	'80	15	A.C.
	PX-2	75.00		4002		None	'80	15	
	Power amplifier.	PXY-2 2 stage P-1	85.00	A & B B	400	12 amp.	Up to 200 25, 200	'80 '16-B	15
Sentinel Mfg. Co. 9705 Cottage Grove Ave. Chicago, Ill.	A	40.00	A	4 & 6	3 amp.	4 & 6	Elkon		A.C.
	BC	44.50	B & C	225	100 ma.	0-50, 50-110, 90-225	Powrector B	Special	A.C.
	Dry A	49.50	A	8	2.5 amp.	4 & 6	Elkon	Special	A.C.
	BC Beverly	65.00	†						
	ABC	79.50	†						
	ABC Beverly	98.50	*						
*Duplicate of ABC except additionally equipped with 3 way high resistance meter. † Combination of A & B, C. ‡ Duplicate of B C except addition of high resistance meter.									ally equipped with
Sterling Mfg. Co. 2831 Prospect Ave. Cleveland, Ohio	RT-41	27.00	B	135	2 1/2 ma.	50, 50-100, 135	'13		A.C.
	R-81	28.50	B	160	40 ma.	50, 50-35, 160	Raytheon BH		A.C.
	R-92	32.50	A	6	2.5 amp.		Raytheon A		A.C.
	R-98	37.00	B & C	180	60 ma.	100, 150, 180	Raytheon BH		A.C.
	R-96	47.00	A	6	1.75 amp.		Raytheon A		A.C.
	R-100 Combination	68.00	A, B, C	180	45 ma. 1.75 amp.	50, 150, 180	Raytheon BH Raytheon A		A.C.

Note—110 v., 60 cycle unless otherwise noted.

Power Unit Specifications (Concluded)

Manufacturer's Name and Address	Trade Name and Model Number	List Price	Supplies A, B or C Current	Maximum Output Voltage	Maximum Output Current	Voltages Delivered at Taps	Type of Rectifier Used	Microfarads of Capacity in Filter	To Be Used on A.C. or D.C. Current (Note Below)
Stromberg-Carlson Tel. Mfg. Co. 1060 University Ave. Rochester, N. Y.	Stromberg-Carlson No. 403	Not Given	A, B, C	180	A-1.5A B-60 ma.	A-6, B-45, 90, 180 C-4.5, 40.5	Tube	25	A.C.
Timmons Radio Products Corp. , 79 E. Wister St. Germantown, Phila., Pa.	Timmons B-lim. 4	30.00	B	150	30 ma.	45, 67-90, 150	5 V. oxide coated filament tube	8	A.C.
Universal Battery Co. 3410 So. La Salle St. Chicago, Ill.	Universal Universal Universal Universal	32.50 35.00 45.00 66.50 72.50	A B BC A, B, C	6 135 180 135B-6A 180B-6A	35 ma. 40 ma.	6	Rectox Raytheon Raytheon		A.C. A.C. A.C. A.C. A.C.
Valley Electric Co. 4515 Shaw Ave. St. Louis, Mo.	Valley 40 2-RA 60	37.50 39.50 50.00	B & C A B	130 6 165	40 ma. 3 amp. 60 ma.	Variable No taps Variable	Raytheon BH Raytheon A Raytheon BH	14.2 9.2	A.C. A.C.
Vesta Battery Corp. 2100 Indiana Ave. Chicago, Ill.	A-112 A-110 Vesta A-102 A-100 A-113 (Relay) A-111 (Relay) A-103 (Relay) A-101 (Relay) B-200 B-201 A-B-400 A-B-401	28.00 28.00 32.50 32.50 33.00 33.00 37.50 37.50 39.50 44.50 72.00 77.00	A A A A A A A A B B A, B A, B	4 4 6 6 4 4 4 6 180 180 180 180	40 ma. 60 ma. 40 ma. 60 ma.		Vertrex Balkite Vertrex Balkite Vertrex Balkite Vertrex Balkite Vertrex Vertrex		A.C. A.C. A.C. A.C. A.C. A.C. A.C. A.C. A.C. A.C. A.C. A.C.
Warren Electric Co. 1704 Main St. Peoria, Ill.	Warren C Warren T *Full-wave.	29.75 35.00	B B	150 150	50 ma. 85 ma.	0-100, 25-180, 25-180 0-100, 25-225, 25-225	Chemical* Raytheon	9 11	A.C. A.C.
Webster Co. 648 Blackhawk St. Chicago, Ill.	Popular B Economy B Super B Little Giant BC "Bone Dri" A-7 A-10 AB-7 AB-10	31.00 33.50 37.50 48.50 37.50* 46.50 61.50 70.00	B B B B & C A A A & B A & B	6 6 6 6	1½ amp. 2½ amp. 1½ amp. 2½ amp.	150 150 180 B-180, C-45 180 180	Raytheon Raytheon Raytheon Raytheon Raytheon Raytheon Raytheon Raytheon		A.C. A.C. A.C. A.C. A.C. A.C. A.C. A.C.
* Prices include Raytheon tube.									
Westinghouse Union Battery Co. Pittsburgh, Pa.	Westg. A Socket Power Westg. A Autopower Autopower (DeLuxe)	20.00 25.00 35.00	A A A				Copper Oxide Copper Oxide Copper Oxide		A.C. A.C. A.C.
White Mfg. Co., Julian M. Sioux City, Iowa	White B-103 A-101 AB-102	32.50 39.50 67.50	B A A & B	180 6 180	60 ma. 2½A 60 ma. 2.25 amp.	* B 5-50, 50-99, 100-160, 180; A 6-v.	Raytheon Tungar Raytheon Tungar	29,844	A.C. A.C. A.C. A.C.
* 5-50, 50-99, 100-160, 180.									
Willard Storage Battery Co.	Information not supplied at time of going to press.								

NOTE—110 v., 60 cycle unless otherwise noted.

Specifications of Radio Cabinets

Name and Address of Manufacturer	Model Number	List Price	Type of Furniture	Is Speaker Built-In and What Type	Size of Panel That Can Be Accommodated in Inches	Overall Dimensions in Inches H—W—D	Space for Batteries or Power Supply	Weight When Crated in Lbs.	Made Expressly for What Model Receiver
Adler Mfg. Co. 29th & Chestnut Sts. Louisville, Ky.	109 100 101 102 107 114 103 108 C.T.L. 104 Tudor	\$60.00 65.00 77.50 80.00 85.00 85.00 95.00 100.00 110.00 115.00 115.00	Console Highboy Highboy Highboy Console Highboy Highboy Console Highboy Highboy Highboy	No Yes Yes Yes Either way No Yes Either way Yes Yes Either way	9½x20 9½x20 9½x22½	39½x30½x14½ 47½x24½x16½ 49x27½x16½ 49x27½x16½ 43½x25x20 52½x28½x17½ 52x30½x19 43½x25½x20 52x34½x18½ 50½x29½x20½	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	70 70 180 105 130 120 115 155	R.C.A. 16 and 17 Fada Fada
Art Novelty Co. E. Lincoln Ave. Goshen, Ind.	75-R 80-T 218-R 65-R 206-R 70-11 60-R 212-R	\$38.00 42.50 42.50 47.50 57.50 67.50 67.50 70.00	Console Console Console Console Console Console Console Console	* * * * * * * *	9x21 or less 8x30 8½x21 9x21 or less 9x21 or less 9x30	41x25½x16½ 31½x30½x17½ 54x33x16 41x26x18 39x32x17 41x26x18 41x26x18 45x33x18	Yes Yes Yes Yes Yes Yes Yes Yes	70 70 180 105 130 120 115 155	
*Can furnish Orthophonic Type Horn.									
Carlson Cabinet Co. Inc. , Lakewood, N. Y.	100 300 400 200 500	13-16 28-24 60.00 80.00 85.00	Table Console Table Console Highboy Console Console	No No Horn No Horn	7x18x27 7x18-21x7x24 7x24 7x18-24 7x18-8x30	18x28½x13 51x28½x16 40x33x18 49x36x19	Yes Yes Yes Yes Yes		
Ebco Cabinet Co., Inc. 340 Columbia St. Brooklyn, N. Y.	Ebco No. 64 63 61 62 60	20.00 25.00 60.00 90.00 150.00	Table Table Console Highboy Highboy	No No No Long Air Column Horn Long Air Column Horn	7x21x12 7x18 18x24 18x24 18x24	11x27x16 11x32x12 42x30x17 66x30x18 47x31x18	No Yes Yes Yes Yes	18 26 60 80 100	Hi-Q Harold Herbert Hi-Q or any Hi-Q or any Hi-Q H.-R.

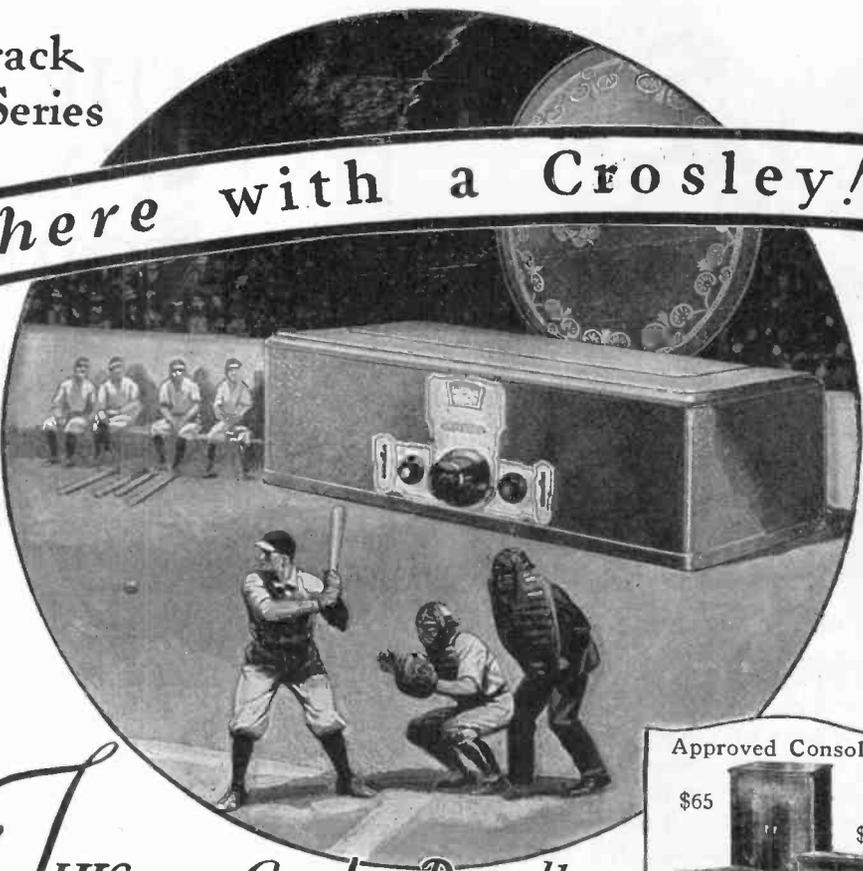
Radio Cabinet Specifications (Continued)

Name and Address of Manufacturer	Model Number	List Price	Type of Furniture	Is Speaker Built-In and What Type	Size of Panel That Can Be Accommodated in Inches	Overall Dimensions in Inches H—W—D	Space for Batteries or Power Supply	Weight When Crated in Lbs.	Made Expressly for What Model Receiver
Ehler Radio Furniture Co., 2468 Lincoln Ave. Chicago, Ill.	1012	13.00	Table	No		31x38x16'	Yes		
	1541	17.00	Table	No		30½x29x20	Yes		Radiola 25
	1541	19.00	Table	No		30½x29x20	Yes		Radiola 25
	90	20.00	Console	No		32x33x15	Yes		
	788	20.50	Stand	No		30½x20½x17½	Yes		Radiola 20
	1520	21.50	Stand	No		30x20x18	Yes		Radiola 20
	1542	23.00	Stand	No		30½x29x20	Yes		Radiola 25
	1542	25.00	Stand	No		30½x29x20	Yes		Radiola 25
	1100	27.00	Console	No		32x33x15	Yes		
	1532	32.00	Console	No		30x32x16	Yes		
	1270	34.00	Console	No		32x36x16	Yes		
	1700	44.50	Console	No		32x31x20	Yes	60	
	1270	45.00	Console	No		32x36x16	Yes		
	1710	45.00	Console	Space for		30x30½x19½	Yes	90	
	1280	45.00	Console	Yes-Alpine		32x38x18	Yes	90	
	2075	54.50	Console	No		32x37x20	Yes	72	
	1280	55.00	Console	Yes-Alpine		32x38x18	Yes	90	
	2250	59.00	Console	Space for		32x31x20	Yes	60	
2650	69.50	Console	Space for		32x37x20	Yes	72		
2770	72.50	Hiboy	Yes-Alpine		47x28½x15½	Yes			
3100	81.00	Desk	Space for		42x34x20	Yes	135		
3131	82.00	Hiboy	Yes-Alpine		47x36x15½	Yes			
Elgin Cabinet Corp. Union and W. Chicago Sts., Elgin, Ill.	65	65.00	Table Console	90-in. Air Column		31½x25½x17½	Yes	85	Adapters for All Sets
	70	70.00	Table Console	90-in. Air Column		31½x33x16½	Yes	95	Adapters for All Sets
	100	100.00	Console	90-in. Air Column	26x11	44½x30½x16½	Yes	145	Adapters for All Sets
	107	107.00	Console	90-in. Air Column	24x10	50½x26½x17½	Yes	150	Adapters for All Sets
	115	115.00	Console	90-in. Air Column	24x10	44x27½x19½	Yes	145	Adapters for All Sets
125	125.00	Console	90-in. Air Column	26x11	44½x30½x16½	Yes	150	Adapters for All Sets	
Excello Products Co. 4820 West 16th St. Cicero, Ill.	R-31		Console	Cone	10x29	42x32½x18½	Yes		
	R-29		Console	Optional	9x24	42x28x20	Yes		
	R-34		Console	Optional	9x24	42x28x20	Yes		
	R-28		Console	Optional	9x24	41x27x16	Yes		
	R-33		Console	Air Column	10½x32	45x37x16	Yes		
	R-32		Console	Air Column	8x32	40x37x16	Yes		
	R-23		Console	Air Column	10½x32	45x37x16	Yes		
	R-22		Console	Air Column	8x32	40x37x16	Yes		
	R-7		Console	Air Column	8x32	40x37x16	Yes		
	R-6		Console	No	10½x32	40x37x16	Yes		
	R-7½		Console	Air Column	8x26	40x30½x16	Yes		
	R-6½		Console	No	10½x26	40x30½x16	Yes		
	R-26		Console	Air Column	9x30	45x35x16	Yes		
R-17		Desk	No		30x40x21	Yes			
Fritts & Co., D. H. R604 Hearst Bldg. Chicago, Ill.	Std. Super SS 18-in.	21.00	Italian Chest.	No	7x18	10½x22x13	No	40	
	21-in.	22.00	Italian Chest.	No	7x21	10½x25x13	No	42	
	24-in.	22.50	Italian Chest.	No	7x24	10½x29x13	No	45	
	26-in.	23.50	Italian Chest.	No	7x26	10½x30x13	No	47	
	28-in.	24.50	Italian Chest.	No	7x28	10½x32x13	No	50	
	30-in.	26.50	Italian Chest.	No	7x30	10½x34x13	No	55	
	18-in. Vesta Cabinets	30.00	Italian Chest.	No	7x18	10½x22x15	No	45	
	21-in.	32.00	Italian Chest.	No	7x21	10½x25x15	No	47	
	24-in.	35.00	Italian Chest.	No	7x24	10½x28x15	No	50	
	26-in.	36.50	Italian Chest.	No	7x26	10½x30x15	No	55	
	28-in.	38.00	Italian Chest.	No	7x28	10½x32x15	No	60	
	30-in.	45.00	Italian Chest.	No	7x30	10½x34x15	No	70	
	Super Table	52.50	Console	No		32x15½x35	Yes	75	
	Super Console	89.50	Console	No	18x30	40x15x35	Yes	125	
International Equipment Co. 1324 Chestnut St. Kansas City, Mo.	12	12.00	Battery-Table	No		27x24x14	Yes	22	A-K, Crosley RCA 16
	17	15.00	Speaker-Table	No		30x30x12	No	25	Radiola 17
	111	37.50	Speaker-Cabinet	60-in. Horn		33x24½x16	Yes	50	
	222	37.50	Console	Cone	18x7	38½x22½x15	Yes	50	
	333	45.00	Console	60-in. Horn	18x7	39x24½x16	Yes	60	
	444	65.00	Writing Desk	84-in. Horn	18x7, 24 & 26x7	38½x29½x17	Yes	80	
	555	70.00	Console	84-in. Horn	18x7-21x7	41½x27½x18	Yes	105	
Jesse Mfg. Co., John O. Bryan, Ohio	Model T	30.00	Highboy	No	7x18	41½x22½x15½	Yes	70	
Knoxville Table & Chair Co. Knoxville, Tenn.	2029	27.50	Pier Cabinet	Newcomb-Hawley	10½x18½x12	62½x22x13	Yes	110	*
	2031	38.45	Highboy	Newcomb-Hawley	8½x25½x13½	51½x30x17½	Yes	160	
	2032	38.45	Highboy	Newcomb-Hawley	8½x25½x13½	51½x30x17½	Yes	160	
	2033	38.45	Secretary	Newcomb-Hawley	8½x25½x13½	57½x31x17½	Yes	160	
	2020	43.00	Chest Drawers	No	8½x26x13½	42½x29½x16½	Yes	100	
	2036	48.45	Highboy	Newcomb-Hawley	8½x28½x13½	51½x35x17	Yes	175	
	1975	75.00	Secretary	Amplion Cone	9x26x11	74x36x19	Yes	260	
	* No. 35 Atwater-Kent or No. 16 R.C.A.								
Molded Wood Products 219 W. Chicago Ave. Chicago, Ill.	602	65.00	Console	6 ft. Air Column					
	601	90.00	Console	8-ft. Air Column					
Newcombe-Hawley, Inc. 201 First Ave., N. St. Charles, Ill.	53	65.00	Table	Air Column					
	55	75.00	Table	Air Column			Yes		
	56	85.00	Table	Air Column			Yes		
	57	125.00	Table	Air Column			Yes		
	58	125.00	Table	Air Column			Yes		
Oneida Cabinet Corp. 219 Wilson St. Oneida, N. Y.	42	6.00	Table	No	7x24	9½x26x9	No	16	
	101 Aud.	6.00	Table	No	7x18	10x23½x10½	No	17	
	8	6.00	Table	No	7x20	9½x22½x10½	No	15	
	100 Bt.	8.00	Table	Yes	9x17	19½x20x19½		26	
	44	8.00	Table	No	7x24	11x26½x9	No	17	
	32	38.00	Highboy	No	7x20	37x27½x13½	Yes	60	
	34	38.00	Highboy	No	7x20	37x27½x13½	Yes	60	
	33	44.00	Highboy	Yes	7x20	42x25½x14	Yes	70	
	35	44.00	Highboy	Yes	7x20	42x25½x14	Yes	70	
	30	50.00	Console	Yes	9x18	42x45x16	Yes	105	
Oyen, O. O. 1201 So. 4th St. Minneapolis, Minn.	Oyen-18	12.00	Cabinet	No	7x18	21½x12x10	No	12	
	24	16.50	Cabinet	No	7x24	28x12x10	No	14	
	26	17.50	Cabinet	No	7x26	30x12x10	No	15	
	A	25.00	Console Table	No		33x14½x30	Yes	54	
	B	30.00	Console Table	No		33x15x30	Yes	64	
	I	40.00	Console	No	7x30	34x16x39	Yes	62	
	II	50.00	Console	No	7x30	34x16x40	Yes	70	
	III	75.00	Console	No	7x28	34½x15½x42½	Yes	100	

At the first crack
of the World's Series
bat....

"You're there with a Crosley!"

The Crosley Radio Corp.
Can you explain "balancing," so folks can understand it? We technical people know that Hazeltine's neutrodyne principle is a wonderful thing. If you can make it understandable to laymen you're good.
Yours truly,
J. H. & F. A. Sells, Co., Columbus, O.



Nature always puts obstacles in our way. When men begin to study a new invention or discovery they find that there are many problems to solve before a successful device can be built. This was the case with the steam engine, the printing press, the automobile, the aeroplane, and every other major invention that you can think of.

The vacuum tube is, perhaps, one of the most remarkable inventions ever made. We found that we could use it to amplify the radio signals. But when we tried to tune these amplifiers, so that they would help us select the desired signal, we found that the vacuum had a tendency to misbehave.

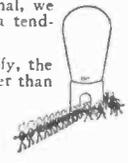
When a tube is used to amplify, the output voltage is much stronger than the input voltage. This is the natural result of the amplification. But there is a path back through the tube through which some of the strong output voltage can get back to the input side of the tube. This voltage is then again amplified and again returns, getting stronger each time, the result being that the tube goes wild. It becomes a miniature broadcasting station on its own hook.

If we can provide a second path from the output circuit to the input circuit, so arranged that the voltage which comes back through this second path is opposed to the voltage that comes back through the tube itself we can prevent the trouble. This is called "balancing" because the second path is adjusted so that it exactly balances the path through the tube.

The Hazeltine method of balancing (or neutralizing) this path through the tube has several unique advantages over all the other methods that have been proposed. This is why Crosley radios use the Hazeltine "neutrodyne" method.



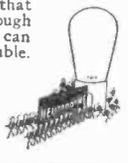
SIGNAL VOLTAGES GOING INTO AMPLIFYING TUBE



SIGNAL VOLTAGES LEAVING TUBE GREATLY AMPLIFIED BUT SOME RUN AROUND TO ENTRANCE AND CROWD IN WITH THE LITTLE INCOMING SIGNALS



AMPLIFIED SIGNALS RETURNING TO TUBE MIXING IT UP WITH INCOMING SIGNALS



HAZELTINE DIVIDES BOL-SHEVIK VOLTAGES, BALANCING EACH OTHER BY OPPOSING EACH OTHER THEY CAUSE NO RUMPUS IN THE TUBE AND PROGRAM SIGNALS GO THROUGH AMPLIFIER WITHOUT INTERFERENCE

THIS new Crosley Bandbox
6 TUBE RECEIVER *de luxe*
is the national radio hit at \$55.

Its amazing performance is the result of its remarkable construction—the introduction of features found in the most expensive of radios and possible at \$55 only thru mass production methods, plus the licensing of Crosley for use of the patents, research resources and discoveries of The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone & Telegraph Co., and The Hazeltine and Latour Corporations.

Check any radio at any price against these Crosley features—standards of comparison that indicate the Bandbox's superiority.

- 1—Completely shielded coils, condensers and wiring.
- 2—Acuminators for sharpest tuning.
- 3—Completely balanced genuine Neutrodyne.
- 4—Volume Control.
- 5—Single tuning knob.
- 6—Illuminated dial.
- 7—Single cable to outside connections.
- 8—Designed for easy installation in consoles.
- 9—Beautiful frosted brown crystalline finish.

AC model using new R.C.A. AC tubes and working directly from electric light socket through Crosley Power Converter \$65. Power Converter \$60.

The value of this Bandbox receiver and the excellence of its performance can best be judged by seeing it and hearing it at the nearest Crosley dealers. If you cannot locate one of the 16,000 dealers, write Dept. 130 for his name and address and Crosley literature.

Approved Consoles

\$65

\$85

\$35

Selected by Powell Crosley, Jr., as ideal, 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.
1340 S. Michigan Ave.,
Chicago, Ill.

Sales Agents for Approved Console Factories
Showers Brothers Company
The Wolf Mfg. Industries

IMPROVED MUSICONES

Musicones improve the reception of any radio set. They are perfect affinities in beauty and reproductive effectiveness for Crosley Radios. A tilt-table model with brown mahogany finish stands 36 inches high, \$27.50—16-inch Super-Musicones as pictured above with "Bandbox", \$12.75—12-inch Ultra-Musicones, \$9.75.

CROSLEY RADIO

THE CROSLEY RADIO CORPORATION
Powell Crosley, Jr., Pres. Cincinnati, Ohio
Prices slightly higher west of the Rocky Mts.

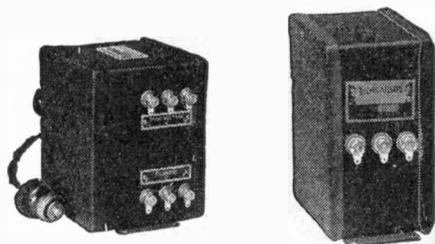


Crosley is licensed only for
Radio Amateur, Experimental and
Broadcast Reception.



FOR THE FINEST MUSICAL PERFORMANCE

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 5⅝"
high
List Price
\$14.00

THE 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.

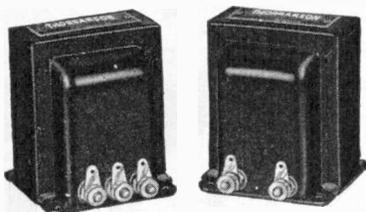
He knows that Thordarson transformers are specified in a majority of the popular circuits.

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.....

(3588)

MERCHANDISING RADIO PARTS



A Section of *Radio Retailing*

October, 1927

KITS — for Christmas Sales

THE Maryland Radio Service Company, 315 West Baltimore Street, Baltimore, Md., is one concern dealing exclusively in parts which has kept pace with the times. It is the one store out of five—and there are just five stores in Baltimore which deal exclusively in parts—that is still increasing its business, particularly its turnover, and doing it without cutting prices.

Quick to sense the change from the merchandising of miscellaneous parts to the sale of complete kits, S. B. Berkowich, proprietor of the concern, capitalized the trend and adapted his business to it.

"We feature the kits which we have

found to be best in size and price for this territory," stated Mr. Berkowich. "It took a long while for us to win the people over from the idea of buying a miscellaneous collection of parts for building a radio set, but it has been worth it. We were a whole year introducing the kit which we now feature, but as a result we are giving the public a set which we know will function satisfactorily if it is built right."

Especially is this true at Christmas time when so many fathers wonder what to give "the boy" for Christmas.

The Maryland Radio Service Co. solves it for them by suggesting a kit of radio parts—educational and instructive, as well

as entertaining—instead of the usual useless toys.

Incidentally "Radio Berky," as he is known in Baltimore, has sold over a thousand kits within the last year.

That is a record of which any dealer or manufacturer of sets might well be satisfied with since these kits retail for an average of about \$50. Part of the campaign of winning the public over to the kit idea consisted of featuring it in the display window almost every week for more than a year. Notwithstanding the fact that the Maryland Radio Service Company has its windows dressed every week by a professional window dresser, one kit, together with its blue prints and constructional data, is always featured, almost exclusively, in one of the windows, and other parts and accessories are displayed in the other window. As a result this concern now has the comfortable business of making sale after sale of complete kits of parts for sets to friends of its satisfied customers.

When you enter the store you see nothing but radio—high class parts and accessories. There is no extraneous merchandise to confuse the buyer. Two or three tables conveniently placed are filled with descriptive circulars and folders describing the latest hook-up of sets and accessories. Customers often visit the store just to check up on some circuits which they are building or to find what is new in radio and what the possibilities are of building it.

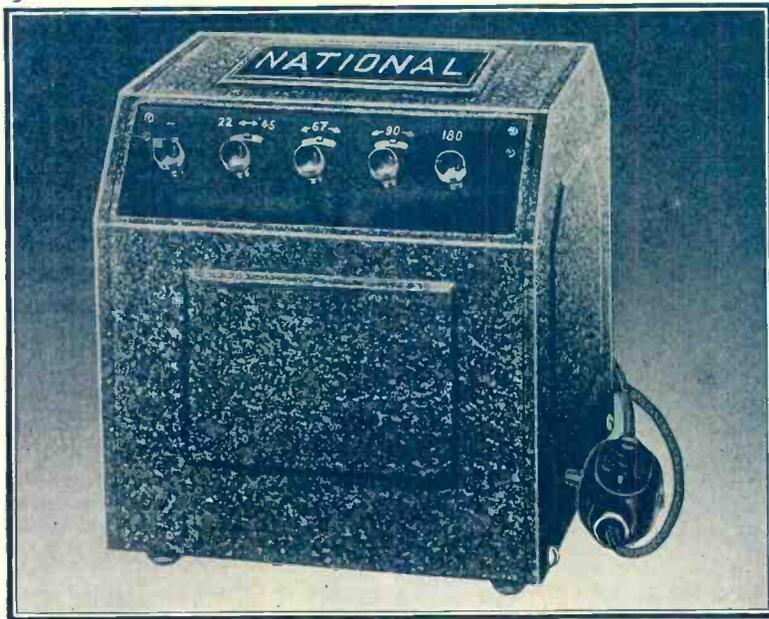
The Maryland Radio Service Company has not been without competition during this time as the other four parts dealers with whom Berky makes up the fifth are located within two or three blocks of him. "But I am not worrying about them," continues Berky. "They may do a larger business and have a greater turnover but I am satisfied. I have made money here and my sales are increasing every day. Many wander in here to get information and then go to a cut price store to buy but in the end a good many of them return where they know they can get the right

(Please turn to page 173)



The windows of the Maryland Radio Service Company, Baltimore, Md., are dressed every week, but one idea is always retained—one kit, together with the blue-prints and constructional data necessary for assembling it, is always featured in the right-hand window.

NATIONAL



AN ENTIRELY NEW AND UNIQUE HEAVY-DUTY BETTER-B

Supplies

Detector voltages, 22 to 45, adjustable;
R. F. voltages from 50 to 75;
A. F. voltages from 90 to 135;
Power tube voltage 180 fixed.

An Exclusive Feature

Tubes and by-pass condensers are protected against excessive and harmful voltages.

Designed for lasting service with liberal factors of safety.

A Strictly Heavy-Duty Power Unit

Output rating is 70 mils at 180 volts.
Uses R.C.A. UX-280 or Cunningham CX-380 Rectron.

Licensed under patents of Radio Corporation of America and Associated Companies.

For 110-120 Volts, 50-60 cycles A. C.
List price with cord, switch and plug, \$40. Rectifier tube, \$5.

Write National Co., Inc., W. A. Ready, Pres., Malden, Mass., for new Bulletin R-124.

NATIONAL

Type 7180

A "B" That's Built for Service

See Our Exhibit at Booth No. 8, Sec. E, Chicago Radio Show, Oct. 10-16th



TONE FILTER
FOR BETTER TONE AND
SPEAKER PROTECTION



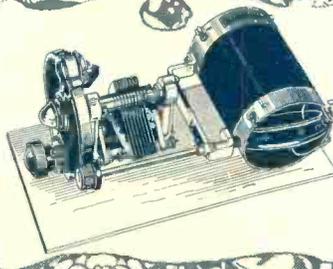
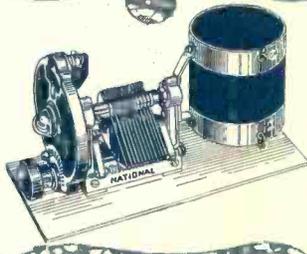
FILAMENT TRANSFORMER
NO. 123 FOR THE
NEW A.C. TUBES



**THE ORIGINAL
VELVET VERNIER DIAL**
TYPE A



POWER TRANSFORMER
FOR PLATE
SUPPLY UNITS



FILTER CHOKES
TYPE 80



NATIONAL TUNING UNITS — THE HEAVENLY TWINS
More National Tuning Units have been used by set builders than all other similar components combined.

Standard since 1923

Approved By

The OFFICIAL Design

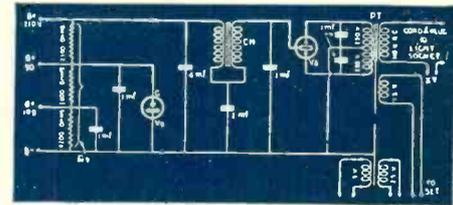
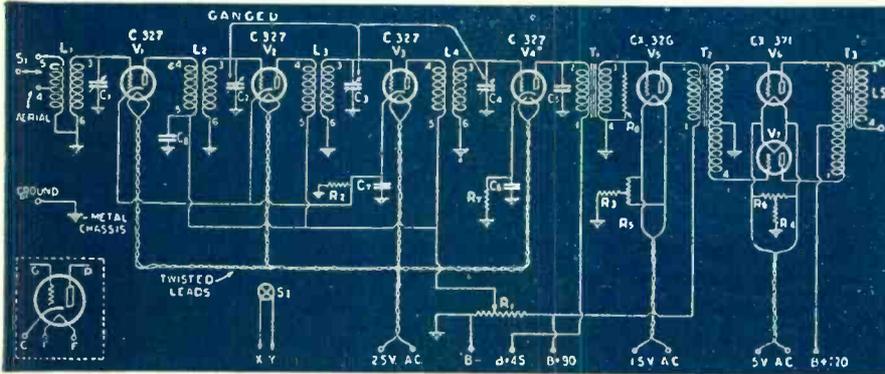
BROWNING & DRAKE

Pre-viewing the New Circuits

November fan magazines will tell how to build the sets described on this page



The Improved Shielded Six with A.C. Tubes and an A.B.C. Power Unit



RAUDIO NEWS claims that the new shielded six is the first set intended for home construction that has been designed specifically for the new alternating current tubes. Added to this feature is the incorporation of a complete A.B.C. power unit within the set.

The radio circuits consist of three stages of tuned radio-frequency amplification, a detector and two pages of audio amplification with a push-pull power amplifier. The entire assembly is made upon a pressed-steel chassis, to the front of which is attached a beautifully decorated bronze panel carrying the two vernier tuning controls, the volume adjustment knobs, an antenna-adjustment switch, and a small control

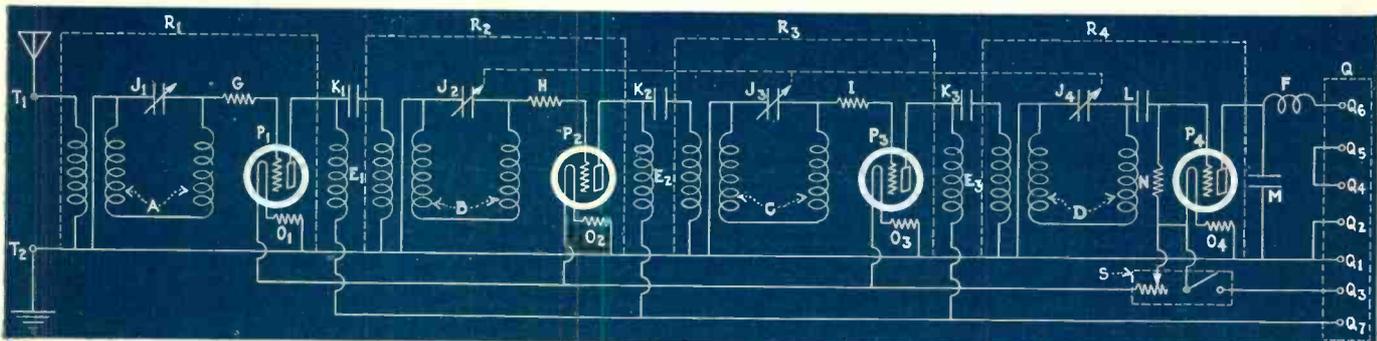
switch which serves to turn on and off all power. It delivers more volume than is necessary for practically all stations heard.

The entire design of the improved shielded six receiver has been developed around the new A.C. tubes and the use of them has been so carefully worked out that only a very low whisper of alternating-current hum is heard in the loud speaker. The assembly of the power unit itself is very simple and the connections are illustrated in the accompanying circuit. The parts necessary for constructing the A. B. C. power unit as well as the receiver are given in the list of parts below.

C1, C2, C3 and C4—variable condensers.
L1, L2, L3 and L4—tuning coils.

- V1-4—five-prong sockets.
 - V5-7—four-prong sockets.
 - T1—audio-frequency transformer.
 - T2 and T3—push-pull transformers.
 - C5—.002 mfd. fixed condenser.
 - C6, C7 and C8—.5 mfd. fixed condensers.
 - R1—6000 ohm potentiometer.
 - R2—600 ohm fixed resistor.
 - R3 and R4—1000 ohm fixed resistors.
 - R5 and R6—tapped resistors.
 - R7—5000 ohm fixed resistor.
 - R8—250,000 ohm fixed resistor.
 - R9—tapped resistor.
 - S1—s.p.d.t. antenna switch.
 - S2—on-off switch.
 - V1—4 A.C. heated cathode tubes.
 - V5—raw a.c. tube.
 - V6 and V7—71 type tubes.
 - PT—power transformer.
 - CH—choke coil.
 - CD—filter condenser.
 - V8—full-wave, filamentless rectifying tube.
 - V9—voltage regulator tube.
 - LS—tip jacks.
- 3 stage shields, 4 coil sockets, triple-link motion for condensers, 2 vernier dials, terminal strip, front panel, steel chassis, resistor mounting, 2 standard sockets, steel base and connection wire.

LC-28 4-Tube Receiver Appearing in the October and November *Popular Radio*



THE unique design of this receiver, both from a mechanical and an electrical standpoint, was explained in the October number of *POPULAR RADIO*. The receiver has a mechanical design that is exceptionally well suited to the constructional ability of the home set-builder and it is the claim of *POPULAR RADIO*'s technical staff that anyone can build the set and obtain the expected results by simply following exactly the constructional information in the article. The receiver has an exceptionally high amplification and yet is easy to tune by a single drum control. It may be used with no antenna at all, with a loop, or with any form of indoor or outdoor antenna.

The set is built entirely on a metal chassis, completely stamped and drilled and

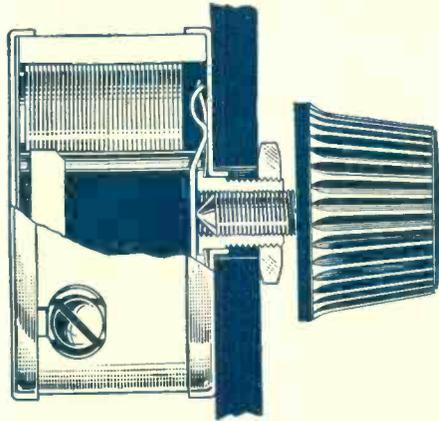
ready for mounting the instruments. It contains a complete set of shields and a metal panel drilled and engraved. In assembling, the only instrument necessary is a screw driver.

The appearance, when placed in the special consoles made for it, is in keeping with any well-furnished home.

The list of instruments and accessories necessary for building this receiver are as follows:

- A, B, C and D—High-frequency transformers;
- E1, E2 and E3—High-frequency chokes;
- F—High-frequency choke;
- G—500 ohms resistance;
- H—600 ohms resistance;
- I—700 ohms resistance;
- J1, J2, J3 and J4—Variable condensers, .000275 mfd.;

- K1, K2 and K3—Condensers, .02 mfd.;
- L—Condensers, .00025 mfd.;
- M—Condensers, .00075 mfd.;
- N—Resistors, 6 megohms;
- O1, O2, O3 and O4—Fixed resistors, sockets;
- P1, P2, P3 and P4—Vibrationless sockets;
- Q—Cable connector plug with cable;
- R1, R2, R3 and R4—Special small size aluminum box shields;
- S—Combination switch and rheostat, 6 ohms;
- T1 and T2—Plugs and tip jacks, marked "Antenna" and "Ground," respectively, with insulating washers for the antenna;
- U—Double-drum dial;
- V—Brass extension shaft, 16½ inches long and ½ inch in diameter;
- W—Aluminum panel, 6 inches by 26 inches, drilled and decorated;
- X1 and X2—Brackets;
- Y—Aluminum chassis;
- Z—Single-resistance mounting.



Sell this Variable Resistor for any B-Eliminator Hook-up!

BRADLEYOHM-E is a remarkable variable resistor, made in several ranges. The graphite disc principle insures noiseless, stepless regulation of plate voltage, which is essential in any successful B-Eliminator.

Most of the largest manufacturers of B-Eliminators equip their products with Bradleyohm-E. Leading radio engineers feature Bradleyohm-E in their construction articles. It is always a fast seller.

Two Other Resistors that are Fast Sellers



BRADLEYUNIT-A is a fixed resistor that does not change with age. It is not affected by temperature or moisture. Can be soldered without affecting its accuracy.



BRADLEYSTAT Perfect Filament Control is essential for noiseless filament control, so desirable in high powered sets. One Bradleystat handles any tube.

ALLEN-BRADLEY COMPANY, 489 CLINTON STREET
MILWAUKEE, WISCONSIN

Allen-Bradley

PERFECT RADIO RESISTORS

MANUFACTURERS and MARKETS

*Devoted to the Problems
of the Manufacturer in
the Design and Distribu-
tion of Radio Apparatus*

A Section of *Radio Retailing*

October, 1927

United States Electric Corporation Announces Working Program

THE long-awaited merger of nationally known radio manufacturers is now an accomplished fact.

The merger is incorporated as the United States Electric Corporation and comprises radio set manufacturers, radio cabinet makers and manufacturers of radio power units. This feature is regarded as extremely significant to the average radio dealer as products of the above types will be made and marketed under the corporate name, although each company will retain its own individuality.

The patent coverage of the merged companies is also comprehensive. It includes licenses under the patents of the Radio Corporation of America, the Westinghouse Company, the General Electric Company, the American Telephone and Telegraph Company, the Latour Corporation, the

Hazeltine Corporation and the Technidyne Corporation—the last named being heralded as the only new radio circuit developed in the past five years. The United States Electric Corporation is the only radio manufacturer enjoying licenses under all of the above patents. Added to these are the individual patents owned by the various companies combined in the merger.

The policies of the new corporation are being built along lines closely paralleling those of the General Motors group in respect to finance, executive control, unity of sales activity and economic structure of its manufacturing divisions. Individual corporations admitted to the consolidation to date are: Apex Electric Manufacturing Company of Chicago; Sentinel Manufacturing Company of Chicago; Slagle Radio Company of Fort Wayne, Ind.; Case Elec-

tric Company of Marion, Ind.; and the Workrite Manufacturing Co. of Cleveland, Ohio.

A notable feature of the merger program is the immediate establishment of a central engineering laboratory, into which are thrown the combined engineering personnel of the individual companies. As this includes some of the best radio engineers in the industry today, the group will be in position to turn out the finest possible receiving set equipment at a tremendous saving in the cost of research. This central laboratory, as well as the main offices of the corporation, will be located at Chicago.

The individual companies in this group are already nationally known manufacturers of a broad and diversified line of radio, electrical and automotive products, which will be continued by the new corporation, and the strategic location of the various divisions' factories give to the United States Electric Corporation economical sources of production and distribution.

Allen G. Messick who becomes president of the United States Electric Corporation

Officers of the New United States Electric Corporation



ALLEN G. MESSICK

CARL D. BOYD

JOHN T. BEATTY

PAUL K. ROMEY



HUGH B. WILKINSON

O. R. WESTFALL

O. G. NILSON

A. E. CASE

V. H. MEYER



“And then I asked him about condensers”—

When your customers talk equipment among themselves they invariably reflect the opinions gained in your store.

Make sure you are giving them satisfying condenser information and a product of proven durability by recommending Faradon Capacitors.

Acceptance by the largest Radio Manufacturers is conclusive evidence of the ability of Faradon to deliver service of outstanding merit.

Secure Faradon Capacitors and Faradon equipped sets and tell your customers why you have them.

Your wholesaler can supply you.

WIRELESS SPECIALTY APPARATUS CO.

Jamaica Plain, Boston, Mass., U. S. A.

Established 1907

Faradon

Electrostatic condensers for all purposes

is a man of considerable affairs in administration management; at the present time being president of the Robbins Body Company of Indianapolis, manufacturers of automobile bodies, also president of the Spencer-Cardinal Manufacturing Companies in Indiana, a group of furniture factories comprising some fifteen in all.

Carl D. Boyd, vice-president and general sales manager of the United States Electric Corporation was formerly vice-president of the Apex Electric Manufacturing Company. Mr. Boyd is also a director of the Radio Manufacturers' Association and last year served as its vice-president.

Paul K. Romey, who is vice-president of the Slagle Manufacturing Company of Fort Wayne, Indiana, is secretary of the new corporation. John T. Beatty, president and treasurer of the Sentinel Manufacturing Company of Chicago, is treasurer. The board of directors is composed of the officers and V. H. Meyer, president of the Workrite Company of Cleveland, Ohio, A. E. Case, president of the Indiana Manufacturing and Electric Company of Marion, Indiana, and O. G. Nilson, president of the Apex Electric Manufacturing Company of Chicago.

Federal Trade Commission Reports on General Electric Company

The Federal Trade Commission has prepared a report entitled "Control of Electric Power Companies," in partial response to Senate Resolution 329, 68th Congress, 2nd Session. This report dealt primarily with the organization, control and ownership of commercial electric power companies. The Commission has in preparation a further report on the supply of electric power machinery and equipment and on competitive conditions in the entire power field. The field work on the latter phase of the inquiry has been completed and the entire report is well advanced in the course of preparation.

The Senate resolution directed the Commission to investigate and report to what extent the General Electric Company directly or indirectly, through stockholders or otherwise, controlled the generation and transmission of electric power, and how the said control was acquired and maintained.

The report on "Control of Electric Power Companies" was printed and copies are now available for distribution upon request to the Federal Trade Commission, Washington, D. C.

U. S. Export Business in Radio Apparatus Reviving

Approximately \$30,000,000 worth of wireless apparatus is estimated to have entered into international trade in 1926. The United States was the largest exporter, American shipments making up 29.4 per cent of the total; Germany came next with 25.6 per cent, followed by Great Britain with 20.5 per cent and France with 13.7 per cent. Exports from Germany showed a slight decrease during 1926 as compared with the previous year.

United States exports of radio apparatus decreased 12 per cent in 1926 as compared with 1925, amounting to \$8,794,453. Export figures for the first half of this year, however, were valued at \$3,705,861, an increase of \$450,000 over the same period of 1926, indicating that the trade is reviving.

Dubilier Condenser Corp. Pushes Patents

The Dubilier Condenser Corporation of New York City, has recently given notice to the trade that it has patents pending and patent applications to cover many improvements for the operating of radio sets from power lines, means for similarly operating power amplifiers and speakers and socket power units for use with radio sets.

Dubilier further announces that Willard, Fansteel (Balkite) Philadelphia Storage Battery Company (Philco), Grigsby-Grunow-Hinds Company (Majestic) and others are already licensed under its patents and that practically all battery eliminators and radio sets operated from alternating current infringe the Dubilier patents in one or more particulars

What The World Wants

Listed below are some specific inquiries for American goods received in the Department of Commerce, Bureau of Foreign and Domestic Commerce, at Washington, D. C. To obtain confidential information, it is necessary only for American exporters to apply to the nearest office of the Bureau or at Washington, giving the number or numbers of the inquiry or inquiries in which they are interested.

France—27122.—Radio sets and parts. 27125.—Radio sets and parts.

Czechoslovakia—27211.—Filaments for manufacture of radio tubes. 27339.—Insulating materials.

Canada—27215.—Batteries, storage, for radios and automobiles.

England—27263.—Radio sets and parts.

New Radio Patents

ISSUED AUGUST 2, 1927

Design 73,184. Jacob Kersten, Kalamazoo, Mich. Speaker.

Design 73,186. William Turnor Lewis, Racine, Wis. Assors. to Milton Erwin Bells, Chicago, Ill. Western Coil and Electrical Co. Radio Cabinet.

Design 73,188. Charles A. Lippi, Camden, N. J. Cabinet for a Radio Speaker.

1,637,615. Frederick A. Kolster, Washington, D. C. Assignor to Federal Telegraph Company, San Francisco, Calif. Radiocompass.

1,637,646. Hisaich Kimura, Los Angeles, Calif. Variable Condenser.

1,637,863. George H. Jump, Buffalo, N. Y. Assignor to General Electric Company. Frequency Changer.

1,637,864. Frederick A. Kolster, Palo Alto, Calif., Assignor to Federal Telegraph Company, San Francisco, Calif. Electron-Tube Apparatus.

1,637,923. Herbert F. Venzke, Boyertown, Pa. Radio Tuning Device.

AUGUST 9, 1927

1,638,277. Edward C. Smith, Des Moines, Ia. Radio record.

1,638,320. Cyril A. Brigham, East Orange, N. J., Assignor to Brandess Laboratories, Inc., Newark, N. J. Sound-Reproducing Apparatus.

1,638,598. James C. Snell, Oak Park, Ill., Assignor to Premier Electric Company, Chicago, Ill. Rheostat.

1,638,734. Wilfrid Paul Heath, Chicago, Ill. Method and Means for Tuning Radio Receivers.

AUGUST 16, 1927

Design 73,252. David H. Engelson, Brooklyn, N. Y. Radio Dial Escutcheon Plate.

Design 73,261. Russell T. Kingsford, Wyncote, Pa., Assignor to Atwater Kent Manufacturing Company, Philadelphia, Pa. Grille Front for Radio Speaker.

1,638,875. Leonard E. Parker, Chicago, Ill., Assignor to Stewart-Warner Speedometer Corporation, Chicago, Ill. Radio Cabinet.

1,639,030. Henry Green, Union Hill, N. J., Assignor to Hermann Fischer, New York, N. Y. Radio Speaker.

1,639,042. Wilford C. MacFadden, Philadelphia, Pa., Assignor to Atwater Kent Manufacturing Company, Philadelphia, Pa. Radio System.

1,639,414. John M. Miller, Philadelphia, Pa., Assignor to Atwater Kent Manufacturing Company, Philadelphia, Pa. Radio Receiving System.

1,639,539. Lemuel H. Smiley, Knoxville, Tenn. Control Switch for the A Batteries of Radio Receiving Sets.

AUGUST 23, 1927

1,639,667. Richard Howland Ranger, Brooklyn, N. Y., Assignor to Radio Corporation of America. Method for Radio Position Finding.

1,639,805. Frederick S. McCullough, Cleveland, Ohio, Assignor to Glenn S. Martin, Cleveland, Ohio. Radio Apparatus.

1,639,816. Albert H. Taylor and Leo C. Young, Washington, D. C., Assignors to Wired Radio, Inc., New York, N. Y. Radio Signaling Circuit.

1,639,971. Carl Saenger, Irvington, N. J. Socket for Radio Vacuum Tubes.

1,640,140. Theodore Bodde, Niagara Falls, N. Y. Method of and Apparatus for Electrically Producing Sound.

1,640,141. Theodore Bodde, Niagara Falls, N. Y. Method of and Apparatus for Electrically Producing Sound.

1,640,172. William Hussey Adams, Kenyon, R. I. Induction Coil for Radio Apparatus.

1,640,200. Francis L. Lord, Newark, N. J., Assignor to The Lord Laboratories, Inc., New York, N. Y. Mounting Means for Radio Receiving Sets.

1,640,234. Mark M. Conyers, Custer, S. Dak. Antenna for Use with Radio Sets.

1,640,253. George E. Roesch, Pittsburgh, Pa. Automatic Lighting Switch for Radios.

AUGUST 30, 1927

Re. 16,728. Frank J. Renner, Madison, Wis., Assignor to Finney B. Smith, Washington, D. C. Radiografonola.

Design 73,363. Sylvester A. Baker, San Francisco, Calif. Radio Speaker.

Design 73,370. Isaac De Kaiser, Pittsburgh, Pa. Radio Speaker Stand.

1,640,427. Chester W. Rice, Schenectady, N. Y., Assignor to General Electric Company, Schenectady, N. Y. Radio Receiving System.

1,640,436. Frederick C. Barton, Schenectady, N. Y., Assignor to General Electric Company. Amplifying System.

1,640,534. Frank Conrad, Pittsburgh, Pa., Assignor to Westinghouse Electric & Manufacturing Company. Wireless Antenna System.

1,640,554. John F. Peters, Edgewood Park, Pa., Assignor to Westinghouse Electric & Manufacturing Company. Current Transformer.

1,640,881. Wendell L. Carlson and Glenn W. Carpenter, Washington, D. C. Radio Telegraph System.

1,640,929. Henry Farkouh, Brooklyn, N. Y. Portable Radio Antenna.

SEPTEMBER 6, 1927

1,641,289. Russell S. Ohl, New York, N. Y., Assignor to American Telephone and Telegraph Co. Radio Signaling System.

1,641,314. Harry L. Bradley, Milwaukee, Wis. Variable Condenser.

1,641,395. Tom Moore, Cincinnati, O. Rectifying Radio Shield.

1,641,438. Lester L. Jones, Oradell, N. J. Variable Condenser.

1,641,530. Paul A. Chamberlain, Chicago, Ill., Assignor to Mohawk Corp. of Illinois, Chicago, Ill. Radio Tube Socket.

1,641,635. Richard M. Klein, New York, N. Y., Assignor to F. A. D. Andrea, Inc., New York, N. Y. Adjustable Condenser.

1,641,749. Jacob M. Enders, Schenectady, N. Y., Assignor to General Electric Company. Variable Condenser.

1,641,946. Howard J. Murray, Brooklyn, N. Y. Movable Dielectric Condenser.

SEPTEMBER 13, 1927

1,642,173. Henry Joseph Round, London, England, Assignor to Radio Corporation of America. Radio Signaling System.

1,642,350. Leonard Adams, Buffalo, N. Y. Telescoping Radio Loop or Antenna.

1,642,389. Timothy E. Shea, Rutherford, N. J., Assignor to Western Electric Company. Voltage Amplifier.

1,642,420. Sigmund Loewe, Berlin, Germany, Assignor to Radio Corporation of America. Wireless Receiving Apparatus.

1,642,506. Edward Norton, New York, N. Y., Assignor to Bell Telephone Laboratories, Incorporated, New York, N. Y. Wave-Transmission System.

1,642,637. Edouard Belin, Paris, France. System of Facsimile Telegraphy by Wireless Signals.

1,642,663. Emory Leon Chaffee, Belmont, Mass., Assignor to John Hays Hammond, Jr., Gloucester, Mass. System of Radio Communication.

Important Radio Accessories That Sell Fast at a Good Profit

Specify
Belden



Beldenamel Aerial Wire

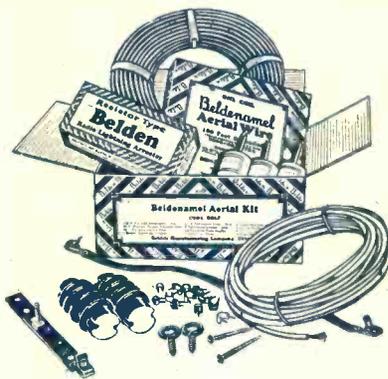
A good aerial is just as essential to efficient reception as good tubes. A poor aerial, one that is dirty and corroded, lowers the range and volume of the receiver. Such an aerial should be replaced with a Beldenamel Aerial. A Beldenamel Aerial is protected by a thick coating of Beldenamel baked on each strand. It cannot corrode. Even after years of service it is as good as new. A Beldenamel Aerial solves the aerial problem *permanently*



Belden Inside Aerial and Loop Wire

Selectivity is a big problem in large cities where powerful broadcasting stations are congested. A short indoor aerial provides best selectivity. Belden Indoor Aerial and Loop Wire may be run around window or over molding, so that it is hardly noticeable. Its use results in an astounding improvement in selectivity.

Beldenamel Aerial Kit



A good aerial properly erected is the first essential of effective reception. The Beldenamel Aerial Kit provides every requirement for constructing an aerial which will remain permanently efficient. The Beldenamel Aerial Wire supplied in this kit is the best. The Belden Resistor Type Lightning Arrester has no air gap. Insulators, ground wire, lead-in strip, ground strap, screws, staples, in fact everything that is needed for a first-class aerial, is supplied.

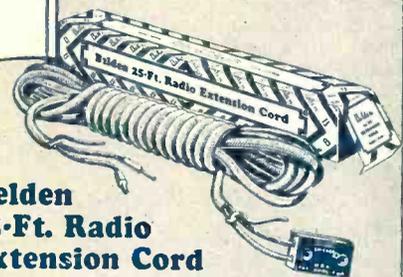
Belden Lightning Arrester

The Belden Resistor Type Lightning Arrester is all that the name implies. The design is of the latest, most approved type. It has no air gap and has been thoroughly tested and approved by underwriters. It can be used inside or outside. It is easy to install, and thoroughly reliable.



Belden Radio Battery Cord

The safest and easiest way to connect your batteries to your radio set is by using a Belden Radio Battery Cord. This is the method used by leading radio set manufacturers. It eliminates the troublesome and messy confusion of connecting wires and improves the general appearance of the set. It also prevents the possibility of accidental short circuits between wires. This is because all conductors are thoroughly insulated and bound together with an overall protector. Short circuits are impossible. Belden Radio Battery Cords are coded for easy installation — another safety feature.



Belden 25-Ft. Radio Extension Cord

Here is a cord that multiplies the usefulness of the radio receiver. It permits moving the loud speaker to any point desired without disturbing the set. Colorrubber insulation on both conductors assures faithful delivery of the signals with minimum waste. The handy bakelite Connector makes it easy to use the Belden Radio Extension Cord without tools.

Belden Manufacturing Company 2308-A S. Western Ave., Chicago

Market BAROMETER

Denver

"Expect To Exceed By 50%"

The outlook for the Rocky Mountain territory this fall is very bright. Several recent major changes in distributors seems to have strengthened the wholesale situation. All wholesalers and distributors report increase in dealer contracts of from twenty five to forty per cent over past year. Dealers at recent meetings are optimistic over the prospects especially those from towns in prairie districts where a record wheat crop has just been harvested. Wholesalers and retailers agree that with improved broadcasting and general business improvement the sale of higher class sets and equipment will probably exceed any previous year by fifty per cent.

Atlanta

"Biggest Year Is Outlook"

Improved reception and programs, announcements of new and improved receivers, advance in price of cotton and the general outlook for better business conditions have greatly increased the dealer and jobber interest in the southeast. During the spring many looked on the radio business disparagingly but now dealers are getting stocks in shape and jobbers are lining up with their supply sources with an outlook for the biggest year the south has yet known. Summer business was fairly satisfactory. Announcements of forthcoming national broadcasts is looked upon with much interest. Electrically operated sets and improved design in cabinets and reproducers seem to be considered the outstanding features of the coming season.

Chicago

"Outlook Never Brighter"

Outlook for fall and winter business never brighter is unanimous opinion of over 300 dealers at local conventions and of nine leading jobbers personally interviewed. Summer sales averaged forty per cent better than last year. Jobbers have their dealer outlets well in hand and are working closer and more harmoniously than ever before. August has been characterized by numerous jobber-dealer conventions, most of which have been mutually profitable. Dealer commitments noticeably heavy. Public interest in radio apparently unabated. Late delivery of a.c. tube sets not causing dealers to postpone early selling efforts, as arguments for available types are effective with consumer.

Kansas City

"Surpassing All Records"

Nearly all distributors report radical increase in sales over last year, in spite of poor crops in western Missouri and recent serious floods throughout Kansas and southwest Missouri. This increase

merely reflects increased consumer interest and sales. Local stations have promised better programs through chain broadcasting contracts and this together with less interference assured by Federal Radio Commission is creating a consumers demand that will surpass the previous years.

St. Louis

"Unprecedented Increase Promised"

Present conditions, the outlook and enthusiasm give promise of unprecedented increase in business this fall. An educational campaign on improved air conditions, elaborate programs on National Radio Day and the Dempsey-Tunney fight created a good will among listeners and prospective buyers that tended to start fall buying earlier than usual. The radio show scheduled a month earlier than usual led to unequalled interest by public and the trade generally promises to capitalize on the created good will. Never before at this period has the outlook been brighter for a record year.

New Orleans

"Accessories Surpassing Sets"

The summer market was quiet except for brisk sales before the two championship fights. Louisiana and Mississippi do not promise as active country business as last year but the city market is expected to exceed last year due to the increase in the price of cotton and New Orleans is already buying seventy per cent of the entire territory's quota of tubes. The trade is not agreed on the set market. Some distributors expect a larger business than last year but few retailers are signing to take a fixed quota of sets for the year. Both the retail and wholesale trade, however, are agreed that the sale of tubes, batteries, and power units are going to exceed all previous records. Some distributors expect the accessory business to overshadow the set sales this year.

Boston

"Forecasts Materializing"

Forecasts of better business in radio in the New England district made two months ago are coming true, in the opinion of leading distributors. While summer retail business has been low in many cases, sales as a whole have been running 10 to 15 per cent ahead of a year ago. Excepting portable sets, the public has been buying carefully, but there has been a good output of accessories and supplies. Distributors report that retailers are stocking up earlier than usual, although more care is evident to avoid heavy consignments. An early turn towards a fall and winter of great activity has begun. Collections are considerably improved because of closer supervision of accounts by distributors and better business conditions in industrial centers. Keen interest is apparent in trade circles concerning a.c. tube sets.

Detroit

"Waiting for the Merchandise"

The trade is waiting impatiently for new sets and all are anticipating a rush of business as soon as they arrive. A dealer show given by manufacturers and jobbers recently created considerable enthusiasm and space for the forthcoming show is already sold out. Everyone expects an electrical year and new model electric sets and socket power devices are expected to be in big demand from the first. Some new model eliminators are in and are receiving much attention. Meanwhile some sets and a fair volume of accessories and supplies are moving.

Los Angeles

"Coming Back After Dull Period"

Southern California is experiencing a slight comeback after a comparatively dull period. Sales the last month have been much better than the month before and slightly better than the corresponding month last year. Socket power will be met with favor by the public if dealers see fit to push it. Few are worrying about the patent situation and dealers and jobbers are going right ahead with the merchandising of their leading lines.

Toronto

"Cabinet Companies Active"

Business is rapidly picking up in Toronto territory. Contracts are being signed on all sides and retail sales are up twenty per cent over last month with about a ten per cent gain on last year. Dealers are making a big effort at fall shows and expect to really start selling sets in next six weeks. Power units have had a good call all summer while replacements on tubes and batteries represent a good part of present business. Cabinet companies are very active and many consoles have been designed to fit the standard table type receivers. Dealers are puzzled over batteryless sets and are going cautiously. It is felt that owing to price differences the best market will still be for battery operated receivers. Belief is that parts will be good sellers this year.

San Francisco

"Fair But Picking Up"

Manufacturers and jobbers report conditions only fair but several dealers say sales excellent during past two months. Most of the trade feels that business is picking up, but some disagree. Good autumn broadcasting is maintaining public interest. Dealers' stocks are low and shelves are clean for fall buying. One firm reports sixty per cent of sets sold are power operated indicating a tendency which is expected to increase. Radio show had all space taken and undoubtedly stimulated retail buying.



Profits
Await
You in

TRUVOLT

An All-Wire Variable
Voltage Control

This new all-wire voltage control for B-Eliminators is proving a fast-selling, profitable item for dealers carrying it.

Advertisements in the important publications and editors' write-ups are getting over its superior features such as:

1. Greater radiation area keeping it cool on principle of an air-cooled motor.
2. Permanent accuracy and long life due to no deterioration from high temperatures.
3. Made entirely of wire; potentiometer control; positive electrical contact.
4. Nichrome wire resistance with 30 exact readings of resistance.

Eight Stock Types with resistances up to 50,000 ohms. All rated at 25 watts. List \$3.50.

Also full line of fixed wire resistances.

*Write for descriptive circular
and full information.*

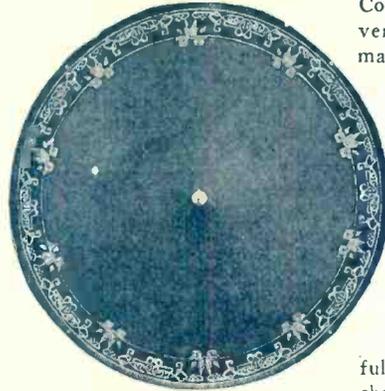
**"This Is An Eliminator
Year"**

Dept. 15B, 175 Varick Street, New York

ELECTRAD Inc.

Ensco
THE ORIGINAL AND WORLD'S
FINEST 3 FOOT SPEAKERKIT

Consistent Consumer Advertising
Means Sales to You



Consistent consumer advertising in national magazines and newspapers has made "Ensco" the fastest selling speaker kit. Complete line of 2 and 3 foot cones in roll, console, wall and pedestal models, selling (in the U. S.) from \$10.00 to \$17.50.

fully patented. Purchasers are protected by our money-back guarantee.



Write any of the offices below for our special jobbers' or dealers' proposition.

ENGINEERS' SERVICE COMPANY

25 Church St., New York
73 Cornhill, Boston

28 E. Jackson Blvd., Chicago
331 Bay St., Toronto, Ont.

CARTER

PARTS

Specified as
usual for

**Radio News Light Socket
Receiver**

Popular Radio L. C. 28

both previewed in this issue

Also specified in all this season's leading circuits. Complete list of circuits and Carter parts specified, mailed on request.

In Canada: Carter Radio Co., Ltd., Toronto
Offices in principal cities of the world

CARTER RADIO CO.
CHICAGO

Radio Cabinet Specifications (Continued from Page 104)

Name and Address of Manufacturer	Model Number	List Price	Type of Furniture	Is Speaker Built-in and What Type	Size of Panel That Can Be Accommodated in Inches	Overall Dimensions in Inches H—W—D	Space for Batteries or Power Supply	Weight When Crated in Lbs.	Made Expressly for What Model Receiver
Pierson Company Cedar & Pleasant Sts. Rockford, Illinois	11	23.00	Battery Table	None		29x30x16	Yes	62	
	18	28.00	Speaker Table	None	None	30x36x20	Yes	75	
	20	35.00	Console	None	26x9	38x30x16	Yes	85	
	24	42.00	Console	None	32x9	38x36x16	Yes	95	
	25	45.00	Console	None	32x9	38x36x16	Yes	98	
	31	48.00	Highboy	Special	26x9	42x30x16	Yes	97	
	19	65.00	*	Newcombe-Hawley	None	30x32x18	Yes	95	
	36	75.00	Credenza	Newcombe-Hawley	24x9	36x27x21	Yes	95	
	38	100.00	Gredenza	Newcombe-Hawley	24x9	40 27x21	Yes	105	
	192	115.00	*	Newcombe-Hawley	None	32x30x19	Yes	110	
	212	125.00	Credenza	Newcombe-Hawley	26x10	42 30 20	Yes	130	
	208	140.00	Console	Newcombe-Hawley	32x9	42x36x18	Yes	135	
	218	150.00	Credenza	Newcombe-Hawley	24x10	43x28x19	Yes	130	
	214	175.00	Wall Cabinet	Newcombe-Hawley	28x10	50x32x20	Yes	175	
	859	240.00	Ortho-Type	Newcombe-Hawley	24x10	44x45x19	Yes	192	
	857	250.00	Desk	Special	26x10	48x46x18	Yes	176	
860	250.00	Ortho-Type	Newcombe-Hawley	24x10	45x53x18	Yes	215		
* Ortho-Type Speaker.									
Platter Cabinet Co. No. Vernon, Ind.	93U	58.00	Console	Horn	8x21	44½x24½x15	Yes	89	
	937	80.00	Desk	Horn	8x24	39x29½x16½	Yes	92	
	918	93.00	Console	Horn	8x18	44½x26½x16½	Yes	120	
Plymouth Furniture Co., Plymouth, Wis.	500	17.50	Table	No		24x12x24	Yes	40	
	4718	25.00	Console	No	8x21 or less	40x27x14	Yes	60	
	200	27.50	Console	Horn		40x26x12	Yes	60	A.-K. 20 and 30
	235	27.50	Console	Horn		40x26x12	Yes	60	A.-K. 35
	7718	35.00	Console	Optional	7x21 or less	41x25x14	Yes	65	
	1221	40.00	Console	Optional	7x21 or less	40x27x18	Yes	70	
	3735	40.00	Console	Optional		41x25x14	Yes	60	A.-K. 20, 30, 35
	1021	42.50	Console	Optional	7½x21 or less	41x27x17	Yes	70	
	Standish	65.00	Console	Long Horn	7x21 or less	38x34½x22½	Yes	75	
	Pooley Co. 1600 Indiana Ave. Philadelphia, Pa.	2700 R.E.	35.00	"S"	"A"	20½x5½	39½x24½x14½	Ample	65
2100		35.00	"T"	"B"	21x14	30x21½x14½	None	50	A.-K. 30-35
2200		45.00	"T"	"B"	21x14	33½x21½x14½	Ample	60	A.-K. 30-35
2400 R.E.		47.50	"S"	"A"	20½x5½	39½x24½x14½	Ample	68	A.-K. 30-33
2700 R.I.		50.00	"S"	"B"	20½x5½	39½x24½x14½	Ample	72	A.-K. 30-33
2600		55.00	"T"	"B"	25x14	33½x25½x14	Ample	78	All A.-K. Models
2400 R.I.		57.50	"S"	"B"	20½x5½	39½x24½x14½	Ample	77	A.-K. 30-33
1900 R.I.		75.00	"S"	"B"	19x5½	45½x24½x15	Ample	99	A.-K. 30
2000 R.I.		75.00	"Y"	"C"	19x5½	31½x22½x17½	Ample	80	A.-K. 30
2000 R.I.D.		85.00	"Z"	"C"	19x5½	31½x22½x17½	Ample	80	A.-K. 30
2300 R.I.		90.00	"AA"	"D"	26x16	34x26½x16½	Ample	109	All A.-K. Models
1600 R.I.		115.00	"V"	"B"	19x5½	41½x35½x16½	Ample	142	A.-K. 30
1100 R.I.		125.00	"S"	"B"	20½x7½	52½x33x15½	Ample	145	A.-K. 30-32-33-50
2500 R.I.		125.00	"U"	"D"	20½x7½	42½x28x16½	Ample	142	A.-K. 30-32-33-50
1300 R.I.		150.00	"S"	"B"	20½x7½	50½x29½x15½	Ample	143	A.-K. 30-32-33-50
1700 R.I.		160.00	"W"	"B"	20½x7½	50x30x18	Ample	158	A.-K. 30-32-33-50
1700 R.I.D.		180.00	"X"	"B"	20½x7½	50x30x18	Ample	158	A.-K. 30-32-33-50
1200 R.I.		225.00	"BB"	"B"	20½x7½	56½x36x18	Ample	192	A.-K. 30-32-33-50
2800 R.I.		250.00	"CC"	"D"	20½x7½	46x30½x19½	Ample	185	A.-K. 30-32-33-50
"A"—Accommodate Atwater-Kent Model "E" Radio Speaker. "B"—Built-in Pooley patented floating horn with Atwater-Kent Reproducing Unit. "C"—Large built-in floating horn with Atwater-Kent Reproducing Unit. "D"—New built-in Pooley floating double horn (patent pending) with special (low impedance) Atwater-Kent Reproducing Unit. "K"—Pooley Standard—hand-polished, duo-tone, American Walnut. "L"—Pooley Standard—hand-polished, duo-tone, English Brown Mahogany. "M"—Pooley Standard—hand-polished, duo-tone, American Walnut or English Brown Mahogany. "N"—Pooley Standard—Oriental Decorated on five-ply selected veneer. "O"—Pooley Standard, duo-tone, hand-polished, English Brown Mahogany with Satinwood and Ebony inlays. "P"—Pooley Standard, duo-tone, hand-polished, English Brown Mahogany with Satinwood Oriental Burl and Rosewood inlays. "Q"—Selected American Walnut and Oriental Burl—Pooley Standard, hand-polished finish. "R"—Pooley Standard—hand-polished, American Walnut or English Brown Mahogany—hand carved, Crotch Mahogany, panels inlaid. "S"—Stuart style Highboy. "T"—Stuart style Cabinet Speaker. "U"—Italian style Highboy. "V"—Italian style Console. "W"—Chippendale style Highboy. "X"—Chinese Chippendale Highboy. "Y"—Pooley "Arm Chair" Model. "Z"—Pooley "Arm Chair" Model—Oriental Decorated. "AA"—Italian style Cabinet Speaker. "BB"—Louis XVI Highboy. "CC"—Colonial style Highboy—Hand Carved.									
Red Lion Cabinet Co., Red Lion, Pa.	4750	47.50	Console			39x24x15½			Atwater Kent
	9000	90.00	Highboy	Yes		55½x28x18			Atwater Kent
Rockford Sales Corp. 206 Lexington Ave. New York City	1	13.50	Table Cabinet	No		13x24	Yes		
	2	14.50	Table Cabinet	No		13x24	Yes		
	3	14.50	Table Cabinet	No		18x24	Yes		
	4	14.50	Table Cabinet	No		15x30	Yes		
	5	15.50	Table Cabinet	No		18x24	Yes		
	6	15.50	Table Cabinet	No		18x30	Yes		
	900	30.00	Console	No	12x21	41½x24½x14	Yes		
	937	58.00	Desk Cabinet	No	8½x27½	39x29½x16½	Yes		
Schoverling, Daly and Gales, Inc. 114 East 23rd St., New York City	3	17.50	Table						
	50	70.00	Secretary	Air Column	Any Size		Yes		Any Standard
	Knickerbocker	110.00	Secretary	Air Column	Any Size		Yes		Any Standard
Standard Piano Bench Mfg. Co. 1225 W. Lake St. Chicago, Ill.	303	14.00	Table			30x33x12	Yes	41	Buckwater
	315	16.50	Table			30x36x15	Yes	46	Case
	616	21.50	Table			30x26x14	Yes	45	Diamond
	304	22.00	Console			30x36x15	Yes	68	Arbophone
	618	22.25	Table			30x26x14	Yes	44½	Shamrock
	304	22.50	Console			30x36x15	Yes	68	McMillan
	305	25.25	Console			30x36x15	Yes	65	Workrite
	306	25.25	Console			30x36x15	Yes	65	Steinite
	305	25.75	Console			30x36x15	Yes	65	Kolster
	306	25.75	Console			30x36x15	Yes	65	Bosch
	605	26.25	Console			30x30x14	Yes	60	Buckingham
	605	26.75	Console			30x30x14	Yes	60	Spltdorf
	325	33.00	Console			30x29x20	Yes	76	All American
	325	33.50	Console			30x29x20	Yes	76	Stewart Warner
	625	33.75	Console			30x33x20	Yes	78	Freed Eisemann
	625	34.25	Console			30x33x20	Yes	78	Crosley
	505	35.75	Console	27-in. Aston		30x32x15	Yes	62	Atwater-Kent
	505	36.50	Console	27-in. Aston		30x32x15	Yes	62	R.C.A.

BEE CEE CONDENSERS

For
Manufacturer, Dealer, and Jobber



Fixed Paper Condensers for By-Pass Compacts, Inductance Filters, Interrupter Power Factor, etc. We are equipped to produce, in any quantity, any type of paper condenser, or any combination of capacities, for any working voltage up to 1,250 volts, D.C.

Send Us Your Requirements.

BROWN & CAINE

ESTABLISHED 1911

2317-19-21 CALUMET AVENUE

CHICAGO

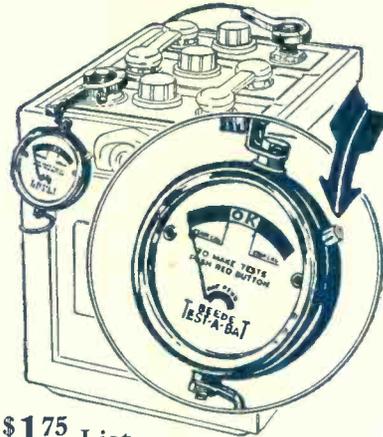
Branch Offices:

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Attaches to Any Storage Battery



\$1.75 List

They'll All Thank You For the Advice

Just Press the Button

and see if your battery is O. K.

You can attach a Beede Test-A-Bat to every storage battery that you sell. Simple to attach, simple to use. And you can sell one to every one of your old customers.

SAFE—ACCURATE—CONVENIENT

Far Superior to Hydrometers—No Risk of Acid Drippings—Simple and Easy to Use—No Need to Move Your Battery—Always on the Job—Readings Guaranteed to be Accurate—Manufacturers of Radio Meters of All Descriptions.

BEEDE ELECTRICAL INSTRUMENT COMPANY
136 Liberty Street New York



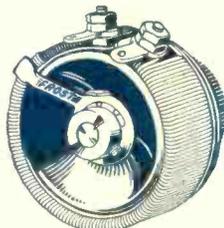
FROST-RADIO DE LUXE RADIO APPARATUS

We knew that dealers wanted better radio parts and accessories than other manufacturers had been able to supply. When we offered Frost-Radio De Luxe Apparatus the response was instant and tremendous, placing Frost-Radio in first place in the parts field. Today set builders everywhere are ordering Frost De Luxe Parts by name.



FROST-RADIO

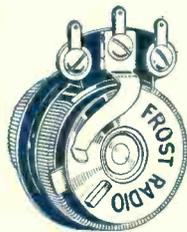
At the left is the new Frost De Luxe Variable High Resistance Unit. We make it in 2 or 3 terminal type from 2,000 to 500,000 ohms. At the right the new Frost Rheostat, made in Metal Frame or Bakelite in resistances from 2 to 75 ohms. Both items are supplied with or without switch.



FROST-RADIO

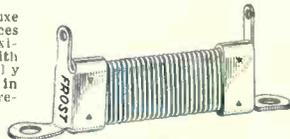
Frost Gem Rheostat

The new Frost Gem Rheostat is a good small rheostat (diameter 1 1/4 inches.) It combines compactness, precision workmanship, sturdiness and long service. Supplied with or without switch. Resistance element wound on flexible Bakelite winding strip—the finest material for the purpose.



FROST-RADIO

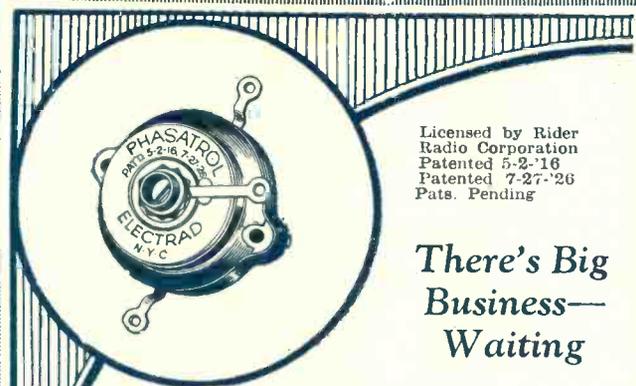
Frost De Luxe Fixed Resistances are wound on flexible Bakelite with terminals firmly "staked." Made in a wide range of resistances from 4 to 1000 ohms.



FROST-RADIO

HERBERT H. FROST, Inc.

Main Offices and Factory
ELKHART, IND.



Licensed by Rider Radio Corporation
Patented 5-2-'16
Patented 7-27-'26
Pats. Pending

There's Big Business—Waiting

PHASATROLS

Reg. U. S. Pat. Off.

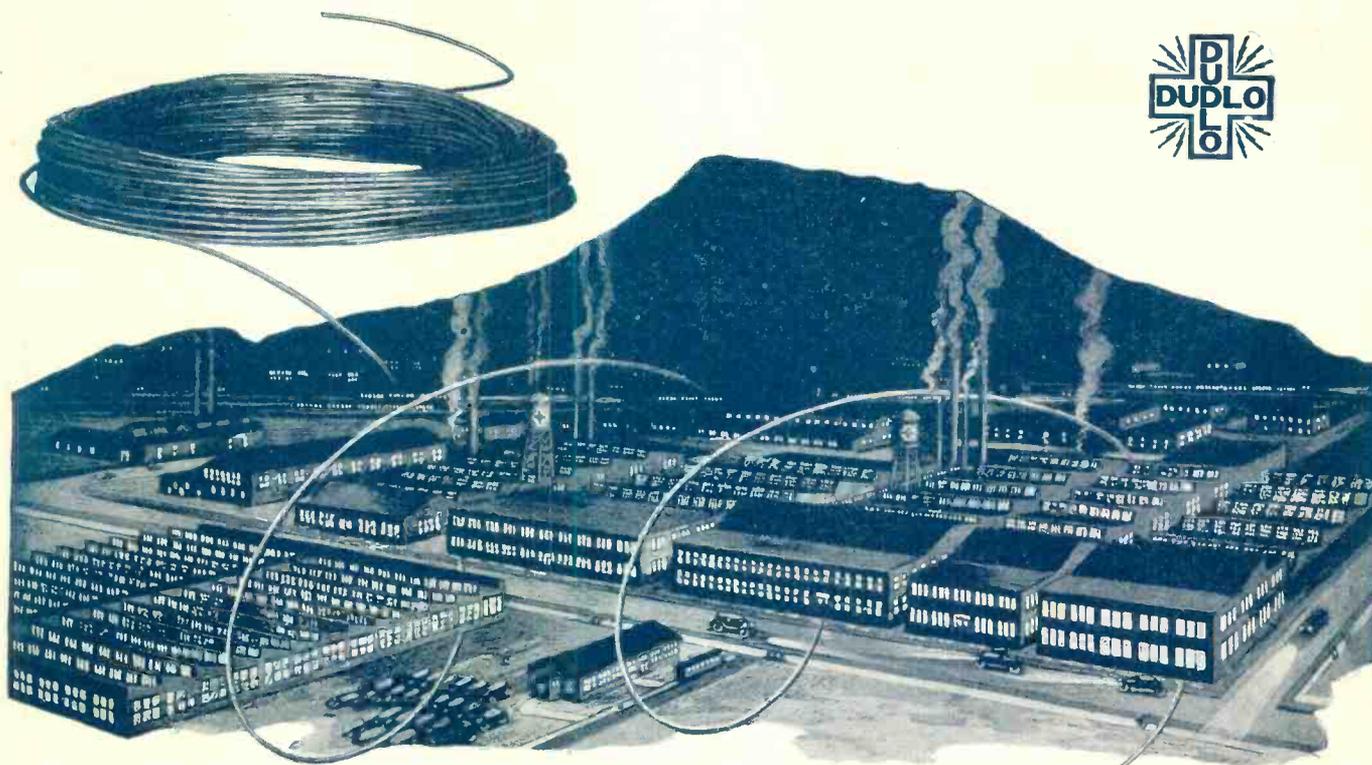
A True Balancing Device for Radio Frequency Amplifiers

List price \$2.75

Dealers who have not yet stocked this fast-selling part should place their order immediately. Letters from retailers already handling it say it is "going like a house afire" because of its simplicity and efficiency in stopping radio frequency oscillations. To help you serve patrons who wish Phasatrols installed, let us send you our hook-up circular for leading circuits and standard receivers.

Dept. 82C, 175 Varick St., New York, N. Y.

ELECTRAD



From Copper Rod to Magnet Wire and Coils!

The Dudlo production cycle is complete, controlling all materials and processes from rod to coil.

Beginning with the bare copper rod, the drawing, annealing, insulating and winding is completed in the Dudlo factories, under scientific, progressive inspection. This system of inspection prevents hidden flaws and insures uniform high quality.

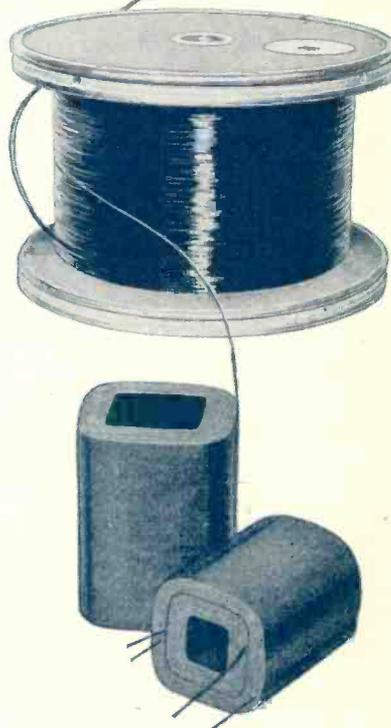
The bare wire is drawn and then insulated with enamel, cotton, silk, or any combination of the three, to standard specifications or to meet special requirements for the Coil Winding Department.

Specializing solely in the production of Magnet Wire and Coils—with a wide variety of experience with wire and coil problems—with every resource of specially designed machinery and skilled engineers, Dudlo gains greater efficiency, greater flexibility and thus renders greater service to the electrical trade.

So urgent is the demand for Dudlo products that the plant, though recently enlarged, is kept busy day and night.

No coil is any better than the wire in it and no electrical apparatus is any better than its coil. The real competition is always quality. Manufacturers of electrical apparatus stand or fall upon the sustained and uninterrupted service their products give.

It is the part of wisdom, therefore, to use the best Magnet Wire and Coils. The electrical world increasingly acknowledges Dudlo's high and dependable quality.



DUDLO

DUDLO MANUFACTURING CORPORATION, FORT WAYNE, INDIANA

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274 BRANNAN ST.
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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

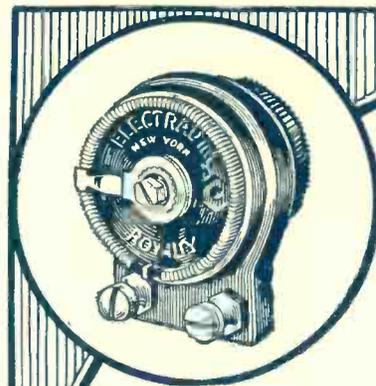
A New Service

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.



Exclusively Licensed by Technidyne Corporation Under U. S. Patent 1593858.

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. 83-C, 175 Varick St., New York, N.Y.

ELECTRAD

EBY



List Price 40c.

Engineers Recommend Rigid Type

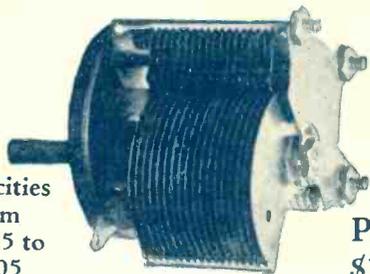
Improvements in tube manufacture enable rigid sockets to give performance equal to any other type. Your customers will follow the lead of the designers of factory built sets.

On all counts the NEW EBY Socket is the most efficient rigid type on the market. Quality, consistent advertising and generous discounts make EBY Sockets an attractive proposition to all live dealers.

Makers of EBY Binding Posts

The H. H. EBY Manufacturing Co.
4710 Stenton Ave., Philadelphia, Pa.

37
Capacities
from
.00015 to
.0005



Price
\$2.75

The New ARMO S.L.F.

An instrument made with the precision and compactness of a watch, for those who desire to build the finest into the sets they manufacture—so perfect electrically that its losses are too small to be measured.

Adjustable for three positions—Maximum, Minimum and Middle—without any special tools—without disturbing the set. Made of best spring brass; the plates are soldered, not assembled, thereby offering free electrical surface, reducing resistance to a minimum.

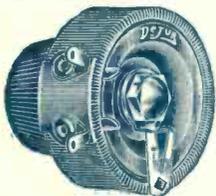
Sample on request

ARMO RADIO LABORATORIES
1666 Tarleton St., Los Angeles, Cal.

DeJUR

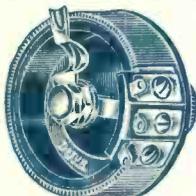
RESISTANCE SPECIALISTS

MANUFACTURERS OF ELECTRICAL AND RADIO RHEOSTATS, CONTROLLERS AND REGULATORS SINCE 1912.



ALL-METAL AIR COOLED RHEO-STAT. Bakelite arrow pointer knob, one-hole mount. No noticeable temperature rise at constant co-efficient of conductivity.

Furnished any ohmage 6 to 50.



POWER RHEOSTAT—For Socket Power Sets. Designed for a large current carrying capacity. Large Bakelite base 2 3/4 inches in diameter. Single-hole mount. Contact arm rides smoothly over surface of resistance. Soldering lugs supplied for convenient connections. Made in 2, 3, 4, 6, 10, 50, 100, 200, 400, 1,000, 2,000 ohms.



DeJur Condensers
Made in Single, Double and Triple Types, in all Capacities

RADIO'S BIGGEST SELLING CONDENSER
Moulded Bakelite insulation. Condenser frame grounded to rotor, eliminates all hand capacity. Small phase angle difference; low minimum capacity.

TO DEALERS AND JOBBERS
Write for new catalog of complete 1927-1928 Line

TO MANUFACTURERS
Let us figure on your requirements. Send us specifications.

DeJUR PRODUCTS CO.

109 LAFAYETTE STREET, NEW YORK CITY



Announces



Actual Size

A new type Sprague Midget Condenser with eyelet mountings direct to panel. No mounting bushings, no screws—one stamping operation and condensers are in place. Soldering lugs allow for firm and permanent connections and supports have sufficient flexibility to allow for slight deviation in drilling of panels. These new Sprague Midgets are made in the usual .1 M.F.D. capacity and also in capacities of .2 M.F.D. and .25 M.F.D.

The same Sprague standards, which have made Sprague Midgets favorites, are found in this new design. Factory tested at 1500 Volts, waterproofed with asphalt covering and special process of triple impregnation, they insure accuracy, safe operation and assembly economy.

SPRAGUE SPECIALTIES COMPANY
Quincy, Massachusetts

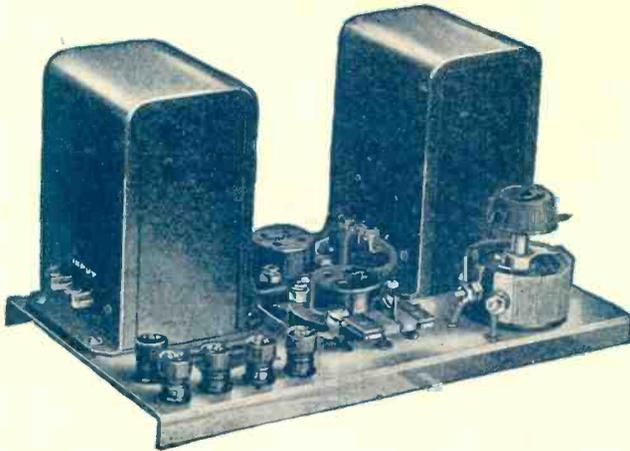


A SOLDERING LUG
B EYELET DIRECT TO PANEL
C PANEL

SPRAGUE MIDGET CONDENSERS



Push-Pull Amplification



In a search for an amplifier combination which would give the maximum in quality and volume, the push-pull method has proved particularly satisfactory.

While push-pull transformer coupling does not increase the amplification per stage, the maximum undistorted power output is greatly increased. The reason for this is that distortion due to tube overloading cancels out, permitting a greater output from each tube than would be possible if the tubes were used as in other methods of coupling. A further advantage of push-pull amplification when using an A. C. filament supply is that hum voltages also cancel out, rendering the amplifier very quiet.

The type 441 unit with two type 171 power tubes having a plate voltage of 180 will give more volume and better quality than a single transformer coupled stage using the type 210 power tube with 400 volts on the plate.

The General Radio Type 441 unit is completely wired and mounted (as illustrated) on a brass base-board with conveniently located binding posts so that the unit may be built into a receiver or connected with an existing set as a separate unit.

The type 441 may be used with either the UX-226, UX-326, or UX-171, CX-371 tubes.

Type 441 Push-pull amplifier..... \$20.00

The Type 441 unit is licensed by the Radio Corporation of America for radio amateur, experimental, and broadcast reception only, and under the terms of the R. C. A. license the unit may be sold only with tubes.

Type UX-226 or CX-326 Amplifier Tube..... \$3.00
Type UX-171 or CX-371 Amplifier Tube..... 4.50

General Radio Co., Cambridge, Mass.

First choice

First choice for uniform high quality . . . unvarying, consistently fine results . . . absolute dependability!

First choice of leading set manufacturers . . . professional builders . . . eminent engineers . . . and radio fans!

First choice during past years . . . first choice for years to come!



DURHAM METALLIZED

RESISTORS & POWER OHMS
International Resistance Co., Dept. J, 2 1/2 South 20th St., Phila.



Set Manufacturers!

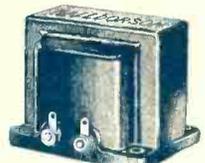
Standards of radio reception are becoming higher with each new year. 1927 models must be an improvement over those of 1926, and they will be.

Correct coils are vital to good reception. We specialize in such coils. We are producing regularly the most advanced types, built with the famous "Diamond-weave" construction.

Write us concerning your own requirements. We are prepared to furnish better coils for the new sets.

THE F. W. SICKLES COMPANY
140 Union St., Springfield, Mass.

SICKLES DIAMOND-WEAVE COILS



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.

The Halldorson Company
4745 N. Western Av., Chicago

Halldorson Overtone Audio Transformer

DEPENDABLE COIL SERVICE

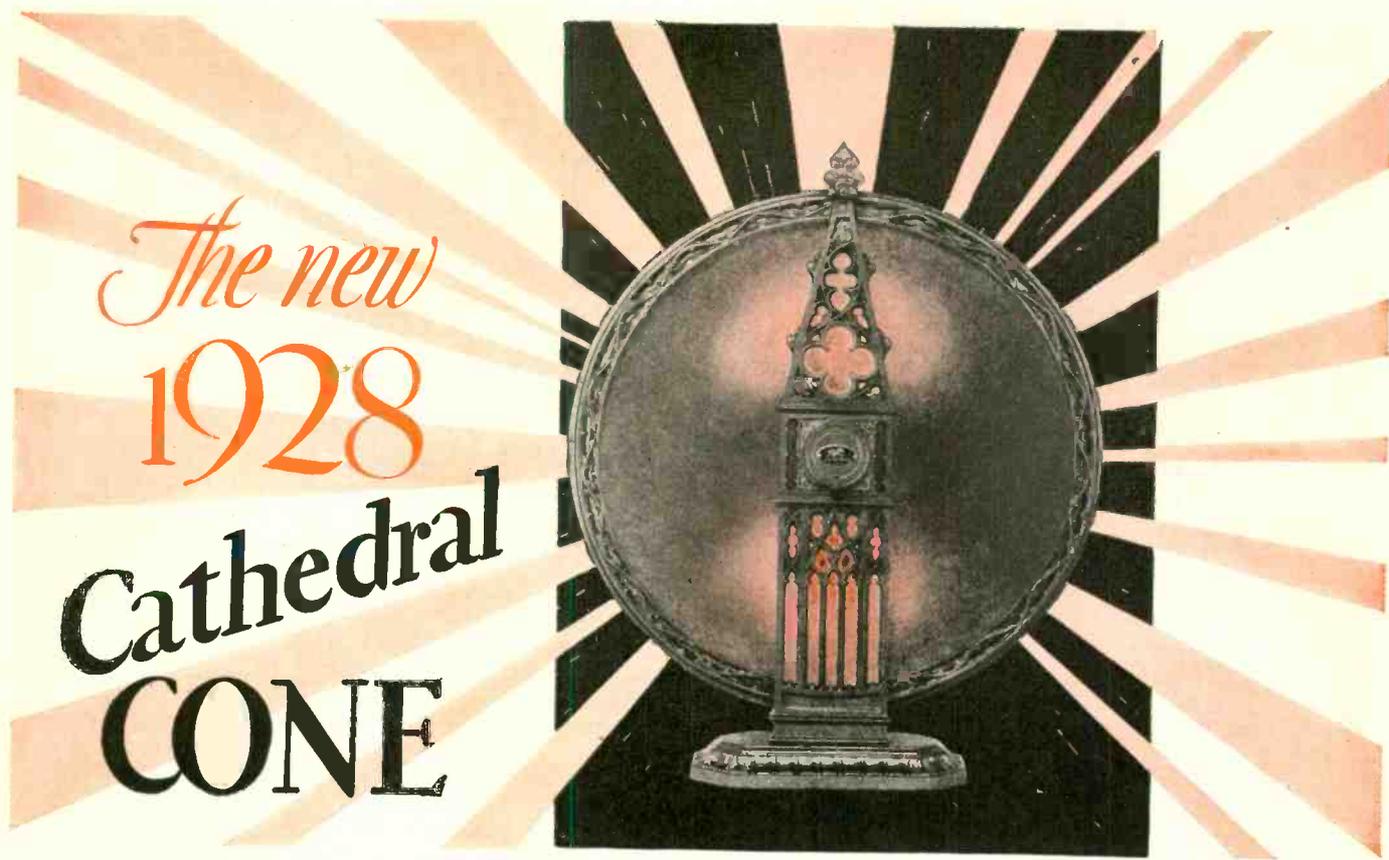
for
Radio Manufacturers

- 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.

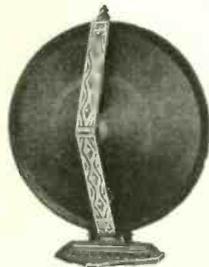


Gold or Polychrome Finish

Illuminated

*with 24-hour selling advantages—
and unrivalled reproduction*

|| Licensed under
Lektophone Patents ||



Rear View
Patents Applied For

ALL 1928 Pathe Cones are equipped with this all metal guard to protect the cone point. Saves damages in shipping and handling. Show this feature to your prospect—it'll surely aid the sale.

The beautiful Cathedral Cone has been made even more decorative by a unique application of individual lighting—it now may be used effectively as another lamp. This illuminated feature will greatly aid you in selling and displaying the new Cathedral. Lighted up in your windows it will prove a 24-hour salesman.

In beauty of tone and faithful duplication of broadcast programs the Cathedral Cone still lives up to its reputation as "the standard of reproduction"—the bass notes come booming out clearly—while notes of higher pitch maintain their sweet mellowness.

To display and demonstrate the new 1928 Cathedral Cone is to sell it. Order your sample now at regular dealers discounts. For speedy action write to us direct, or to your nearest jobber. It's a real money maker.

- Cathedral Cone (Illuminated).....\$32.50
- Cathedral Cone..... 30.00
- Grecian Cone..... 25.00

PATHE PHONOGRAPH AND RADIO CORPORATION
20 Grand Avenue, Brooklyn, N. Y.

**Raytheon's
National Advertising
Is Back of Every Raytheon-Approved
Light Socket Power Unit**

Dealers who endorse and sell Raytheon-Approved Radio Power Units because of their *proven reliability* are finding an ever-increasing demand for these units—due to Raytheon's national advertising.

Beginning this month an extensive program in The Saturday Evening Post, fan magazines and a score of the leading newspapers will show millions why Raytheon-equipped units will give them the utmost enjoyment from their receiving sets—that Raytheon tubes can be depended upon for a constant flow of silent power, night after night and month after month.

Over forty manufacturers have national distribution on one or more Raytheon-Approved units. They are the leaders in the field. Be sure that your stock is adequate to satisfy a clientele that knows what it wants.

*Technical Bulletins of Latest Developments
Upon Request*



The Distinguishing Mark of Reliable
Radio Power Units

Raytheon
THE HEART OF RELIABLE RADIO POWER



Type BH—The Tube for Long Hours of Heavy Duty

In Raytheon-Approved power units this rectifying tube shows remarkable ability to maintain at full voltage a constant flow of smooth, silent power—night after night, month after month. Standard "life" tests prove the voltage output of Raytheon Type BH remains practically constant throughout its long life. Control of all manufacturing processes insures dependable performance in every Raytheon Rectifying Tube.

Rating: Type BH—125 m. a. at 300 Volts
List Price, \$4.50



Complete Battery Elimination

Raytheon BA-350 m. a. is the rectifier which has provided the one satisfactory solution to complete battery elimination. Several manufacturers

of nationally-known receivers have announced AC operated receivers with built-in power units incorporating this remarkable rectifier. Progressive dealers will profit greatly from these modern receivers and from Raytheon Tube replacement sales.

Type BA—350 m. a. List Price, \$7.50



A Revolutionary Rectifier

It is difficult to imagine a more compact and efficient rectifier than Raytheon, Type A. Battery Chargers and A-power units employing this sturdy metal cartridge operate with the utmost dependability and economy. Devices equipped with Type A that have been fully tested by the Raytheon Research Laboratories bear the Green Seal of Approval. Look for it before you buy!

Type A—2 1/2 Amps. List Price, \$4.50



Raytheon, Type R Voltage Regulator Tube

The final result of years of research in gaseous conduction—a tube which, when incorporated in the proper B-power circuits, maintains constant voltage on the 90 and lower voltage taps, regardless of variations in line voltage or load current. Type R also does away with any ripple from the output, and when connected to an amplifier, eliminates "motor boating."

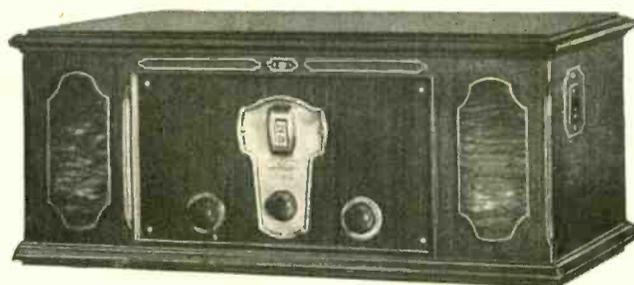
Can be used in any power unit employing a regulator tube with greatly improved results.

Rating: Type R—90 Volts, 60 m. a.
List Price, \$4.00

RAYTHEON MANUFACTURING CO.
Cambridge, Mass.

Raytheon
THE HEART OF RELIABLE RADIO POWER

Kolster



6F This is a 6 tube table model electric set, enclosed in an attractive mahogany cabinet. It may be connected directly to any 110 volt 60 cycle lighting line. The new A. C. tubes are used as follows: four UX 226 or CX 326, one UY 227 or C 327, one UX 171 or CX 371, one UX 280 or CX 380. Price \$160. Tubes extra.



6K The model illustrated is the Kolster full console 6 tube electric set. Cabinet of walnut with special built-in cone speaker. This set operates from any 110 volt 60 cycle electric line. The tubes used in this set are as follows: four UX 226 or CX 326, one UY 227 or C 327, one UX 171 or CX 371, one UX 280 or CX 380. Price, \$250. Tubes extra.

Electric Sets

Kolster Electric Sets are the logical result of the high standards of production and value which characterize all Kolster products.

To steadily deliver radio products whose sheer dollar by dollar value must create the most favorable permanent impression upon both dealer and consumer is the only way of solid growth for Kolster and for the entire industry. This will bring radio an increasing share of the nation's income.

There are still profitable Kolster franchises open which give you the right to display the Authorized Kolster Dealer Sign, as below.

Sign and mail the coupon now for further details.

AUTHORIZED



FEDERAL-BRANDES, Inc.
200 Mt. Pleasant Ave.
Newark, New Jersey

Please send me information regarding the 1927-1928
Kolster proposition.

Name _____

Street _____

City _____ State _____

When the Sale De Comparison



Arborphone dealers can afford to encourage direct competition, for Arborphone receivers are built to sell by comparison.

Arborphone has the famous Loftin-White circuit

The new Model 25 Series Arborphone has the famous Loftin-White circuit, which is largely responsible for the astonishing performance of this radio. Neutralization independent of tube capacities, and an equal transfer of energy at all broadcast frequencies are two exclusive features, for these can be had by no other arrangement.

As performance and sales advantages these cannot be over-estimated.



Model 27. A table model of unique design and beautiful dark finish, hand rubbed to a soft, satiny appearance.

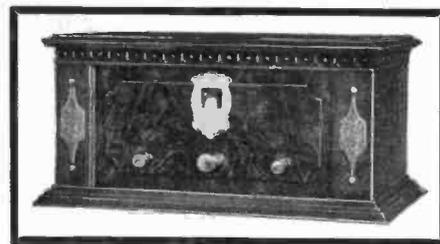


Table Model 25, Six tubes, Single Dial, using the famous Loftin-White circuit.

ARBOR

pendents Upon a Direct of Performance

Are You Sure Your Set Will Win?



WHEN the critical ear of the prospect compares the radio you are selling with the best competitive set —when he compares the tone quality, the volume, distance getting ability under average conditions, the selectivity in average or difficult locations —are you sure yours will win? Are you sure you will make the sale?

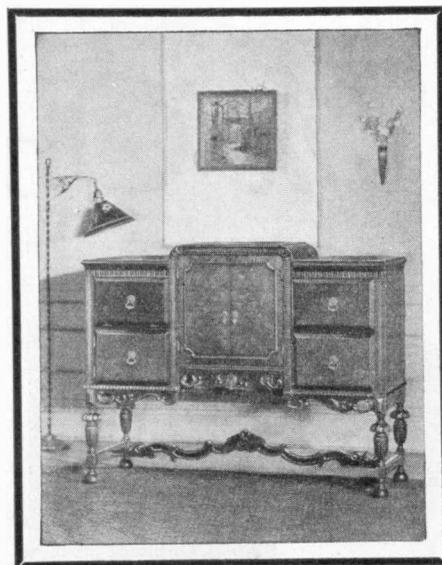
Radio buying is becoming more and more competitive and depends more than ever upon real performance merit. The buyer may not have the faintest idea what is inside the

cabinet, but he knows which gives him the best results. And bear this in mind—you seldom know what other sets you are up against on a sale. You must assume they are the best the market affords.

Under such conditions, would you feel safe? This is a serious question to the thoughtful dealer. Your profits depend upon the correct answer.

Now consider this: Arborphone has always been sold and is being sold now on direct competitive demonstration. We have challenged all comers for performance comparisons, we encourage the prospect to make comparisons and let the decision rest with him. We know what his answer will be.

Arborphone dealers fear no competitive demonstration. They encourage it, for it **PROVES** what they can only **CLAIM**. The Arborphone Franchise is Competitive Demonstration Insurance, Sales Insurance.



Model 255, a magnificent combination radio (six tube, single dial, Loftin-White circuit) and electric phonograph, operating directly from the lamp socket.



This console is available as either, Model 272 with the five tube t.r.f. chassis, or as Model 252, with the six tube, single dial, Loftin-White chassis.

Play safe!

Use the coupon, now.
Radio's greatest season
is before you.

Precision Products Co., Ann Arbor, Mich.

I want to sell the set that wins by performance comparison. Kindly send me descriptive folders on the Arborphone Line and the name of the nearest

Name

Company

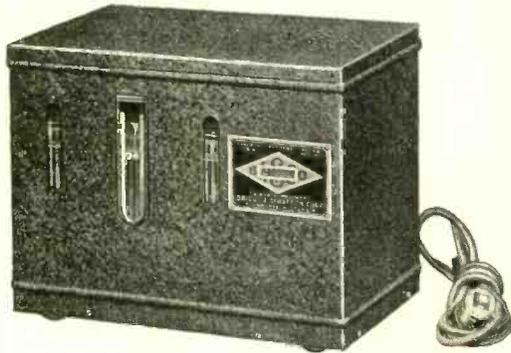
Address

PHONE



The Open Season for

RADIO POWER



Basco "A & B" Unit. Entirely automatic in operation. Radio switch controls everything. Employs 45-ampere-hour Exide glass-cell battery, Raytheon rectifying elements, and Basco automatic charger. No line noises or distortion. Entire unit contained in compact, crystalline-lacquered steel case.

THE big hunt is on! Basco dealers are out "gunning" for radio power business—and many of them are bagging the limit! The hunting is good, and profits proportionate.

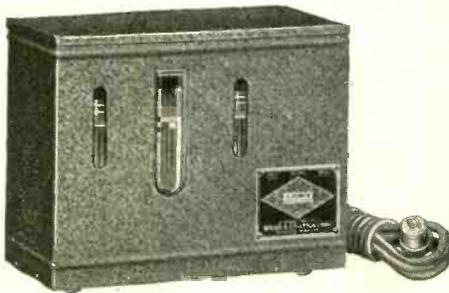
Every purchaser of a new radio set is a logical prospect for a Basco Power Unit—in many instances, is pre-sold by Basco advertising.

Every owner of a radio who is still using batteries (or an unsatisfactory eliminator) can be sold a Basco Power Unit under our "satisfactory performance guaranteed" policy.

Basco reputability and Basco Power Unit performance in the home of the user stand back of the Basco dealer's endorsement of the product—safeguard his prestige and add to the good-will of his trade.

Ask your jobber about Basco Radio Power Units.

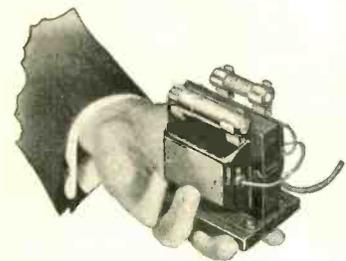
BRIGGS & STRATTON CORPORATION
MILWAUKEE, WIS.



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

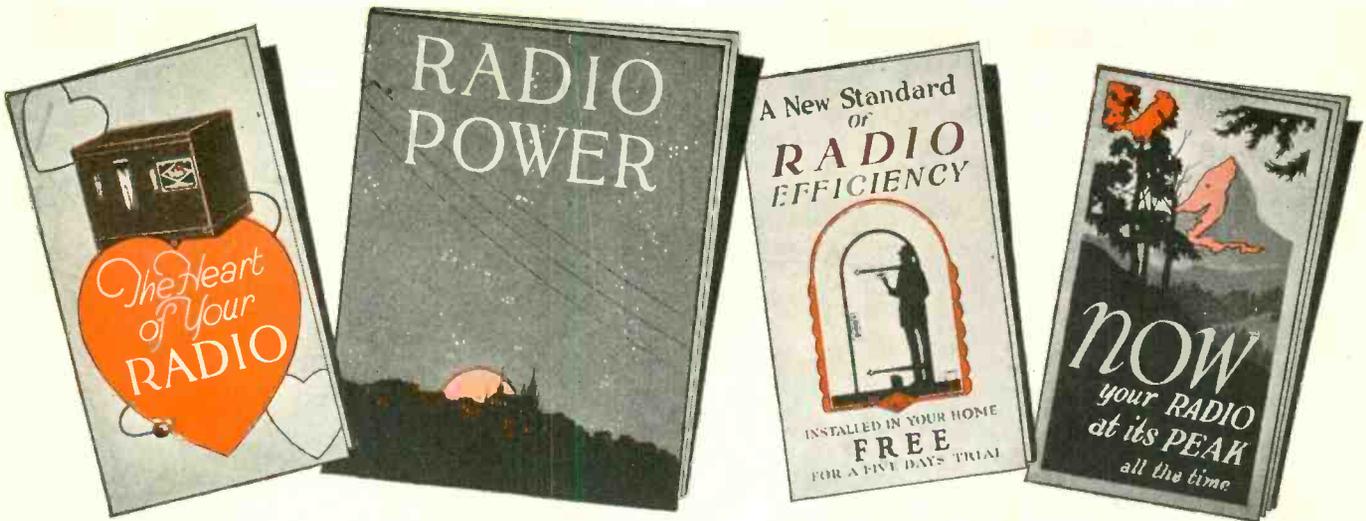


"B" Power—Exclusive hook-up brings out deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 50 milliamperes at 185 volts. Tube rectification.



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

BASCO



[These attractive booklets and folders, printed in color and beautifully illustrated, are supplied FREE to Basco dealers for store distribution and circularizing.]

and the right Ammunition!

NEXT to a wholly satisfactory, saleable product, the greatest essential to successful merchandising is the right kind of selling ammunition—a merchandising plan and the proper means for its execution.

The Basco selling and advertising campaign for the 1927-28 season, merchandising Basco Radio Power Units, is complete, effective, productive!

National and localized newspaper advertising, beautiful printed matter filled with "selling copy", dealer electros, window display material, dealer signs—these and other selling helps are working for Basco dealers—producing profitable results right now!

Identify YOUR store with this campaign—and the merchandise it is selling. Ask your jobber about "Basco" or write us.

BRIGGS & STRATTON CORPORATION
MILWAUKEE, WIS.



Get one of these "Authorized Dealer" signs for your store. It is the mark of super-quality radio power and dependable service. It is featured in all Basco newspaper advertisements—identifies the Basco dealer's store with Basco advertising and the Basco Line of Radio Power Units.



These are miniature reproductions of some of the Basco advertisements that are appearing in many of the leading metropolitan newspapers throughout the country—sales ammunition that "brings home the bacon".

Radio Power Units

Speed • Speed



Speed

SUPER EMISSION

RADIO TUBES

SPEED—first essential of modern flight came thru slow development—during years of unremitting research and experiment.

And so it is with Speed Super-Emission Radio Tubes. Every distinctive performance feature came only after laborious experiment and scientific investigation by experts in the design and manufacture of things electrical.

Absolute Uniformity

All tubes are tested and double tested to assure satisfactory operation and phenomenal long life.

Perfect Alignment

Special method of manufacture assures perfect grid, filament and plate alignment, within 1/10,000 of an inch at all times.

Manufactured by an organization of adequate financial strength to back up its liberal guarantee and other distinctive policies.

Write today for details on our original list prices and discounts and our unique merchandising plan

"Speed up your tube sales with Speed Super-Emission Tubes"

WACOR SUPPLY CO., INC.

MANUFACTURERS
EXECUTIVE OFFICES

31 UNION SQUARE, NEW YORK, N. Y.



Speed • Speed



Mohawk's famous Interchangeable Drawer Unit— *now either battery or electrically operated—* fits every Mohawk Console

The radio world was amazed when Mohawk first introduced the One Dial Radio set — and housed it in an interchangeable drawer unit to fit *all* consoles in the Mohawk line — giving a price range from \$67.50 to \$185.

It was *further* amazed when, in keeping with the mounting popularity of light socket operation, Mohawk announced an AC electrically operated Drawer Unit — also interchangeable, of precisely the same dimensions, to fit every Mohawk console.

Entirely aside from the unrivalled *quality* of the Mohawk One Dial Radio set, this interchangeable feature is a *merchandising* achievement that makes the Mohawk Dealer's position the *strongest and soundest* in the industry.

Still Mohawk has not been satisfied, but has continued piling one sales advantage

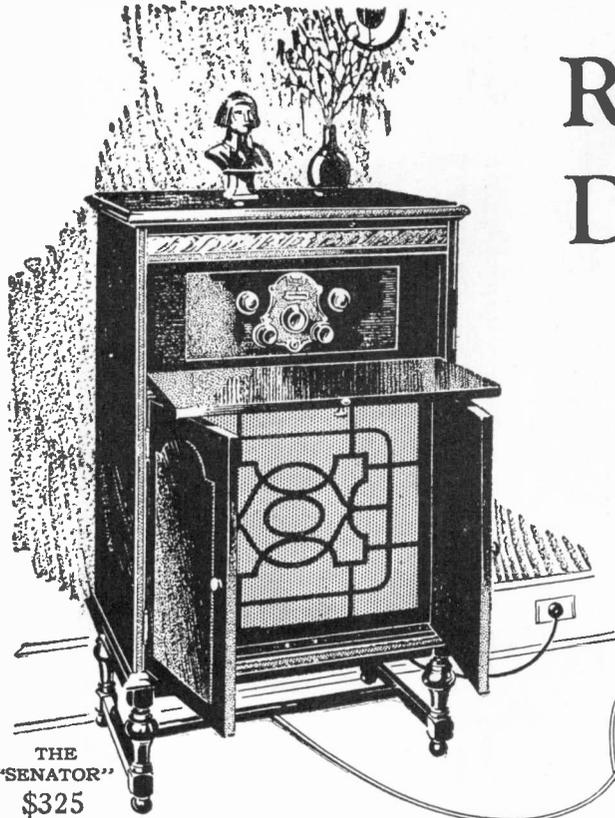
upon another, to make the Mohawk Dealer Franchise the *one* outstanding dealer proposition — finally adding the immeasurable advantage of becoming a licensee under RCA, General Electric and Westinghouse patents.

Your opportunity for a "Close-up" of the Mohawk proposition occurs October 10th to 16th at the Coliseum—Sixth Annual Chicago Radio Show—be there! Or wire for details of the Mohawk Dealer Franchise.

MOHAWK CORPORATION OF ILLINOIS
Established 1920 • Independently organized 1924 • CHICAGO

Mohawk
One  **Radio**

Manufactured under Mohawk patents and RCA License



Right on the Dotted Line!

... that's where jobbers and dealers are showing their approval of ...

The New **Cleartone**

Electric Radio Receiver



The "CONGRESSIONAL"
\$375

The "MAYFLOWER"
\$250

"110 COMPACT"
\$195

New Cleartone Cabinets are made by the master craftsmen of The Cincinnati Time Recorder Co.—for 30 years builders of time keeping apparatus and fine hall clocks.

What Does It Cost To Sell A Radio Set?

That is the title of a pamphlet containing some startling facts and figures. It's just off the press—send for it—it's free!

All of the old distributors (those who sold Cleartone Electric sets so successfully last year) are in line for this season's models. And, their ranks have been swelled by many new and willing recruits.

Jobbers and dealers have been quick to recognize the merchandising advantages of the New Cleartone Electric.

They have been enthusiastic over our comprehensive advertising campaign which will run in metropolitan newspapers.

Their signatures on territorial franchises, are proof of their approval and endorsement.

If you haven't *seen* the complete and beautiful New Cleartone line—if you haven't gotten the *details* of our wonderful dealer merchandising and advertising campaign—then **WRITE TODAY**—full particulars will be sent! Without obligation we will lay before you one of the most attractive and interesting propositions offered this season.

THE CLEARSTONE RADIO CO.

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



ALL-AMERICAN TRADE MARK REPRODUCER

— the fast selling cone type
with filter system built in

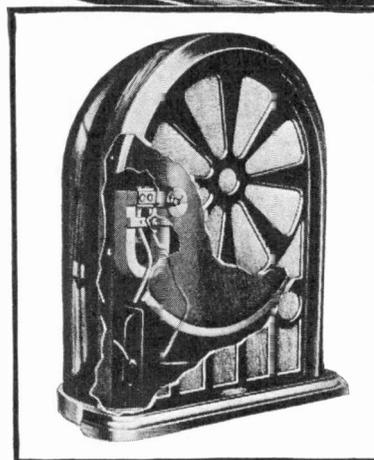
Here is a reproducer that you can keep on selling steadily, just by showing and demonstrating it.

Assures true, full tones throughout the entire musical range. Absolute protection against burn-out from high voltages is provided by the *built-in* filtering system.

Has handsome all-metal case, and a unit adjustment screw.

Show it, and sell it!

Write for Free Window Display



Type A-5 Reproducer. List \$25.

Cut-away view showing sturdy cone, unit and filter housing.

“B” SOCKET POWER



Type A-8. Socket "B" Power. List (without tube) \$27.50

This compact, powerful radio "B" power unit combines All-American dependability and manufacturing skill with superior RAYTHEON tube rectification. Delivers 180 volts—is as small as ONE upright "B" battery. Another All-American sure seller. All you have to do is to demonstrate it.

Write for Free Window Display

ALL-AMERICAN RADIO CORPORATION
4223 BELMONT AVENUE
CHICAGO :: ILLINOIS

Tone reproduction

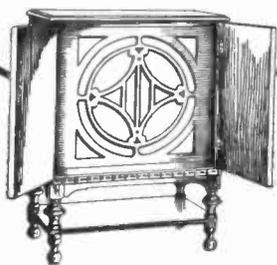
**that no one
even thought
was possible~**

**has been accomplished with
the TEMPLE DRUM SPEAKER**

The sensation of every radio show in the country! Dealers who thought they had heard the last thing in tone reproduction were positively amazed when they heard the TEMPLE. By means of the TEMPLE Comparator they were convinced beyond a doubt that here was the clearest, most marvelous tone quality they ever listened to. Our Factory has been swamped with orders simply because the TEMPLE, once demonstrated, means instant sales.

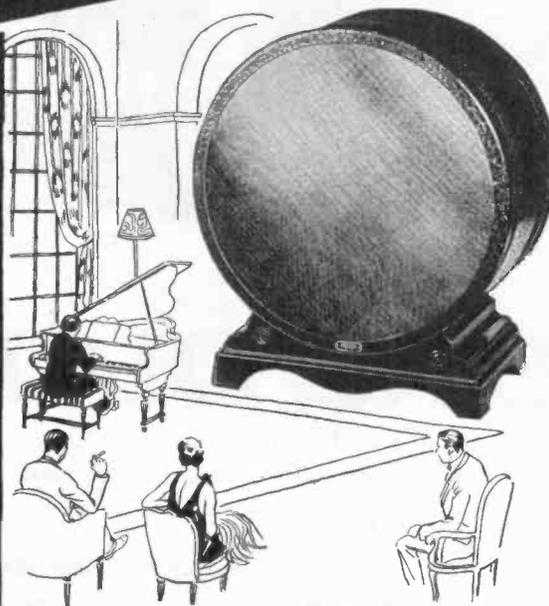
Not a Cone

The long exponential air column type of speaker. Scientifically perfect and acoustically without an equal in radio speakers today.



Quality Product Backed By a Rigid Sales Policy

The Temple Speaker is not just another speaker for you to sell. To the contrary it is truly a musical instrument that *sells itself*. The long compensated exponential air column type. Here is a speaker worthy in every way of your most enthusiastic support. It will add many more dollars to your profits this season.



The TEMPLE DRUM SPEAKER ONCE HEARD— INSTANTLY SOLD

Will add steady profits to your radio sales this season. It is a quick seller and brings repeat sales because it lives up to every claim we or you make. The TEMPLE sells itself. It has responded to the most astonishing tests, as for example, being heard for a distance of six miles off Chicago across Lake Michigan. On sea or land, in an auditorium or a living room, TEMPLE SPEAKERS give a clarity and purity of tone that you never dreamed was possible.

Get a Temple Comparator FREE

Write for our special offer or ask your jobber

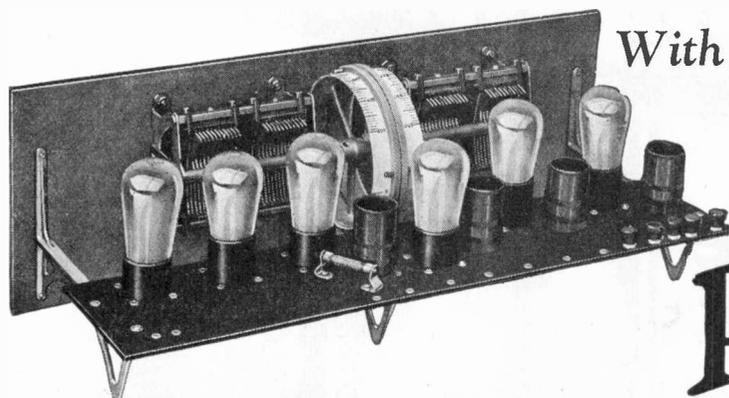
Console Cabinet Model No. 65—
priced at \$65.00; west of Rockies, \$75.00
Drum Type Model No. 13, 13 inch—
priced at \$29.00; west of Rockies, \$32.00
Drum Type Model No. 18, 18 inch—
priced at \$48.50; west of Rockies, \$55.00

TEMPLE, INC.
213 S. Peoria St., Chicago

Representatives in all principal cities

LEADERS IN SPEAKER DESIGN

Meet Every Public Demand



With **6 in LINE**
2 in ONE
PREMIER

ONE DIAL

The exclusive PREMIER feature—One dial to meet popular demand—Instantly convertible to Two-Dial for extreme selectivity.

DEALERS: Get in line now to make this your biggest radio year.

PREMIER offers you Exclusive Franchise, "No quota" contracts, advertising and sales assistance, Free Trial.

Features and Specifications

- 1. Two-in-One Tuning Drum or Dial**—Convertible from single to two drum tuner in 30 seconds—no wiring changed.
- 2. One Control**—Battery and loud speaker volume.
- 3. Hook-Up**—Tuned radio frequency, 3 radio, detector and two transformer coupled audio.
- 4. Light Socket Operation**—Takes all standard A, B and C Power Packs.
- 5. PREMIER "Split Meter" Condenser**—Latest approved type giving extreme selectivity.
- 6. Bakelite Sub-base**—Carries all wiring and apparatus rigidly mounted on steel supports.
- 7. Steel Front Mounting Panel**—Furnished with natural wood facing of beautiful walnut or mahogany. Very dressy and finished in appearance.
- 8. PREMIER Radio Frequency Transformers**—"Navy type" operating at greatest efficiency with "Split Meter" Condenser.
- 9. Power Tube and Special Detector**—Provision for use of both if desired.
- 10. Cable Connections to Spring Jacks**—Cable can be connected for complete wiring in 10 seconds.
- 11. Aerial or Loop**—Provision is made for use of either.
- 12. Chassis is Self Contained**—Very rigid steel front panel carries all moving parts assuring permanence of adjustment and uniformity of operation.
- 13. Tone Quality**—Positively unsurpassed by any set.



One of the many console model cabinets available to Premier dealers.

Exclusive Cabinet Designs

Buyers are demanding radio sets that are different—cabinets that will express their own taste and individuality. Up to now only makers of the very highest priced sets attempted to meet this demand, but now under PREMIER'S plan every franchise dealer is given a big selection of fine cabinets to choose from which enables him to meet this demand at attractive selling prices and at a much larger profit to himself.

\$25⁰⁰

Low Flat Price—
Single Lot

No Quota Requirement
Further Discount for
Quantity

We have specialized in the manufacture of electrical devices and equipment for the past 22 years. We manufacture all parts of PREMIER chassis from the raw material. Write today for our liberal proposition and our new radio merchandising plan.

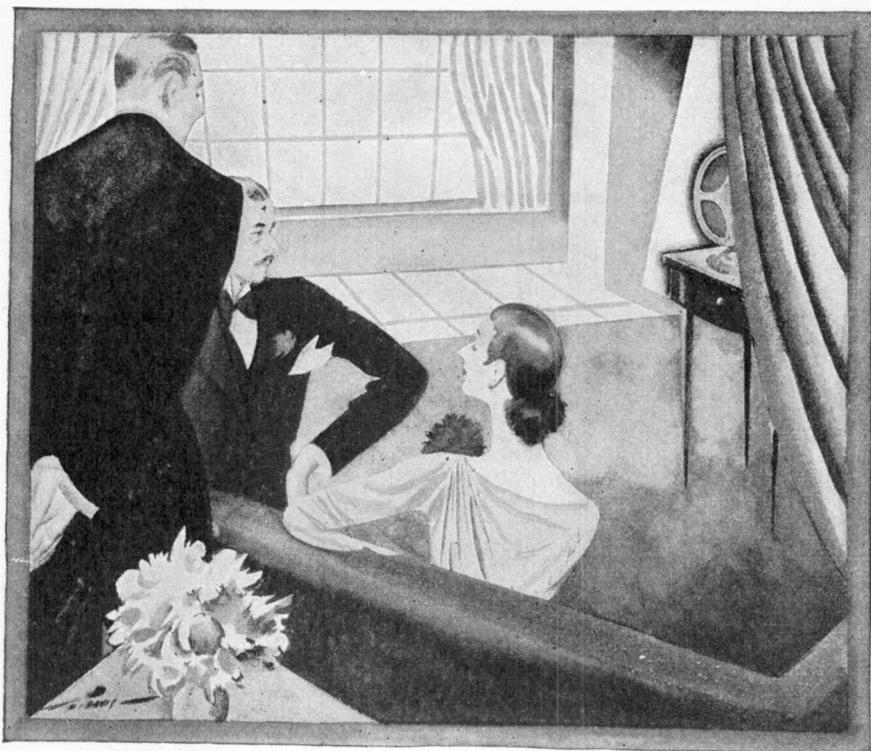
PREMIER ELECTRIC COMPANY

EST. 1905—AND MANUFACTURERS EVER SINCE

Dept. 324, 3800 Ravenswood Ave., Chicago, Illinois

Canadian Distributor: Premier Electric Company, Ltd., London, Ontario

... Modern



Here is the Eveready Layerbilt "B" Battery No. 486, Eveready's longest-lasting provider of Battery Power.

Radio is better with *Battery* Power

NOT because they are new in themselves, but because they make possible modern perfection of radio reception, batteries are the modern source of radio power.

Today's radio sets were produced not merely to make something new, but to give new enjoyment. That they will do. New pleasures await your customers; more especially if they use Battery Power. Never were receivers so sensitive, loud-speakers so faithful; never has the need been so imperative for pure DC, Direct Current, that batteries provide. Owners of sets must

operate them with current that is smooth, uniform, steady. Only such current is noiseless, free from disturbing sounds and false tonal effects. And only from batteries can such current be had.

So batteries are needful if your customers would bring to their homes the best that radio has to offer. Sell the Eveready Layerbilt "B" Battery No. 486, modern in construction, developed exclusively by Eveready to bring new life and vigor to an old principle—actually the best and longest-lasting Eveready Battery ever built. It gives

Battery Power for such a long time that your customers will find the cost and effort of infrequent replacement small indeed beside the modern perfection of reception that Battery Power makes possible.

Order from your jobber.

NATIONAL CARBON CO., INC.
New York  San Francisco
Atlanta Chicago Kansas City
Unit of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night
—9 P. M., Eastern Standard Time

WEAF—New York	WOC—Davenport
WJAR—Providence	WCCO—(Minneapolis)
WEEI—Boston	St. Paul
WFI—Philadelphia	KSD—St. Louis
WGR—Buffalo	WDAF—Kansas City
WCAE—Pittsburgh	WRC—Washington
WSAI—Cincinnati	WGY—Schenectady
WTAM—Cleveland	WHAS—Louisville
WWJ—Detroit	WSB—Atlanta
WGN—Chicago	WSM—Nashville
	WMC—Memphis

Pacific Coast Stations—
9 P. M., Pacific Standard Time
KPO—KGO—San Francisco KFI—Los Angeles
KFOA—KOMO—Seattle KCW—Portland

EVEREADY

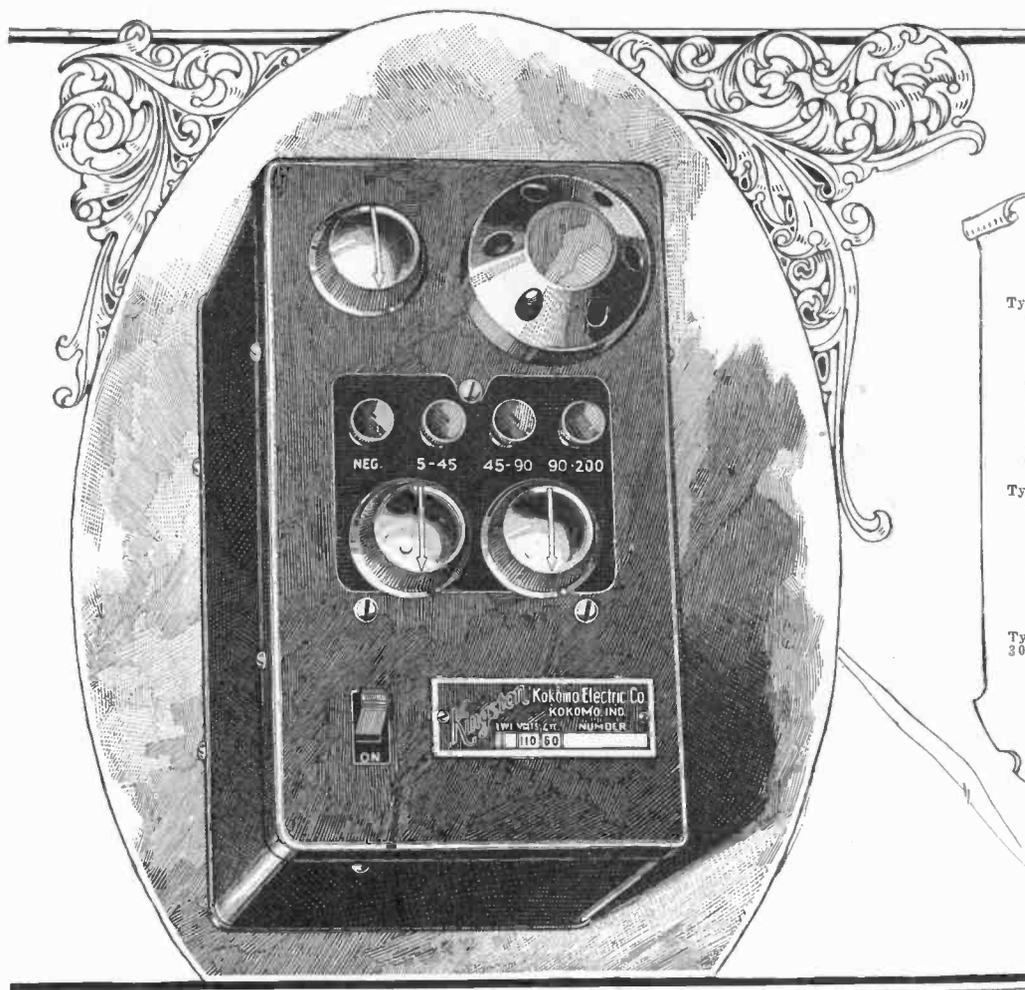
Radio Batteries

—they sell faster

The air is full of things you shouldn't miss

KINGSTON

B CURRENT SUPPLY UNIT



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 R, same as type 2, but equipped with automatic control to switch Unit on or off when switch on radio set panel is turned, \$37.50.

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 RA with automatic control switch, \$45.00.

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

Type RC with automatic control switch, \$50.00.

Prices include
Type RH Raytheon Tube

Nationally Advertised—Nationally Accepted

THE KINGSTON B CURRENT SUPPLY UNIT will lead your sales this season. Nationally known, nationally endorsed, nationally advertised (The Saturday Evening Post, the National Geographic Magazine and others) a unit that will keep the set *always* at its perfection peak, that is handsome, expertly made and positively guaranteed—here is a unit that has everything the consumer demands, everything the dealer desired. Has three different voltage terminals, each adjustable over a wide range, making possible any desired voltage from 5 to 200. Fourth variable voltage may be easily had by connecting separate variable resistor to one of the terminals. Size: 9 inches long, 8¼ inches high, 5¼ inches wide.

KOKOMO ELECTRIC COMPANY,

Kokomo, Indiana



The Sensations of the Radio World's Fair

6th Annual Radio Show
Chicago
Space 1-T



No. 25 Consolette
List Price,
\$70.00

—the Year's Greatest Loud Speaker Values!

AMONG the many new developments exhibited at the Radio World's Fair last month, none created wider enthusiasm than these Velvet Speakers. Interest in them was intense, with dealers and set owners alike. All were agreed that here was truthful reproduction of broadcast sound, together with unobtrusive beauty of design.

The Velvet Consolette Speaker, with its nine foot air column horn, produces a tone of unbelievable richness, so like that of the original as to be almost indistinguishable from it. The double-stylus, balanced diaphragm aids materially in the production of this glorious tone. The case is of beautiful walnut.

The Jewel Case model continues daily to gain in popularity among radio lovers who demand full, rounded tone from a smaller speaker. With its 65-inch air column, the Jewel Case pours forth a surprising volume of perfectly pitched tone. There is no distortion. As its name suggests, this model represents an old time chest of jewels. It enhances the beauty of any living room.

See the Velvet Speaker line at the Chicago Show. The many fine models will suggest wonderful sales possibilities to you. Or write to the General Sales Office for details and discounts.

Velvet

Reg. U. S. Pat. Off.

Radio Speakers

No. 21 Jewel Case
List Price, \$40.00

Manufactured by
BORKMAN RADIO CORP.
Salt Lake City, Utah



GENERAL SALES OFFICE
230 East Ohio St.
Chicago

NATIONAL



The Mark of Service on Radio "A" Batteries—Power Units— "B" Eliminators

To the hundreds of thousands who have purchased National Radio Batteries and Units, the name NATIONAL means service to the Nth degree.

To the jobbers and dealers handling the National line, the name National also means service—a profitable line that builds goodwill by making satisfied customers, plus a factory sales policy that guarantees protection and profits.

National's advertising in the *Saturday Evening Post*, *Literary Digest*, etc., is telling millions of radio owners about National products. And National jobbers and dealers will profit accordingly on the increased business.

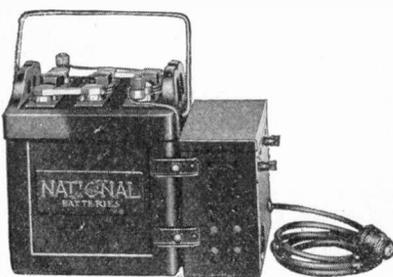
Write today for details of the National Franchise.

NATIONAL LEAD BATTERY CO.

General Offices, St. Paul, Minn.

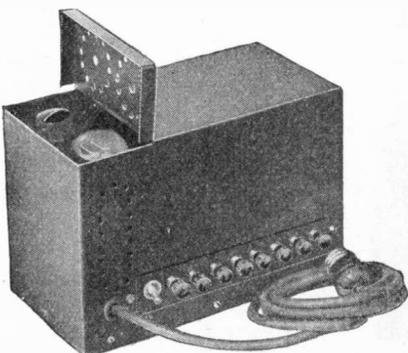
Factories: St. Paul, Chicago, Kansas City, Los Angeles

Branches: New York City, Dallas, Oakland, Atlanta, Portland (Ore.), Baltimore, St. Louis, Cincinnati, Seattle



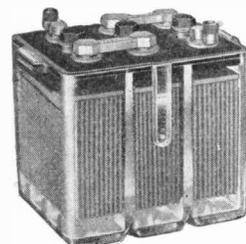
The New National Homepower is the latest type of "A" Power Unit developed. No acid — no bulb! It consists of an Elkon charging device in combination with any type or size National "A" Battery desired except Type 45 Glass. The Homepower is fully automatic, complete with built-in Brach relay switch and "B" Eliminator receptacle.

National Radio "A" Batteries are available in composition containers in six sizes. They are equipped with ball handles and rubber terminal nuts. One of the terminal nuts is of red rubber to designate positive and the other black to designate negative.



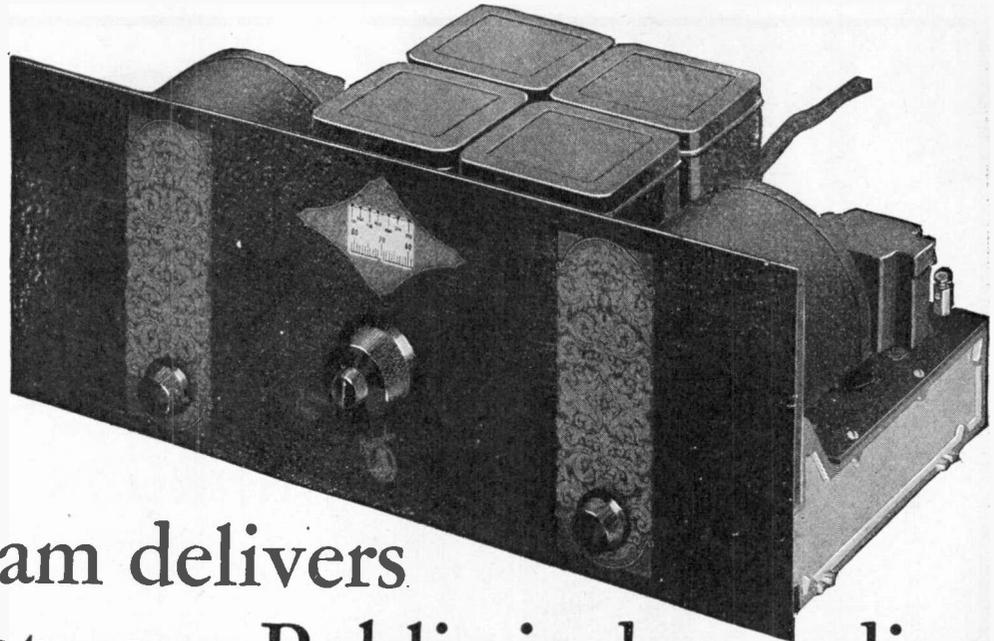
The National "B" Eliminator is unquestionably the outstanding "B" Eliminator on the market this season. Operates on any set using 201A tubes or power tubes. Has only one dial — simple and easy to operate. Taps for 45-67 1/2, 90-135 and 180 volts. Can also be used with any National Homepower Unit to give a compact, automatic, efficient "AB" power supply.

The well known, sturdy National Battery can now be had in glass cases in three types. These cases are equipped with the three-ball type of automatic indicator which shows the condition of charge at a glance. These batteries are also complete with rubber terminal nuts.





Note complete shielding of coils, condensers, transformers and wiring. Most rigidly built chassis on market. All metal, re-enforced. Beautiful metal panel 7" x 18". Illuminated dial, graduated in kilocycles and degrees, moves horizontally. No oscillation.



Buckingham delivers what your Public is demanding



Buckingham Perfect Orthophonic Model 20. Built of rare imported woods, strikingly finished. Built-in 84 in. tone chamber, Utah unit.



Buckingham Semi-Hiboy Console Model 2. Genuine walnut plywood, beautifully finished.

At low prices, the radio public is insisting upon ten features in six tube sets:

1. Reliable, Trouble Proof Reception.
2. Simplicity in Operation [Semi-Automatic Tuning].
3. Elimination of Oscillation and Noise. Dampening of Static.
4. Single Dial Control—with 3 Dial Accuracy.
5. Compensator for DX and Fine Tuning. [Absolutely necessary].
6. Illuminated Dial, Calibrated in Kilocycles [Accurate to the Dot].
7. Complete Shielding—all Metal Chassis Construction.
8. Distance with Volume—Selectivity [without being Critical].
9. Power Tubes and Socket Power Operation if Desired.
10. Perfect Tone with Orthophonic Reproduction at any volume.

The new Buckingham All-Metal shielded six chassis more than complies with these requirements. It ships perfectly—due to its strength and rigidity. Reaches you 100% right and guaranteed.

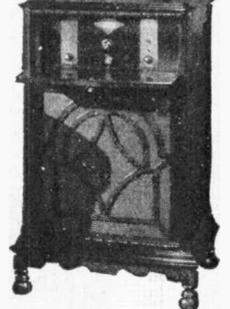
Its one-dial enclosed control, a Buckingham origination, cannot back-lash, cannot give trouble. In fact, from its reenforced side members up, the Buckingham is a trouble-proof set.

Buckingham has "eye-value" and beauty, too. It looks high-priced, its performance is de luxe—yet its price is low. And there is provision for a long profit—a new retail merchandising plan.

Get the edge on your stiffest competition—the Buckingham Dealer Franchise enables you to do this. Send coupon now for the proof.

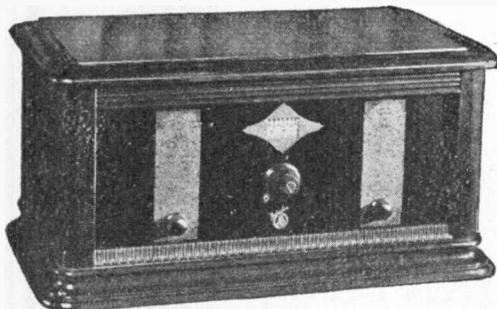


Buckingham Perfect Console, Model 18. Beautiful woods, delightfully contrasted. Built-in 52 in. tone chamber, Utah unit.



Buckingham Orthophonic Junior, Model 5. Built-in 48 in. tone chamber, Utah unit.

BUCKINGHAM RADIO CORPORATION
C H I C A G O



Solid walnut, matched burl sides and top, beautiful lacquer finish. Full nickel piano hinged top with stop. A real piece of fine furniture, guaranteed to ship without damage and not to warp or blemish in use.



RE M I N D E R

Write
BUCKINGHAM RADIO CORPORATION,
DEPT. 1310
General Offices: 25 East Austin Ave., Chicago
Without obligation, you may send your catalog illustrating the complete line of Buckingham console cabinets—also particulars of the Buckingham Dealer Franchise.

Firm.....
Individual.....
Address.....
City..... State.....



Sure to Sell This Season

The new APCO Automatic "A" Battery Charger with the Westinghouse Rectox unit will be one of the biggest sellers because:

1. It makes a perfect "A" Power Socket supply out of any good storage battery.
2. Apco national advertising and complete dealers' sales helps are pushing this item to the limit.

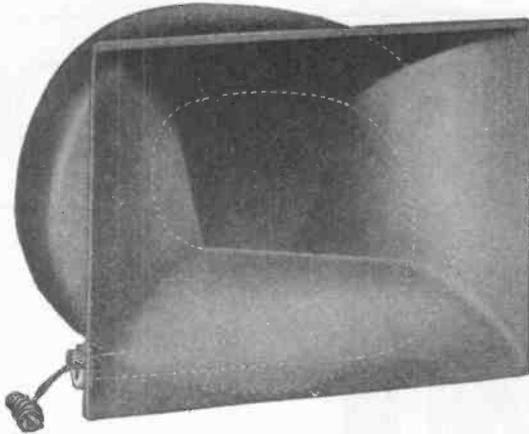
Advance orders indicate that we will be oversold; so it will be well to place your order now.

Jobbers are ready to supply you, or we will send you a sample on approval if your jobber has not received his stock.

APCO AUTOMATIC "A" BATTERY CHARGER With Westinghouse Rectox Unit

APCO-MOSSBERG CORPORATION
ATTLEBORO MASSACHUSETTS

RE-CREATES
ALL THE
NOTES

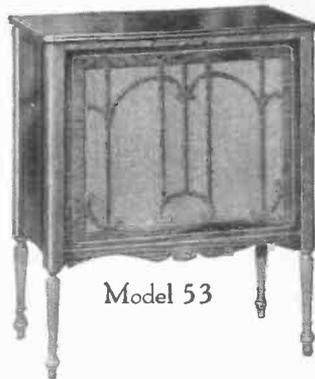


86 INCHES
OF TONE
TRAVEL

The Remarkable Tone Chamber that sells Newcombe-Hawley Reproducers

A RADIO reproducer must be more than fine furniture. It must be a musical instrument that faithfully re-creates radio programs from the lowest organ note to the highest human voice. Such a combination is offered in the Newcombe-Hawley line of Console Reproducers. The remarkable Newcombe-Hawley 86-inch tone chamber, used in these Console Reproducers, is so outstanding in per-

formance, both for tone quality and volume, that Newcombe-Hawley Reproducers have set a new high standard of radio reception. Every demonstration has amazed and delighted the most critical audience. You should investigate the wide selection of Newcombe-Hawley models, from the small drum speaker to the large console with room for the radio set and accessories. Write for catalog, today!

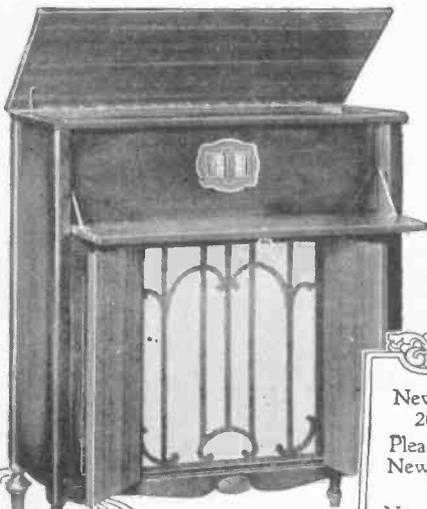


Model 53

Send for latest catalog with complete description of all models.



MAIL THE COUPON



Model 55

Newcombe-Hawley console cabinets are made of finest 5-ply genuine walnut.

Newcombe-Hawley, Inc.
201 First Ave., N., St. Charles, Illinois
Please send us full information about the
Newcombe-Hawley line.

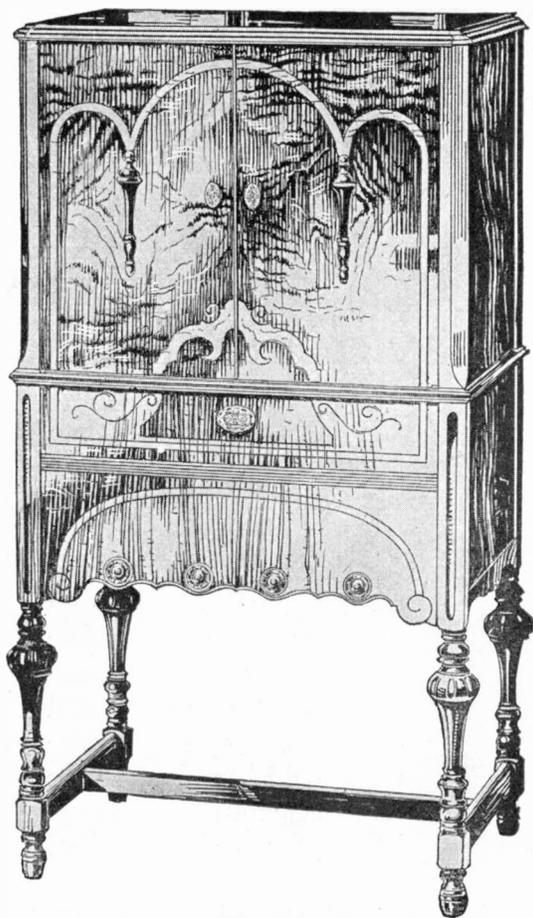
Name.....

Address.....

On silverware, it's *STERLING*

On Cabinets, it's "Cabinet Work by *ADLER-ROYAL*"

ADLER-ROYAL



RADIO CABINETS

PRODUCERS of better radio and leading distributors of well known sets use Adler Cabinets extensively — *many exclusively*. That is not *why* they are leaders — but they say frankly that Adler cabinet work helps them to *maintain their lead*.

Sheer beauty in cabinet work has a definite appeal all its own, to the radio shopper. "Cabinet work by Adler-Royal" will help the sale of any radio. Give your dealers this added sales advantage.

*Special
to Radio Distributors
and Dealers*

A new line of exceptionally beautiful stock models by a nationally famous designer are now available to you at surprisingly moderate prices. Write today for photographs.

*Special
to Radio
Manufacturers*

We specialize in designing and executing exclusive cabinet models for Radio Set Manufacturers. Let us plan your 1928 Leaders NOW.

ADLER
Manufacturing Co.
Incorporated
LOUISVILLE  KENTUCKY

MEMBER
RMA



English
De Luxe Electric
10-tube Model

Zenith Radio for 1927-28 is the most complete line of high grade instruments ever offered to the public and the trade. Zenith dealers have made money consistently for the last four years. This year they are ready for their biggest business, with sixteen models embracing 3 different circuits—6, 8 and 10 tubes—battery or fully electric—with or without loops or antennae , , , The Zenith franchise is a valuable asset , , , \$100 to \$2500.

ZENITH

TRADE MARK REG.

→ LONG DISTANCE ← RADIO

TRADE MARK REG.

3620 IRON STREET, CHICAGO

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

Licensed only for radio
amateur, experimental
and broadcast reception
Western United States
prices slightly higher

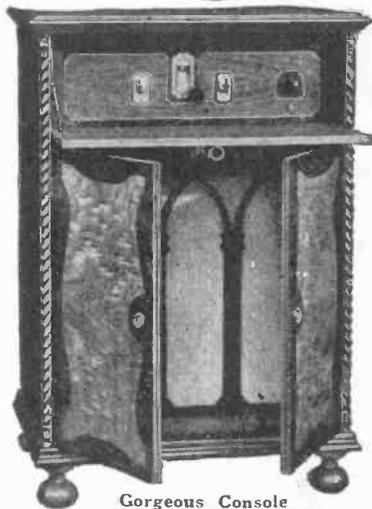
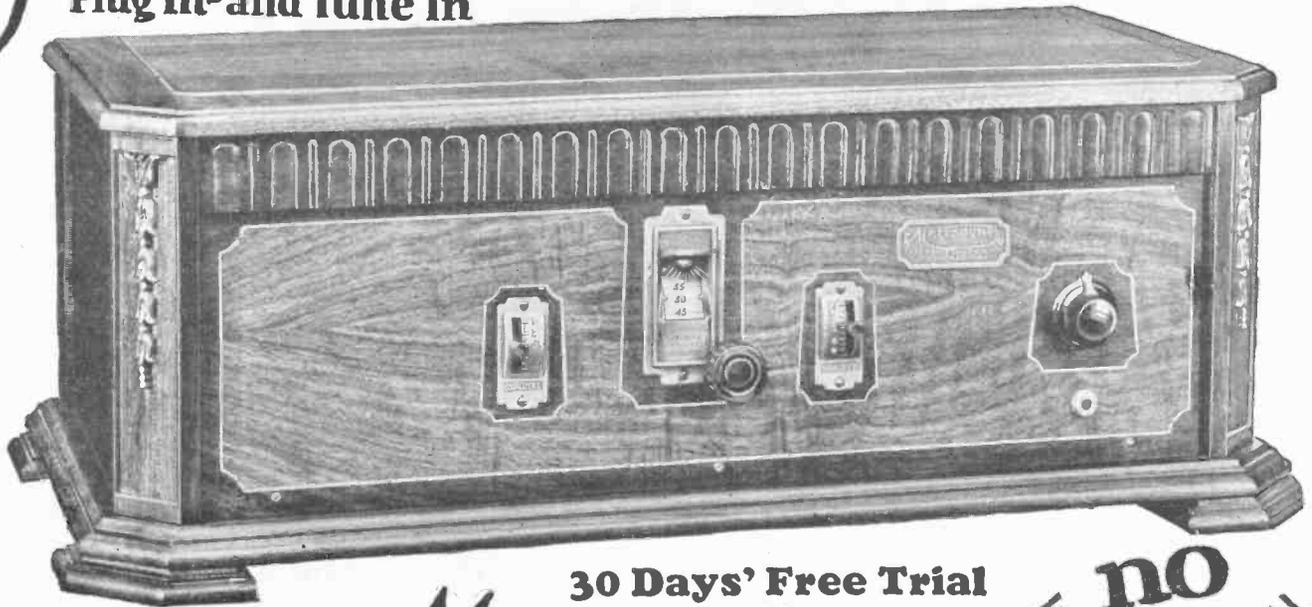
Model 11
6 tubes



Now!
Plug In-and Tune In

**A Real Electric
 Radio Set!**

Three Year Guarantee



**Gorgeous Console
 ALL-ELECTRIC RADIO**

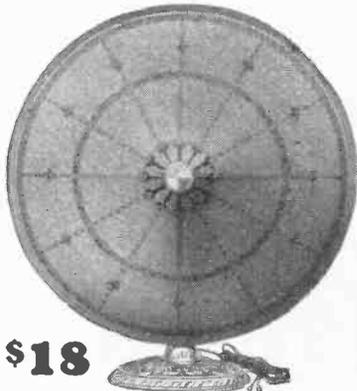
Genuine walnut cabinet, in beautiful, two-tone finish. Built-in genuine MetroCone large size speaker. Brings in programs with great volume, reproducing the entire range from the lowest to the highest notes with remarkable clearness and distinction. All metal parts finished in old gold. Wonderful electric radio, in a cabinet that will beautify the appearance of any home.

30 Days' Free Trial
Metrodyne
ALL ELECTRIC RADIO
7 Tubes—Single Dial Set

100% Electric. Insert plug in socket—press switch button—and "it's on." The set illustrated above is the Metrodyne table model, single dial, 7-tube batteryless radio. Solid Walnut Cabinet, size 28x13x10, beautiful two-tone effect, handsome gilt metal trimmings. Made of the very highest quality low-loss parts. Has electrically lighted dial—easy to log stations, even in the dark. Excellent tone—wonderful volume.

Do not confuse the Metrodyne All-Electric radio with ordinary light socket sets, because the Metrodyne is truly an all-electric radio—consumes less than 2c. worth of electricity a day. Comes to you direct from the factory. We are so confident that you will be delighted with this wonderful, easy-to-operate batteryless radio that we offer to ship it to you for thirty days' free trial—you to be the judge.

no
~~A-Batteries~~
~~B-Batteries~~
~~C-Batteries~~
~~Eliminators~~
~~Chargers~~
~~Acids~~



\$18

Double cone design artistically decorated. Heavy ornamental base. Height 34 1/2 inches, diameter 22 inches.

The New Metrocone
Most Wonderful Loud Speaker in the World

The scientific construction of the New Metrocone has been recently perfected. Never before has such a remarkable loud speaker been sold at such a low price! The Metrocone is not merely a horn—not just a loud speaker—but rather—a faithful reproducer of the broadcast programs, whether it be the soft, sweet notes of the mezzo-soprano or the thunderous crashes of the military band.

True radio reception has been made possible through the advent of the new Metrocone. Now you can hear and enjoy the songs and music rendered by the world's greatest artists. The soft, luring notes of the piccolo, the deep bass tones of the pipe organ—in fact, the entire range of instruments and of the human voice are reproduced with all the faithfulness of the original broadcast sound.



Height 5 ft. The Cone Speaker is 22 inches in diameter. The ornamental wrought iron stand is finished in old gold and beautifully Polychromed.

\$25

[Dealers! Metrodyne All Electric and battery sets, Metrocone Loud Speakers and Power Units offer you opportunities for big profit. **Write for catalog.** **]**

METRO ELECTRIC COMPANY

2165 N. California Ave., Dept. 507, Chicago, Illinois

The New Timmons Cone Speaker

*A Specially Designed Speaker for Heavy Duty
with the New Power Tubes and Electrified Receivers*



Dimensions
28 x 22½"

Price
\$30
List

6 Outstanding Features

THE finest speaker ever built by the recognized leaders in speaker design since Radio's beginning—it utilizes to the fullest extent the high power output of modern receivers.

Scientifically correct in shape and principle, for the natural undistorted reproduction of the entire range of tone frequencies, it will handle the maximum output of any receiver indefinitely.

Equipped with a unit so suprisingly rugged, mechanically as well as electrically, it is practically damage-proof.

This new TIMMONS Concert Grand Cone Speaker is beautifully decorated in three tones of rich brown to harmonize with all interior decorations.

This one model is adaptable for either table or wall with no additional equipment.

1. *Greater Volume*
2. *Finer Tone Quality*
3. *Elliptical Shape With Off-Center Drive*
4. *Beautifully Finished*
5. *Sturdy, Rugged, Non-Adjustable Unit*
6. *Licenses Under Lektaphone and Miller Patents Insure Full Patent Protection for Jobber and Dealer*



TIMMONS RADIO PRODUCTS CORPORATION
Germantown, Philadelphia

TIMMONS Radio Products

POWER AMPLIFIERS—TIMMONS B-LIMINATOR—COMBINATION POWER AMPLIFIER—B-SUPPLY

This unit sells itself



The new Exide Super "AB" Power Unit, complete electric light socket power operation.

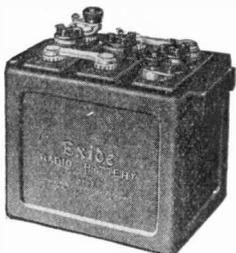
The Exide Super "AB" Power Unit will impress your customers to the sales point



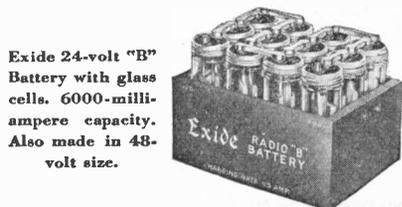
The new Exide Super "B" Power Unit—ready to supply vigorous, sustained "B" Power to any size set.



Exide "A" Power Unit with trickle charger—in 6-volt and 4-volt sizes.



Standard Exide 6-volt "A" Battery—also made in 4-volt size.



Exide 24-volt "B" Battery with glass cells. 6000-milli-ampere capacity. Also made in 48-volt size.

EXIDE, with long experience producing the best in battery power, has built an ideal unit—dependable as the Exide Battery—to stand years of service—to supply ample automatic power for *any* set. Its advantages are so evident it practically sells itself.

You'll be saying something when you tell your customers about the Exide "AB" Power Unit... its scientific, "long-life" construction—flexibility for any set from three to ten tubes—almost unlimited reserve power—vigorous, steady power for one hour or many hours a week.

Power worries are forgotten. The unit is merely connected to the set and plugged in a light socket. It recharges without attention, after power is used. The power supply is fully controlled from the set switch—*automatically*.

National advertising is telling your customers about these points—arousing interest. A demonstration

will clinch sales. There are big profits waiting for you. The customer who really wants to get the best possible results from his set will be interested. It won't take much to convince him on the advantages of the Exide "AB" Power Unit. Take advantage of this advertising *now*. Get in touch with us at once. Wire or write.

Generous Profit in Exide Complete Line

Are you ready to supply your customers with the complete Exide line? This comprises the *new Exide Super "B" Power Unit*, the Exide "A" Power Unit, the Exide "A" Storage Battery, the Exide "B" Storage Battery, the Exide Master Control Switch, in addition to the wonderful Exide Super "AB" Power Unit, which is the acme of socket power service.

They'll be looking for Exide quality when they buy such accessories.

There's a generous profit for you in their sale.

Exide

RADIO BATTERIES

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia
Exide Batteries of Canada, Limited, Toronto

Improved designs

with full light-socket operation

Why Federal should be your main line

Not only impressive beauty of cabinet design—

Not only tones that have impressed all with their greater purity and life-likeness—

Not only an electric circuit which has set new standards in selectivity, range, operative simplicity and ruggedness as well as tonal reproduction—the **ONLY ORTHO-SONIC RADIO**—

But more than all that, Federal now extends to the public the choice of either battery-operated or AC sets. The latter are entirely self contained, do away with all A, B and C batteries, and represent a decided advance in modern socket-operated radio.

This new Federal AC development incorporates huge strides in the elimination of the familiar shortcomings of light-socket operation.

By ingenious design, the maximum of regulation to offset current fluctuations is obtained. AC hum and other objectionable noises are reduced to a negligible degree. No electrolyte, liquid or other material requiring replacement is used. Only one tube is required by the current supply feature. And this carries a year's guarantee with replacements made on the pro-rata "mileage basis."

No other line of radio promises you a finer, more profitable and satisfactory radio business than does Federal. For full particulars get in touch with your wholesaler, or write us—at once.



**E-10-60
E-5 Console**

E-10-60. E-10 receiving set. Operated from light-socket. Has current supply equipment, eliminating all batteries. Built-in coupler, giving finest tone quality.

Without tubes..... \$275.00

E-10-25. Operated from light socket.

Without tubes..... \$290.00

E-10. Six tubes. Extremely selective. Single control. Maximum receiving range. Rugged, all-metal construction. Illuminated scale. Rich brown mahogany cabinet. Battery operated.

Without tubes or accessories..... \$165.00

E-5 Console. Specially designed and finished to match E-10 and E-10-60. Ample space for all batteries or current supply equipment. \$40.00



**The Sign of the
Designated Federal Retailer**

This sign, displayed by all Federal retailers, will swing you into line for the profits yielded by this desirable Federal combination.

Institutional
stability

✓ Sets AC and
battery operated

Price range
\$100 to \$1250
(Higher in Canada)

The only
ORTHO-SONIC
radio

Distinctive beauty
of cabinet

Advertised
nationally



F-45-60

F-45-60. Seven tubes. Balanced tuned radio frequency. Completely shielded. Equipped for light socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler gives finest tone quality. Single control. Loop concealed in door. Built-in speaker—newest acoustical design. Cabinet of new and unique design. Splendid appearance accomplished by artistic use of diamond matched walnut with maple, and burl overlays. Without tubes. \$600.00
F-45-25. Operated from light-socket. Without tubes..... \$620.00

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of The Federal Telephone Manufacturing Corp.)

Operating Broadcast Station WGR at Buffalo

Federal Ortho-Sonic Radio Ltd., Bridgeburg, Ont.

ORTHO-SONIC*

Licensed under patents owned and/or controlled by Radio Corporation of America and in Canada by Canadian Radio Patents, Ltd.

Federal Radio

*Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470.



AN
ATWATER KENT RADIO
IN A
**Red Lion
Cabinet**



Announcing a New and Beautiful Console

The latest addition to Red Lion's catalog of smart radio furniture is Model 4750 Console—a cabinet of rare beauty and superlative value. Hand-rubbed walnut veneers with doors of carefully matched burl walnut make this model one of the most exclusive pieces ever offered to the radio trade.

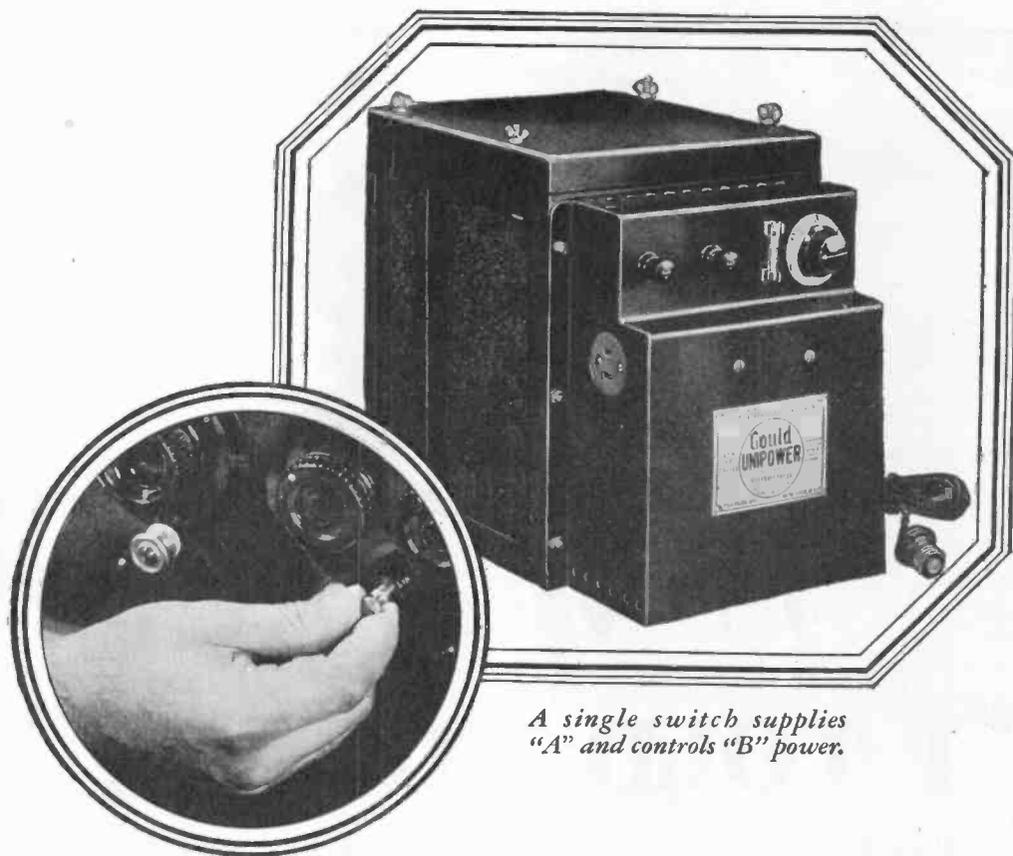
Yet it is far from being expensive, especially when you consider the selected woods, and fine workmanship that have gone into its manufacture. With Atwater Kent Model 33 receiver and the new E-Speaker, the list price is but \$157.00. With Model 30 receiver and the new E-Speaker retails for \$147.50. Those of your customers who already own Atwater Kent sets and speakers may buy the cabinet from you for \$47.50.

All list prices carry a worth-while profit.

Get in touch today with the nearest Atwater Kent distributor and be the first to display and sell this latest Red Lion Console.

RED LION CABINET CO., Red Lion, Pa.

Red Lion Cabinets



A single switch supplies "A" and controls "B" power.

The Last Word in light socket "A" power

THE new Kathanode Unipower—the finest ever built by Gould—and it sells at new low prices.

Time-tested principles of design are embodied in the new Unipower. But in addition it contains a striking advance in battery practice that makes this economical form of "A" power equal in most and superior in some ways to costly batteryless sets. This new exclusive feature of Unipower is the Gould Kathanode assembly (patented).

The Kathanode principle was first used by Gould in submarine batteries. It is now applied for the first time to radio.

With it, care is reduced to a minimum; service expense is practically eliminated; and richer, smoother power is attained. There are no tubes to replace, and it is practically fool-proof.

It appeals to both kinds of customers. Those who know so little about radio mechanics that they want the most reliable equipment, and those who know so much that they appreciate the superiority of the new Gould Unipower construction.

Write today for complete information and new low price list. Gould Storage Battery Co., Inc., 250 Park Avenue, New York City.

The new

IMPROVED

Unipower

A GOULD PRODUCT

Price

\$35

upwards



"I TOLD YOU SO!"

Yet it is only a few months since folks thought a *real* battery eliminator was years away. That's because the first designs were, naturally, hurriedly assembled experiments. They had their weak spots, but—they were a step or so along the road!

We did not hurry with the White Socket Power units. We went about it scientifically. No haste. Every step was a sure one so, when we were ready a few months ago, we knew we were right! There were no alterations to be made—no fundamental changes.

White Electric Power Supply units were engineered right! The White AB is scientifically designed—it is not merely a "hook-up" of an A and a B. Consequently, there's no hum, no "motorboating," no noise of any kind — just a smooth, always strong, even flow of *Primary Power*.

The White A and the White B eliminators are equals of the White AB in every respect—power, simplicity, strength, steadiness.

Designed for all standard 6 volt sets—from 1 to 9 tubes. Assures full, distinct reception. A permanent fixture. Housed in 20 gauge steel cabinet. Finished in beautiful sage-green lacquer. Perfect in service. Priced at a figure that creates wide demand.

Liberal dealer discounts make it a highly profitable item. Desirable dealer franchises now available.

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



WHITE SOCKET POWER is licensed by Andrews-Hammond Corporation under Andrews Condenser and other Andrews-Hammond patent applications.

White

SOCKET POWER UNITS

Our complete line of "A", "B" and "A-B" Power Units gives a wide active range of sales.

A fair exchange is no robbery - and this is more than a Fair Exchange

It's the Arch in Archatron Radio Tubes that is responsible for the complete degasification which results in absolute uniformity of vacuum and electrical characteristics.

KEN-RAD ARCHATRON

The Long Life Radio Tube



When you can give the radio public

- MORE STATIONS
- GREATER SELECTIVITY
- MORE VOLUME
- LONGER DISTANCE
- and
- LONGER TUBE LIFE

all wrapped up in one radio tube at \$1.75 a tube, you are certainly handing out value with a capital V.

When the manufacturer backs you up further by supporting you in "a-money-back-if-you-don't-get-all-those-things" additional guarantee, you are assuredly heaping value on value.

When for one whole week you are enabled to reduce the cost of an entire set of five tubes to the price of only 4 and the cost of 6 to the price of 5, you are pyramiding value to the ceiling.

Archatrons are absolutely guaranteed to live up to every claim made for them, to give better and longer service, better selectivity and, in general, exceed the purchaser's expectations.

Complete Degasification by the patented Archatron Arch principle results in neutralization of free gases within the tube without releasing the latent gases within the metal elements.

Gas hinders electron flow and, as there is no free gas in Archatrons, electron flow is unimpeded. Better tube performance, even *amazing* tube performance naturally results.

Incomplete degasification curtails filament life. In Archatrons the absence of gas increases it. One year is the guarantee.

National Radio Improvement Week is the big week to introduce Archatrons to your customers. Each one or each set sold means a long, better radio season for every set owner.

Archatrons are endorsed as standard accessory equipment by leading makers of receivers, besides hundreds of dealers, distributors and users who have tried and tested them.

Stock Archatrons now. There's a tube for every radio receiver need. Tie in with National Radio Improvement Week. Help your patrons "get all from the air there is on the air."

THE KEN-RAD CORPORATION, Inc.
Owensboro, Ky.



It Won't be Long Now

National Radio Improvement Week is almost here

ABSOLUTE
GUARANTEE
OF BETTER
RADIO
RESULTS

A TUBE
FOR EVERY RECEIVER
PURPOSE

Live distributors and dealers are getting ready to reap the benefits of a great new campaign to induce early attention on the part of radio owners to the many improvements that will assure them a longer and better season of radio enjoyment.

The N. R. I. W. division of the Ken-Rad Corporation is ready with advertising and sales helps which will enable any dealer, irrespective of whether he handles Archatrons or not, to tie in with this national movement.

National Radio Improvement Week will boost your business if you co-operate. And co-operation means little more than using the selling helps Ken-Rad has prepared for you, and which are included in a free dealer offer.

You don't have to handle Archatrons, although we naturally trust you will see the tremendous advantage to yourself and your patrons in so doing.

Mail the coupon for big special offer and full details about National Radio Improvement Week.

Simply Pin This to Your Letterhead

The Ken-Rad Corporation, Inc.,
Owensboro, Kentucky.

Please send me full particulars about National Radio Improvement Week, your co-operative offer, free selling helps and Archatron Radio Tubes.

Name.....

Address.....



A new "A" power unit backed by the name Westinghouse

HERE is the finest "A" unit that can be produced by an organization whose reputation for manufacturing excellence is world-wide.

Here is "A" power that is perfect, with every improvement that Westinghouse can make.

There are two trickle charge rates, one for light and one for heavy duty with a booster for quick action. The socket

for a "B" eliminator is controlled by the set switch making the set virtually electrically operated.

The relay is Westinghouse-built, safety fuse prevents any short circuit. The cord is rubber covered.

Retail Price

\$35⁰⁰

Slightly higher west of the Mississippi

Your jobber has the new Westinghouse "A" Auto-power. Write for details of the Westinghouse proposition with discounts and lot prices.

WESTINGHOUSE "A" AUTOPOWER
WESTINGHOUSE UNION BATTERY CO.
Pittsburgh, Pennsylvania.



THE SENIOR MODEL

A Better Speaker---priced right,
and backed by a workable Sales Plan!

THE Operadio Speaker is epoch-making in its achievement. It is better! Not just another speaker, but an entirely new type with definite and original superiorities over old types. The Bloc-type is unique---a coiled exponential air column cast en bloc in Stonite---infinitely better than any kind of horn or cone and never affected by weather. Just demonstrate it, compare it with any speaker at any price to prove it.

And it is backed by a Sales Plan that assures your profit. Dealer helps, effectively designed, newspaper ads, etc., help you bring prospects in---and Operadio performance clinches the sale. Have something new, different, better, to offer---that means Operadio Bloc-Type Speakers this year!

The line is complete. A model for every price. Eye-value inherent value, performance---all there! Supremely!

Junior Model sells at \$15.00. Senior Model, \$25.00.

Write today for interesting details of our jobber-dealer plan. Act quickly---and reap the profit Radio offers always to those who handle the newest and best developments.

Manufactured by
OPERADIO MFG. CO.
704 East 40th Street
CHICAGO, ILL.

OPERADIO

BLOC-TYPE SPEAKERS

PATENTS PENDING

Instantly
you know it is
BETTER

WHEN you first hear an Operadio Speaker, you instantly remark the completeness of the sound reproduction---the tone values are all there. True beauty in the recreation of music or the spoken voices is at last made possible by material of tone chambers are made--- it prohibits false vibration and wave absorption, eliminates distortion.



The De Luxe
Model

The largest edition of the Operadio line. The last word in tone chambers---power, volume, beauty of performance---plus wonderful exterior beauty. Has 84 inch exponential air column of Stonite---no vibration, distortion or wave absorption. Not affected by weather. Easily handles power amplification.

Price \$80.00

Prices slightly higher west of the Rockies and in Canada

Sales Dept.
THE ZINKE CO.
1323 South Michigan Avenue
CHICAGO, ILL.

BEYOND ALL HORIZONS
REACHING FAR INTO ROMANCE-LAND,
THIS SUPERLATIVE RADIO SET
DISCOVERS NEW AREAS OF ADVENTURE.
ITS SENSITIVITY AND RANGE
ARE MADE OUTSTANDINGLY APPARENT
BY AUDITED AMPLIFICATION,
AN EXCLUSIVE ERLA IMPROVEMENT.
DEALERS WHO MUST HAVE THE BEST
WILL WRITE FOR PARTICULARS.

ERLA



MADE BY ELECTRICAL RESEARCH LABORATORIES, CHICAGO
IN CANADA BY ERLA-MCLAGAN, LTD., STRATFORD, ONTARIO

The Little Things That Count— in Making Money

PROFITABLE business calls for more than the sale of merchandise at a liberal margin of profit. The merchant who shows the best yearly balance sheet selects stock that moves with little effort and uses every available method to attract attention to the goods displayed.

No wide awake dealer needs to be urged to stock the Wirt Cone Speaker. The unusual public interest aroused by Wirt advertising and the unusual qualities of this Speaker com-



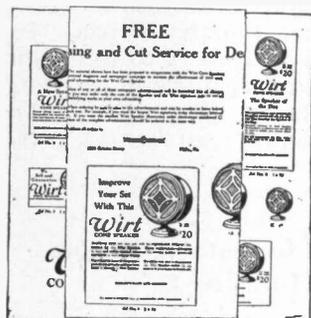
15 in. high
13 in. wide

\$20

Price in Canada \$25

bine to make easy selling and quick profits.

To enable you to make the most of this opportunity, extra selling helps have been prepared for your use, without charge, as illustrated and described below. Order by number on corner coupon.



No. 1

Electrotype Sheet

Contains illustrations of the Wirt Cone Speaker in various sizes for use in newspapers. Contains also proofs of complete advertisements that will be furnished in mat form, needing only the addition of your name and address. Use of this material will effectively link your store with Wirt National Advertising.



No. 2

Price Card

Striking cardboard sign, 6x9 in., equipped with easel back. A valuable adjunct to efficient store selling. You should have several for your window and counter.



No. 4

Descriptive Leaflet

Attractively printed in color, should be on your counter and distributed liberally among your customers. Will be read by many people, arouse interest and make sales.



No. 3

Window Streamer

This attention getter should be in your window at the earliest possible date. It is 5 in. high, 24 in. long and handsomely designed and colored.

The coupon below is for your convenience in ordering Wirt Speaker Sales Helps. Cut or tear it out, enter the quantity of items 1, 2, 3 and 4 you want, sign your name and address and mail.

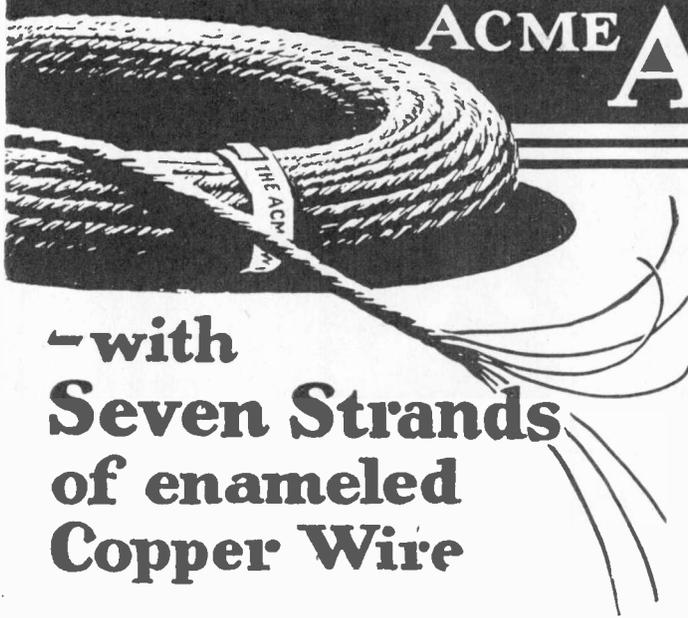
Wirt Company, 5239 Greene St., Philadelphia, Pa.
Kindly send me, free of charge, a supply of sales helps as indicated below:

(1)	(2)	(3)	(4)
Name			
Town	State.....		

WIRT COMPANY

5239 Greene Street, Philadelphia, Pa.

ACME Antenna



- with
**Seven Strands
of enameled
Copper Wire**

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

No wire but the best should be sold for loops. Acme Loop Antenna Wire is composed of sixty strands of No. 38 bare copper wire, to give it flexibility, and five strands of No. 36 phosphor bronze wire, to prevent stretching. Green or brown cotton next to the wire, and an outer covering of green or brown silk, result in splendid insulation and a very pleasing appearance. In convenient spools.

Acme Celatsite Battery Cable

A thoroughly insulated cable composed of five, six, seven, eight or nine Flexible Celatsite wires all enclosed in brown Rayon braid. Each wire is of a different color. The workmanship and material are of the best. One to a box, with or without terminals.



Acme Flexible Celatsite For Sub-Panel Wiring

Fine tinned copper wires twisted into a cable, then covered with improved, non-inflammable Celatsite compound. Soft and yielding, therefore, excellent for point-to-point and sub-panel wiring of radio sets. The insulation strips easily and the wires, being tinned solder readily. Colors red, yellow, green, maroon, brown, slate, blue, white and black. Sold only in 25-foot coils, in cartons colored to match the contents.



Acme Solid Celatsite For Above-Panel Wiring

This is Nos. 14, 16, 18 and 19 tinned copper wire covered with improved, non-inflammable Celatsite compound. The insulation strips easily and will not crack at the bends. Acme Solid Celatsite in the small sizes is adaptable for sub-panel wiring; in the larger sizes it is ideal for visible wiring; the bright colors of varying shade make a splendid appearance. Made in red, yellow, green, maroon, brown, slate, blue, white and black; 30-inch lengths, single or assorted colors.



Acme Spaghetti

Acme Spaghetti is oil, moisture and acid proof, and highly dielectric; the choice of manufacturers of the most delicate electrical instruments. In 30-inch lengths, for wire sizes from 12 to 18. Nine bright colors: red, yellow, green, maroon, brown, slate, blue, white and black. (We also make tinned bus bar, round and square, in 2 and 2½-ft. lengths.)

Dealers--Write Dept. E for catalog inserts showing the full line

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

For greater certainty in radio circuits

See our Exhibit, Booth 2, Section FF, Chicago Radio Show, October 10th to 16th

VIMCO

RADIO LIGHT



“Going Big”
with
Radio Fans

YOUR success with Vimco Radio Light, whether as dealer, jobber or department store, should equal that of many of our customers who have found that SALES COME EASY. Every radio set owner is a prospect!

Display this handsome light and watch it sell. Your customers are attracted to it, like it, BUY IT. It is just what they are looking for.

The Price is Right
\$3.85 Retail

A popular price, carefully chosen. Fair to the customer, good profit for you.

Mail coupon for attractive discounts and full particulars.

Vimco Mfg. Company, Inc.
721-B Ellicott Sq., Buffalo, N. Y.



Sales Points

Vimco Radio Light has a gracefully shaped projecting arm which permits light to fall on dials without glare and without shadows. The base is heavily weighted to prevent tipping.



Finish is a beautiful soft bronze. Equipped with extra long silk cord and two-piece socket plug. Takes any standard candelabra lamp.

Vimco Mfg. Company, Inc.
721-B Ellicott Sq., Buffalo, N. Y.

Gentlemen:

Send us by return mail full particulars including attractive discounts on Vimco Radio Light.

Name

Street

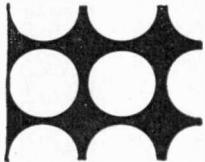
City

State

Did you ever see the inside of a "B" battery?

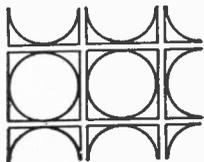
Tell your customers how Ray-O-Vacs are entirely different in construction—and why this difference gives them 10%—15% longer life

Break open any ordinary "B" battery and you will find that a cross section of it looks like this:



The battery block is held together by wax or pitch, as shown by the black spaces. It is as inert as poured concrete.

Then, lift the top off a Ray-O-Vac "B" battery, and you will find the unit cells housed in square waterproofed compartments like this:



No wax or pitch is used. Each unit cell is held rigidly in place, but the corners of the compartments permit the electrolyte to expand the instant the zinc can is punctured, *without short-circuiting the battery!*

Thus every particle of the current-producing elements continues to give service until its strength is exhausted.

This new type of construction adds 10% to 15% longer life to every Ray-O-Vac battery—and Ray-O-Vacs have always been known for their amazing staying power.

Here is proof of the longer life of Ray-O-Vac batteries! Tell it to your customers. Tell them *why* Ray-O-Vacs give more service for the money and they will quickly understand and believe.

Millions are learning this difference

Every month in The Saturday Evening Post the longer life of Ray-O-Vac batteries is being explained to millions of radio owners, in full-page advertisements, in color. Similar color pages also

appear in The Country Gentleman, and large space advertisements tell the Ray-O-Vac story in all the leading newspapers of the country.

This advertising is making sales for Ray-O-Vac dealers and jobbers—all who sell Ray-O-Vac batteries.

Wouldn't you like to handle a line of batteries with the quality points of Ray-O-Vacs to talk about and with the promotional work behind them that is supporting Ray-O-Vacs?

Ask your jobber for information about the line, or write us and get full particulars.

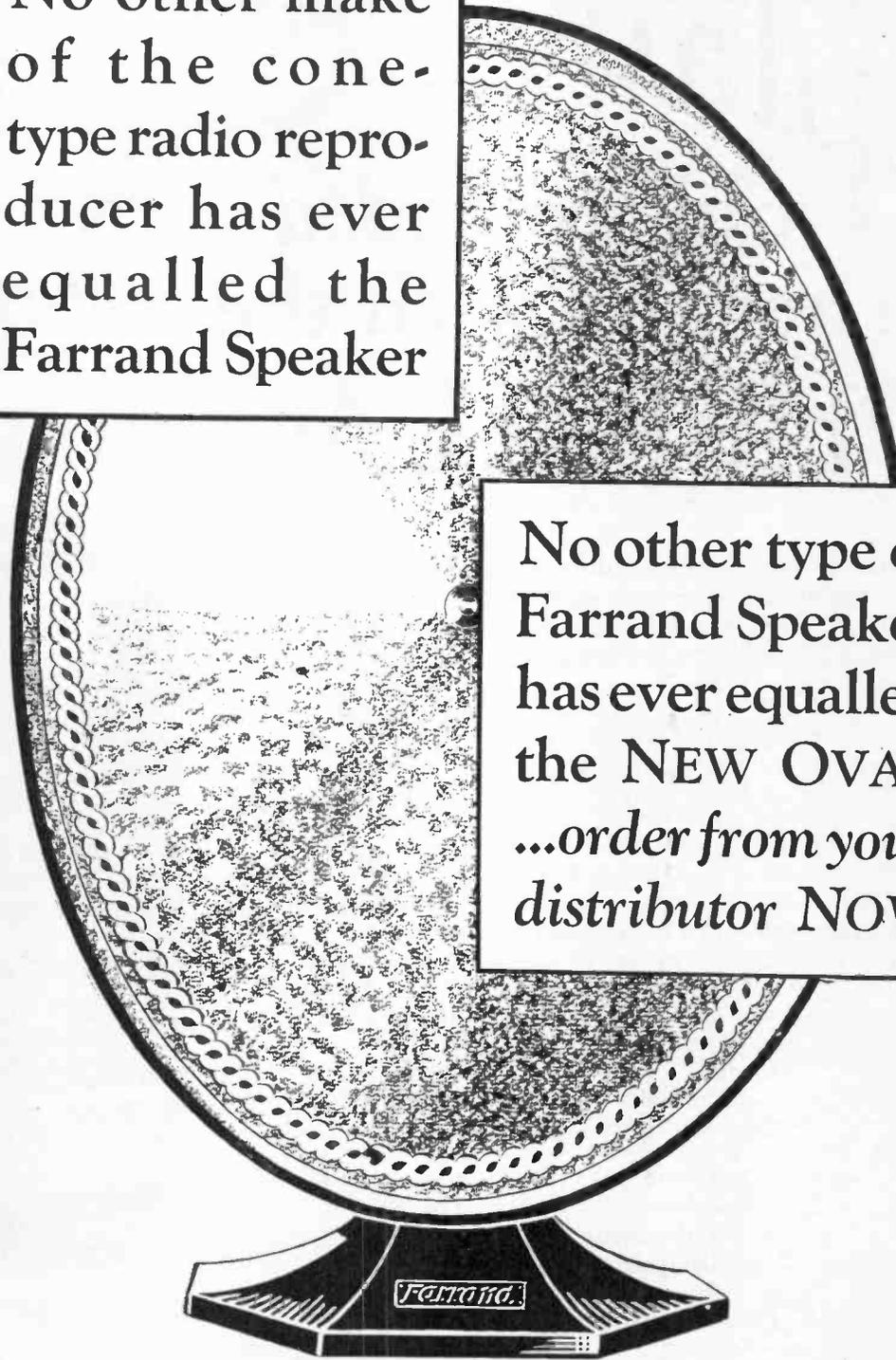
**FRENCH BATTERY COMPANY
MADISON, WISCONSIN**

Also makers of Ray-O-Vac "A" and "C" radio batteries, Ray-O-Vac flashlights and batteries and Ray-O-Vac ignition batteries.



No other make
of the cone-
type radio repro-
ducer has ever
equalled the
Farrand Speaker

No other type of
Farrand Speaker
has ever equalled
the NEW OVAL
...order from your
distributor NOW



Farrand
NEW OVAL

FARRAND MANUFACTURING CO., INC., LONG ISLAND CITY, N. Y.

Replace old, corroded wire aerials with the SUPER-BALL Antenna



This is an actual reproduction of a piece of corroded wire aerial used by R. J. Walker, Homeside Radio Shop, San Francisco, to sell Super-Ball Antennae.

SOONER or later every outdoor wire aerial will have to be replaced. Constant exposure to all kinds of weather causes corrosion of the wire—which means poorer “pick-up” and impaired reception.

Replace old, corroded wire aerials with corrosion-proof, all-directional Super-Ball Antennae—at a good profit per installation, and excellent satisfaction for the customer. He gets better reception than he ever enjoyed before—greater selectivity, less static, better clarity, and equal reception from all directions.

Read this letter from a California dealer—Homeside Radio Shop, San Francisco—who is cashing in on this idea:

“I am enclosing a piece of a wire aerial that has been up about 3 years. I have two or three pieces and use them to show customers why they should change their wire aerial to a Super-Ball Antenna. It works! They buy!”

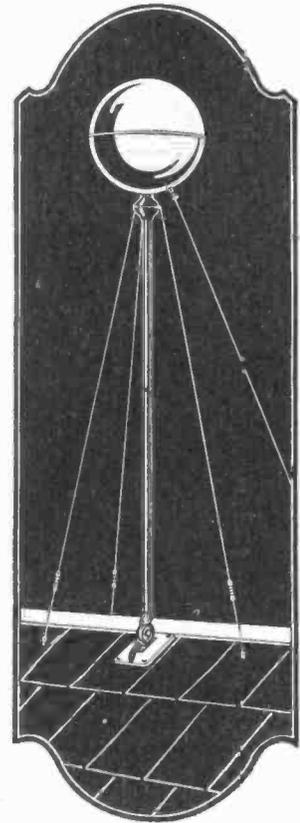


Hundreds of dealers are selling the Super-Ball Antenna in profitable volume—with sales increasing right along. Order a stock from your jobber—and let us send you one of our attractive Super-Ball Antenna window displays. Cash in on Super-Ball demand this Fall.

YAHR TRUE-TONE SPEAKER

Get behind this revolutionary speaker. Employs new principles of tone reproduction. Faithfully reproduces highest treble and deepest bass. Furnished with 20 feet of power cord—may be placed anywhere in room for best acoustic effect or to harmonize with furniture groupings—stands 40 inches high. Cast aluminum construction. List price, complete, \$35.00.

Order a sample for your display floor.

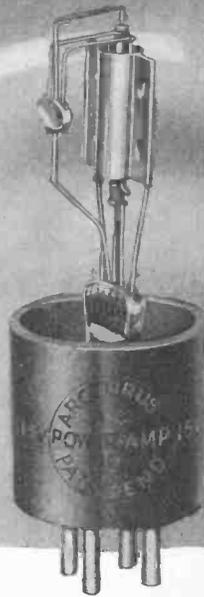


Super-Ball Antenna Kit

Contains all supplies required for complete installation of Super-Ball Antenna, including Super-Ground Clamp. List price of kit, complete, \$4.50. List price of Super-Ball Antenna, \$10.00. (Prices slightly higher west of Rockies).

YAHR-LANCE

MILWAUKEE INCORPORATED WISCONSIN



Announcing ARCTURUS A. C. TUBES

DETECTOR-AMPLIFIER-POWER

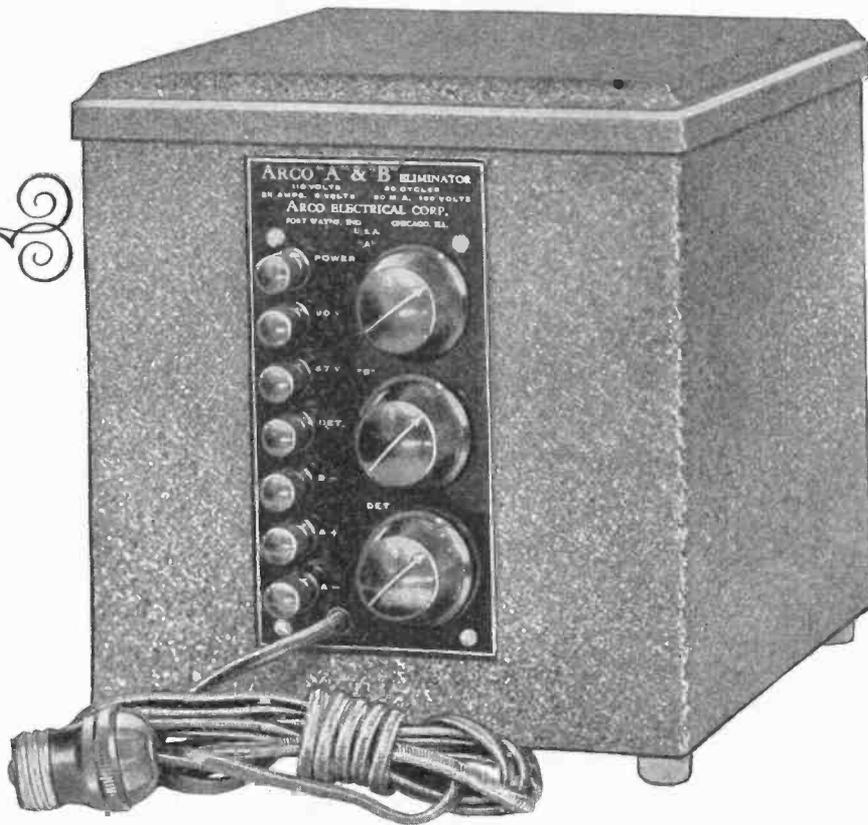
The only A. C. Tube on the market with but four prongs — fits present sockets. Battery-less reception now possible for everyone.

Every owner of a D. C. set can experience the convenience and economy, the un-failing quality reception made possible by Arcturus A. C. Tubes. These tubes have but four prongs, fit present sockets. Their use in any D. C. set entails but a few simple changes.

Get Your Share

Advertising in national magazines will soon be telling your customers about this universal A. C. Tube. You can concentrate this new business in your store if you stock and display Arcturus A. C. Tubes. Order from your jobber now. Orders will be filled as they are received.

ARCTURUS RADIO COMPANY
255 Sherman Avenue, Newark, N. J.



Arco "AB" Power

No hum. Just plug in and forget it. Size $8\frac{1}{2} \times 8\frac{1}{2} \times 9\frac{3}{4}$ inches. Weight 26 lbs. Four taps—135—180 V. 90 V. 67V. and detector variable 20 to 100 V. Rates $2\frac{1}{2}$ amp. at 6 V. and 80 M. A. at 180 V. Use on sets up to ten tubes. Price \$67.00.

The ARCO Line

BUILD business—build profits with Arco Power Units and Hi-Rate Chargers. They offer something better—and strange to say, at lower cost—get the jump on competition. Arco Units are compact, about half again smaller than the average heretofore produced; neat and definitely lower in price—that's why they're easier to sell.

Arco Units need little attention and consume but a small amount of current—that's why they stay sold! Tie up with this better line. Get them into your store—put the Arco up against any of equal performance and appearance and then you'll realize why Arco Sales are growing rapidly.

The Christmas Package

An Arco Unit makes an ideal Christmas gift. We're helping dealers cash in on the gift idea—furnishing Arco Units in Holly paper containers. Ask for sample right away if you want bigger Christmas business. You can make your store popular Christmas Headquarters. Tell folks about the clean Arco Christmas package—show it in your window—then watch sales climb.

The Arco Electrical Corporation

Factories
825 Barr St., Fort Wayne, Ind. 1727 Sedgewick St., Chicago, Ill.
1727 Sedgewick St., Chicago, Ill. 213 Columbia St., Fort Wayne, Ind.

Offices
Main Office at Fort Wayne

Arco "A" Power

No hum, no glass tubes. Size $8\frac{1}{2} \times 3\frac{1}{4} \times 9\frac{3}{4}$ in. Weight 17 lbs. $2\frac{1}{2}$ amp. at 6V. Good for sets up to ten tubes.

Price \$37.00

Arco "B" Power

No hum. Size $8\frac{1}{2} \times 3\frac{1}{4} \times 9\frac{3}{4}$ inches. Weight 17 lbs. 4 taps—135—180 V. 90V. 67V. and detector variable 20 to 100V.

Rates—50 M. A. at 180V.—\$32.50.
60 M. A. at 180V.—\$37.50.
80 M. A. at 250V.—on application.

Arco Automatic "A" Unit

Complete with 60 amp. or 40 amp. battery, $2\frac{1}{2}$ amp. Hi-Rate Charger and Automatic Cut out. All in handsome metal case. Size $8\frac{1}{2} \times 8\frac{1}{2} \times 9\frac{3}{4}$ in. Weight approx. 26 lbs.

Prices range from \$20.50 to \$37.50

Arco Hi-Rate Chargers

Furnished with or without metal case. With or without automatic cut out in both $2\frac{1}{2}$ amp. and 5 amp. charging rates.

Prices range from \$11.50 to \$19.50

Use Arco Power Accessories to transform your present Hi-Rate Charger, "A" Battery and "B" Power Units into Automatic combinations.

Prices are slightly higher west of the Rockies and in Canada.

Laboratory tests have proven the soundness of Arco design. Arco engineers developed Arco Units scientifically, painstakingly, building, testing and rebuilding until they finally perfected the Arco Unit with its definitely superior features. Experimenting is over—Arco performance is tried and tested—no Arco product will ever be placed on the market until it is right and proved so by practical test and actual use.

You no longer need gambler's luck *to stay in the radio business*



Licensed under Hammond-Andrews patent applications

Balkite "A" Contains no battery. The same as Balkite "AB" but for the "A" circuit only. 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 "B" One of the longest lived devices in radio. The accepted tried and proved light socket "B" power supply. The first Balkite "B," after 5 years, is still rendering satisfactory service. Over 300,000 in use. 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 Chargers

Standard for "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, \$7.50.

*Special models for 25-40 cycles at slightly higher prices

Prices are higher West of the Rockies and in Canada

Time was when no radio dealer could tell at the beginning of the season whether the devices he would sell would stay sold. When it required as much gambler's luck as selling ability to make a profit.

Look for example at the "B" field. Of 3 "B" eliminators offered the first year Balkite "B" was put on the market, and of 16 offered during the second, except Balkite "B" not one remains in its original form. All others have either been radically revised in principle or withdrawn. And every device that turned out to be wrong or was withdrawn cost some radio dealer money.

Today luck is no longer the determining factor in your profit.

What determines whether your business is profitable is whether you choose sound merchandise to sell. You need no longer sell experiments.

In the radio

power field the established leader is Balkite. Established by its pioneering—by a laboratory that produced the first noiseless battery charger, the first trickle charger, and today most important of all, Balkite "AB" and Balkite "A," both without batteries. Established by performance at the hands of its owners. It is a well-known fact that Balkite Radio Power Units are today among the longest lasting devices in radio. Balkite owners have been satisfied owners. Balkite dealers have always made money.

Balkite—the tried and reliable—offers you a complete line, to serve every radio power requirement, at the lowest prices in Balkite history, backed by one of the largest ad-



Licensed under Hammond-Andrews patent applications

Balkite "AB" Contains no battery.

A complete unit, replacing both "A" and "B" batteries and supplying radio current directly from the light socket. Contains no battery in any form. Operates only while the set is in use. Two models: "AB" 6-135, 135 volts "B" current, \$59.50; "AB" 6-180, 180 volts, \$67.50.

vertising campaigns in radio. (Balkite is the third largest radio advertiser.) Concentrate on Balkite instead of scattering your effort and you'll make money.

FANSTEEL PRODUCTS CO., Inc., NORTH CHICAGO, ILL.

FANSTEEL

Balkite

Radio Power Units

WARNING!

There is still a great deal of misleading advertising appearing in the public press on radio. Unscrupulous advertisers take advantage of the fact that a vast majority of the public is unversed in the technical side of radio.

Following the popularity of Battery Eliminators, manufacturers and dealers saw the advantage of selling sets complete with power units; then there are the new A C tube sets equipped for use with a B-Power Unit and a Transformer for the "A" side.

Many advertisements of the above popular "All-Electric Radio Sets" carry such statements as:

"No Batteries, No Eliminators, Your Light Socket Supplies all Power"

Such statements are absolute falsehoods and are unfair to honest advertisers. No electric radio set has ever been built or marketed which does not require a so-called "B-Battery Eliminator," better termed a "B Current Supply" or "Power Unit." The current as it comes from the light socket is totally unsuited to operate any radio set without the use of power units.

Buy your new electric receiving set and power unit, therefore, from manufacturers and dealers who tell the truth.

This advertisement printed in the interest of fair trade by
GRIGSBY-GRUNOW-HINDS COMPANY, CHICAGO
Manufacturers of Majestic Electric Power Units



Amplifier
Type M-26

A. C. Amplifier
Type M-26

(226)
Fil. Volts 1.5
Fil. Amp. 1.05
Plate Volts 90-135
Not to Exceed 180

List Price
\$3.00



Detector
Type N-27

A. C. Detector
Type N-27

(227)
Heater Volts 2.5
Heater Amps. 1.75
PLATE VOLTS 45
As Detector 90-135
As Amplifier 180
Not to Exceed

List Price
\$6.00

Announcing
A. C. Tubes

ALTERNATING CURRENT

THE new M-26 and N-27 tubes are tubes using raw A.C. on the Filament or Heater and can be used in any set specifying these types. The M-26 is used in the radio and audio frequency stages and has a standard base.

The N-27, of the separate heater type is used as a detector or amplifier and has a five-prong base. These tubes will give superior results and maximum useful life in any set designed to use A.C. tubes of this type.

Write for particulars.

C. E. Mfg. Co. Inc., Providence, R. I., U. S. A.
Largest Plant in the World Making
Radio Tubes Exclusively



E C
**RADIO
TUBES**

E C
A Tube for
Every Radio Need

- General Purpose Tubes
- Special Purpose Tubes
- Power Tubes
- Filament Type Rectifiers
- Gas Filled Rectifiers
- A. C. Tubes

—
Make a
Good Receiver
Better



Model 8 VOGUE Speaker embodies entirely new acoustical principles in its compact attractively finished design. It is a cone speaker. All possibility of breakage or damage in any manner is eliminated by the metal housing which completely encloses the reproducing unit. Finished in brown walnut crackle with carved art work grille and base highlighted in gold. Size 14½ in. high, 13½ in. wide, 6¾ in. deep.

List price \$19.50

Slightly higher west of the Rockies

VOGUE SPEAKERS



Model 12 VOGUE Speaker is a compact instrument employing entirely new acoustical principles yet retaining the fullness of tone so essential to faithful reproduction. Its reproducing unit is completely enclosed in a metal housing which prevents damage of any kind. Rich antique finish in dark brown crackle with grilles and base highlighted with gold. Size 17 in. high, 5¼ in. wide, base 10¼ in. long, 7¼ in. wide.

List price \$30

Slightly higher west of the Rockies

Ortholian Model Cabinet Speaker contains an air chamber over 8 feet long. It is beautifully finished in shaded walnut and dark trim with carved grille and

legs. Ample space is available for radio batteries and eliminators. This speaker has immediate acceptance. Dimensions 48 in. high, 14 in. deep, 22 in. wide.

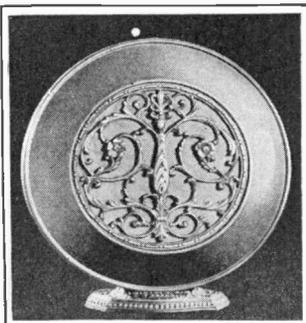
List price \$55

Slightly higher west of the Rockies

Model 10 VOGUE Speaker has an air column (over 30 in.) of special patented design. It is handsome with the delicate symmetry of artistic design and with the rugged sturdiness of solid construction—its metal structure housing the reproducing unit being a noteworthy feature. Beautifully finished with grille and base of carved art work touched with gold highlights. Size 20 in. high, base 10¼ in. long, 7¼ in. wide.

List price \$26

Slightly higher west of the Rockies



Announcing VOGUE'S New Model 8

FOR the first time, a radio speaker selling under \$20.00 with real eye beauty at no sacrifice of construction or ear quality. Here is the only Speaker that will satisfy the entire family!

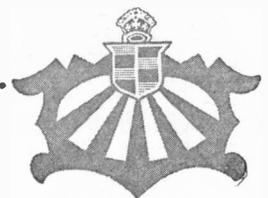
Beauty that arouses instant admiration, construction that defies abuse, craftsmanship of the highest order and price within easy reach, that's what makes the VOGUE line a money-making line for any dealer!

And the story of VOGUE Model 8 is being told to the public in a big way! Consistent VOGUE advertising in national publications of such character as Liberty, Harper's Bazar, House Beautiful, Arts and Decorations, etc., is building a remarkable demand for this beautiful embodiment of the most advanced reproductive principles.

Other VOGUE Models are also being featured extensively. They are "sight" sellers and "sound" buys. Cash in now on the rising popularity of the VOGUE line for our mutual profit. Write today for further information.

RICHARD T. DAVIS, Inc.

5252 Broadway
CHICAGO



Standardyne

Now a Complete Line of Radios

Models to fit every purse and every taste



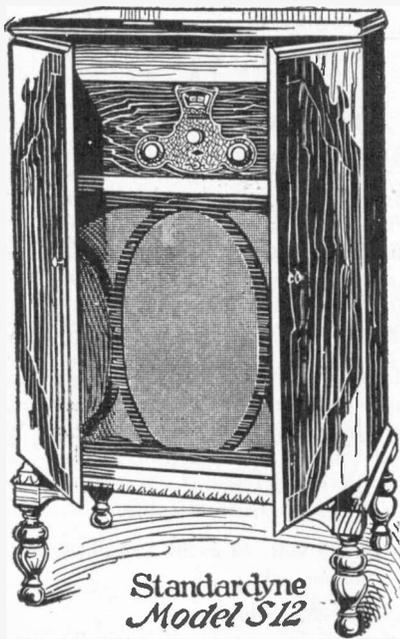
Standardyne Model S600



Whether your prospects want an inexpensive table model or an elaborate console all-electric type radio they are bound to find one model that will exactly fit their purse and desires in the Standardyne Line.

You can put punch behind your selling Standardyne Radios because you can't help being enthusiastically sold yourself on their marvelous quality of reception. All, are 6 tube models and embody the latest developments to insure selectivity and true amplification. Every sale makes others—but there are no after servicing costs to eat into the profits.

Send in Coupon below Today

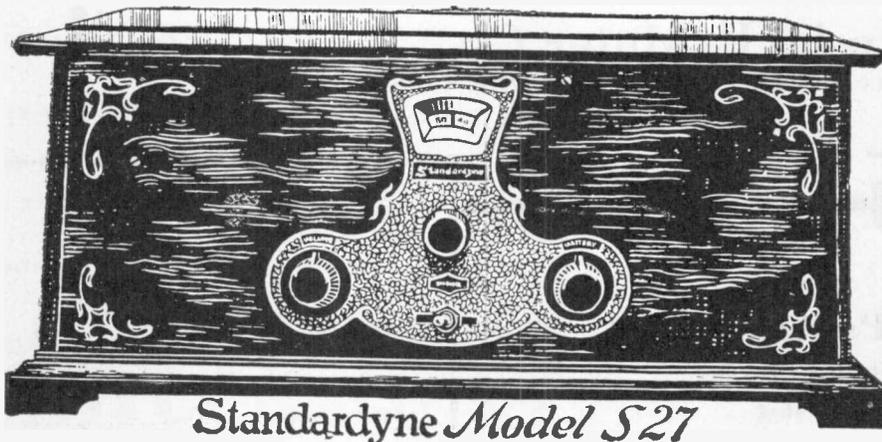


Standardyne Model S12

- B-6—Six tube, three dial, not illustrated \$39.50
- S-27—Six tube, one dial 49.50
- S-600—Six tube, one dial, console 104.50
- S-12—Six tube, one dial, console 109.50

Standard Radio Corp.
WORCESTER, MASS.

BEN FINK—Vice-President ~ General Manager



Standardyne Model S27

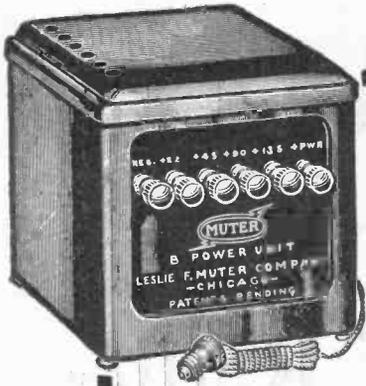
Wire or write for one of these sets on our trial plan offer.

Please send me details of your trial plan. Of course, there is no obligation on my part.

Name.....

Address.....

City.....



*Recognized
Dependability
of MUTER Products
Makes This*



Standard "B" Power Unit Your Best Buy

\$24⁵⁰
List Price

Until we could produce one standardized dependable "B" Power Unit for all sets we stayed out of this field.

NOW we have ready for you the best possible "B" Power Unit at one standard popular price. Parts are made and assembled in the Muter factory, under a high degree of workmanship, fully assuring exactness in every stage of manufacture.

Outstanding Characteristics

Fixed Controls used with separate fixed voltage taps, giving ample range and definite knowledge of voltage received.

Capacity ten tubes or seven with a power tube.

Rating 40 mls at 150 volts. Will deliver 180 volts for new type 171 power tube.

Condensers, Muter filter condensers of ample capacity and acknowledged quality ensure long life and uniform output.

Uses Standard Cunningham or Radio Corp. Full Wave Vacuum Rectifying Tube because of long life and stability.

No Noise—No Vibration

Ask Your Jobber About the New Muter "B" Power Unit

This Unit is bringing increased volume and quicker turnover because it assures dependable quality at a remarkably low price. Stock No. 3000 for 213 or 280 Tube lists at \$24.50. Stock No. 3050 for Raytheon B. H. Tube—List price \$26.00.

The new "B" Power Unit is only one item in the Muter complete Quality Popular Priced Line—all backed by consistent and extensive advertising. Ask your Jobber for Dealer prices on the attractive Muter Line. Send coupon today for comprehensive catalog.

Used on 110 to 120 volt, 60 cycle A. C. current only.

No Noise—No Vibration

Leslie F. Muter Co.

76th and Greenwood Aves., Dept. 6038-NX, Chicago, Ill.



Dependable Products
The Complete Quality Priced Line
Send Coupon for Catalog

LESLE F. MUTER CO.
76th and Greenwood Ave.
Dept. 6038-NX, Chicago, Ill.

Send at once catalog of complete Muter Line.

Name

Address

City

State

Jobber's Name

Radio Cabinet Specifications (Concluded from Page 117)

Name and Address of Manufacturer	Model Number	List Price	Type of Furniture	Is Speaker Built-in and What Type	Size of Panel That Can Be Accommodated in Inches	Overall Dimensions in Inches H—W—D	Space for Batteries or Power Supply	Weight When Crated in Lbs.	Made Expressly for What Model Receiver
Standard Piano Bench Mfg. Co., Chicago, Ill. (Continued)	617	37.50	Reproducer	54-in. Aston		30x26x14	Yes	55½	
	650	39.75	Console	27-in. Aston		30x24½x19½	Yes	67	
	650	40.50	Console	27-in. Aston		30x24½x19½	Yes	67	
	500	42.00	Highboy		8½x27 or less	40x30½x16	Yes	72	
	631	59.50	Highboy		8½x18 or less	39½x23x15½	Yes	58	
	A	59.50	Reproducer	75-in. Aston		30x23x15½	Yes	75	
	601	71.25	Highboy	27-in. Aston		43x25½x15½	Yes	92	
	401	73.00	Highboy	Wood Horn		43½x29½x16	Yes	110	
	601	73.25	Highboy	27-in. Aston		43x25½x15½	Yes	92	
	B	79.50	Reproducer	75-in. Aston		37½x25½x14½	Yes	110	
	630	80.00	Highboy	75-in. Aston		39½x23x15½	Yes	93	
Stettner Phonograph Corp., 314 E 75 St., New York City	140	Prices on request	Console	Long Air Column Horn	9½x23½	All dimensions	Yes		
	141		Console		9½x23½	All dimensions	Yes		
	90		Console		9½x21	All dimensions	Yes		
	121		Console		9½x23	All dimensions	Yes		
	121A		Console		9½x23	All dimensions	Yes		
	123		Console		9½x23	All dimensions	Yes		
	123A		Console		9½x23	All dimensions	Yes		
	150		Console		9½x23	All dimensions	Yes		
	150A		Console		9½x26½	All dimensions	Yes		
	152		Console		9½x26½	All dimensions	Yes		
	152A		Console		9½x26½	All dimensions	Yes		
	250		Console		9½x26½	All dimensions	Yes		
	160		Console		11x31	All dimensions	Yes		
95	Console	10x27½	All dimensions	Yes					
Superior Cabinet Co. Muskegon, Mich.	809 with Horn	62.00	Highboy*			59½x34x15	Yes	115	RCA No. 17
	807 with Horn	66.00	Highboy*			43x28x18	Yes	125	
	805 with Horn	82.00	Highboy*			51x27x16	Yes	120	
	804 with Horn	84.00	Highboy*			63x27½x18	Yes	145	
	803 with Horn	84.00	Highboy*			53x27½x18	Yes	145	
	801 with Horn	90.00	Highboy*			50½x30½x18½	Yes	145	
* Optional on all models. Will supply a console or special wood horn with iron throat when desired and at additional charge.									
Universal Cabinet Co. 9th & Monroe St. St. Louis, Mo.	No. K 7-8	22.00	Table	No	18x31	32x31x18	Ample	40	Kolster 6D, 7A and 8A
	No. 500C	60.00	Table	Newcombe-Hawley-Baldwin Unit	31½x20	32x31½x20	Ample	90	
	No. 401	100.00	Console		10x20	43x31½x20	Ample	125	
	No. 575	110.00	Console	† Valley-Victoreen or any set with panel	10x28	43x31½x20	Ample	130	
Watsontown Table & Furniture Co. Watsontown, Pa.	916	12.50	Table	No		30x35x18	Shelf		Radiola 25 Radiola 20 A.-K. 30-33-35 Radiola 16 Radiola 17 Radiola 17 & 100A Speaker Radiola 17 Radiolas 16 & 20 A.-K. Radiolas 16 & 20 A.-K. *
	917	14.25	Table	No		37x30x20	No		
	766	16.50	Table	No		30x30x15	No		
	919	16.75	Table	No		28x22½x19½	Yes		
	907	17.25	Table	No		30x30x20	Yes		
	909	18.00	Table	No		30x30x20	Yes		
	924	18.50	Table	No		30x35x18	Yes		
	910	20.00	Table	No		30x22x18	Yes		
	912	21.00	Table	No		30x35x18	Yes		
	930	21.00	Table	No		30x35x18	Yes		
	921	21.00	Table	No		30x32x16	No		
	931	23.00	Table	No		30x20x18	Yes		
	922	24.00	Table	No		30x32x16	No		
	923	26.50	Table	No		30x35x18	Yes		
	920	29.00	Table	No		30x38x20	Yes		
	932	30.75	Console	No		43½x35x18	Yes		
	926	34.00	Console	No	11x29	41½x32x16	No		
	925	37.00	Desk	No	9x28	40x27x18	Yes		
	927	40.00	Table	No	8½x24	30x48x20	Yes		
	929	50.00	Secretary	No	8½x24	60x27x18	Yes		
	928	75.00	Table	Newcombe-Hawley		32x30x18	Yes		
928	110.00	Console	Newcombe-Hawley		47x27x20	Yes			
* Radiola 16 Atwater-Kent, all models.									
Wright-DeCoster, Inc., 1466 Selby Ave., St. Paul, Minn.	No. 100 A	7.25	Stand			24½x15½x 8½		9	RCA No. 100A Speaker RCA No. 100 Speaker Tuning Bench Radiola No. 16 Radiola No. 20 Radiola No. 17, No. 25
	No. 100	9.50	Stand			26 x14 x11		12	
	No. 102	12.00	Bench			18½x20½x14½		18	
	Adjustable Cabinet	17.50	Table Cabinet	No	7x18 to 7x26	9½x30 x13	No	22	
	No. 20	17.50	Table	No		30½x17½x20½	Yes	25	
	No. 25	17.50	Table	No		30½x30 x21	No	27	
	No. 105 Table and Bench	24.75	Table	No		30 x33 x15	Yes	45	
No. 106 Console	52.00	Highboy	Space for		43 x32 x16	Yes	96		
No. 108 Phono Cons.	78.00	Highboy	Space for		43 x32 x16	Yes	106		
* Will accommodate most all table sets. † Has phono motor for electric pick-up. Built to take any table set.									

Kits for Christmas Sales

(From page 107)

thing and service when they need it."

And therein lies the other half of his success in the parts business. The Maryland Radio Service Company caters to the class of trade which buys the best in radio parts and is not afraid to pay the list price for them. With these parts, however, the customers expect service and they get it.

"Eighteen years' practical radio experience" reads the business card of Radio Berky and his service is based on his experience in the U. S. Navy as Radio Gunner. Added to that is his six years' experience in the radio business merchandising parts exclusively.

And that just about sums up his merchandising ideas in a nutshell—keeping pace with the times, giving the people what he knows is good—and service.

Radio Retailing, October, 1927

BRIGGS & STRATTON CORP., Milwaukee, Wis., manufacturer of Basco radio power units, have appointed C. F. Crane sales manager of the radio division to succeed W. W. Carroll. Mr. Carroll is leaving the company to become general manager of the Carryola Company of America, with headquarters in Milwaukee.

THE CLEVELAND A.C. TUBE MANUFACTURING COMPANY of Cleveland has been incorporated with a capital of 500 shares of stock. No par value. The company will manufacture and distribute radio devices, supplies and equipment of all kinds, specializing in tubes. Charles L. Gebauer, C. F. W. Bates and John Raus are the incorporators.

ELECTRODYNE COMPANY, INC., 122 Cypress Ave., New York City, has recently elected Harold Hymans to the office of president and general manager.

Vancouver Assn. Elects

The Greater Vancouver (B.C.) Radio Trades Association elected the following directors for the coming year: Gordon Craig, radio dealer; H. F. Kydd, president; Kydd Bros. Ltd.; Major J. C. Dufresne, manager Radio Specialties Ltd.; H. C. Kennedy, manufacturer's agent; L. H. Allen, Vancouver branch manager Burgess Batteries Ltd.; and J. D. Ormsby, manager Vancouver branch Canadian National Carbon Company.

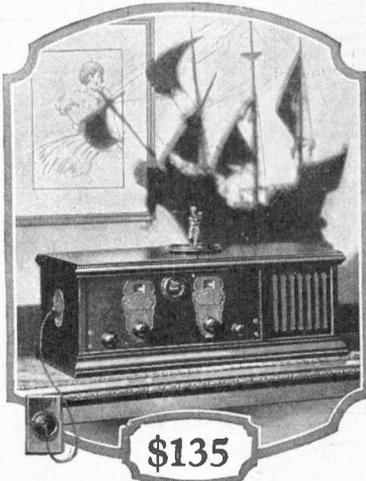
The following officials were elected at an earlier meeting. President, George Norman Gardner, merchandise manager Canadian Westinghouse Co.; 1st vice-president, W. T. Burnham, Canadian General Electric; 2nd vice-president, J. R. Jagoe, manager Radio Sales Service, Vancouver and Victoria; treasurer, J. B. Drain, manager radio department Woodwards Ltd.; and secretary, E. B. McMaster.

AMERICA'S LOWEST PRICED

**TIME-TESTED!
ALL-ELECTRIC!**

A year ahead! Thousands in use
for more than a year!
No batteries, eliminators, acids, or
water — no outside attachments!

Electric Radio!



\$135

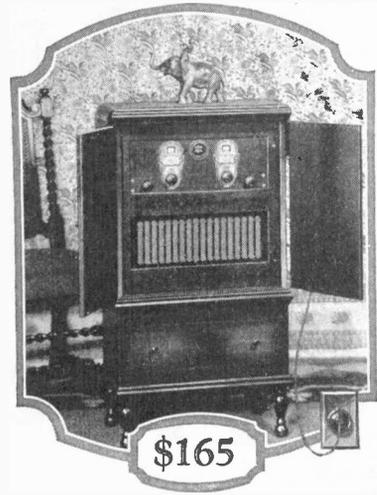
STEINITE Electric Model No. 992
Identical with Model No. 991, except
for the built-in speaker. Compact and
graceful. With tubes—\$155.75.



\$100

STEINITE Electric Model No. 991—Six Tube
With tubes—\$120.75

Now sell the only Time-
Tested Electric Radio at
America's Lowest Price **\$100**



\$165

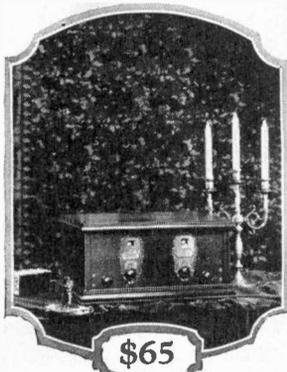
STEINITE Electric Model No. 993
The STEINITE Electric with loud
speaker in a hi-boy console. Tasteful
and decorative. With tubes—\$185.75.

Beautiful!

—that is what dealers, jobbers and the radio public are calling the STEINITE Electric! These features have earned the name: richly designed cabinets and panels in solid genuine Philippine Mahogany, Duco finished; handsome dull bronze escutcheons, and two illuminated dials. Power to spare, rich, eloquent tone, volume on distance, and penny-an-hour operation! Six tubes — 3 stages of tuned radio frequency. The STEINITE Franchise will be either your strongest card or your most feared competition — write for our proposition today!

[Prices slightly higher on Pacific Coast]

The STEINITE RADIO COMPANY
506 South Wabash Avenue, Chicago



\$65

STEINITE Battery Model No. B-1
Same as Electric model, except for
battery operation.
With tubes—\$78.25



\$105

STEINITE Battery Model No. B-2
A hi-boy console with built-in speaker.
Same as Model No. B-1 in details.
With tubes—\$118.25

Steinite

Licensed by
R. C. A.

only for Radio amateur, experi-
mental and broadcast reception
Members R. M. A.



The STEINITE Proposition... Write for it!

The STEINITE PROPOSITION gives you an Electric Radio line at prices that the most people can afford — backed by consistent national advertising! Write for it! The STEINITE jobber in your territory is ready to serve you — his name will be sent you on request!

SEE the STEINITE at the CHICAGO RADIO SHOW . . . OCT. 10th to 16th

Typical of Sterling Newspaper Advertising now appearing in the leading newspapers in the country.

Light-Socket Your Set the Sterling Way

R-81
"B" Power
\$28.50
complete



R-98
"B-C" Power
\$38.00
complete

Price plus Quality!

PPRICE yes, but above all QUALITY. And quality in "B" power units must mean power, adjustability and dependability right down to the point of complete satisfaction. That means Sterling "B" Power quality. It means the Raytheon BH Tube, too.

- 1 Sterling "B" and "B-C" Power Units give the power regulation necessary for Quality Reception.
- 2 The adjustment of power does not add to the cost.
- 3 Too much "B" power kills tubes, tone quality and enjoyment.

Lift Sterling Socket Power Units OUT OF COMPETITION!

R-81 "B" Power

For 3 to 8 large tube sets and for Radiolas. 160 volts at 40 mls. Silent. Raytheon BH approved. All voltages variable. "On" and "Off" control switch. Compact and permanent. Complete with Raytheon BH Tube

\$28.50

R-98 "B-C" Power

The universal "B-C" unit. Has 4 "B-L" taps. Operates up to 100 mls. without hum. Maximum "B" voltage 180. "C" voltage 40. Raytheon BH approved. "On" and "Off" control switch. Unsurpassed in voltage control and permanency. Complete with Raytheon BH Tube

\$38.00

ANY dealer who is handling the Sterling line side by side with others knows how Sterling Units completely outsell. Why? Because time after time demonstration proves that Sterling "B" Units will do the job in 90% of all sets and sell at a price that 90% of radio owners will gladly pay, and will stay sold.

The Sterling R-81 "B" Power is the lowest priced Raytheon approved unit on the market.

Sterling offers features of voltage control that enable you not only to promise but to prove real improvements in the tone quality of any set!

Sterling insures adjustment of power to the radio set of small power or abundant power for as many as 8 tubes.

Sterling offers you Raytheon approval—the green seal that means double protection—high quality performance and long tube life.

Sterling "B" Power Units offer you quality that builds confidence in your store, then price that is attractive to all. Sterling stands for reliability—backed by 21 years' electrical experience.

Join the Sterling fold—get the attractive dealer helps—cash in on Sterling. Write or phone your jobber.

Sterling

"B" POWER UNITS

The STERLING MFG. CO., 2831 Prospect Avenue, Cleveland, Ohio

NEW RADIOLA FURNITURE

Watson town again leads in offering a complete line of Tables and Consoles for the popular New Radiolas.

for
Radiola
16

Beautiful
Solid
Mahogany
Desk

*Ventilated
compartment for
Batteries or
Eliminators*



No. 926
for Radiola 16

Let our furniture work for you
It will help sell sets

Also Special Table Models for All Radiolas



for
Radiola
17

A most dignified setting for a Radiola that will have universal demand. Solid mahogany at its best.

Radiolas

*Write for Our Complete Catalogue
and Prices*

Watson town Table & Furniture Co.
Watson town, Pa.
Makers of Fine Furniture Since 1893



You Wouldn't Mount a Diamond in a Lead Ring!

Then why mount a good Radio Receiver in a cheap Radio Cabinet?

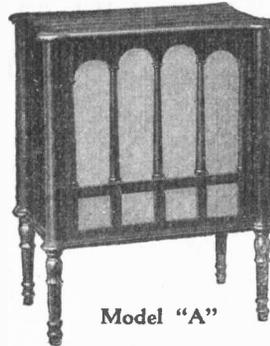
Pierson Radio Cabinets

Are the platinum mountings for Radio Diamonds. They are above competition and lead the field—are you handling them?

Write for catalog and nearest distributor.

**THE PIERSON
COMPANY**
ROCKFORD, ILL.

Cabinetry and tone combined



Model "A"

Artistic — graceful — luxuriously beautiful, this cabinet houses the 75-in. air column Aston-Cathedral horn with its superlative tone-reproducing qualities—the horn that has won instant favor.

Dimensions are—width, 23-in., depth, 15½-in., height, 30 in. Made of selected genuine Walnut Plywood, finished in rich Chestnut brown.

Price, complete with unit and 20 feet of cord..... \$59.50
f.o.b. Chicago

STANDARD PIANO BENCH MFG. CO.
1221-27 West Lake St., Chicago

Mr. Dealer -
More Sales - More Profit

If You Buy From
MIDLAND WHOLESALE CO.
5116 Ravenswood Ave., Chicago, Ill.

Distributors of all standard and nationally advertised radio, electrical and hardware merchandise.

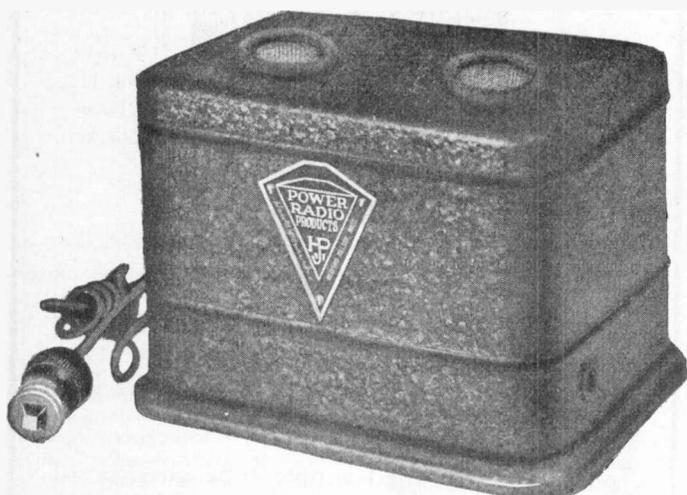
Lowest Wholesale Prices
RADIO Electrical Supplies

Write for FREE Book

GUARANTEED SATISFACTION OR YOUR MONEY BACK

The "Power"
A B and C

Socket Power Unit
(NO BATTERIES)



\$47⁵⁰

Including
R.C.A. Tube

THIS UNIT manufactured by Harold J. Power, Inc., delivers 50 mils at 180 volts "B" Current and provides the necessary A.C. voltages for operation of the new A.C. tubes.

Important Announcement:

For quick change-over of battery tube sets we supply A. C. Tube Adapter, cable and control box. This opens a tremendous market for "POWER" Socket Power Units. *Write for details.*

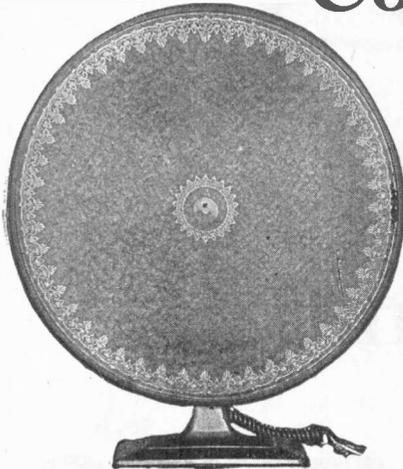
Licensed under patents owned and/or controlled by the Radio Corporation of America

Harold J. Power, Inc.

Makers of Socket Power Devices

Medford, Mass.

The Fans Have Faith
in
**TRIMM
Cones**



No. 28 Concerto
14 in. Diameter

\$10.00

West of Rockies, \$10.75
Canada, \$13.50

No. 38 Concerto
Grande
17 in. Diameter

\$16.00

West of Rockies, \$16.75
Canada, \$22.00

It is a real satisfaction for the fans to "tune in" and hear the Trimm Cone repeat the deep throated notes of the mighty organ or the shrill pipings of a flute, so naturally that the instruments seem to be in the room.

Dealers all over the country are finding it profitable to respond to the radio fan's demand for a quality reproducer,—one which makes the Radio seem alive.

Built on the balanced armature principle, Trimm Cones are particularly well adapted to operation with semi-power and power tubes. They take the higher voltages and maximum amplification without blasting or distortion.

Free edge of cone is fully protected.



Rear view, showing handy handle, removable base and wall mounting bracket

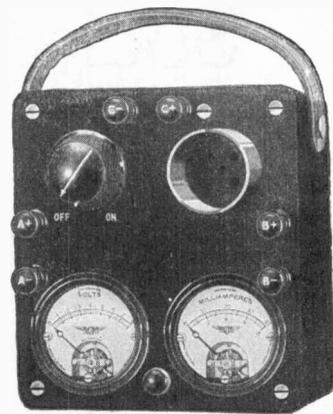
Unit ruggedly built, of ample proportions, and all parts are rust-proofed before assembly.

Trimm Cones are packed in a special wire-bound wooden container, assuring transportation and delivery in perfect condition.

TRIMM
RADIO MANUFACTURING
COMPANY
847 W. Harrison St.
CHICAGO
U.S.A.
ESTABLISHED 1922



**NEW
TUBE
CHECKER**



Pattern
No. 115
Tube
Checker

The widespread use of power tubes has created an urgent demand for a new tube checker which will test power tubes as well as the less powerful types.

Jewell has provided a new tube checker of the above type in their No. 115, which is now available. It will take care of all standard tubes with UX and UV bases and all power tubes up to the UX-210. The case is of moulded black bakelite and is equipped with a removable leather carrying handle. The voltmeter reads to 8 volts. The milliammeter has a double scale of 8 and 40 milliamperes.

The checker operates on the grid shift principle, as do all Jewell tube checkers, and is equally as simple and reliable in operation.

Write for descriptive circular No. 1115.

Jewell Electrical Instrument Co.
1650 Walnut St., Chicago

"27 Years Making Good Instruments"

New Day-Fan Receivers - Motor-Driven!

Profits! Sales!

Radio Dealers and Distributors!

Here's equipment that is up to the minute, including AC Tube Sets, and the newest invention in radio—the light socket set powered through a motor and generator—no batteries—no eliminators. Radio Dealers and Distributors! Here's a company that has been in business building electrical equipment for 38 years! Here's service—here's satisfaction—here are pleased customers and right profits. A nationally advertised line—from \$65.00 up—all popular models—nationally preferred. If you've got Day-Fan this year, you're on your way to success.

Full particulars regarding our sets and our franchises on request

DAY-FAN ELECTRIC COMPANY
DAYTON Dept. R. R. 4 OHIO

A mighty good line - good company behind it!

Day-Fan Receivers
are radio sets used by Great Broadcasting Stations!

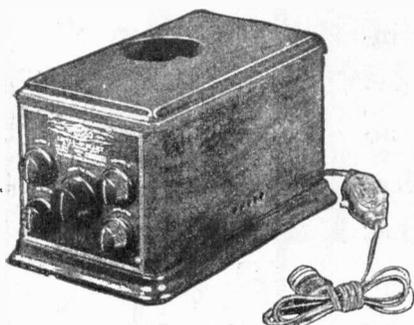
Sell Day-Fans and build bigger business!

Day-Fan Electric Company, Dayton, Ohio



AB-7—\$48.00
Raytheon rectifiers
extra, \$13.50

Little Giant B-C—\$44.00
Raytheon BH tube extra
\$4.50



WEBSTER
PAT. PEND.
TRADE **BONE-DRI** MARK

**A, AB, B and BC
Socket Power Units
Raytheon Equipped**

A and AB units

*Automatically controlled from Radio
Receiver "on" and "off" switch*

Webster "Bone-Dri" units completely electrify any radio receiver to operate from the light socket *without any revolutionary* rebuilding of sets. The users need only to throw away the batteries—the trouble and expense—and put in a "Bone-Dri" unit. New receivers can be sold easier with "Bone-Dri" socket-power.

Radio Dealer:

Remember! to get your share (or more) of the enormous demand for socket-power units *from now on*—you'll need a ready supply of the "Bone-Dri" units. It's one safe bet in the radio game.

If your jobber will not supply you the Webster "Bone-Dri," don't take a substitute, but write or wire us for name of nearest distributor and free booklet "How to Eliminate the Batteries."

THE WEBSTER COMPANY
848 Blackhawk, Chicago, Ill.



A-7 with switch, \$28.50
Raytheon rectifiers extra
\$9.00

B Units. Popular-B \$26.50
Economy-B, \$29.00
Super-B, \$33.00
Raytheon tube extra \$4.50



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.

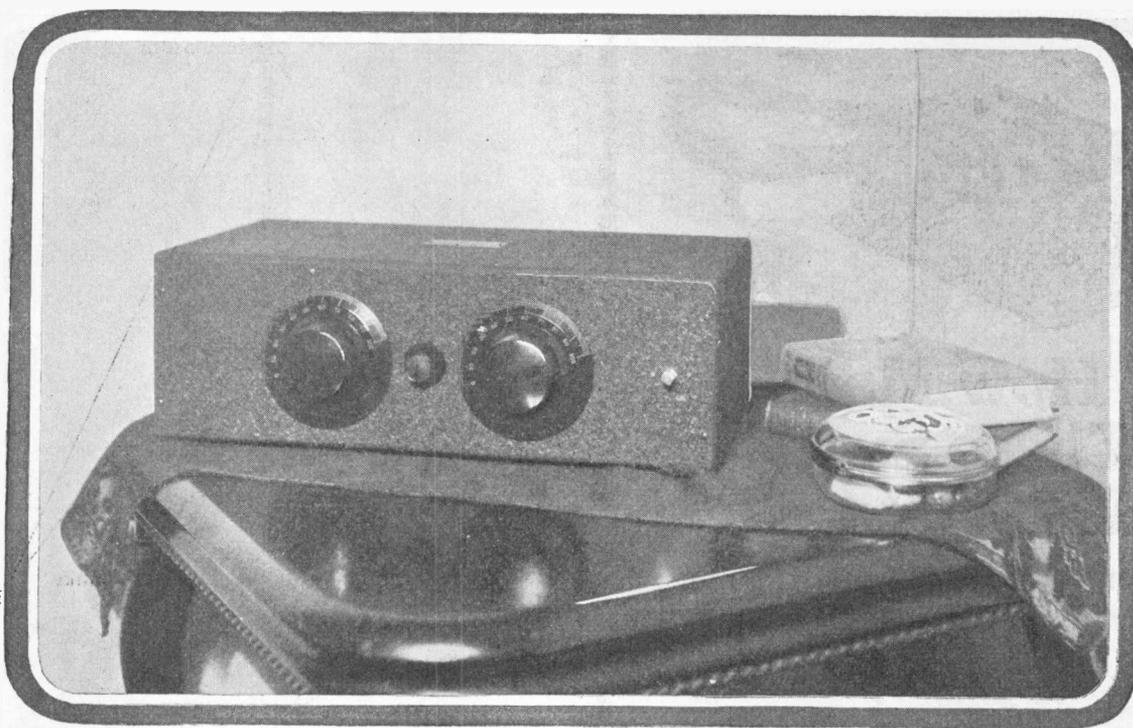


Model 70 is furniture as well and plays perfectly in table position.

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.

TELETONE CORPORATION OF AMERICA
Third St. & Van Alst Ave., LONG ISLAND CITY, N. Y.



Promises Fulfilled

WHEN Guthrie announced his radio plan some months ago, many were skeptical, many thought he promised too much.

Today, Guthrie sets are selling as they never have before.

The Guthrie Company offers:—

A 2-dial, 6-tube set that will meet all competition regardless of price.

A selling price that makes Guthrie Instruments the greatest value today.

These sets utilize units such as B batteries, B eliminators or trickle chargers, thus holding for the dealer the good will and trade he has built up in those accessories.

Guthrie sets use a transformer, impedance coupled audio combination. Their performance is unequalled, the price meets any competition. One sale makes another. This fall Guthrie sales are breaking all records. Write us today and get your share of this business.

THE GUTHRIE COMPANY,
ELYRIA, OHIO



How Many of These Switches Will You Sell?

THOUSANDS of receiving sets will be equipped with Reliable Automatic Power Control Switches this season. Dealers who are ready to take their share of this business will make money.

The Improved Reliable Switch is notable for its extremely low voltage drop, low coil resistance of only .1 ohm. and positive contact pressure of 3 3/4 oz. on Trickle Charger points.

Tables of Voltage Drops

Using Model No. 23 S. A. Reliable Automatic Power Control Switch For Type 201-A Tubes (or their equivalent in amperage drain)			Using Model No. 24 S. A. Reliable Automatic Power Control Switch For Type 199 Tubes (or their equivalent in amperage drain)		
No. of Tubes	Current Drain	Voltage Drop	No. of Tubes	Current Drain	Voltage Drop
3	.75 amps.	.075 volts	5	.30 amps.	.126 volts
4	1.25 "	.125 "	6	.36 "	.151 "
5	1.25 "	.125 "	7	.42 "	.176 "
6	1.5 "	.15 "	8	.48 "	.202 "
7	1.75 "	.175 "	9	.54 "	.227 "
8	2. "	.2 "	10	.60 "	.252 "
9	2.25 "	.225 "	11	.66 "	.277 "
10	2.5 "	.25 "	12	.72 "	.302 "
11	2.75 "	.275 "			
12	3. "	.3 "			

Both models retail at \$3.50

Write for samples and technical details. Samples sent on receipt of list price less usual dealer discount; subject to return if desired.

The Reliable Parts Manufacturing Co.
Wellington, Ohio

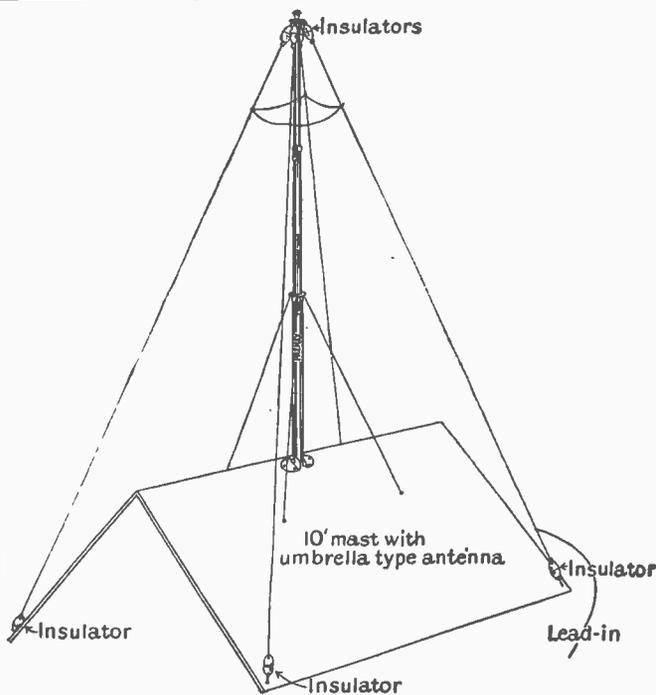
RELIABLE Automatic Power Control Switch

THE RELIABLE PARTS MFG. COMPANY
Wellington, Ohio

Please send samples of Models 23-S.A. and 24-S.A. with complete information. It is understood I may return these if I so desire.

Name _____

Address _____



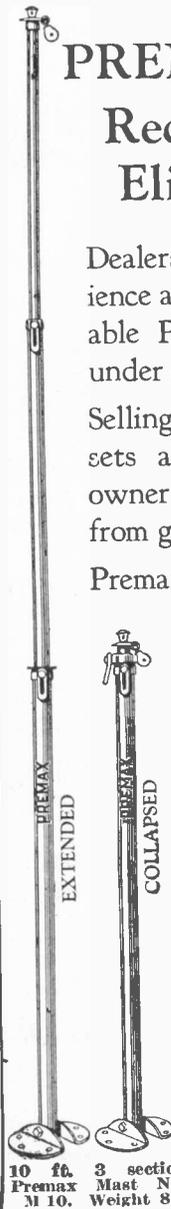
PREMAX RADIOMASTS

Reduce Service Costs—Eliminate Complaints

Dealers profit by the convenience and ease of erecting adjustable Premax steel masts either under contract or by themselves. Selling Premax Masts with your sets also assures the kind of owner satisfaction that comes from good aerial reception.

Premax adjustable steel outrigger arms provide a handy way to hold lead-in wires away from the building, while the Premax adapter forms a convenient holder for ball antenna.

Ask your Jobber or write today for sample mast complete with guy wire, pulley and roof anchors.



NIAGARA METAL STAMPING CORP.

Dept. RR-4
Niagara Falls, New York

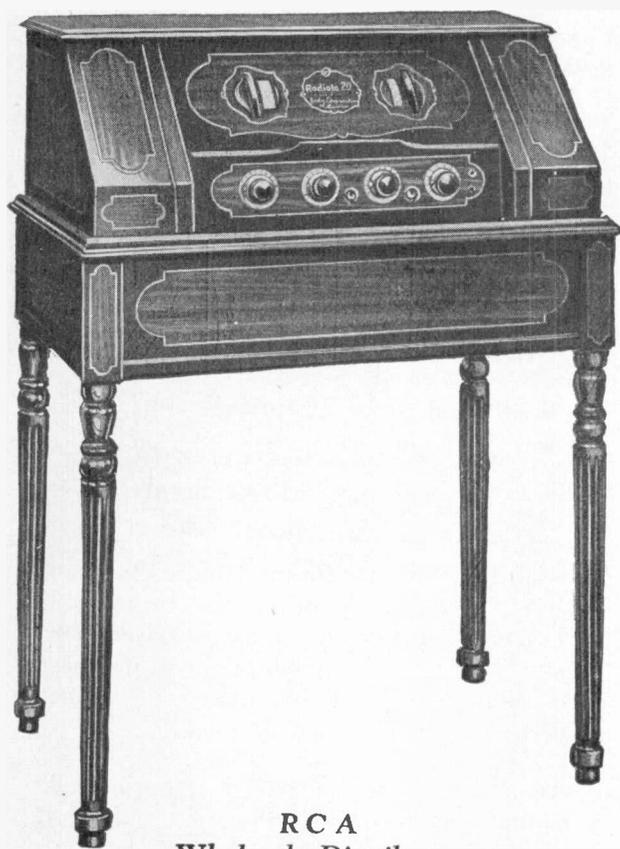


20 in. steel outrigger arm. Weight 1 1/2 lb.

Introducing the new Cabinet Type Radiola 20 ~ *Floor Model*

List Price, \$93.50 ~ With Radiotrons, \$105.00

LEADING metropolitan radio dealers are finding this the quickest seller they have ever known. In fact, Radiola 20, Floor Model, is a truly exceptional value, made possible by the cooperation of the Radio Corporation of America. You will find it a short cut to profits and satisfied new customers.



RCA
Wholesale Distributors

STANLEY & PATTERSON, Inc.
150 Varick Street, New York

TIMES APPLIANCE CO., Inc.
33 West 60th Street, New York

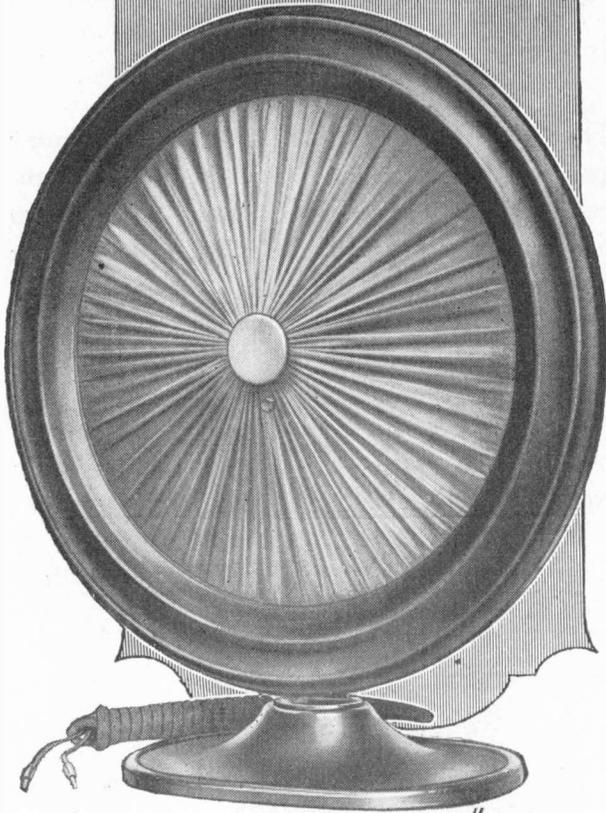
The beautiful cabinets were designed by Stanley and Patterson and the Times Appliance Company. Their richness is unusual in a set so moderately priced. Each cabinet has ample battery space or room for all standard socket power devices. In tone fidelity, Radiola 20, Floor Model, is superb.

Act quickly and get your share of the brisk business this surprising buy is bringing to the trade. Your regular distributor can supply you in limited quantities. If not, write or phone us direct and we will put you in touch with a distributor near you.

Note These Selling Features

1. Beautiful, polished mahogany cabinet, greatly enhancing attractiveness of outfit—no separate table needed.
2. Ample room in compartment for all standard socket-power equipment.
3. Seven tube performance, yet only five tubes are employed.
4. Special amplification control for long distance reception. Knurled edge of selector drum enables easy adjustment with the light pressure of a single finger.
5. Vernier controls for extreme distance reception.
6. Remarkable quality of reproduction over the entire musical scale.
7. One filament control for all tubes.
8. Volume control—operating independently of all other adjustments.
9. Uni-control tuning—simply mark stations on the dial
10. Many times as selective as the ordinary antenna set.
11. Pinjacks permitting use of voltmeter to measure filament voltage.
12. Radiola 20—designed and manufactured by world leaders, RCA, Westinghouse and General Electric.

The SONOCHORDE Junior



Now you can offer your trade all the quality—all the exclusive features of the wonderful—**\$15** SONOCHORDE Cone Speaker at the nominal price of \$15.00. SONOCHORDE Junior, only slightly less decorative than the regular model, is bound to be one of the fastest selling Cone Speakers ever manufactured. The protected back practically guarantees SONOCHORDE being trouble-proof. The silk front wins instant approval with both men and women alike and the marvelous tone quality simply carries the listener away with rapture. Learn more of these wonderful Cone Speakers today.

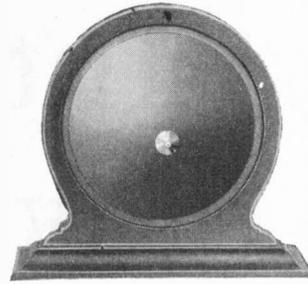
Write for details, circulars, etc.

BOUDETTE MFG. CO.
Chelsea, Mass.
Dept. C.

Model A—2 larger, more decorative, with fuller volume, operates successfully on all receivers, including power sets.



Overall Dimensions
12 in. Wide
10 1/8 in. High



List Price
\$12.50
Slightly Higher
in the West

New Mantel Cone

A NEW nine-inch model, with handsome two-tone walnut and mahogany frame. Especially designed to meet the requirements for a compact speaker without sacrificing tonal quality or volume. Attractive in appearance—is particularly adapted to conserve space. A real leader—moderately priced for volume sales.

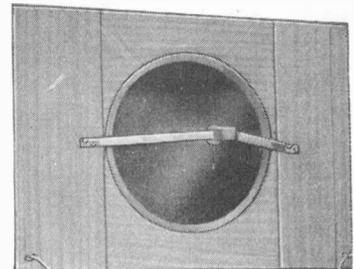
Baritone Picture Cones

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.

9 IN. BOX CONE

Especially designed to fit in consoles. Is a marvel. Must be heard to be appreciated.



The many applications of the new box cone with its excellent reproducing qualities has caused wide comment throughout the trade. Write for complete specifications.

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.

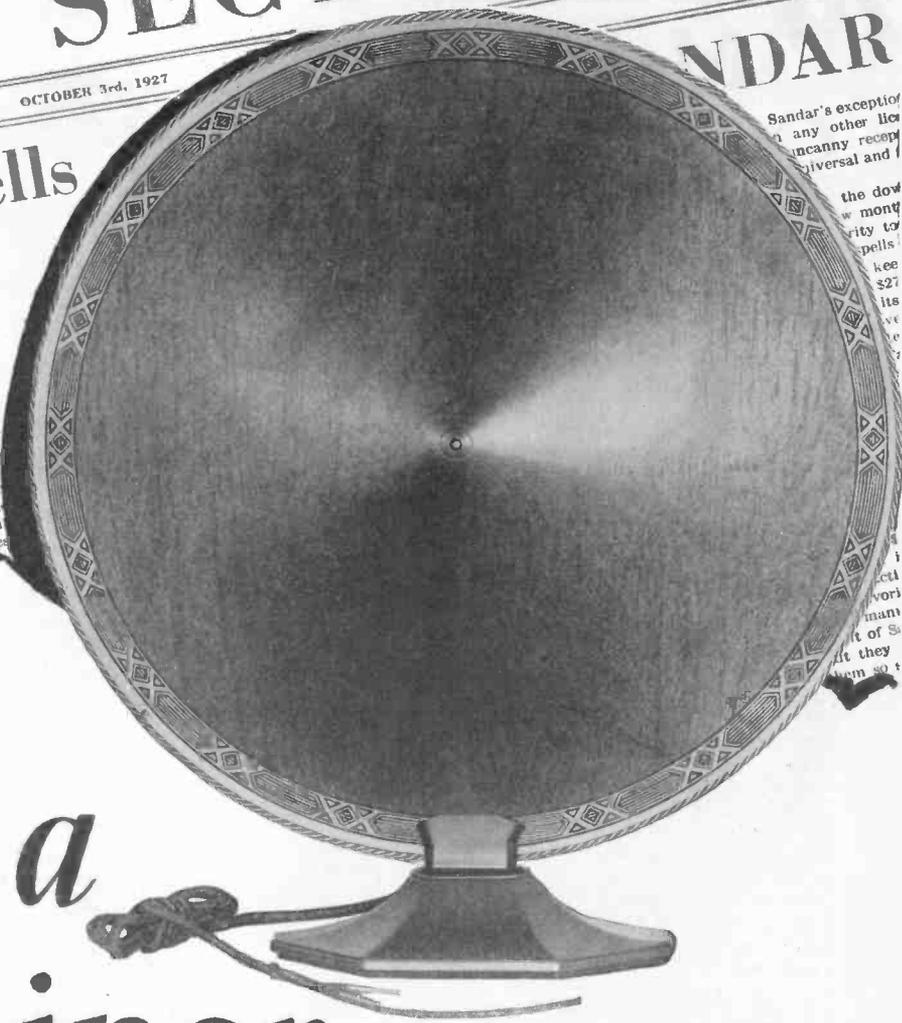
BARITONE

The ^{NEW} RADIO SECTION

OCTOBER 3rd, 1927

SANDAR Spells SUCCESS

Dealers and fans alike continue to register approval of the new Sandar Speaker in no uncertain terms, and we're hard put to it to keep ahead of the demand. Sandar's exceptionally low price, \$27.50—lower, in fact, than any other licensed speaker of its size—combined with its uncanny receptivity and attractive appearance, has made it a universal and immediate success. It has realized fully, of course, the downright popularity which was introduced it a few months ago. Sandar spells success.



Sandar's exceptional...
any other lic...
uncanny recep...
universal and f

the dow...
w mony...
rity to...
pells...
kee...
\$27...
its...
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e...

Still a Headliner

Licensed under Lektophone Patents

SANDAR has been big news for more than a year, since it first appeared in the speaker field, and its sensational success has kept it constantly in the radio headlines.

Measuring up to the highest standards in performance and appearance, Sandar's exceptional price, \$27.50—the lowest of any licensed speaker of its size—gives it added appeal in the eyes of dealers and fans all over the country.

Now the Sandar Junior, recently introduced and retailing at \$16.50, bids fair to duplicate the great first year record of its senior, and despite its youth is already riding on the crest of a wave of widespread popularity.

Sandar franchises are still available in certain territories—they offer splendid opportunities for steady, sustained profits—write TODAY for terms and full information.

SANDAR SPEAKER

SENIOR Model \$27⁵⁰
(No. 25)

West of the Rockies \$30⁰⁰

JUNIOR Model \$16⁵⁰
(No. 21)

West of the Rockies \$17⁷⁵

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

MAGNAVOX

Magnetic Cone Speaker



M-7 Unit

Distortion-free on power tube volume

This speaker goes far beyond previous magnetic cone reproducers. By reason of the new type pole piece construction, patented by Magnavox, new beauty of tone and new range of equalized volume are possible.

The M-7 passes low frequencies down to about 100 cycles with substantial volume. It also reproduces unusually high frequencies without distortion, provided tubes are not being overloaded. It is extremely sensitive and responds easily and with a little energy to weak signals and low notes. Takes volume from biggest sets and power tube.

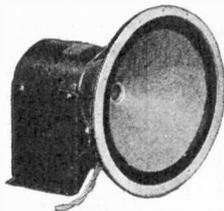
The unit is only 8 $\frac{5}{8}$ in. in diameter,—fits into any radio or phonograph cabinet and is simple to install, only 4 screws to turn. Unit list price \$15.00.

Warwick Cabinet Model



Has standard M-7 unit mounted on beautiful burl walnut circle on enameled metal base. List \$27.50.

Dynamic Power Cone Speaker



Built under electro dynamic patents made famous by Magnavox. Operates from A battery. Gives full power volume, but at a fraction of the cost of other power speakers. You should hear this speaker and realize the great advance in musical reproduction. R-4, 6 volt unit \$50. In mahogany cabinet \$75.

R-5, 110 volt D. C. unit only for electric phonograph and A. C. circuits \$55.

Send for Speaker Bulletins

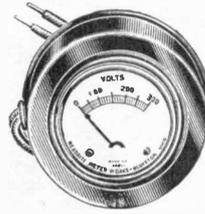
They give full information on Magnavox magnetic and dynamic type speakers. We will also give name of your nearest distributor.

The Magnavox Company
Oakland, Calif.

Chicago Sales Office, 1315 South Michigan Ave.

A Laboratory at your finger tips!

VOLTMETER 0-300

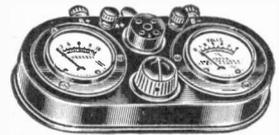


A high resistance voltmeter for checking the voltage of B eliminators and radio B battery circuits,—something that hitherto required laboratory instruments. Enables the service man or dealer to determine at once the condition of

the plate circuit of all tubes. List.....\$5.00

No. 210 TUBE CHECKER

Another necessity for dealers and service men. Quantities of tubes may be checked in a short time, and poor ones weeded out. An invaluable aid in keeping tubes constantly up to maximum efficiency. List.....\$7.50



These instruments are not only of value to you;—every set owner should have them. It means less worry and more profit for you.

Readrite Meter Works
6 College Ave., Bluffton, Ohio
Established 1904

They Sell
Because
They're
Better

ELECTRAD

Certified Lead-Ins

LIST PRICE 40c.

This Lead-in is a very satisfactory item to carry because its many advantages please customers and lead to other sales.

Although copied and imitated, the quality is unequalled—Triple-ply insulation (10 inches long) covered with waterproof webbing. One-piece copper strip heavily tinned to prevent corrosion. Bends any shape. Saves walls and window sash.

For sure customer satisfaction, stock and sell the Electrad Lead-In.

Write for full information and catalogues.
Dept. 86A, 175 Varick Street, New York, N. Y.

ELECTRAD

Inc.

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

All Prices are
East of
Rockies



GREENE
Leadership in
advanced Design
insures GREENE
Leadership in Sales

Complete
with TUBE

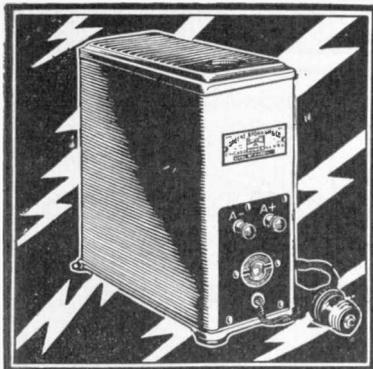
\$27.50

NOTHING
Else to Buy

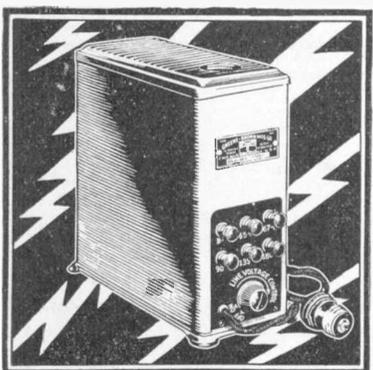
The New
Complete GREENE "B" 5-6-7

For all sets of 7-tubes or less. Proved by Comparison! The World's Greatest Radio "B" Socket Power Device at any Price. Compact size, needs less space than Batteries. Nothing to weaken or break down. Never wears out. A dead short-circuit across output-terminals cannot damage it. No liquids or acids. All set-connections plainly marked—all voltages fixed. Requires no adjustment. Yields 35 Milliamperes—135 Volts. Clear, liberal profits for dealers in every sale—no servicing later.

TRY ONE
Overnight, in any Test, on any
Set, then—if it doesn't sell itself
DON'T KEEP IT!



The New GREENE Simplified "A" is now priced complete with new improved DRY Rectifier. A 2½ Ampere, 6-Volt Unit for all sets up to 10 Tubes. List..... \$34.50



The New Complete GREENE "B" Hi-Power for all sets up to 10 tubes stands heavy duty service. Companion model to GREENE "A" Unit. Price includes tube. List.. \$30.00

Easily . . . A YEAR AHEAD in Design and Value!

Now, wherever dealers may be located—in any metropolis or village of the U. S. A.—a GREENE-BROWN Wholesale Distributor is nearby who can demonstrate the finer, unrivalled performance of GREENE-BROWN Power Units for light-socket Radio. See him at once. Learn the difference, and profit—richly. Hear for yourself the reasons-why, in four months' time, this new low-priced line has won nation-wide acceptance.

Enthusiastic dealers from coast-to-coast, were quick to recognize the exclusive sales advantages of GREENE-BROWN trail-blazing in Simplified Installation and Operation. Every dealer at one glance, can see the greater profits in Power Units, automatic and entirely FOOLPROOF—for over-the-counter selling—so easy to connect, any customer can hook-up without expert aid. The sale completes the deal.

Few radio set-owners could qualify as experts. It doesn't take the skill of a radio engineer to bring out the vast im-

provement in tone quality of receiving-sets powered the GREENE-BROWN way. Sharper tuning, with new Volume and Clarity utterly beyond belief—until your own ears prove it—will revitalize the most blasé set-owners' fascination for Radio.

Here are Power Units honestly priced, a model for every set, backed by a Square-Deal Policy. Only qualified dealers are authorized. Sales franchise now limited to uncovered districts. Before too late, request names of nearby jobbers—and full particulars.

SOLD WITH AN ABSOLUTE
GUARANTEE

GREENE

POWER AB UNITS

Better than Batteries

MAIL or WIRE

Greene-Brown Mfg. Co. (Dept. E4)
5100 Ravenswood Ave., Chicago, Ill., U. S. A.
Please tell us all about GREENE Units.

Name

Address

PIN COUPON TO YOUR LETTERHEAD

See Our Complete Exhibit
SIXTH ANNUAL
CHICAGO RADIO
SHOW
Coliseum, Booth 34, Sec. HH
Oct. 10th to 16th, inc.

TOMORROW'S RADIO POWER FOR TODAY'S ENJOYMENT.

A new standard of perfection in audio transformers

EVERY desirable feature has been incorporated in Modern Type M Transformers.

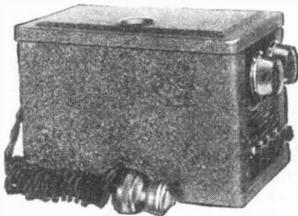
The response curve is ideal and satisfactory performance is guaranteed.



MODERN Type M Transformers

Radio dealers are called upon daily to recommend equipment that is abreast of the times, and foremost among the season's achievements are Modern Type M Transformers. The performance curve is truly remarkable—full response on low notes—no harmonics or overamplified high notes. Impedances are carefully matched to units with which they must operate.

Never has such an advance been made in one stride as in the development of the Type M. To know them is to recommend them. Circuit diagrams packed with each unit. 1st and 2nd stage, \$8.50 each; Output, \$8.00; Push-Pull, \$10.00 each.



MODERN "B" Compact

"B" Power Units are in demand—the business is profitable if you sell a satisfactory unit. Modern "B" Compact enters its second season with a record

clear of complaints or returns. It has proven itself in daily use in thousands of homes. You can sell it safely on a guaranteed basis. Price without Raytheon Tube, \$26.50.

Dealer's sample orders filled direct from factory at usual discounts.

The Modern Electric Mfg. Co.
Toledo, Ohio

Announcing TELEVOCAL TUBES
for A. C. Sets

We now offer to the trade Televocal A. C. 226 and A. C. 227 Tubes which operate receivers direct from A. C. current without the use of "A" batteries.

Televocal T. C. 112 A and 171 A Power Tubes made with an oxide-coated filament. This cuts current consumption one-half—from ½ to ¼ amperes.

Televocal Tubes come in all standard types, featured by the exclusive Televocal Support, and guaranteed. Stock and sell these nationally advertised tubes of highest quality.

Televocal Corp'n
Televocal Building, Dept. E-2, 588 — 12th Street, West New York, N. J.

TELEVOCAL QUALITY TUBES

Only reliable products
can be continuously
advertised

RADIO AT WHOLESALE

WRITE for my Big 1928 Radio Catalog—just off the press. Thousands of nationally advertised items listed. All the LATEST IN RADIOS and equipment. It's a regular encyclopedia on Radio. *FREE Log and Call Book and Catalog.* Get your copy today. Send postcard now!

American Auto & Radio Mfg. Co.
Dept. 753, American Radio Bldg.
Kansas City, Mo.



[[SEE THE VESTA DISPLAY AT THE CHICAGO SHOW]]
 Coliseum—Booths 32 and 33; Section HH—October 10 to 16]]

See what Vesta is doing to help its dealers sell Radio Units.

THERE are a multitude of radio Power Units on the market but very few of them are advertised to the millions of set owners in the great national publications.

Vesta is one of the few who get behind their products with powerful advertising to help the dealer.

With Vesta's Complete Line of Power Units, and the quality of Vesta products known to millions, coupled with a continuous flow of messages to the public, it should be very easy for the dealer to decide that THIS IS THE LINE WITH WHICH TO DO THE GREATEST VOLUME OF BUSINESS and MAKE THE MOST MONEY.

The advertisement reproduced herewith is one of a series running through the season. This one will appear in Saturday Evening Post, October 8 and Liberty, October 15. This series began in Saturday Evening Post, August 20 and appears regularly in Saturday Evening Post, Liberty, Country Gentleman and Successful Farming.

VESTA BATTERY CORPORATION
 2100 Indiana Avenue - Chicago, Illinois



"That's What I've Wanted!"

Vesta again leads the world with something new and better—a complete A and B socket power plant all in one case.

The handsome, compact case contains [1] "A" battery enclosed in clear glass; [2] built-in hydrometer; [3] "B" unit; [4] Vertrex type rectifier; and [5] automatic relay, which disconnects the AC charging current from battery when set is in operation and re-connects current when set is idle. Just plug the Vesta A-B unit into the light socket and it operates automatically with your set switch.

There is a Vesta dealer near you. It pays to consult him about radio power.

VESTA

QUALITY RADIO UNITS
 MAKERS OF VESTA AUTO-RADIO BATTERIES FOR 30 YEARS

VESTA BATTERY CORPORATION
 2100 Indiana Ave., Chicago, Ill.

R.R. 10-27

Please send illustrated folders on the products I have checked below—

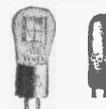
- A-B Socket Power Units (40 mile at 150 Volts, 50 Amp. Hrs: 872) A-B Socket Power Units, (60 mile at 150 Volts, 50 Amp. Hrs: 877.)
 (Other items illustrated and described)



VESTA "A" UNITS
 Socket power. Vesta "A" Units now come with either Vertrex or Bulbrite rectifiers in both 4 and 6 volt sizes. With or without automatic relay. In a clear glass case with built-in hydrometer—everything visible. With relay, \$37.50; without relay, \$34.50.



VESTA DRY TRICKLE CHARGER
 Socket Power, without relay \$35; with relay, \$37.50. (Licensed U. S. Patent Serial No. 1611653).



Complete line of Vesta N'a-a - Microphonic Tubes for every radio purpose; the height of quality.



NEW "B" UNIT
 Socket power with automatic relay. 40 mile, 150 volts, \$39.50; 60 mile, 150 volts, \$44.50.

VESTA BATTERY CORPORATION
 2100 Indiana Avenue, Chicago, Ill.

R.R. 10-27

Please have your central distributor near us present the Vesta Dealer Plan.

Name _____
 Address _____
 City _____ State _____

Name _____ Address _____

The New Valley "A" Power Unit



No Batteries
No Charging

List price \$39.50
f.o.b. St. Louis

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.

List price \$39.50—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 1927-28.

Charges at either 1½ or 2½ amperes, controlled by a HIGH and LOW plug under the lid. Equipped with B Power supply receptacle and start and stop toggle switch. Equipped with automatic B power relay switch and battery charger control so that set and all accessories can be operated from the switch of your receiving set. We recommend it as far superior to trickle chargers.

Designed to charge 6-volt A batteries. Small, compact, black enameled case, satin finish. Comes complete with cord, plug, leads and clips.

List price, \$16.50—f.o.b. St. Louis.



Valley "B" Power Unit

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

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

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

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

(Model 60—The big Valley B Power Unit for all radio receivers up to 12-tube sets, lists at \$50.00 including Raytheon Tube.)

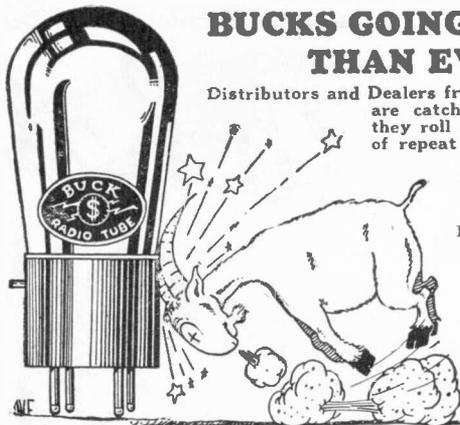
Valley Electric

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

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

BUCKS GOING BIGGER THAN EVER

Distributors and Dealers from Coast to Coast are catching the bucks as they roll in from thousands of repeat sales.



201A—199—12
List Price \$1.00
OR ONE BUCK.
112—171—200A
List Price \$2.00
OR TWO BUCKS.

A few territories open FOR GOOD DISTRIBUTORS. Dealers ask your distributor or write.

UNIVERSAL ELECTRIC LAMP CO., Newark, N. J.

CLIP TIME OFF WIRING JOBS BY USING



Approved by the Underwriter Lab.
Cartons of 100—Standard Package 1000

An Insulating Cap with a split screw that bites twisted wire ends.

For Free Working Samples Sign Below and Mail

Name _____

Address _____

COLT'S PAT. FIRE ARMS MFG. CO., HARTFORD, CONN.



List price \$1.00

Listed by Underwriters Laboratories

Sell What the Fans Want

ELECTRAD Lamp Socket Antenna

Fans have learned from our advertising and the experience of satisfied users the quality and efficiency of this Lamp Socket Antenna.

In short—they know it is neat, simple and safe—consumes no current—and makes every outlet an aerial.

That's why this Electrad Lamp Socket Antenna sells fast at a substantial profit. Stock this accessory. Tested at 2500 volts A.C.

Write for full information.

Dept. 85A, 175 Varick Street, New York, N. Y.

ELECTRAD



A Wonderful “NEW VOICE” for Radio

The Quam Loud Speaker introduces a new and startling improvement in Loud Speaker construction. Instead of a floating reed secured at only one end, the Quam Speaker has a *Stretched Reed*—like the human vocal cords. The result is amazingly superior to any you have heard before.

Read What
Hudson-Ross, Inc.,
Chicago, say about the
QUAM Speaker

“You may be interested to know that, as a result of our several tests, the organization is unanimous in recommending the *Quam Speaker* as being a thoroughly quality article and competitive to speakers of other makes that are from \$10 to \$12 higher.”

(Signed) Hudson-Ross, Inc.,
Robt. Himmel, Pres.

Retails at
\$17.50

Slightly higher
West of the Rockies
In Canada \$22.50

The QUAM LOUD SPEAKER

“Built on the Stretched Reed Principle”

- Gives a much wider range of accurate tone reproduction.
- Picks up and reproduces the highest tones of the violin as faithfully and fully as the deeper tones of the pipe organ.
- Has unmatched range—and *gives you all*.
- Is free from “blasting.”

The *matchless quality* and *popular price* of the Quam Loud Speaker make it highly profitable and easily saleable. It is a product of a factory that has been supplying parts to America's leading radio manufacturers for years. This Speaker is beautifully and permanently made—requiring no adjustment at any time.

*Write for circular and discounts,
or better still,
send for a personal trial.*

QUAM RADIO CORPORATION

9718 Cottage Grove Ave.
Chicago, Ill., U. S. A.

PERRYMAN RADIO TUBES

"Distance Without Distinction"

Three things
you ought to know about
right away!

1. The New Perryman A.C. Tubes.
2. The New Perryman volume discount.
3. The New Perryman dealer co-operative plan.

Be sure you are getting the most out of your tube business and mail this coupon back to us. You place yourself under no obligation.



Perryman Electric Co.

33 West 60th St., New York, N. Y.
North Bergen, N. J.

PERRYMAN RADIO TUBES
A Complete Line of Standard Equipment for every Radio Purpose

PERRYMAN ELECTRIC COMPANY
33 West 60th Street, N. Y. C.

Gentlemen: Kindly send me complete information on your new volume discounts, dealer assistance and the new Perryman A. C. Tubes

Name

Address



demand

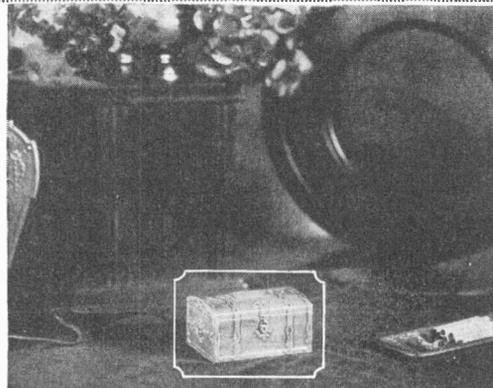
Lata Balsa Reproducers are so new both in operating principle and especially appearance that a marked demand has been created over night.

Your territory is open and profitable.

For detailed information write either Balsa Wood Reproducer Corp. or Arthur H. Lynch, Inc.

Sole Distributor
ARTHUR H. LYNCH INC.
General Motors Building
1775 Broadway at 57th St., New York City

BALSA WOOD REPRODUCER CORP.
331 Madison Avenue
New York City



THE SCANLAN SPEAKER CHEST

*An Output Transformer
For Power Tube Equipment*

PROTECTION—ECONOMY—CLARITY

Combines charm of appearance and perfection in operation to fill the increasing demand for an output transformer which will protect the speaker unit from the higher plate voltage required by power tubes.

Will improve tone quality and increase volume on sets not using power tubes.

Manufactured by a company who for several years have been furnishing transformers as standard equipment to over 25 set manufacturers.

SCANLAN ELECTRIC MANUFACTURING CO.
1113-19 N. FRANKLIN ST., CHICAGO, ILL.

Our Jobbers Sales Plan is a real money-making opportunity. Upon receipt of your inquiry we will be glad to send full details



The Scanlon Speaker Chest will be backed by an Intensive Advertising Campaign.

TELKAY

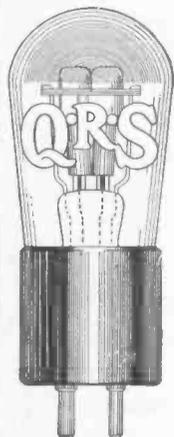
TRADE MARK REG.

NEW A. C. ELECTRIC SET

Going Strong

Also the Battery Senior, Junior six-tube and the new Junior seven-tube for batteries. Write for franchise.

THE LANGBEIN-KAUFMAN RADIO CO.
Dept. M, New Haven, Conn.



For Your "B" Battery Eliminator
Ask Your Dealer for Guaranteed

Q · R · S

Trade Mark Registered
Gaseous

Rectifier Tubes

Are Better

60 Milliamperes \$4.50	400 Milliamperes With Ionizer 300 Volts for A, Band C Eliminators with Charts and Diagrams \$7.00
85 Milliamperes \$4.50	

Manufactured by the Q · R · S Company
MUSIC CHICAGO

Established 1900. References: Dun, Bradstreet
or any bank anywhere

Can you sell a 36" Power Cone Kit for \$12.50 (List) ?

You don't have to!



Stand \$3.00 extra

THIS kit sells itself with very little boosting.

You offer the prospect a quality unit, with all materials complete. He spends a profitable evening assembling them and has a lively, true-tone cone capable of taking all the power he wants to feed it. He saves from 30 to 50 dollars!

*Get the dope
and samples.*

ACCUSTI-CONE LABORATORIES
11 N. 7th St. Philadelphia, Pa.

HYATT — HYATT — HYATT — HYATT



Model A

Radio Reason

Portable radios have been sold during summer months because no other type of radio was salable. Consequently, good reception has been expected under the most adverse conditions.

This Corporation has an engineering staff that is responsible for building the World's Best Portable, and they are constantly striving to make it better because we have confidence in the commercial value of all portable products.

Portability adds to general utility and opens up commercial possibilities that require but reasonable effort to develop.

The HYATT Portable is not a summer receiver. The fact that it renders superior service during the summer months is but added proof of its efficiency during the winter.

The HYATT Portable is designed for the home. The selectivity, tone quality and attractive appearance are responsible for its installation in the homes of many of the country's most responsible and prominent persons.

The volume of business this Corporation is doing comes from the recommendations of its customers.

Dealer licenses for HYATT Portable Radio Receivers are available only to those who have a good business reputation in their own communities.

ELECTRIC

HYATT

CORPORATION

836 N. WELLS STREET

CHICAGO, ILLINOIS



"BRAIDITE"

A new hook-up wire.



THE BRAID SNAPS BACK

Braidite is the neatest looking and easiest working hook up wire on the market. To make a soldered connection, it is not necessary with Braidite, to strip back the insulation. The braid is simply pushed back while the soldering is done and then replaced, thus making the neatest possible connection. Made in red, green, yellow, brown and black.

25 ft. solid copper core, list price per carton, 30c. 25 ft. stranded copper core, list price per carton, 35c.

(Order a sample carton, today)

DEALERS, JOBBERS AND MANUFACTURERS

Write or wire today for complete catalog and discounts.

"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

CORNISH WIRE COMPANY
30 CHURCH STREET, NEW YORK CITY



An Ehlert Creation

Super-Excellent cabinet on Super-Excellent Speaker Console—Here is a real piece of Radio Furniture which for its beauty of lines, its beauty of finish and smart appointments has never been equalled.

BEAUTIFUL CABINETS THAT SELL

Cabinets, Desks and Consoles to fit any advertised circuit or Atwater Kent's and Radiola's new models, Crosley's or any known sets with panels up to 8 x 30x12-in. depths carried in Chicago stock for immediate delivery.

Our line includes 23 models of appropriate Radio Furniture of exceptional "Eye Appeal."

Permanent RADIO FURNITURE for the home. Charming grace of design, refinement, smart appointments, sheer beauty, graceful shapings, beautifully grained matched burl walnut.

Finished in that rich golden walnut with genuine lacquer, hand rubbed to that pleasing smooth feeling finish.

Send for catalog of complete line with full descriptions.



RADIO FURNITURE CO.

2468 Lincoln Ave.

Chicago

Illinois

Jaeger Radio Tubes

*Technically sound—
Well-built—Easily sold*



Pioneer lamp and tube mfrs.—established 46 years.

Having increased our production facilities we are now able to meet the increasing demand for these high quality tubes. Microphonic noises and shorting are prevented and perfect reception is insured by our special support which keeps the filament, grid and plate in perfect alignment.

Jobbers are offered a liberal sales and protected service proposition.

Type	Fil. Volts	Fil. Amp.	Plate Volts
JX-201 A Amplifier & Detector	5	.25	20-135
JX-112 Power Tube	5	.50	45-150
JX-200 A Detector Tube	5	.25	45 (Max.)
JX-171 Power Tube	5	.50	180 (Max.)
*JX-199 Amplifier & Detector	3	.06	20*90

* JX-199 for Dry cell battery. Can also be furnished with the JV (small base) or large adapter base.



Jaeger's "Silent Salesman" display container more than pays for the little space it takes on your counter.

Jaeger Research Laboratories, Inc.
270-280 Park Ave. Weehawken, N. J.

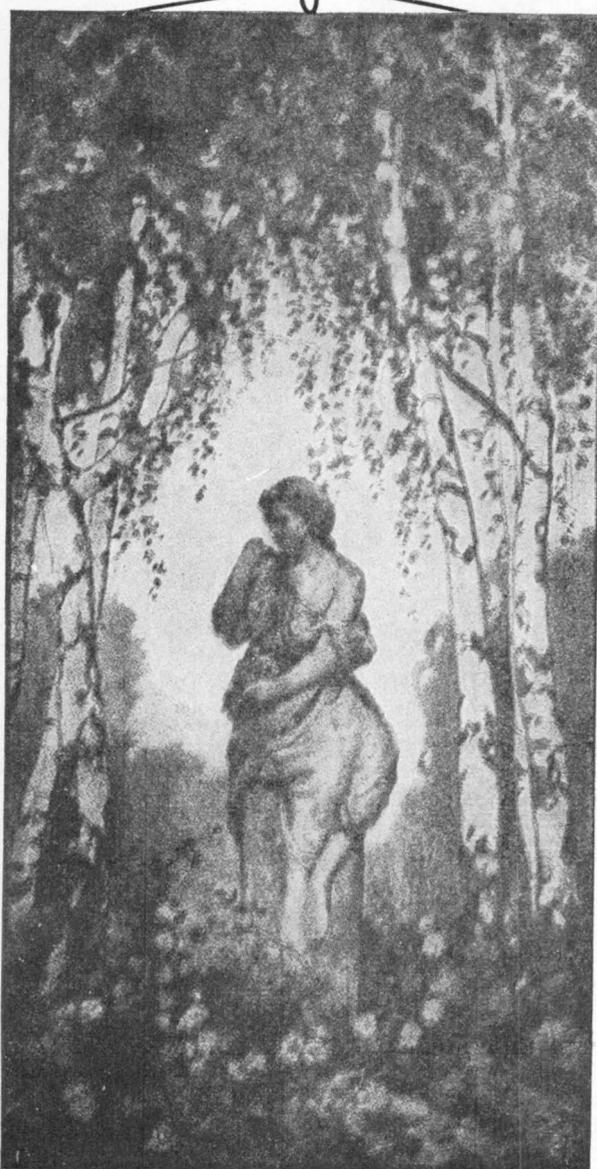
Business Wants

THE *Searchlight* Section of this paper represents a meeting place for men and concerns who have immediate business "wants" to fill—the section covers

- Agencies Wanted
- Agents Wanted
- Books and Periodicals
- Business Opportunities
- Civil Service Opportunities
- Contracts Wanted
- Desk Room for Rent or Wanted
- Educational
- Employment Agencies
- Employment Service
- Foreign Business
- For Exchange
- For Rent
- For Sale
- Franchises
- Labor Bureaus
- Miscellaneous Wants
- New Industries Wanted
- Office Space for Rent or Wanted
- Partners Wanted
- Patent Attorneys
- Patents for Sale
- Plants for Sale
- Positions Vacant
- Positions Wanted
- Property for Sale
- Representatives Wanted
- Salesmen Available
- Salesmen Wanted
- Spare Time Work Wanted
- Sub-Contracts Wanted
- Tutoring
- Vacation Work Wanted
- Work Wanted

"SEARCHLIGHT"

SELLS ON SIGHT
PERFORMS WONDERFULLY



THE NYMPH—\$9.50

BEAUTY and PERFORMANCE—a matchless combination in the new EFFARSEE ART PANEL ANTENNAE—a tuned aerial of low natural period but large capacity, that looks like a rare old tapestry of rich, mellow coloring. Dresses up your own display room as well as beautifies the home of your customer. Sells itself to new purchasers, who generally object to outside wires, and to old set owners to improve reception. Also non-decorative types at \$2.50 and \$4.00. Write or wire your jobber, or our factory, today.

FISHWICK RADIO COMPANY

135 W. Central Parkway, Cincinnati, O.

Listen for Effarsee Musical Panels over WSAI, Cincinnati, Ohio, on Wednesday night.

Sell This
to Thousands



Every Radio Owner
Wants Full Automatic
Control of His Set

Thousands of radio owners in their efforts to free themselves of the bother of batteries, have purchased trickle chargers and "B" eliminators. While this equipment has relieved them of much bother, they still must take the trouble to turn the "B" eliminator on and the trickle charger off every time they use their set. Likewise they must turn the "B" eliminator off and the trickle charger on when finished. Forgetfulness can result in weakened batteries or wasted current. Now sets can be made fully automatically controlled with

The **HANDY**
Full Automatic
Switch

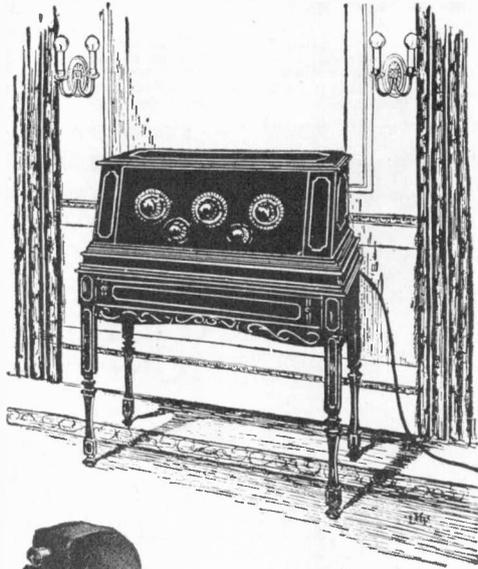
Radio owners everywhere will want the advantages this switch offers. You simply plug in "B" eliminator and any charger to the switch and hook up front terminals to battery and set; then screw the switch plug into a light socket. Full control of all power is then placed in the filament switch. When the set is turned on the "B" eliminator is on and the charger off. When the filament switch is off the charger is on and the "B" eliminator is disconnected, and when the "A" battery is brought to full strength the charger is automatically turned off resulting in the saving of current. The Handy Automatic Switch is the final step in freeing radio owners of bother. As such it has an enormous market and offers you one more profitable item to sell to the radio owner who now seems to have practically all the equipment he needs. Priced right with satisfactory discounts to the trade. Ask your jobber about the Handy line. Write now for descriptive literature and prices.

INTERSTATE ELECTRIC COMPANY

4351 Duncan Ave.,

St. Louis, Mo.

No matter where your Set is—The Speaker can be where you want it



THE *Cuno Radio Reel*, with 25 feet of cord on a self-winding reel, means real utility for the radio fan. Puts the speaker just where it's wanted.

It is simple, reliable, with only two screws to attach.

This is a real fast seller for your trade, with a good profit and quick turnover. Just like putting a radio set on wheels.

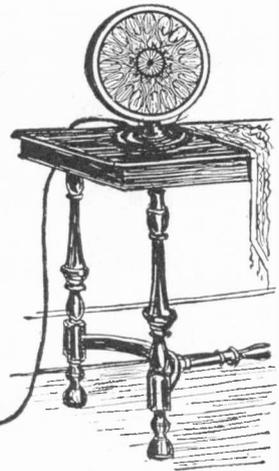
Your jobber has these in stock,—order your stock now. Unit package 5 reels, each in attractive individual box. Display card in each carton.

Millions are just waiting to be shown.

DISPLAY THE LIST PRICE ONLY

\$3.75

RADIO CUNO REEL



Model 687,
Cuno Radio Reel

Handsomely finished in nickel and mahogany brown enamel. Complete with automatic ratchet controlled re-winding reel, 25 feet high grade cord and terminals. Each\$3.75

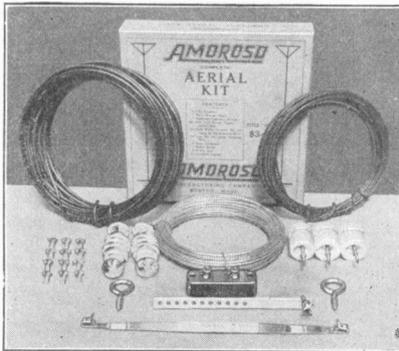
THE CUNO ENGINEERING CORP.
MERIDEN, CONN.

A Complete Line of AERIAL NECESSITIES

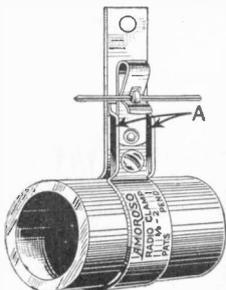
Every radio set owner needs an efficient ground and aerial.

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.

Follow the Lead
of the Leaders

Use the
S O S HYDROMETER

The big battery manufacturers use the SOS (patented Chaslyn Balls) as standard equipment in Glass-Cased Batteries and Power Units.

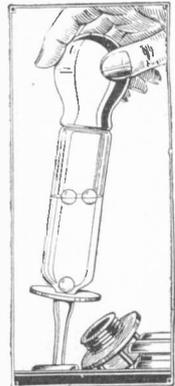
Easier to Read
Nothing to Break

Swim all three—charged fully.
Sinks the white—charge still right.
Sinks the green—charge is lean.
Sinks the red—charge is dead.

Ask your jobber. If he can't supply, write us sending jobber's name.

Chaslyn Corrosion Cure for Battery Terminals protects contacts. A large tube lists at 30c.

THE CHASLYN COMPANY
4615 Ravenswood Ave., Chicago, Ill.



WARD Electric Soldering Irons



No. 168—\$2.00

A complete line of soldering irons designed for radio work—or wherever a soldering tool is required. Repeat orders, over a period of years, from the leading jobbers throughout the country prove beyond anything we could ever tell you that the workmanship and quality of these irons is of the best.

Heavy Irons for Manufacturers.
Send to nearest office for complete details.
Exclusive Agents, Surplus Dunn & Co.

74 - 76 Murray St.
New York City

34 No. Clinton St.
Chicago, Ill.

WARD MFG. CO.
937-9 Wellington Ave. Chicago, Ill.

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

\$700 worth of Business from one little undisplayed ad in the SEARCHLIGHT SECTION

Several months ago a manufacturer of a complete line of radio coils, ran a thirty-five word undisplayed ad in the Searchlight Section, for manufacturers' representatives.

In a recent letter to us he says—
"We were very pleased at the results of this small advertisement, results being orders amounting to over \$700."

The advertisement appeared one time and cost only \$3.80—9 replies were received—and \$700 worth of business gained! That's resultful advertising!

The Searchlight Section provides an efficient low-cost means of making your miscellaneous business needs known to the industry. Use it for securing agents and representatives, buying or selling surplus stocks, locating salesmen and other types of employees, selling your business, etc., etc.

SALESMAN AVAILABLE

THOROUGHLY experienced salesman wishes to represent manufacturer in Jersey, Pennsylvania, on salary or drawing. Can manage branch office. Know jobbers and dealers. W, 5446 Chestnut Street, Philadelphia, Pa.

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.

Technical Service (Agency)

217 Broadway, New York

RADIO PERSONNEL

EXECUTIVE—ENGINEERING
 PRODUCTION AND SALES

Superior Radio Crystals

World Famous Brands (concert Tested Radio Crystals for Reflex or Crystal Sets)

Unconditionally Guaranteed

Discounts furnished upon Request

CALIFORNIA RADIO MINERALS

Harry Grant, Jr.

Successors to K. O. PRODUCTS CO.
 904 Oak Grove Ave., Burlingame, California.

WE PAY CASH

for your

SURPLUS RADIO STOCKS

What have you for sale?

AMERICAN SALES CO.

21 Warren Street, New York City.
 Established 1919

We have cash for

Surplus Radio Goods

Write us what you have and lowest cash price.

Dewey Radio Company

148 Summer St., Boston, Mass.

CASH

We want your SURPLUS RADIO STOCK

Send us your list and lowest cash price

EMPIRE RADIO CO.

216 Washington St.,
 Boston, Mass.

CASH

Watch the SEARCHLIGHT SECTION for Business Opportunities

Make a practice of turning to the Searchlight Section of your issue of *Radio Retailing* regularly! Hundreds of other readers do.

It brings the miscellaneous business opportunities of the industry to you. In this issue for instance, several companies offer you cash for your surplus stocks—two organizations offer to aid you in securing radio trained personnel—a manufacturer offers unconditionally guaranteed radio crystals—and the salesman advertising may be just the kind of man you have been looking for.

If you don't find your business needs advertised, advertise them. The cost is small and many times the results are more than gratifying.

Let the SEARCHLIGHT SECTION help you!

There's a BIRNBACH

COLORED RUBBER

BATTERY CABLE

For every Circuit and Purpose

These Battery Cables composed of Stranded Wires insulated with Colored Rubber and enclosed in an attractive Braid over all wires. For use in connecting A, B and C Batteries or Eliminators to Set. Furnished with brass soldered lug terminals on all ends for neat and quick attaching cable to batteries or eliminator. Each wire of separate Solid Color. Made in 5, 6, 7, 8, 9 or 10 Wires. Packed in individual cartons.



No.	Wires	Length	Price	No.	Wires	Length	Price
110	5	54 inches	\$0.50	114	5	10 foot	\$1.25
111	6	54 inches	.60	116	6	10 foot	1.55
112	7	54 inches	.70	117	7	10 foot	1.85
113	8	54 inches	.85	118	8	10 foot	2.15
126	9	54 inches	1.00	127	9	10 foot	2.45
119-10	10	54 inches	1.15	128-10	10	10 foot	2.75

Birnbach Radio Battery Connectors

Made of Stranded Wires, insulated with rubber and covered with a distinctive braid. All ends assembled with brass soldered lug terminals to fit the binding post or clips on all batteries. A handy accessory for use in connecting Dry Cell "A" Batteries, B and C Batteries. Carton contains 25 of each size.

No.	Connectors	Price
RC 3	3-in. Connectors	each \$0.04
RC 6	6-in. Connectors	each .05
RC 8	8-in. Connectors	each .06
RC12	12-in. Connectors	each .07

BIRNBACH

Birnbach Loud Speaker Extension Cord Units

You can move your Loud Speaker into any room desired. A BIRNBACH EXTENSION CORD UNIT improves the tone quality when power tubes are used, by placing the Speaker away from the Set. Made in six sizes and furnished complete with Connector. Packed in individual cartons.



No.	Length	Price
166	10 foot, complete	\$0.75
120	20 foot, complete	1.00
121	30 foot, complete	1.40
122	40 foot, complete	1.80
123	50 foot, complete	2.20
124	100 foot, complete	4.20

Birnbach Replacement Cords

These Five Foot Cords are to be used for replacement of worn Loud Speaker or Head Set Cords.

No.	Description	Price
102	Loud Speaker Cord Pin Tips	each .35
103	Loud Speaker Cord Pin and Spade Tips	.35
106	Loud Speaker Cord Pin and Eye Tips	.35
104	Head Set Cord Pin Tips	.50
105	Head Set Cord Pin and Spade Tips	.50
107	Head Set Cord Pin and Eye Tips	.50



BIRNBACH BAKELITE

Tuners in Beautiful Duco Colors

This 3-Circuit Tuner is wound on colored Bakelite and will improve any Circuit. A marvel for performance. Use BIRNBACH TUNERS for the best tone quality, long range distance, and volume. For use with .0005 Mfd. Condenser. Tuning range 200 to over 550 mtds.

No. 60	Colored Bakelite 3-Circuit Tuner	\$2.00
No. 60	Colored Bakelite Radio Frequency Coil	1.25



Birnbach "180" Bakelite 3-Circuit Tuner

This Tuner is larger in size than our No. 60 and in this form it is the most efficient TUNER ever designed. Distant stations can be tuned in with greater volume and the very best tone quality. For use with .0005 Mfd. Condenser. Tuning range 200 to over 570 mtds.



No. 180	BIRNBACH Colored Bakelite 3-Circuit Tuner	\$3.50
No. 180	BIRNBACH Colored Bakelite Radio Frequency Coil	1.50

Birnbach "400" Bakelite Post Strip

A new and convenient strip for sub panel mounting, moulded in Bakelite with 9 characters engraved. Packed in individual cartons.

BIRNBACH



No. 400	Birnbach Bakelite Post Strip	each \$0.65
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BIRNBACH RADIO CO.
254 West 31st Street, New York City

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Not Just Promised—But GUARANTEED!



You can tell your customers that Sylvania SX-200-A Super-Sensitive Detector Tubes will give them *greater distance and more volume*—than any other tube on the market, and we back up your promises with a written guarantee of free replacement without question. No alibis, no excuses—Sylvania Tubes make good or *we do!*

Such a sweeping guarantee is possible only for a manufacturer who has the product, the

faith and the finances to go through with it. If you can see the advantages—and profits—in handling the “fool-proof” Sylvania Tubes, get in touch with your jobber today. If he can't supply you, write us—we'll put you in touch with one who can.

Sylvania advertising includes national newspaper and broadcasting on a large scale. Be prepared to make the sales this advertising will create.



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-31**
Detector Amplifier
- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200-A**
Detector Only
- RADIOTRON UX-420**
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-1**
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-213-B**
Half-Wave Rectifier
- RADIOTRON UX-226**
A.C. Filament
- RADIOTRON UY-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-886**
Ballast Tube

The standard by
which other vacuum
tubes are rated

- A Radiotron
for every purpose
- RADIOTRON UX-201-A
- RADIOTRON UV-199
- RADIOTRON UX-199
- RADIOTRON WD-31
- RADIOTRON WX-12
- RADIOTRON UX-200-A
- RADIOTRON UX-420
- RADIOTRON UX-1
- RADIOTRON UX-171
- RADIOTRON UX-210
- RADIOTRON UX-240
- RADIOTRON UX-213
- RADIOTRON UX-213-B
- RADIOTRON UX-226
- RADIOTRON UY-227
- RADIOTRON UX-280
- RADIOTRON UX-281
- RADIOTRON UX-874
- RADIOTRON UV-876
- RADIOTRON UV-886



Radio set manufacturers recognize the vital importance of the vacuum tube. That is why the leading makers of sets sold on a quality basis use Radiotrons throughout and specify them for replacement.

In the great laboratories of RCA, Westinghouse and General Electric, the world's leading radio scientists have developed and perfected the vacuum tube known as the Radiotron.



RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK - CHICAGO - SAN FRANCISCO

One of the twelve striking color pages advertising RCA Radiotrons to the consumer during 1927 in leading magazines. More national advertising to the consumer has been placed on RCA Radiotrons than on all other makes of vacuum tubes.

Don't see vacuum tubes with old sets. If your vacuum tubes have been in use for years and are giving up, much better results will be obtained by replacing all the Radiotrons. Don't see a new tube with old sets. To keep your radio set at maximum producing efficiency, change all your tubes at least once a year.

Why not carry the vacuum tube line which is the biggest seller—the most widely advertised—and the most complete line on the market? You are only penalizing your profits if you do not carry RCA Radiotrons.



RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA